



AB

GAME PLAN

PROCESS

HELPING ATLANTA UPSIZE  
TO THE RIGHT SIZE.

## YOUR LIFE IS AWESOME.

Your friends tell you that you're "so put together" with the perfect work-life balance. You have mastered the breakfast-to-bedtime gauntlet with the kids. Your weekend is packed. But you have this level of anxiety that seems to be rising every day. You don't remember when the bickering started. It's a constant undercurrent in the house. You stopped associating being home as relaxing. It's chaos. You feel like you're drowning in stuff and can't remember the last time you took a bath with no interruptions.

The silver lining of the last few years is that you're now working from home a few days a week. You love getting extra time with the kids and walking the dog in the morning, but after school feels like a disaster. The kids are in their witching hour, and you have a critical zoom call with your boss at the dining room table. You learn to mute the mic and wave kids away from off-screen.

## YOU LOVED THIS HOUSE WHEN YOU BOUGHT IT.

It had room for your parents to visit and space for your crafting hobby. You had no idea that a baby could take up that much space. The guest room has turned into your hobby room with a daybed and trundle. Visits feel too long because no one has a private space.



You know your family relationships are suffering. You avoid being at the house because it's chaos. No one relaxes, and you spend your energy trying to catch the house up to your needs.

**The love for your house is long gone.** You leave for vacation and imagine never having to pull in that driveway again.

## **SO HOW DO YOU LEAVE THE CHAOS BEHIND?**

# **I'LL HELP YOU UPSIZE TO THE RIGHT SIZE USING MY GAME PLAN PROCESS.**

### **STEP 1: WISH IT**

We get to know your vision to find that perfect match.

### **STEP 2: WIN IT**

Making an offer is just the beginning. I'll be in your corner for every step of the negotiation process, keeping you informed, in control, and confident.

### **STEP 3: PREP & PRICE IT**

We'll make your home irresistible to buyers with creative and cost-effective improvements. We'll find the price that brings you the right buyers and the best possible outcome.

### **STEP 4: PROMOTE IT**

The house looks fab. We've got the magic number. Now you sit back and let me find the buyers.

### **STEP 5: PROFIT**

Until the final closing paper is signed, we'll be by your side. Then...cha-ching!

## STEP ONE.

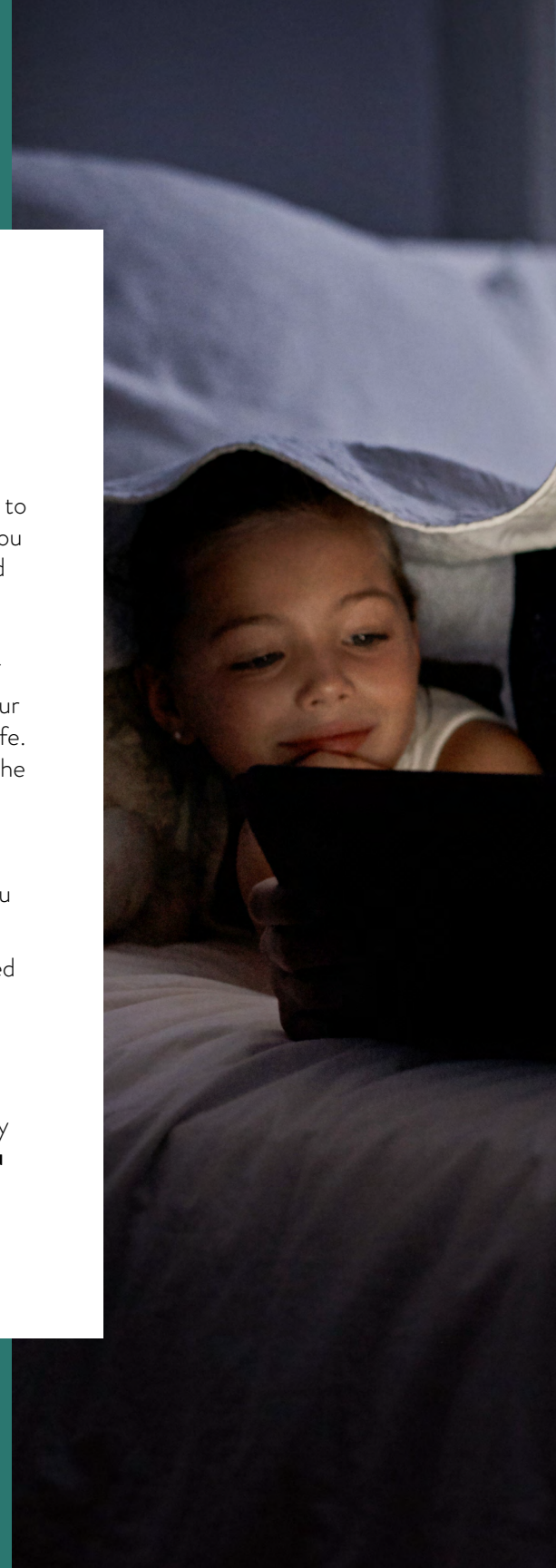
### WISH IT!

**You already know your current house doesn't work anymore.**

I know the frustrations and energy spent trying to make it work. Our first conversation is where you dream BIG! We will identify what is missing and what you need in a home to make life easy.

**Let's start with a tour of your house and how it is failing you.** Then I'll help you envision life if your home was perfect. Finally, we'll discuss your needs for an entertaining, relaxing, and loving life. This isn't just about your new home. It's about the community and location you want surrounding you all. Whether you dream of a house in a cul de sac or a Saturday stroll to a coffee shop (or both!), we will leave no stone unturned until you are happy.

Who hasn't heard of "The Secret" and wondered if it really works? The reason it works is you create a goal and you stay focused. Your life is already crazy busy. Laying this groundwork means you won't spend time spinning your wheels. (Zillow rabbit holes are fun, but are they a good use of your time?) **My job is to help you focus on your goals so you can move into your best life without wasting your energy now.**





## STEP TWO.

### WIN IT!

You dreamt BIG, and you found it. I have the knowledge and experience to help you craft the winning offer. Don't worry about interest rates or sellers' market fears, or all of the unsolicited advice you are getting from friends and family. **I have helped over 250 families (of all shapes and sizes) win the houses of their dreams.** I'll advise you on when to give and take during negotiations and how to stay within your budget. (Dreaming BIG doesn't mean you have to be a Big Spender!)

During this step, we will do the inspections and negotiate repairs. As a certified Real Estate Negotiation Expert, you can be sure I'll have your back. First, you'll buy with your eyes wide open. Next, we started envisioning your best life in your new home. This is the step where we make sure vision meets reality.

Whether it is your first home or your third purchase, this part is overwhelming. I'm here to help you know who to call for quotes, who the best inspectors are, and how to prep for moving.

It's always a good idea to buy first. It'll make your life feel less bonkers if you are moved into your new home before we prep, price, and market your old home. No worries if we need to do it all simultaneously. I've got plenty of experience helping people do everything in the order that meets their particular situation.



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## STEP FOUR.

### PREP & PRICE IT!

When was the last time you went on a date and didn't put on that outfit that makes you feel like "BAM! I am here, and I am worth it!"? Right, you would never. So we will make sure your house is looking F-I-N-E for its first dates. **Remember how much you loved it when you locked eyes with it for the first time?** Let's create that moment all over again for your buyer.

During our initial walk-through, we will talk about needed deferred maintenance and all of the projects you did to upgrade it along the way. Then, I'll make recommendations to help it stand out among the many choices a buyer has in the Metro Atlanta market. Finally, whatever you decide to do to make it look its best, I'll be here with the contractors you need to move quickly without breaking the bank.

We will discuss the current market statistics and comparable house sales early in the process. Then, I'll use this data to outline the range we can list to give you a quick sale at top dollar. In the week before we list, we will compare the condition of your house against the current competition to come up with the right sales price.

Like putting on the right outfit, knowing your worth is key to the perfect first date. **Prepping your house and pricing it right will lead you to success when we list!**

## STEP FIVE.

### PROMOTE IT!

First date analogy again! You know when you haven't had a date in forever, and then someone asks you out? Then it feels like everyone is noticing you. You are magnetic, and you feel charismatic. Your MOJO is flowing!!!!

I'm not just going to stick a sign in the yard, list it online, and cross my fingers. I'm going to get that MOJO flowing. I've got the connections and methods to get your house in front of many buyers. I'll call every agent in the area to tell them about the new hot property ready to date their buyers. **My goal is LOTS of showings and competition for your - I mean - your house's love.**

Don't worry about having pets, working from home, and having last-minute clutter. You'll have control over your showing schedule. I have lots of tips to get ready on short notice!

At this point in the process, your house is looking its best and is priced to turn the heads of potential buyers.





STEP SIX.

## PROFIT!

**Cha-ching! That's the sound of your profit hitting your bank account.** You were wise to invest in your future when you bought this house. (Remember when you stopped renting because you realized you were lining your landlord's pockets.)

Our relationship doesn't end at closing. **Think of me as your "real estate bestie."** Call me when you are considering a remodel and want to know about added value. I'm here to help you understand when to refinance. If you are having trouble finding a trustworthy contractor, I'll call in a favor to the people I trust.

IF YOU WANT TO TAKE THE NEXT STEP, BOOK A STRATEGY CALL WITH ME TO SEE IF I CAN HELP YOU UPSIZE TO THE RIGHT SIZE WITH MY GAME PLAN PROCESS. [CLICK HERE TO BOOK YOUR 15 MIN CALL OR CHAT WITH ME IN FACEBOOK MESSENGER.](#)

## HERE'S WHAT MY CLIENTS ARE SAYING...

### CHRIS AND RACHEL LA ROSE PINE LAKE, GA

**Adrianna was such a wonderful guide through our homebuying and home selling experience!** We started our search at a difficult time – just before the beginning of the pandemic. She saw us through many bumps, including changing markets, shifting family needs, and frenetic bidding wars. Through it all, we felt like we had an ally – someone who was looking out for our needs, giving sound advice, and providing creative solutions to any hiccups that we encountered. We had worked with realtors before, but none that had the heart and commitment to our needs that Adrianna showed us time and again. We are so grateful to her for our new family home in a charming neighborhood! Our kids say all the time “we love living here”, and we owe that to Adrianna.

### DAVID CRASS DECATUR, GA

Within a three month span and amid rising interest rates, I retired from state agency service, my wife and I bought a new home in North Carolina, sold our home in Decatur, and moved. Through all the hubbub, Adrianna was a rock. She watched the market like a hawk and maintained

a great sense of humor at a time when we had a LOT going on. **I trusted her implicitly and boy, am I glad I did!** I can't say enough good things!

### DESIREE & BRIAN CARTER ATLANTA, GA

For years, my husband and I had been debating whether we should renovate our first home or sell it and buy a new house. Working two full time jobs from home with a six year old and a new baby decided it for us: we needed a new place. Who did we call? Adrianna Berlin. We'd gotten to know her years earlier through our neighborhood organization and later my father-in-law's home search. We knew that we could trust her advice but we had no idea how fast things would go. Three days after our first meeting with Adrianna, she had two buyers come through our house and both made offers before the house hit the market. The next day, she took us through a house that we thought was out of our reach only to put in and have our offer accepted within hours. We closed on both houses under a month later. **How did she make it happen? She has in-depth knowledge of the housing market and has an extensive network of folks who she could direct us to speed the process along.** Thank you, Adrianna!

## BIOGRAPHY

I've done everything since I moved to Atlanta over 20 years ago. I've worked with animals (as a zookeeper), filthy animals (at an improv theater), and hopped from bar to bar (as a beer & wine rep). But none of that expanded my community and a sense of purpose like becoming a Realtor. **Today, I help Metro Atlanta families upsize to the right size, using my Game Plan Process.**

I know the feeling of pulling your hair out, trying to "make it work." But, you are in a home you've outgrown. You need to change your surroundings to create the life and space you need to grow. As a mother of three, we lived in a 1400 sq ft house. I felt the pressure to fit it all into our schedules and our space.

We walked around like ninjas in the evenings to not wake the little ones. Our teenager struggled to find space for hangouts with his friends. I was spinning my weekends DIYing storage solutions to tidy our lives. No amount of Marie Kondo would make this house work for us.

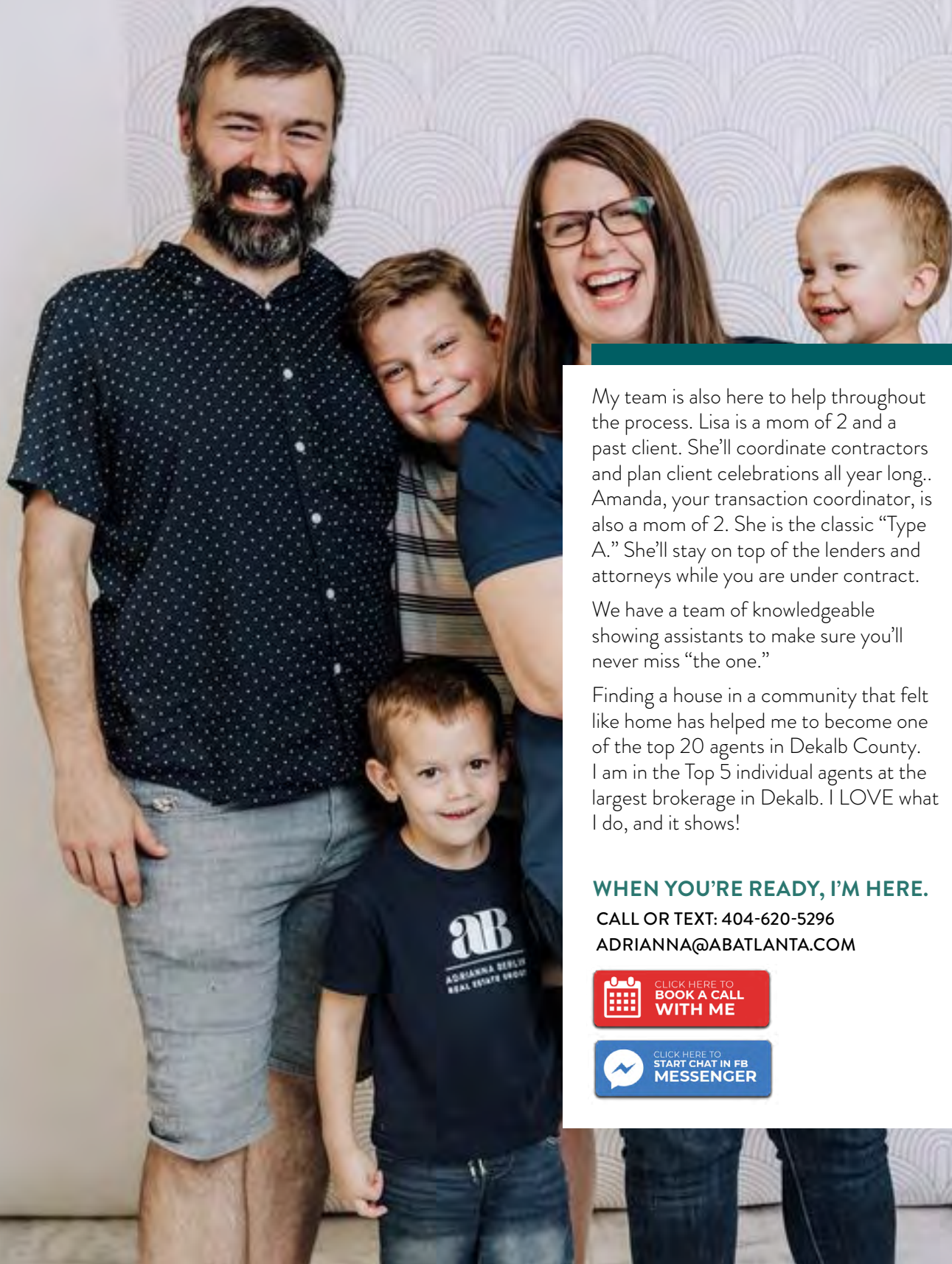
The right home can change your life and allow you to

live out your dreams. In 7 years, I've helped over 200 clients meet their financial and lifestyle goals. I love being a part of helping our community thrive.

We started the search for our forever home. First, we identified the spaces our family needed to survive. Now that we are settled into the perfect home, I keep asking my husband, "Why did we wait so long?" Even though I do this every day, I understand how stressful it can be. But, with a lot of big decisions, we didn't want to miss the chance to find a space, not just for now, but one to grow into.

**Part therapist, part mediator, and part bad cop, I'm honest with my clients to help them make the right decisions.** I'm not afraid to push the other side of my clients to help everyone end with a win-win. "Big emotions" can cloud negotiations. I am a certified Real Estate Negotiation Expert. I help clients focus on their goals instead of the stress of negotiations.

My relationship with clients doesn't end at the closing table. They become friends and neighbors. They know I'm a phone call away to connect them to resources they will need as homeowners.



My team is also here to help throughout the process. Lisa is a mom of 2 and a past client. She'll coordinate contractors and plan client celebrations all year long. Amanda, your transaction coordinator, is also a mom of 2. She is the classic "Type A." She'll stay on top of the lenders and attorneys while you are under contract.

We have a team of knowledgeable showing assistants to make sure you'll never miss "the one."

Finding a house in a community that felt like home has helped me to become one of the top 20 agents in Dekalb County. I am in the Top 5 individual agents at the largest brokerage in Dekalb. I LOVE what I do, and it shows!

### WHEN YOU'RE READY, I'M HERE.

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