

Guiding Seniors to a **Stress-Free** Sale



Fixing repairs and staging your home before listing are some of the smartest steps you can take to attract buyers—but for many seniors, tackling these projects can feel especially overwhelming. Years of memories and belongings can make it difficult to declutter, and the physical demands of repairs or updates often feel like too much to take on alone. Still, first impressions matter, and even small improvements can help your home stand out in a competitive market. By addressing repairs ahead of time, you reduce the chance of buyers asking for costly concessions, while thoughtful staging highlights your home's best features and helps buyers imagine themselves living there. With the right support, these efforts not only make your property more appealing but also increase the likelihood of selling faster and for a higher price.

That's where Tara McCoy comes in. With her experience helping seniors and families navigate the buying and selling process, she understands that preparing a home for the market can feel overwhelming. Tara has a trusted network of professionals—from handymen and painters to stagers and landscapers—who can take care of the details that make the biggest impact. She specializes in guiding homeowners through the process with compassion and clarity, ensuring each step is handled with care. By pulling the right team together, Tara helps you present your home at its best so you can achieve top dollar with less stress.

Supporting seniors, reassuring families, simplifying moves



8 THINGS You can do

Declutter & Depersonalize

Remove excess items and personal photos so buyers can focus on the home, not your stuff

Fresh Paint

Neutral colors make spaces look larger brighter, and move-in ready.

Deep Clean

Sparkling kitchens, bathrooms, windows, and floors make a powerful impression.

Fix the Small Stuff

Repair leaky faucets, squeaky doors, loose handles, and burned-out light bulbs.

Enhance Curb Appeal

Mow the lawn, trim bushes, add fresh mulch, and consider a new welcome mat or potted flowers.

Light It Up

Open blinds, replace dim bulbs, and use warm lighting to make rooms feel inviting.

Stage Key Rooms

Focus on the living room, kitchen, and primary bedroom—the spaces buyers care about most.

Update Fixtures

Swapping out outdated hardware, light fixtures, or cabinet pulls can modernize a home quickly.



Tara McCoy
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Unlock Your Home's Potential Sell for More Without Monthly Mortgage Payments

Thinking of selling but need to make repairs or updates first? A Reverse Mortgage or HomeSafe(R) Second can give you the funds to get your home market-ready - without adding monthly mortgage payments.

How It Works:

Access a portion of your home's equity through a Reverse Mortgage or HomeSafe(R) Second.- Use the funds for renovations, staging, or repairs that attract top-dollar offers.- No required monthly mortgage payments - you remain responsible for taxes, insurance, and home upkeep.- Loan is repaid when you sell your home.



Benefits for Sellers:

Increase curb appeal and interior value.- Sell faster and for a higher price.- Stay in your home while making improvements.

GETTING YOUR HOME READY FOR SALE

WITHOUT Reverse Mortgage	WITH Reverse Mortgage
Limited funds for repairs or staging	Access equity for upgrades, repairs, and staging without monthly mortgage payments
May need to sell 'as-is' at a lower price	Complete improvements to sell faster and potentially for a higher price
Might move out early to prepare the home	Stay in the home while preparing it for sale
Rely on savings or credit cards for project costs	Use reverse mortgage proceeds instead of depleting savings

Want to learn more or see your own side-by-side comparison?



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