

# cool-aid

real estate insights in concentrate

inside: downsize with less stress





— *Intro*

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Get ready to downsize your stress levels about moving on

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BY ELISA COOL MURPHY

# home is where...

**Growing up, my mom used to say, "home is where your toothbrush is." You see, my father, Colonel Cool, was a fighter pilot in the US Air Force, flying F-111s, and that meant we moved—a lot!**

After college, I spent over a decade in the bustling world of media and marketing in Manhattan, working with big names like The Wall Street Journal, the Washington Post, and high-growth startups. My job? Coaching brands like IBM, Morgan Stanley, Whole Foods, GE, Red Bull, and even Zillow on how to better connect with people.

But, eventually, I found my way back to my roots in Louisiana. Grandma Cool hails from St. Francisville, and something just felt right and familiar here. In fact, she used to mail us Tony Chachere's seasoning mix when we were stationed overseas.



I'm grateful that I found New Orleans when I did. I bought a house, and just three months later, I met my husband, Matt Murphy. When you work with me, you'll likely meet Matt and our two furbabies, Maddie and Wren.

I love this city, and I love being an ambassador for those new to a neighborhood or to New Orleans. But what I'm profoundly good at is helping people move on—making transitions, both big and small, as seamless as possible.

As for New Orleans? Every year here brings further affirmation that my toothbrush and I have both found our home.

This book is dedicated to my two mom's. My mother, Karen Cool, who helped me find my home and my toothbrush, and my mother-in-law, Sherry Murphy, who helped me see that sizing down can be a whole lot of fun.

Although I've helped many clients sell their homes and downsize, it's only recently I've recently played a role in both Karen and Sherry's journey to move on. They've helped me to become even more empathetic to this journey inspired me to help others to do the same through our proprietary method at Team Cool Murphy and this book.

They've found their next forever homes, and now, together, let's find yours!

a guide to less stress when you

# downsize

Change, my friends, isn't something most of us handle with grace. In fact, research has shown that moving ranks among the most stressful experiences a person can go through. And when it feels like you're downsizing rather than upsizing, especially for the first time, it can come with a mix of expected and unexpected emotions.

BY ELISA COOL MURPHY

## **It's okay to feel**

**apprehensive;** it's okay to feel overwhelmed. That's why we're here, creating this series. We want to make it easy. We want to alleviate some of that stress. We're here to let you know that you're not alone in this journey.

Our goal is to put your mind at ease, address your concerns, and provide you with the knowledge and resources to

navigate this significant life transition smoothly.

Whether you're just getting started planning, actively searching for a new home, preparing your current one for sale, or considering an estate sale or other service to streamline your belongings, we've been there and done that.

At Team Cool Murphy we have a wealth of experience, specifically working with the 59+ crowd as they embark on their next chapter in life.

We're here to support you every step of the way, from the first idea of downsizing to the moment you settle into your new, more manageable home.

So, take a deep breath, relax, and let us guide you through the process of simplifying your life.

Together, we'll make this transition smoother, more manageable, and even exciting. Welcome to a three part series aimed at helping you minimize stress while you maximize the move towards your next chapter- let's embark on this journey together!





## Deciding to Downsize: A Personal Journey

The first step in downsizing is, of course, deciding to downsize. It's a big decision, and it's one that should be made with careful consideration. But here's the thing - there's no one-size-fits-all answer.

The decision to downsize is highly personal and unique to your circumstances, desires, and needs. So, let's dive in and explore some common reasons why people choose to downsize:

1. **Space Utilization:** Does your current house feel too big for your needs? Think about how much of your space you actually use on a daily or at least weekly basis. Are there rooms that remain untouched, collecting dust, and serving as a constant reminder of unused potential?

2. **Practicality:** Does it make sense to keep the extra space when you seldom use it? Is there a real benefit to maintaining rooms that rarely see any activity? Consider the cost and effort required to maintain these unused areas.



3. **Time Commitment:** How much time are you dedicating to maintaining your home, especially those underutilized spaces? Time is precious, and downsizing can free up valuable hours for other pursuits.

4. **Financial Considerations:** Is your home consuming a significant portion of your financial resources? Think about the expenses associated with your current space – mortgage, utilities, upkeep, and property taxes. Is it the best allocation of your resources?

5. **Emotional Well-being:** Do you feel alone or lonely in your current space? Emotional well-being is just as crucial as physical comfort. Your home should be a place where you feel safe, happy, and at peace.

6. **Support Network:** Are there people in your life – family, friends, or neighbors – who can help you manage your home's upkeep? Are they available and willing to assist you on a routine basis?

7. **Safety:** Do you feel safe and secure in your current location? Your peace of mind is paramount.

8. **Accessibility:** Are the services you need, such as healthcare, groceries, or entertainment, still conveniently accessible from your current location?





# IMPORTANT QUESTIONS

Now, let's get to the heart of the matter. Take a moment to answer these questions honestly, with a "Yes," "No," or "Sometimes." There's no right or wrong answer here; this exercise is all about gaining insight into your unique situation:

1. Does this house feel too big for me at this point?
2. Does it make sense to keep the extra space when I don't use it?
3. Does it make sense for me to spend the time I have to maintain this extra space?
4. Does it make sense for me to spend the money I have to maintain this extra space?
5. Do I feel I have enough time and money for this extra space?
6. Do I feel alone or lonely here?
7. Are there people (family, friends, neighbors) who I can ask to help me with this space?
8. Are they available and willing to help on a routine basis?
9. Do I feel safe here?
10. Are the services I need and enjoy still close by?



Now, take a moment to reflect on your answers. This questionnaire is designed to help you gauge your readiness for downsizing, and there's no rush. Remember, it doesn't matter if you check every box. Your decision to downsize can be driven by entirely personal, non-conventional reasons, and that's perfectly okay. We're not here to judge - we're here to support you.



Keep in mind that this decision isn't necessarily tied to age, health, or finances alone. A 25-year-old professional might have just as strong a reason to downsize as a retired 72-year-old. Some choose to downsize to trade up in location, moving to a more expensive, desirable area. Others opt to trade up in style, seeking an updated or en vogue place to call home. The reasons are as diverse as the individuals making the choice.

Congratulations. It's time to dream big and envision your next landing spot - the place where your downsizing journey will lead you. It's time to dream big and envision your next landing spot - the place where your downsizing journey will lead you. While the thought of downsizing might seem daunting,

keep in mind that what's on the other side is well worth the effort. Picture this: less to worry about, more freedom, and the ability to soar through life with less weight holding you down. It's an exciting prospect, isn't it?

## CRAFTING YOUR PERFECT LANDING



But before we take flight, we need a place to land - a new home that perfectly suits your needs and desires.

It's time to dream big and envision your next landing spot - the place where your downsizing journey will lead you.





As you begin your search for the next place to call home, consider what truly matters to you. This isn't just about finding any place; it's about finding the right place for this next chapter of your life. Let's explore some common considerations:

1. **Community:** How important is the role of community in your next place? Are you looking to live like the cast of "Friends," surrounded by a bustling neighborhood, or do you prefer the tranquility of a place like "Yellowstone"? Are you drawn to a close-knit community or a more independent lifestyle?

2. **Lifestyle:** How formal do you want your next place to be? Are you dreaming of a place with doormen, elevators, and luxury amenities, where every day feels like a five-star experience? Or do you value comfort, privacy, and a place where you can kick off your shoes and take your bra off the moment you walk in the door? There's no shame in desiring ritzy or cozy – it's all about your personal preference.

Now, envision a random Tuesday night in your future. What does it look like? Is it a relaxing evening at home, an exciting night out with friends, or something else entirely? Then, picture a random Sunday morning. Where do you grab your morning coffee – at home, downstairs, that cozy bistro around the corner, or a drive-thru?

With these images in mind, revisit the questions in this frame of mind.

Now, let's create another set of questions to help you dive deeper into your considerations. Again, your answers should be simple: "Yes," "No," or "Maybe."

- Do I need to live on the ground floor or at least have an elevator for easy access?
- Do I need features to help me with a handicap or potential future handicap?
- Do I need or want assistance, ranging from accepting packages to more hands-on care?
- Would I like my food to be prepared for me, nearby, within walking distance?
- Will I keep a car, and do I need it to be nearby?
- Do I need some form of easy public transit nearby?
- What amenities or services would I like to have close by, such as a grocery store, library, healthcare, museum, theatre, or restaurants?
- How social would I like to be in my new community?
- Do I want to be in a community that provides social engagement opportunities?
- How much maintenance am I willing to handle in my next place, whether it's a yard, zero lot line, or condo?
- Do I want to own, rent, or explore other housing options?
- How much control do I want over my new space? Do I need a place I can modify to my heart's content?
- Who will live with me in this new home – a spouse, friend, pets?
- Do I have a timeline for when I want to be settled in my next home, say within the next 12-24 months?





# Your bridge *to* a new beginning

**Y**ou've taken the time to reflect on the reasons for downsizing and have begun envisioning your next landing spot. But here's the truth: transitioning from your current home to your dream space can feel like crossing a wide chasm. That space in between, let's call it the bridge, can be a daunting place.

The bridge between where you are now (Place 1) and where you want to be (Place 2) is often where many people get stuck. It's a place filled with uncertainty, practical challenges, and sometimes, the voices of others who have opinions about your decisions – especially when it comes to family. They mean well, but all that well-intentioned advice can be, well, frankly overwhelming.



**T**ake a moment to recall a time when you had to juggle everyone else's expectations – perhaps planning a wedding, raising

a child, choosing a major, or pursuing a profession. How did it feel? What did you learn from it? Usually, people learn to trust their instincts, build an informed plan, engage experts, and trust the process. These lessons apply here as well.

Accept that there will be lots of opinions about your downsizing journey. You can choose to take them graciously, or you can choose not to. What's most important is this: YOU decide what's right for you, and it's perfectly acceptable to communicate what matters to you.

Now, let's delve into a list of questions that will help you navigate the bridge and own your downsizing journey:

- How is my physical condition?
- How is my mental condition?
- Who makes up my support group?
- Are they local and accessible?
- What can they reasonably contribute to help with my physical and mental well-being during this process?
- What do I need to be prepared for or set boundaries for during this journey?
- Will the people in my support group agree with my decision to downsize?
- Whose idea was it for you to downsize?
- Am I fully ready and onboard with this decision? Be honest with yourself.
- What's my vision for my next place?
- Can I count on the people in my support group to help me move and transition?

Now, let's talk about the practical steps needed to make the move from Place 1 to Place 2. Create a list of these steps and ask yourself: Do I have help for each of these things or steps?

Here's the good news: You don't need to do it all by yourself. You don't need a family member or friend to assist with every single step. Even better, you don't have to search for professionals to help with each aspect of the move because that's where we come in. Yes, Team Cool Murphy has your back.

We know all the steps, we know all the people to help, and we're here to guide you every step of the way. Whether you have 90% of the move figured out or 0%, we can work with you to build a plan and connect you with the right people to fill in the gaps. You only need to engage one person – anyone at Team Cool Murphy.

So, let's bridge the gap between your current place and your dream space together. We're here to ensure that your downsizing journey is smooth, successful, and tailored to your unique needs and desires.

Together, we'll discuss the practical steps to make your move a reality. Until then, remember that the bridge may seem daunting, but it's entirely conquerable with the right support and guidance. Your new beginning is closer than you think!

# let's bridge the gap.



# Your Downsizing Journey Starts Here

Congratulations on embarking on this incredible journey towards simplifying your life and creating a brighter future! Throughout this series, we've explored the myriad reasons behind downsizing and helped you envision your next perfect landing spot. We've also talked about the bridge between where you are now and where you want to be. Now, let's wrap it all up and show you how we can be your guide through this exciting process.

At Team Cool Murphy, we've honed a proprietary process that begins with a simple conversation. You don't need to have all the answers – the how, the where, or the what's next. You certainly don't need to know the who because, well, we're the who. And as for the when, it's whenever you've decided that downsizing is right for you. It's never too early to start planning for your future. In fact, the earlier you begin, the less stress you'll feel.



## — Next Steps

# how it works

it's easier than you think

Here's how it works: we'll come to your place, no need to tidy up or prepare in any way. We want to get to know you and your current living space intimately. We'll take a tour of your home, and we'll have a conversation about your vision, your ideas, your dreams, your goals, and even your fears. We'll listen carefully because your unique story matters to us.

After our meeting, we'll work closely with you to craft a custom plan that aligns with your aspirations. The best part? Our approach is collaborative.

While we're the experts, your input is invaluable, and your feeling informed is our top priority. Whether it's developing a room-by-room design plan, listing your current property, bringing in packing or downsizing experts, arranging for repairs, or providing information about the best places in town, we've got you covered.

Need to find a realtor in another city? No problem, we can connect you. Your needs are our pleasure to fulfill.



We chose this profession because we genuinely love helping people transition from where they are to where they'd rather be, and it's an absolute privilege to guide you on this incredible journey.

So, whether you're ready to downsize now or you're contemplating it for the future, remember that Team Cool Murphy is here for you every step of the way. We'll transform your downsizing dream into a reality, making the transition as smooth and enjoyable as possible. Your new beginning awaits, and we can't wait to help you get there.





# COUNT ON COOL

At Team Cool Murphy, we take our role as community advocates seriously. We recognize the deep concerns associated with escalating insurance rates, and our commitment is to be a part of the solution.

Whether you're navigating purchasing a new home, roofer options, seeking trusted insurance brokers, or preparing to list, we stand as your partners throughout the journey.

Our goal is to alleviate worry and ensure you can continue cherishing your unique New Orleans lifestyle.

"Count on Cool" isn't just a clever tagline; it signifies counting on us to help you find tailored solutions that empower you.

Reach out to us when you're ready to take meaningful action. Visit [coolmurphy.com](https://coolmurphy.com) to learn about our proprietary method and to schedule your complimentary and insightful 15-minute consultation today.





# THE COOL METHOD

Team Cool Murphy sprung from the idea that real estate can and should be different, better. A better experience for clients and real estate professionals alike.

Thus, The COOL Method was created, and Team Cool Murphy was born.

- C** **Conversation.** We begin with a chat that focuses on your goals and needs to make every step of the process comfortable, smart, and so much easier than you thought possible.
- O** **Outsmart.** Informed clients are happy clients. We soak up all there is to know. We know the market, the people, and the process, and we'll coach you through each.
- O** **Out-perform.** Team Cool Murphy is strategic, communicative, and resourceful. We say no to drama. Our clients benefit from our ability to routinely out-perform others while keeping it cool.
- L** **Live happily ever after.** Closings aren't code for goodbye. Whether you need help getting that new place managed, locks changed, a deep clean, fresh paint, those inspection repairs made, or a referral to a new vet, we've got you.

[GET STARTED →](#)

Team Cool Murphy, is brokered by Cool Murphy, LLC and consists of licensed REALTORS® in the state of Louisiana. Addresses are 904 St Ferdinand St, New Orleans, LA. We serve the Greater New Orleans area and are happy to refer great agents in other places. Our office number is 504-321-3194

