

THE NEW REALITY

# The Boomers' Concept of Home

Presented by *Vivien Sharon*

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Sotheby's | Canada  
INTERNATIONAL REALTY



IN 2024

**1 in 5 Canadians**

**WILL BE 65 OR OLDER**

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# WHY DOWNSIZE?

## BY CHOICE OR CIRCUMSTANCE

- Upkeep too costly
- Maintenance, trades, services add up
- Don't want to live alone
- Kids grown
- Separation, Divorce, Loss of Spouse Health and Financial Issues

## A TRANSITION

- Move closer to family
- Financial security
- Travel, Freedom
- Gift money to children/grandchildren
- Move to a quieter neighbourhood Move downtown





# GOALS OF DOWNSIZERS

## SECURE YOUR FINANCIAL FUTURE

Minimize financial expenses. Maximize Savings Potential.

## LIVE STRESS FREE

Simplify your lifestyle. Focus on more meaningful moments.

## ENJOY YOUR GOLDEN YEARS

Embrace Retirement. Travel.

# DOWNSIZER 101



## WHERE TO BEGIN

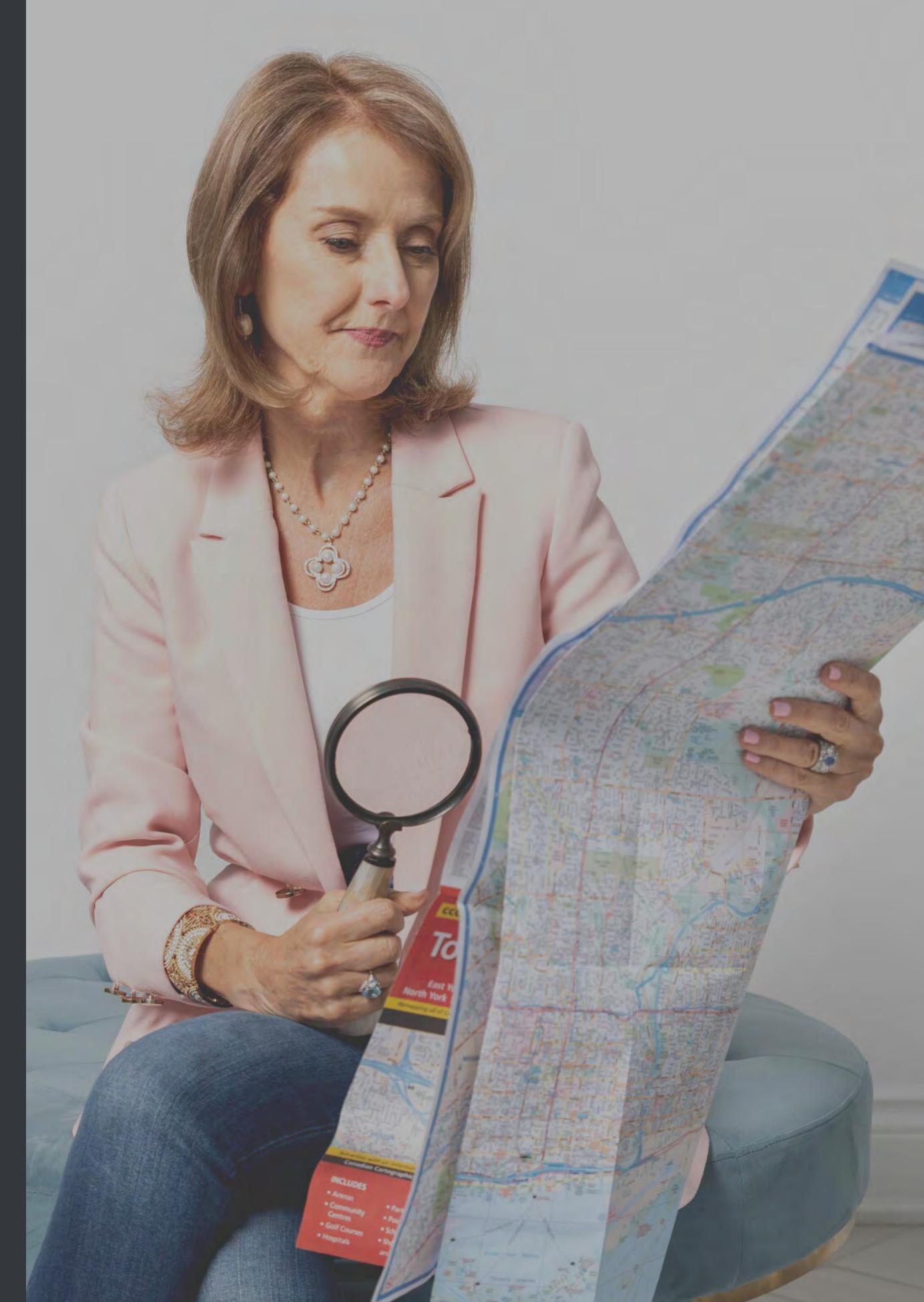
- How to declutter – the dreaded stuff!
- How to sort years of memories?
- What to gift to the kids?
- What to sell at auction, consignment shops
- What to donate?
- What to keep or what to trash?

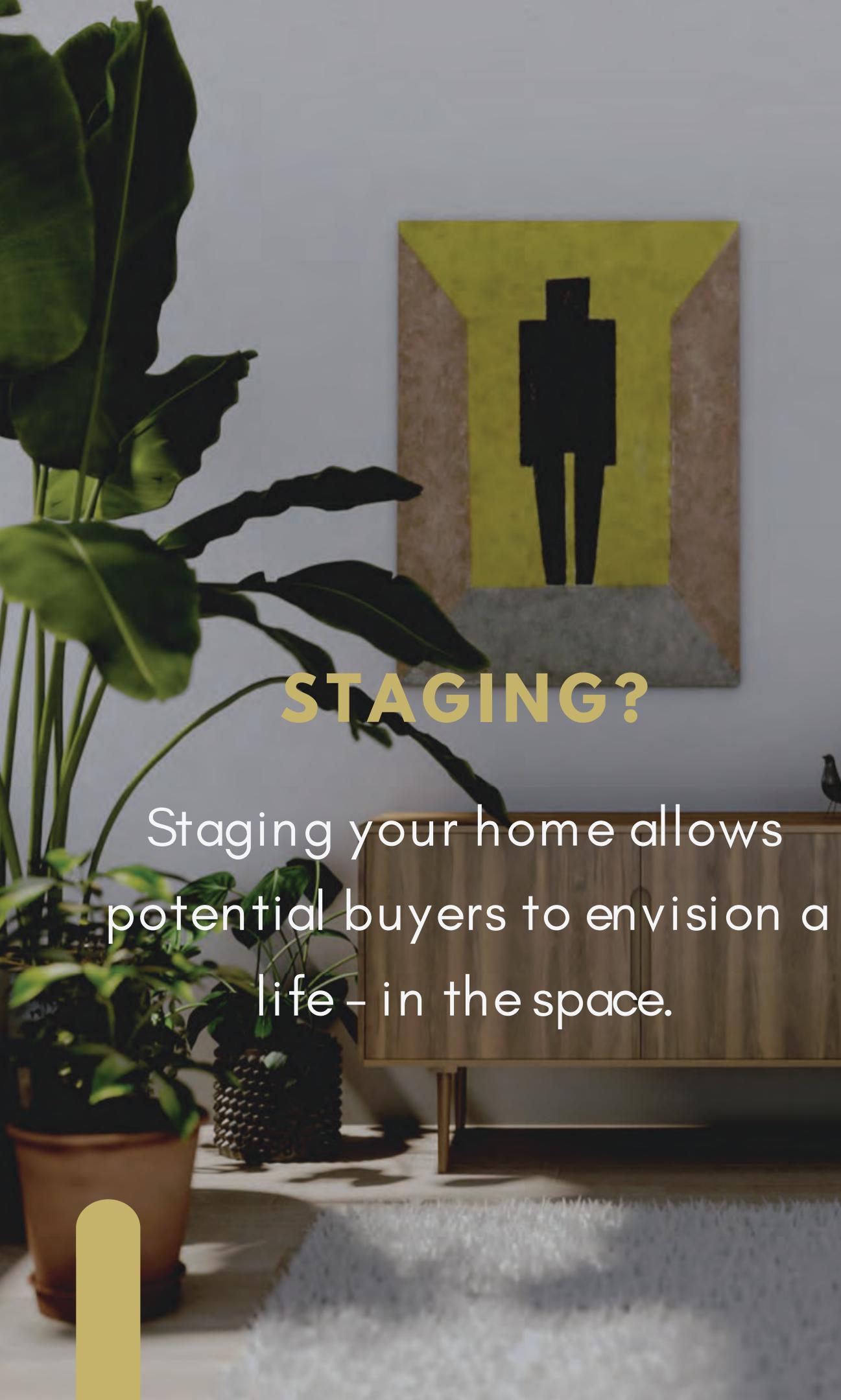
## A LIFETIME OF MEMORIES

- How to select the right Realtor?
- Where do you move to?
- Is there enough money for the future?
- How to prepare the house for sale?
- Fear of change

# HOW TO SELECT THE RIGHT REALTOR

- Are they full time?
- How long in the business?
- Knowledge of area?
- Designations
- Marketing plan
- Past sales performance





# TOP 5 FEATURES THAT BUYERS WANT

CHECK THESE OFF YOUR LIST

- Modern Kitchen
- Modern Bathrooms
- Neutral Walls
- Hardwood Floors
- Modern LED Lighting

WHAT I DO

# TO MARKET YOUR HOME

1

TOP PHOTOGRAPHY  
& VIDEOS

2

3D TOURS, DRONE  
PHOTOGRAPHY

3

VIRTUAL OPEN  
HOUSES

4

WEBSITE &  
SOCIAL MEDIA

# THE PANDEMIC A GAME CHANGER

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COVID-19

## SOCIAL TRENDS

- No cruising, no travel
- No visiting family
- Loss of freedom
- Fear of getting sick
- Putting plans on hold





# LOCKDOWN

## SOCIAL TRENDS

- More tech-savvy
- Work from home
- Virtual meetings/learning
- More time with family
- Contemplating our future

# THE NEW REALITY

## REAL ESTATE TRENDS

- City to suburban and beyond
- Rethinking how we want to live and where
- Proximity to Hospitals + Healthcare + Transportation





# THE IMPORTANCE OF HOME

## REAL ESTATE TRENDS

- Home is more important
- Focus on space (balcony, gardens, hobby rooms, home gyms, garage conversion)
- Home Offices



# CONFIDENCE & HOPE IN 2021

## HELP IS COMING

- Vaccine
- Return to normal activities
- Reunited with family and friends
- Boomers will be on the move again

# REDEFINING THE FUTURE

## PIVOTING IS KEY

- Year-round cottage
- Larger condos with a balcony
- Townhomes with elevators
- Multigenerational Living
- Outdoor spaces
- Rent or Buy



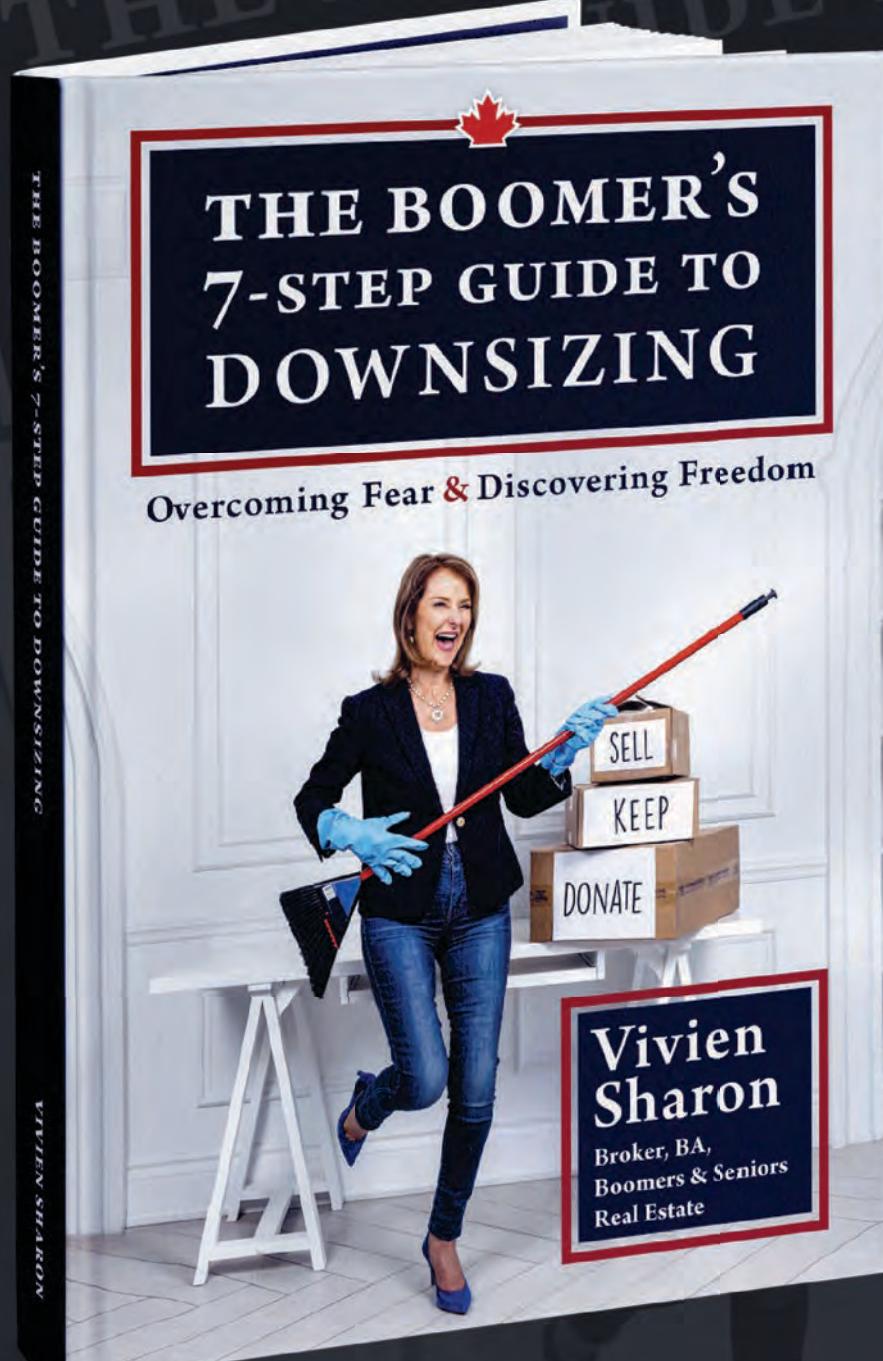
# I CAN ASSIST YOU

## NETWORK OF SPECIALISTS

Lawyers, accountants, financial advisors,  
decluttering specialists, appraisers for  
personal collections, home care  
consultants, contractors, etc.

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