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Home Downsizing Consultant

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# ***Home Downsizing In Four Easy Steps***

***The Most Comprehensive Book  
on Home Downsizing In Print***

## **MEDIA Kit**

**January 1, 2009**

Home Downsizing  
Consultations \* Valuations & Appraisals \* Workshops \* Downsizing Coordination  
Author: *Home Downsizing in 4 Easy Steps*

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### ***Fact Sheet*** ***Home Downsizing in Four Easy Steps***

Title: *Home Downsizing in Four Easy Steps*

Author: Michael Ivankovich

Edition: First Edition, Copyright © 2009, Michael Ivankovich

Library of Congress Catalog Number: 2008910253

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Size: 8.25x11". 172 Pages. 24 Chapters.

Publisher: Michael Ivankovich, Doylestown, PA

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Printed in the United States of America by Lightning Source

Related Web Sites:

- [www.HomeDownsizingConsultants.com](http://www.HomeDownsizingConsultants.com)
- [www.HomeDownsizing4EasySteps.com](http://www.HomeDownsizing4EasySteps.com)
- [www.HomeDownsizingWorkshops.com](http://www.HomeDownsizingWorkshops.com)
- [www.michaelivankovich.com](http://www.michaelivankovich.com)

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Paperback Cost: \$25.90 (\$19.95 plus \$5.95 Priority Mail Postage & Insurance). Perfect-bound paperback books can be ordered through any of the above Web Sites, by calling the author at (215)-345-6094, through Amazon Books, or through select book stores.

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### ***Book Review*** ***Home Downsizing in Four Easy Steps***

*Home Downsizing in Four Easy Steps* is the most complete book ever published on the subject of how to downsize your home. Authored by Michael Ivankovich, *The Home Downsizing Consultant*, this book uses the 4-step *AVID Home Downsizing System*™ to help people through the entire home downsizing process.

The first 4 chapters cover how to analyze your individual downsizing situation. Before doing anything you must first understand what you want to accomplish, and in these chapters Mr. Ivankovich presents 20 important questions that each individual must answer before proceeding any further in the downsizing process.

Chapters 5-6-7 cover how you can learn what your personal property assets may be worth in today's rapidly changing market. You should never sell a thing before you understand its value, and this section will help to prevent you from making any major selling mistakes.

The next 10 chapters cover how and where you can sell or dispose of your excess and unwanted personal property for top dollar. Each option is covered in detail, and analyzes both the advantages and disadvantages that each option carries, to better help you decide which options may be best suited to your individual downsizing needs.

Once you understand what you are trying to accomplish, what its worth, and how and where to sell it, this book goes on to show you how to create an easy and workable Plan of Action to help you to complete the downsizing process.

When you have disposed of all that needs to be sold, this book walks you through the Packing and Moving processes, and how to finalize any Cleanout situations that you may be faced with.

And spread throughout the book are 250+ *Home Downsizing Tips & Strategies* designed to increase your sales revenue, lower your expenses, and make the overall job of downsizing a home easier for anyone who takes the time to read the book. All-in-all, this book does what the author has promised: It shows you how to downsize your home and sell off your excess personal property for *the greatest amount of cash, with the least amount of work, in the shortest amount of time.*

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### ***An Interview with Michael Ivankovich, Author Home Downsizing in Four Easy Steps***

#### **Editor: Why did you write this book?**

**Author:** As an Auctioneer I generally only sell at Auction one day per week. Throughout the rest of the week I visit people's homes and evaluate their personal property for possible sale at Auction. All too often I've seen people who had no idea what to do, or what they even had. And all too often before I arrived they had either sold their best merchandise for far below true market value, or thrown their hidden treasures away, not knowing what they had. So I guess you can say that I wrote this book to help people better understand the *Home Downsizing* process, and to help them get through what is potentially one of the most difficult times in their lives.

#### **Editor: How will this book help those who are considering downsizing their home?**

**Author:** *Home Downsizing in Four Easy Steps* leads readers through the entire *Home Downsizing* process. It provides them with an understanding of how the *Home Downsizing* process works. It shows them how to determine what their personal property and household assets may be worth in today's changing market. It provides them with an understanding of how, and where, to best dispose of any excess and unwanted personal property. And it helps them through the intricacies of packing, the complexity of a move, and the final cleanout of their homes.

#### **Editor: How did you formulate the AVID Home Downsizing System?**

**Author:** Although most people think that their situation is unique, most downsizing situations are surprisingly similar. The personalities and merchandise may vary, but the approach to *Home Downsizing* in most situations is fairly straight-forward. When reduced to its simplest form, there are only 4 simple steps that must be followed. You must...**A**nalyze your individual downsizing situation... learn the **V**alue of your personal property before doing anything else...after you know what you have, you must **I**nvestigate the best selling and disposition options that are available to you...and finally, you must **D**ispose of all of the items that you not longer want or need. If you follow this simple 4-step approach, you can downsize your home without too much difficulty.

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**Editor: Specifically, what does this book teach readers?**

**Author:** Throughout its 172 pages and 24 chapters, *Home Downsizing in Four Easy Steps* covers such topics as:

- ✓ An introduction to the *Home Downsizing* process.
- ✓ 20 questions to ask yourself when planning a *Home Downsizing*.
- ✓ What's it worth? We'll introduce readers to 10 *Free*, and 6 *Fee*, valuation sources and services.
- ✓ How to locate any *Hidden Treasures* that might be found in the typical home.
- ✓ We'll review *10 Selling and Disposition Options*.
- ✓ We'll review how and where you can sell your personal property for top dollar.
- ✓ How and where to locate top prospects when selling privately.
- ✓ The Insider's Guide to Selling at Auction.
- ✓ Selling your personal property at the retail and wholesale levels.
- ✓ How to donate your major items for the maximum tax deduction.
- ✓ Where to donate your lesser items so they can help others in need.
- ✓ How to pack your property so it will arrive safely at your new home.
- ✓ How to deal with Moving Companies, and how to understand their jargon.
- ✓ How to locate and negotiate with a Cleanout Specialist (junk dealer).
- ✓ We'll cover more than 250 *Home Downsizing Tips and Strategies* which are designed to make *Home Downsizing* easier, while saving you money throughout the entire process.

**Editor: Why should someone read this book?**

**Author:** If you already understand the *Home Downsizing* process and what your personal property assets are worth in today's market, you may not need this book. But if you are not absolutely clear on how to downsize your home, if you don't understand the value of your personal property, if you don't know where to sell or dispose of your excess personal property, this book can save you valuable time and can prevent you from making some very expensive mistakes.

**Editor: What does a Home Downsizing Consultant actually do.**

**Author:** A *Home Downsizing Consultant* guides clients through the entire *Home Downsizing* process. More specifically, a *Home Downsizing Consultant* will:

- ✓ Lead clients through the downsizing process, either through private consultations and meetings, or by handling the entire process for them.
- ✓ Introduce clients to the 4-step *AVID Home Downsizing System*<sup>TM</sup> which will greatly simplify their lives.
- ✓ Perform an *In-Home Personal Property Valuation* of personal property and household items, explaining to clients what their items may be worth in today's market.
- ✓ Complete any *USPAP-compliant Appraisals* that may be requested.
- ✓ During the In-Home Valuation the *Home Downsizing Consultant* looks for any hidden treasures that may be worth significantly more than the client ever thought.
- ✓ If any hidden treasures are found, the *Home Downsizing Consultant* can sell them on eBay or the Internet, where clients can receive top dollar with national and international exposure for those treasures.
- ✓ Help clients set a Plan of Action, and help them to execute that Plan of Action in order to get the job done.
- ✓ Help clients determine how and where to best sell their personal property in today's uncertain market.

- ✓ Handle tasks such as packing and cleanouts that clients prefer not to handle themselves.
- ✓ Where appropriate, the *Home Downsizing Consultant* can negotiate on the client's behalf, either to obtain a higher selling price, or to reduce any selling or moving expenses.
- ✓ A *Home Downsizing Consultant* has a strong working knowledge of Auctions and Auctioneers, where to buy and sell specific commodities, knowledge of current market values, area non-profits, Antique Shops & Dealers, and all else associated with selling personal property.
- ✓ And for families who must close-up a home and who are not from the immediate area, the *Home Downsizing Consultant* can take the entire burden off their shoulders and handle it for them.

**Editor: What is an In-Home Personal Property Valuation, and what are its benefits?**

**Author:** This is where a personal property professional literally walks through your home, looking for hidden treasures, and providing you with ballpark estimates of what your personal property may be worth in today's market. This enables you to better understand what you have, and whether you have anything special and out of the ordinary, which will ultimately determine how you should proceed with the *Home Downsizing* process.

**Editor: What skills does it take to be a successful Home Downsizing Consultant?**

**Author:** Understanding the *Home Downsizing* process takes experience in many different areas. A *Home Downsizing Consultant* should have considerable experience in the Auction industry, Antiques, and Collectibles fields, and in handling Household Personal Property. They should understand selling in both the retail and wholesale sides of the business. They need to understand the *Home Downsizing* process and personal property values. They need knowledge of local, regional, and national Auctioneers, Moving Companies, Non-Profits, Cleanout Specialists, and other valuation areas such as automobiles, boats, RV's, etc.. And they need to be able to walk clients through the emotional undertaking of downsizing their home.

**Editor: What differentiates your services from other Home Downsizing Consultants and Appraisers.**

**Author:** Although there are many reasons, I'll give you four quick answers to this question:

- 1) Our 35+ years of experience in dealing with *Personal Property* issues.
- 2) The depth of our knowledge of the local, regional, and national markets. We know who is buying what, we have contacts throughout the country, and we can help clients to sell their personal property quickly, and to the best buyer.
- 3) Whereas Auctioneers, Antique Dealers, and Cleanout Specialists each represent themselves, our job as *Home Downsizing Consultant* is to represent only our clients in all transactions.
- 4) We are not interested in purchasing anything. Our only interest is in helping clients dispose of their excess personal property for *the greatest amount of cash...with the least amount of work...in the shortest amount of time.*

**Editor: What do the services of a Home Downsizing Consultant cost?**

**Author:** The cost will vary with the amount and type of work you request, and the time that it takes to do it. A 60-minute *In-Home Personal Property Valuation* can be worth its weight in gold if it prevents you from giving away a single potentially valuable item at less than its fair market value.

**Editor: Can you share just a few of the 250+ Home Downsizing Tips and Strategies in this book?**

**Author:** This book covers more than *250 Home Downsizing Tips & Strategies*, but just a few of my favorites are:

- Most houses have some valuable treasures hidden away in the attic, basement, or closets. Do you know what they are? Make sure that you find them before you either throw them away, or sell them for pennies on the dollar.
- A professional *In-Home Walk-Through Personal Property Valuation* should be done before you sell anything. Always.
- More often than not, “*Condition*” will be a more important determinant of value than “*Rarity*”. The rarest items, if in poor condition, will often have little value, while those more common items, in excellent condition, will easily attract a buyer.
- Beware of “*Flooding*” the market with a larger collection of anything. It could cost you big money.
- A “*Double Move*”, if planned properly, and save you major money when you are moving.

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### ***About the Author***

Michael Ivankovich understands *Home Downsizing*. When not selling on Auction day, most of his time has been spent visiting people's homes, evaluating their personal property, and helping them to determine how best to dispose of that personal property. Over the past 35+ years he has gained considerable experience in all aspects of this business, working at various times as an:



- Antiques Dealer
- Antiques Show Exhibitor
- Appraiser
- Author
- Columnist
- eBay Live Auction Consultant
- Flea Market Dealer
- Group Shop Exhibitor
- Public Speaker
- Antiques Shop Owner
- Antiques Show Promoter
- Auctioneer
- Cleanout Specialist
- eBay Live Auctioneer
- eBay PowerSeller
- Garage & Tag Sale Specialist
- Personnel Trainer
- Much More.

Here are some additional facts about Mike that you may want to know:

- Author, *Home Downsizing in Four Easy Steps*.
- *Graduate Personal Property Appraiser* (1 of only 236 GPPA's in the U.S.).
- *Master Personal Property Appraiser* (1 of only 60 MPPA's in the U.S.).
- USPAP Certified Appraiser.
- Licensed and Bonded Auctioneer.
- Pennsylvania's 2004 *Auctioneer of the Year*
- Past President, *Lehigh Valley Society of Auctioneers*.
- Author 13+ Antiques & Collectibles Books.
- Contributing Advisor to *Warman's*, *Schroeder's*, *Kovel's*, *Antique Trader*, and most other national Price Guides.
- Columnist whose articles have appeared in trade papers nationwide.
- Professional Antiques Dealer 35+ years.
- Past President, *Bucks County Antiques Dealers Association*.

And Mike can help you through your *Home Downsizing* process as well. He is available to help you with:

- In-Home Personal Property Walk-Through Valuations
- USPAP Appraisals
- Home Downsizing Consultations
- Packing and Cleanout Services
- Negotiations
- And pretty much anything else you may need in the *Home Downsizing* process.

You can contact his offices for further details at (215)-345-6094, or visit his Web Site: [www.HomeDownsizingConsultants.com](http://www.HomeDownsizingConsultants.com)

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