

THE NEW REALITY

The Boomers' Concept of Home

Presented by *Vivien Sharon*

Sotheby's | Canada
INTERNATIONAL REALTY

A dark, atmospheric photograph of the Toronto skyline at dusk or dawn, with the CN Tower and various skyscrapers visible against a cloudy sky. The city is reflected in the water in the foreground.

IN 2024

1 in 5 Canadians

WILL BE 65 OR OLDER



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?

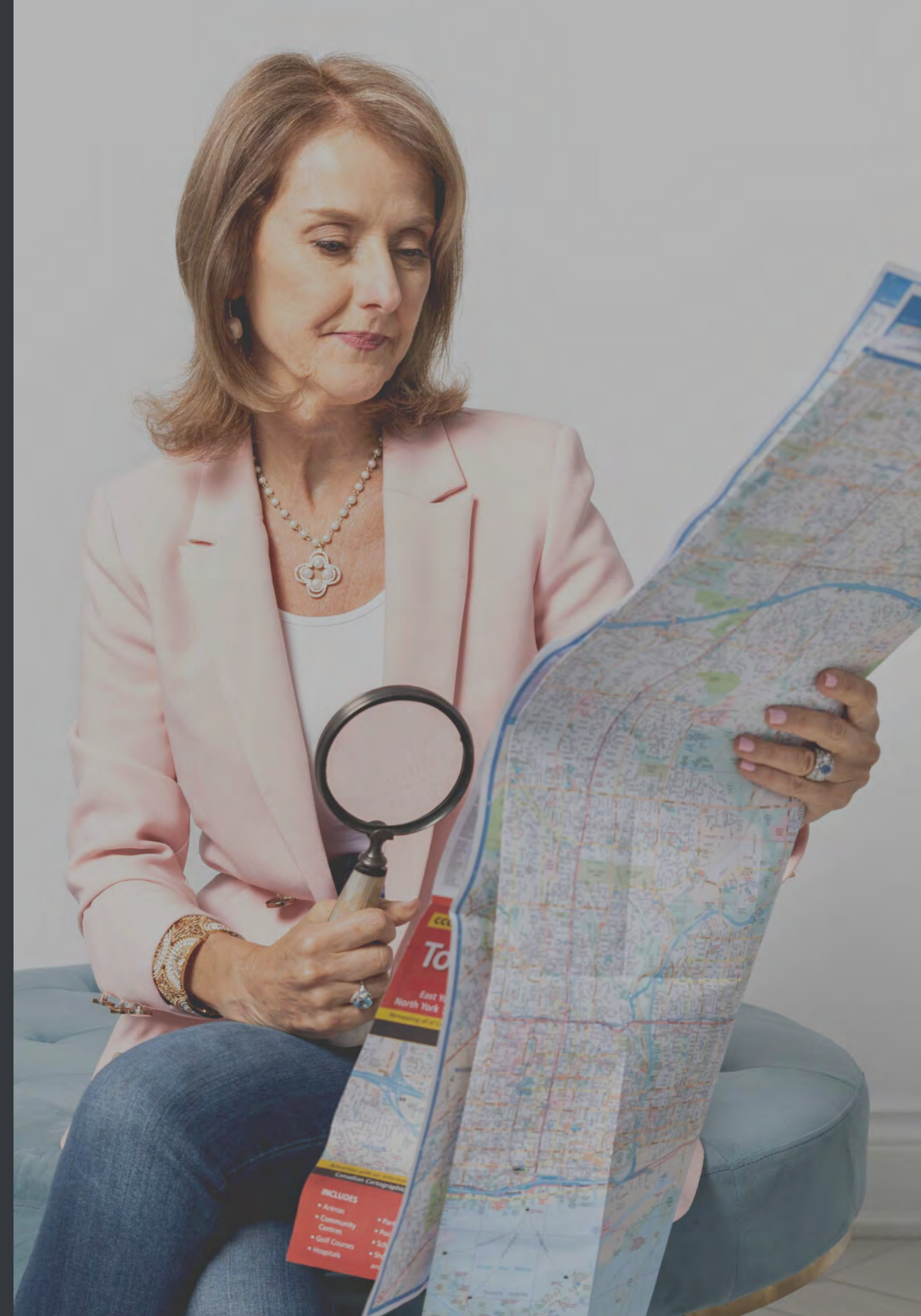
A LIFETIME OF MEMORIES

- 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





STAGING?

Staging your home allows potential buyers to envision a life – in the space.

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

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

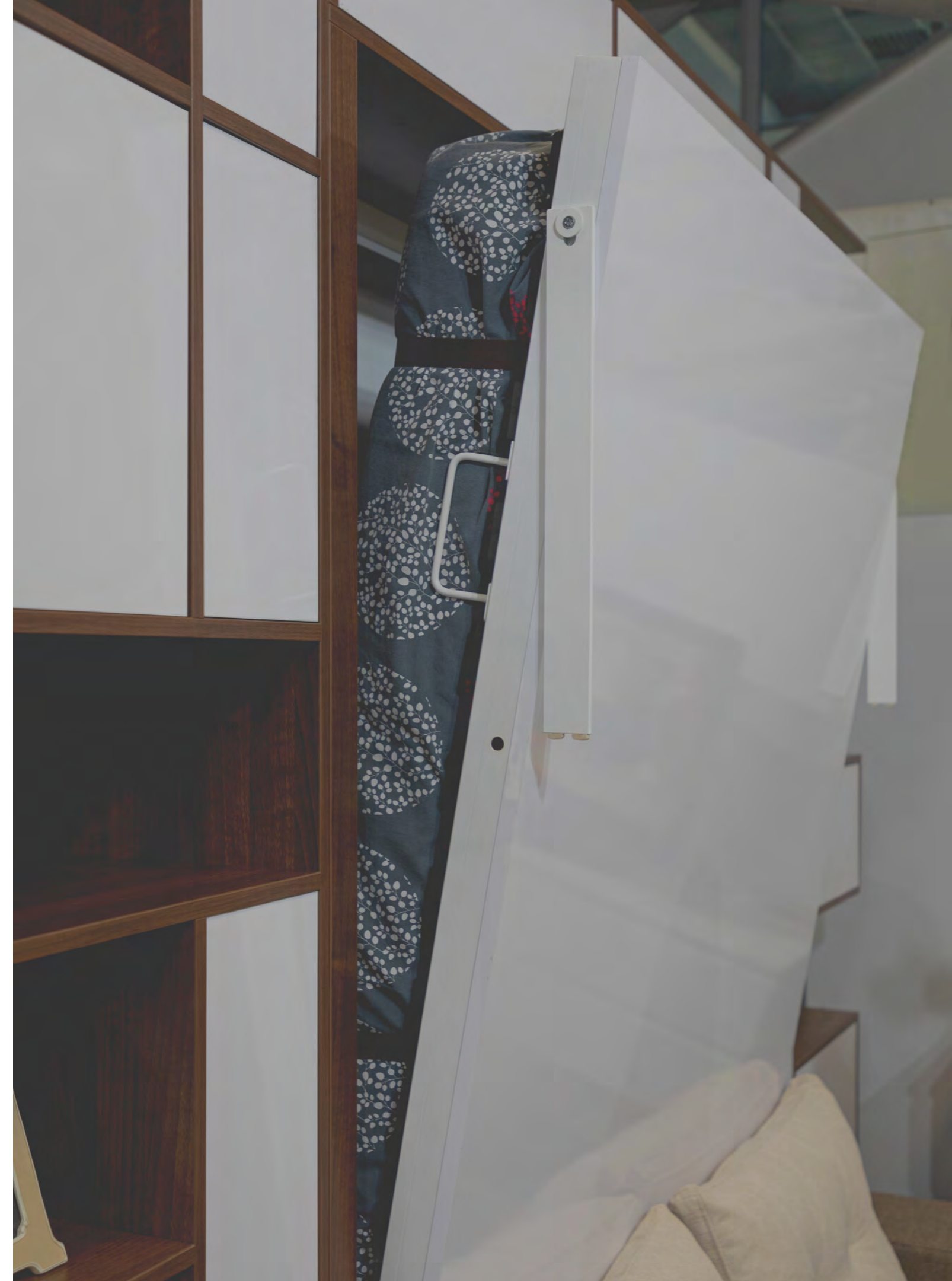
HELP IS COMING

- 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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Available at
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