



# Is it time to Move or Improve?



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# William Shakespeare famously wrote, "To be or not to be, that is the question." Today's question, asked by millions of homeowners is, "to move or improve?"

The conventional question of whether one should move or improve typically occurs when attempting to resolve some of the following issues:

- › Should we put in a new kitchen, go through remodeling stress, or just buy another home that has the kind of kitchen we desire?
- › Should we remain here because our kids have lots of friends and we like our neighbors?
- › Do I like the quality of life I currently have or do I need to make changes to my location to get what I want?
- › Should we put up with excavating our backyard for a pool or sell this home and buy one that already has a pool?
- › Should we run the risk of over-improving our home for our current neighborhood or move to a different neighborhood?
- › Should we take out a home equity loan for the improvements or buy another home with a new mortgage?

These questions, and innumerable others, typically only pertain to the binary decision of whether to move or improve. Just as the iconic real estate trifecta of "location, location, location"—which relates to wise investment decisions—has given way to "lifestyle, lifestyle, lifestyle," so too the issue of move or improve needs to be expanded to whether one should significantly alter their lifestyle, which might include relocating.

Any knowledgeable, market-savvy real estate professional would be very enthusiastic to tell you about the pros and cons of whether you should move or improve—let alone home improvement and moving companies as well. However, a true, trusted real estate lifestyle advisor is a professional prepared to mutually explore all options that extend beyond simply just what a home offers, and rather encourages conversations regarding more expansive lifestyle considerations including ones that aren't focusing on you buying another home within that market. Prior to making any decisions, it is recommended that you personally evaluate lifestyle changes and the consequences to make sure it's the right decision for you.

The purpose of this brochure goes well beyond encouraging homeowners to carefully assess whether they should move or improve. Instead, we respectfully invite you, and where applicable your partner and/or children, to respond to a different question—should you significantly change your lifestyle?

## SHOULD YOU SIGNIFICANTLY CHANGE YOUR LIFESTYLE?

On average, most homeowners move approximately every 10 years, therefore a lifestyle-related decision should also contemplate lifestyle factors that exceed the physical boundaries of square footage and property.

Instead of just considering opting for more contemporary kitchen cabinets or an outdoor spa, perhaps an additional focus should be on deeply considering a major lifestyle adjustment. Quite possibly this may be the time to decide that rather than adding a deck which would overlook a neighbor's barbeque and resides on a street reflecting remarkable housing conformity, that instead,

you might seek a lifestyle transformation. A transformation in which a view of the mountains, ocean, lake, river, woods or greater privacy becomes profoundly more appealing than either a deck at your present home or one adorning a larger home within town.

The difference between changing your overall lifestyle or merely determining whether you should move or improve, might also at this time point towards assessing the future impact of migration, economic, and for some, climate- related trends.

Those interested in, or already contemplating a significant lifestyle change, such as a senior lifestyle, moving up, downsizing, right-sizing, moving in together with more family members, moving away from family, from urban to suburban, from rural to urban, from suburban to either urban or rural, to higher or lower density, to assisted living, or a move to different states or countries, this is when you should call upon a trusted real estate lifestyle advisor to comprehensively and confidentially help you.

At this point, a process should begin that accesses and interprets data points and lifestyle options that go well beyond the simplicity of moving or improving. This is because one could improve the size and amenities of their home or buy another, while overlooking a much more abundant lifestyle that could transcend the mere physical changes to a home.

## LIFESTYLE-RELATED OPTIONS TO CONSIDER

This list includes factors one might consider when looking to change one's home, overall lifestyle or to relocate. Please rate the importance you place upon each lifestyle-related factor, from 1 to 5. This process of carefully evaluating the importance of each lifestyle component, should help you determine whether you simply improve, move or transform your lifestyle.

- |   |   |
|---|---|
| <input type="checkbox"/> Job opportunities                      | <input type="checkbox"/> Dining opportunities   |
| <input type="checkbox"/> Convenience to transportation          | <input type="checkbox"/> General perception of the state  |
| <input type="checkbox"/> Proximity to extended family members   | <input type="checkbox"/> How state or local areas vote politically  |
| <input type="checkbox"/> Live near existing friends             | <input type="checkbox"/> Living with a diverse population   |
| <input type="checkbox"/> Making new friends                     | <input type="checkbox"/> State and local taxes  |
| <input type="checkbox"/> Live in a major city                   | <input type="checkbox"/> Live amongst seniors   |
| <input type="checkbox"/> Live in a small city                   | <input type="checkbox"/> Financial health or projections of a potential state   |
| <input type="checkbox"/> Live in a small town                   | <input type="checkbox"/> Live near a university or college town   |
| <input type="checkbox"/> Live remotely                          | <input type="checkbox"/> Pet-friendly amenities   |
| <input type="checkbox"/> Live near a major airport              | <input type="checkbox"/> Convenience to places of worship or specific religious communities   |
| <input type="checkbox"/> Convenience to museums, culture, etc.  | <input type="checkbox"/> Cost of housing  |
| <input type="checkbox"/> Parks and recreation opportunities     | <input type="checkbox"/> Climate change and rising sea levels   |
| <input type="checkbox"/> Live near a major hospital             | <input type="checkbox"/> Concerns about natural disasters (i.e. wildfires, tornadoes, hurricanes, flooding, and excessive heat or cold) |
| <input type="checkbox"/> Home acreage                           |   |
| <input type="checkbox"/> Quality of education for your children |   |
| <input type="checkbox"/> Shopping opportunities                 |   |



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With over 30 years of experience and a team of full-time real estate experts, ERA Foster & Bond can help enjoy your home today and help you get the most out of your home when you need to move.

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