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HomeServices

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Berkshire Hathaway HomeServices Blake, Realtors Introduces Real Estate and Lifestyle Planning Guide

Resource helps consumers think more strategically about their real estate decisions as their lifestyles shift over time

Albany, NY (May 4, 2019) -- Berkshire Hathaway HomeServices Blake, Realtors today introduced the Real Estate and Lifestyle Planning Guide, a tool to help clients and consumers think more strategically about real estate and their real estate decisions in preparation for lifestyle changes.

Brokerage agents will share the guide at no cost to help people match their real estate goals and aspirations to the ongoing shifts in lifestyle.

“It’s our belief that real estate decisions are primarily made in response to life events that trigger significant changes in living requirements,” said Jason Christiana, broker/owner of Berkshire Hathaway HomeServices Blake, Realtors “Through our Real Estate Planning and Lifestyle Guide, we propose a more strategic planning process to help consumers organize their thoughts and pinpoint their real estate priorities in advance of life’s ongoing changes.”

The guide helps people assess their present and future lifestyles and the considerations for life stages, such as renting vs. buying, considering move-up opportunities, moving with children and pets, downsizing by design, transitioning with multigenerational and special needs family members, and staging/merchandising your home. It helps them manage the inevitable uncertainties that may cause them to change their real estate holdings, and to better prepare for the related decisions.

The guide also includes steps to identify and set lifestyle planning goals and to memorialize all in a lifestyle plan.

To receive a copy of the Real Estate and Lifestyle Planning Guide contact a Berkshire Hathaway HomeServices Blake, Realtor. You may also request a copy or consultation by contact our customer care department at 518.935.2555.

About Berkshire Hathaway HomeServices

Berkshire Hathaway HomeServices, based in Irvine, CA, remains one of the nation’s fastest-growth real estate brokerage networks with nearly 50,000 agents and 1,450+ offices named to the brand since its launch in fall 2013. The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability and longevity. Visit www.berkshirehathawayhs.com.

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