



Photo courtesy of Nickey Kehoe Studio Design • 323.954.9300

Curated Move™

A thoughtful and strategic approach to help Empty
Nesters sell and find their next perfect home.



You remember how exciting it was to move into your home. Life sprawled in front of you. Your home was soon bustling, and you were grateful for the gracious home that held your family.

Now, it feels like a ghost town. Memories rush back—of laughter and love, of watching them blossom. The joy and chaos of your kids growing up used to fill the halls. Dust settles on the furniture, marking the stillness in your home. It feels like a mausoleum of your past, not the vibrant space it once was. You can't even walk by their old bedrooms without feeling a lump in your throat. The space is haunting you, reminding you of what you've lost. It's time for a change, but leaving those memories hurts your heart.

High costs of keeping a large home.

You have invested all your money in your current home but have little cash. With the kids gone, you expected lower expenses. Caring for the family home is getting more expensive. It's draining your savings. Each creak, leak, and flicker of the lights makes you uneasy. You worry about what costly repair might be coming next. You keep thinking about whether to fix things yourself or hire a pro. Either way, you see your savings drop.

You're beginning to wonder if your neighborhood is still the right fit. You chose it for the school district and the short commute. Now the kids are gone, and you work from home more often. Financial pressure is growing, and you want to find a way to lighten the load. You still want to enjoy this new phase of life. Your home should bring you comfort and stability. It shouldn't cause stress or financial strain.

Feeling like the area and home no longer serves you.

Your reason for being in the area literally moved away. You used to love the energy of this neighborhood. Kids played on the sidewalks, and friendly faces waved as you went to school and work. You used to love the busy restaurants, fun parks, and easy commute, but now they stress you out. There's no reason to be there anymore, and you feel like you're wearing a sweater you've outgrown. Traffic and noise never stop bothering you. Perfect for young families, this community now feels like a bad fit. You don't belong. You want a friendly, walkable community. You want neighbors you can relate to. You hope they share your values. But you're concerned that this opportunity might be gone.





You're feeling lost

Beneath the surface, you're feeling adrift and sad. Your role as a parent has changed, and you're not quite sure who you are anymore. The empty rooms are a constant reminder that your kids don't need you in the same way they once did. You long for a new sense of purpose and a home that reflects this new chapter in your life. The fear of change can leave you feeling stuck. You know your home no longer fits you, yet you can't bring yourself to leave.

Getting stuck in a home that no longer serves you

If you don't make a move soon, you risk getting stuck in a home that no longer serves you. If you wait too long, market conditions might get worse. Interest rates could rise too. You could find yourself boxed in, unable to afford a new home that meets your needs. You don't want to regret your inaction for years to come. That fills you with dread.

Staying in a home that doesn't align with your current life can take a toll on your well-being. The stress of keeping up with a bigger home can hurt your sense of peace and your health. It also strains your relationships. You know that a change would be best for you, but the fear of the unknown keeps you frozen in place.

It feels like you've tried everything

At first, closing the doors to empty bedrooms felt like a quick solution. Still, each time you walk by, they softly remind you of a chapter that's over. Friends suggest using the empty rooms for hobbies or renting them out. However, none of these ideas match your vision. You should have a solution that helps you, not creates more work.

Sorting through sentimental items is tough. Each box of photos, artwork, and keepsakes feels hard to let go of. The "donate" pile never seems to grow, and the weight of letting go keeps you stuck. It sounds easy to sell or give away furniture and household items. Still, the process can be tiring. When you're unsure, things often stay where they are. Organization books and small projects are band-aids. They won't address the bigger problem. Your home no longer suits your needs. Quick solutions only show how serious the issue is.

Late at night, you scroll through real estate listings. You imagine life in a snug condo or a lovely bungalow with a yard that's easy to manage. The thought of a fresh start is exciting, but the gap between now and that future seems huge. How do you sort through years of items, emotions, and choices? You need more than tips. You need a plan that honors your past. You dream of your next home. But getting there feels overwhelming.





That's where I come in. I understand the mix of excitement and dread that comes with such a big change. Letting go of a home full of memories isn't about moving. It's also about respecting your past and looking forward to your future. You don't have to figure it all out alone. I created the Blueprint for a Seamless Transition to guide you with certainty into the next chapter. It's a step-by-step plan made just for people just like you. It allows you to sell your home with care for the greatest profit. It also helps you find a space that suits your evolving lifestyle. From emotional support to strategic planning, I'll guide you every step of the way.

Here's how it works:

Step One: Discovery Session

In the Discovery Session, we will work together. We will find what's most important to you during this big life change. We'll have a meaningful talk to understand your values, dreams, and any worries you may have. We'll also discuss your timeline and your comfort with different risks. From here, we'll discuss whether selling or buying first is best for you. You have options, so we'll chat about what that looks like. We'll determine what's working in your favor and where you might need extra help. This teamwork helps us create a clear plan that's right for you.

Selling a family home can bring up a lot of emotions. Your home holds special memories, so feeling a little sad is natural. But as your kids leave for college or move out, your needs may change. You might want a quieter neighborhood or a condo that's easy to maintain, giving you more time to travel.

This session is about planning for your future. We'll think about the kind of home and lifestyle that will make you happy. By the end of our meeting, I'll have a clear picture of your priorities. This way, I can create a strong plan to sell your current home and help you find a new one that fits your next chapter in life.



Step Two: Leveraging Every Asset

Let's take a moment to reflect on your home and the memories you've made there. It's important to recognize and honor this part of your life.

When it's time to show your home to buyers, we'll focus on what makes it special. We'll highlight the features that made you love it so buyers can see its value.

Here's our four-step process:

1. Check the condition of your home: We'll see if any areas need attention.
2. We will gain insights into the local market and set a competitive price for your home.
3. Boost your home's appeal: We will find ways to make it look its best.
4. Lighten your load: I'll do as much work as possible to make this process easier.

We will set an appropriate price for your home to attract the right buyers. Then, I'll arrange a professional photo shoot to create beautiful photos and videos. We will use these to market your home in the MLS and on social media.

If the process feels overwhelming, that's normal. I'm here to help. I have a team of trusted vendors. They can assist with cleaning, repairs, painting, staging, organizing, and moving.

Your home will look amazing with the help of a professional stager. A photographer will capture stunning images that we'll use to market your property.

My goal is to make this process smooth and successful. A well-prepared home sells faster and for more money. I'll provide checklists to keep you on track and ensure you don't forget anything. I'll also keep you informed every step of the way so you always know what's coming next.

Step Three: Strategic Sales Guide

Once your home is ready, priced, and looking its best, we will launch a marketing plan to get it noticed. We will list your home on the MLS and other sites to reach a wide audience.

We'll check in to ensure our strategy aligns with your goals. Due to the many simultaneous events, this part of the process can feel overwhelming. But you're not alone. We'll create a clear plan for showings so you'll know exactly what's expected. To keep things simple, you'll get a video summary and a checklist before each showing. I'll provide updates and keep the process as stress-free as possible.

When offers come in, we'll review them together. My goal is to keep you informed and empowered. I'm trained in negotiation and can adjust my approach to fit your style. I prefer to be collaborative but firm. We'll review the offer process so you're ready when offers come in. Whether you're focused on price, timing, or terms, I'll help you choose the best option.

We'll check in weekly to discuss your thoughts and feelings in person or over Zoom. These sessions ensure everything is on track. My transaction coordinator will also answer questions about contracts and paperwork. Nothing will fall through the cracks, and you'll always know what's happening.



Step Four: Falling in Love with Your Future

Let's take a moment to envision your new chapter. First, we'll review your initial Discovery Session. We'll confirm your budget, timeline, and lifestyle needs. This helps ensure we stay laser-focused on what matters most to you. By looking to the future, we can shift our focus. Instead of focusing on what you're losing, let's focus on what you are moving toward.

When it's time to find your next home, we'll start by identifying the areas you're drawn to. We'll then match your wish list with real-world options so you can genuinely see what fits your lifestyle. We'll go on "grand tours" to explore several neighborhoods. Then, we'll create a vision board and checklist. This visual approach helps you clarify your "must-haves" and "nice-to-haves."

Once we have your preferences, we'll narrow the list and show you real options. Seeing what is available out there helps make your next phase real. It also eases worries about "what if." We'll work on a backup plan, like an Airbnb. There's no urgency to settle the matter. You're not going to buy a home in a rush! This safety net cuts down on stress and anxiety.

My goal is to make this transition as stress-free as possible. We'll give you time to find your perfect home. By focusing on your new lifestyle dreams and setting a solid "Plan B," you won't feel rushed or pressured. As always, I'll keep you informed every step of the way so you know what's coming next.



Step Five: Celebration Time!

The "Celebration" step wraps up loose ends. It ensures the team does its due diligence so nothing slips through the cracks. We finish the paperwork . We schedule final tasks and set reminders. This gives you peace of mind as you move into your new home.

At this stage, the biggest challenge is coordinating the actual move and settling in. We provide checklists and connect you with vetted vendors. We also handle details. We will establish services, arrange repairs, and shop for your new space. Whatever you need, we're here to make the process easier.

Finally, it's time to celebrate your new chapter. Our commitment to you doesn't end once you move; we remain a trusted resource for life. As we like to say, "Don't worry; you're stuck with us now."





Can you picture it? Your new life is just around the corner.....

Your home is a perfect fit for your lifestyle—cozy, inviting, and easy to maintain. It has just the right space for your favorite things and guests. It welcomes you back from adventures like a warm hug. Thanks to lower housing costs, you have more freedom. Now, you can travel, take classes, enjoy concerts, or explore new interests. This move is more than just a new address. It's a fresh start. You can now focus on what excites you. Your home is a place of connection. Friends and family gather there. Laughter echoes in the rooms as you make beautiful new memories.



“Alexis Hall is brilliant, no joke.”.

“For over three decades, I’ve known Alexis to be one of the most honest, hard working, earnest, direct, and dedicated people I’ve known, in both her business and personal life. I would not hesitate to entrust her with the selling of my home, confident that she would do go the extra distance in terms of market research and marketing, along with applying her dedicated personal sensibility, ensuring the best possible outcome.” – *David Gilbert*

“Alexis Hall is brilliant, no joke. She pulled a tremendous number of properties for me, and was very upfront about whether each property would be a good investment for me. She was personable, intelligent, and a genuine pleasure to be around.” – *Jacob King*

“...one of the most honest, hard working, earnest, direct, and dedicated people I’ve known...”

My Story

Hi there, I'm Alexis Hall. Growing up, I lived in some pretty unique homes. We finally chose a family farm in Northern Virginia. Each place we lived had character, and we always found ways to make it ours.

We rented a beach house during the summers and enjoyed family reunions. Family has always been important. Those trips built memories I hold dear, always keeping a piece of home in my heart.

My dad was my hero, leading by example with his strong sense of right and wrong. A motorcycle accident left him handicapped. It didn't stop him from being an outstanding dad. He was calm and curious; when he listened, you felt like the only person on Earth. He was my biggest inspiration.

As a child, my happy place was the open fields around our farm. My imagination ran wild there. I dreamed of being a writer or an artist. I wanted to use my creativity to connect life's dots and express myself.

Life doesn't follow a straight path, does it? Epilepsy struck in high school. It derailed my academic dreams. I went from a straight-A student to struggling with focus due to my medication. I pivoted and accepted a modeling contract in Japan. I found unexpected success. It taught me that sometimes you shine at things that seem unimportant.

After Japan, I circled back to my true love—art and writing. I studied them in college and grad school while living in Echo Park, LA. I also traveled across Europe. I explored its beautiful, diverse cultures. My art studio in Chinatown became a fine art gallery. I played various roles there. I found success but made some costly mistakes, too.



My Story

At 38, I downsized the gallery after making one big mistake. I also found out I was pregnant after ending my long-term relationship one week before! It was the right decision to break up. But the idea of being a single mom was daunting.

Things looked messy on paper, yet I felt joy and excitement about becoming a mom. When my daughter, Eloise, arrived, she brought a powerful sense of love and purpose into my life. She changed everything.

I eventually decided to close the gallery. It could've been a setback and failure. But, it paled in comparison to the love grounding me. I saw that financial mistakes were just chances to learn. I want Eloise to embrace growth and self-kindness. I want her to forgive herself when she makes mistakes.

As a single mom, I needed a career with flexibility and found real estate to be my calling. It combined honesty, curiosity, and growth. I helped others find their perfect homes. My creativity now helps me see the potential in every neglected home. It ignites my imagination.

My father's emergency surgery during my first real estate year tied me closer to him. Real Estate let me be there for him. His adaptation to paralysis taught me resilience and grace. Eloise was a bundle of joy and love during a challenging time for my whole family. My dad is gone now, but I'm thankful for his kind and loving nature and how much he enjoyed and loved Eloise.



Everyone loves her. My time with Eloise has been the happiest of my life. She is my world. She is my sunshine, a free-spirited clown as a child, making memories like running around in her underwear with a spoonful of Nutella in her mouth at four. . Seeing her joy made me realize I got something very right. Now, she's preparing for college. I watched as she drove herself to school for the first time today.

In real estate, the goal is to create spaces where love and authenticity flourish. Thanks to my mom, I learned to craft welcoming homes. I share that with my clients and bring my creative eye to the process.

I want to make transitions as smooth and meaningful as possible. I take great care in helping owners prepare their homes for sale with dignity and respect. I make sure their next home matches their new vision on a deep level.

My core values are family, curiosity, and honesty. I approach each client compassionately to show them the warmth I wish for Eloise.

Real estate isn't about houses. It's about creating spaces and lifestyles that show a person's true self. It is about making the backdrop for connections and love. It's about creating a home.

My 5-step Curated Move [™] allows you to experience a seamless transition between your past and your future. It lays everything out in clearly defined and manageable steps. We'll get you out of your current home and settled into your new dream home! I can't wait to help you design your next chapter!

Alexis Hall

**If you're read to take the next step,
reach out and let's chat.**

