



ab

THE LIFESTYLE UPGRADE

A GUIDE TO HELP FAMILIES
UPGRADE THEIR LIFESTYLE AND
LIVE A LIFE THAT'S RIGHT FOR THEM.

YOUR LIFE IS AWESOME.

Your friends tell you that you're "so put together" with the perfect work-life balance. You've mastered the breakfast-to-bedtime gauntlet with the kids. Your weekends are packed with kids activities and social engagements.

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 afterschool 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 but you're not sure how long you can maintain this.

YOU LOVED THIS HOUSE WHEN YOU BOUGHT IT.

It had room for your parents to visit and space for your crafting hobby. Then came kids... 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. Not only does the space not work, but it constantly needs work. And not the fun kind. It feels like you can never get ahead. You leave for vacation and imagine never having to pull in that driveway again.

SO HOW DO YOU LEAVE THE CHAOS BEHIND?

The truth is upsizing isn't just about having enough counter space, **it's about getting a hold of the life you want.** These formative years for your children go so quickly and you want to make sure they have the right environment for growth. You need a process that helps you understand what you need from not only your next home but also your neighborhood and community.

You need a guide that will have those big conversations with you and remind you of your real goals when things get emotional.

You need clarity in the path to move forward. That's why I created my 5 step process. It's designed to help you discover what upgrading your home and neighborhood should look like... according to you and your family. Not someone's else.

HERE'S HOW IT WORKS.

STEP ONE.

WISH IT!

PEEL BACK THE LAYERS.

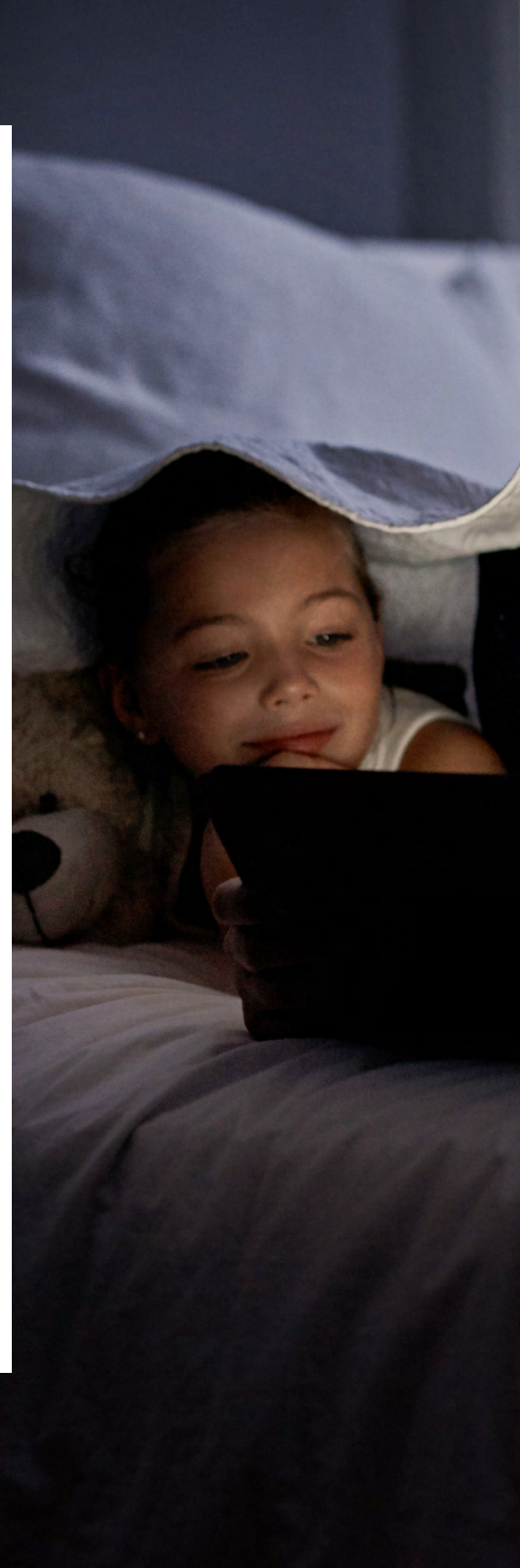
You already know your current house doesn't work anymore. Our first conversation is where you dream BIG! When we first meet, We start by visiting your "why"... then we start peeling back the layers. What does "more space" or a "quiet location" really mean for YOU. Because it's different for everyone. This isn't just about your new home. It's about the community and location you want surrounding you all.

You'll also take me on a tour of your home and point out all the ways it's failing you. We don't want you focused on the things that aren't going to make you money. We do want to focus on the things that will get buyers through the door and keep them there. I'll create a follow up list for you based on what we see and what your timeline is like.

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. You should be so educated by the end of the entire process that you'll feel like you could do it on your own... Although trust me, you wouldn't want to.

I also end all of my initial meetings with people with the questions: "**How do I win with you and how do I lose with you?**" It's important I know what your concerns are without you having to say what concerns you most with working with a real estate agent. From here, I will try to meet your needs in a way that feels authentic to me and good for you. Because at the end of the day you deserve to trust your agent and you deserve to feel heard and cared for.





STEP TWO.

WIN IT!

FIND YOUR COMMUNITY.

We don't have a lot of rules around here but there are some clear step by step things that need to happen. One of them? You can't look at homes until you've gotten your preapproval - it's like trying to bake a cake without the eggs. You're missing a key step to a successful outcome.

Now that you've dreamt BIG, and found the home, let's make sure we do our due diligence. Beyond helping you visualize what you want IN the home, part of our process is helping you make sure you've found a good fit in the community too. (A little disclaimer when working with me? Expect a lot of dating analogies.) Finding the right fit for your home parallels quite a lot to dating. A lot of people think due diligence is only about doing inspections and negotiating repairs but due diligence is actually where you date the neighborhood. Let's make sure you're buying with your eyes wide open... after the butterflies from the first date calm down.

As a certified Real Estate Negotiation Expert, you can be sure I'll have your back. Once we're confident your vision meets reality, we can move forward completely. 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.

If you can, 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.

STEP THREE.

PREP & PRICE IT!

CONNECTING THROUGH CONNECTIONS.

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. (see I told you I loved a good dating analogy)

During our initial walk-through, we talked about needed deferred maintenance and all of the projects you did to upgrade it along the way. Now, I'll connect you with all the right people so that your home can stand out among the many choices a buyer has in the Metro Atlanta

market. Connecting people is a passion for me. So I'm not just gonna introduce you to an electrician. I'm introducing you to somebody that I truly believe is a good fit for you stylistically, budget-wise, and also is really good at their job.

Finally, we'll 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!

A man and a woman are laughing joyfully in a kitchen. The woman is on the left, wearing a striped long-sleeve shirt and dark jeans, with her mouth wide open in a laugh. The man is on the right, wearing a plaid shirt and jeans, also laughing with his mouth open and one hand raised. They are standing in front of wooden kitchen cabinets and a brick wall. A dark blue vertical bar is on the left side of the image, and a white text box with a dark blue border is on the right side.

STEP FOUR.

PROMOTE IT!

INTENTIONAL MARKETING SELLS.

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!!!! It's the same with your home. 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. We'll start by a complimentary professional cleaning right before photography and video. I've got the connections and methods to get your house in front of many buyers. It's not about any old marketing move, this is about being intentional.

My goal is to get not only buyers through the door, but agents as well. Because for every one agent, you have multiple potential buyers. My goal is LOTS of showings and competition for 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, get prepared to move forward with an offer.



STEP FIVE.
PROFIT!

YOUR UPGRADED LIFE.

Cha-ching! That's the sound of your profit hitting your bank account. Negotiating is one of the reasons you've hired me. I believe in finding that spot where nobody feels taken advantage of. This leads to a smooth closing and overall good karma. ;)

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. 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. Think of me as your "real estate bestie" and overall connector of people.

YOUR LIFE, UPGRADED.

YOU'VE GOT IT ALL.

- ✓ The perfect floorplan (for you)
- ✓ The perfect neighborhood (for you)
- ✓ The perfect community (for you)

Your day to day is smooth now. Sure it's still crazy chaotic but you actually feel like you have some real balance now. The commutes make sense. Grocery shopping makes sense. Your kids schools make sense. Everything just fits with your actual life. And you can't wait to keep living it!

THEY DID IT - SO CAN YOU!

CHRIS & RACHEL L., **BUYER AND SELLER**

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 C., **SELLER**

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 C., **BUYER AND SELLER**

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

When I first moved to Atlanta 25 years ago, I was young and in love—with a city of 6 million people. No kids, late nights, and the freedom to explore every wild career path I could dream of.

I worked with animals (as a zookeeper), filthy animals (at an improv theater), and jumped from bar to bar (as a beer & wine rep). It was fun. It was wild. But none of it gave me the sense of purpose or connection that becoming a Realtor eventually did.

I know firsthand how much your environment can impact your life.

Atlanta was home for 25 years—plenty of time to build friendships that became family, launch businesses, and even start a school. We thrived in the rhythm of seasonal festivals and found joy in an ever-evolving restaurant scene.

But over time, the big city life started to wear us down. The longer we lived there, the further we had to move to afford space. Suddenly, getting to our favorite coffee shop or hanging with friends felt more like a chore. A quick grocery run? Yeah, we could've walked there faster than it took to drive three miles.

Then came spring of 2024. I was wrapping up home tours for an out-of-state couple, driving all over Metro Atlanta. When I finally plugged my own address into Google Maps, I saw that the 30-mile

drive home would take... 2.5 hours. On a Sunday.

I cried the whole way home. The whole reason I started my business in real estate was to be there more for my family and here I was spending an entire Sunday mostly driving. Was this **really** the life we wanted for the next 25 years? Was “good enough” good enough anymore?

I grew up in Battle Creek. I'm an MSU alum (SPARTY ON!). My heart always had one foot in Michigan, with summers spent at my grandfather's place in Sleeping Bear Sand Dunes National Lakeshore. As Atlanta's traffic, cost, and pace of life got heavier, Michigan started calling louder.

We started dreaming out loud:

****What if**** we could walk to our favorite coffee shop?

****What if**** we could find a house we love in a community that fits our lifestyle—and it's comfortably within our budget?

****What if**** we didn't spend our vacation time driving 15 hours to visit the most beautiful place on earth? (IYKYK.)

The big question became: **What if we just did it?** What if we took a leap and left Atlanta behind to chase the lifestyle we'd only been dreaming about?



It wasn't an easy decision. 25 years makes a city feel like home. But it became clear that Atlanta wasn't where we wanted to raise our kids. Not really.

Our hearts were in Michigan. So we made the leap—and it didn't take long to realize we hadn't just moved to Grand Rapids. We'd moved to paradise. This is home. This is where we were meant to be.

Now, my focus is on helping families in that same in-between space—where something just doesn't feel right anymore. Maybe it's the house. Maybe it's the neighborhood. Or maybe it's deeper than that.

I'm here to help you figure it out—part therapist, part mediator, and 100% focused on getting you relocated and settled so you can start living the life you *really* want. Because “good enough” isn't a destination—it's a signal that something better is waiting.

WHEN YOU'RE READY, I'M HERE.

📞 CALL OR TEXT: 404-512-3466

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