

MICHAEL MCGIVERN, COLDWELL BANKER REALTY

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# THE RESIZABLY METHOD

*HOW I HELP GROWING FAMILIES MOVE WITHOUT THE STRESS*

Your family has outgrown your home. The commute is draining you. The neighborhood doesn't fit anymore. Projects are piling up. And every day, you're thinking: "We need to move, but how do we make this happen?"

That's where I come in. I specialize in helping families like yours sell and buy simultaneously—so you can move from a home that no longer works into one that truly fits your life, without the usual chaos and uncertainty.

## What You'll Achieve with the Resizably Method:

*When we work together, here's exactly what you'll get:*

### **A Home That Actually Fits Your Family**

No more sacrificing. No more clutter battles. You'll have dedicated space for everyone—home office, playroom, storage that actually works. Your family will have room to breathe and grow.





### **Maximum Profit from Your Current Home**

I'll help you capture every dollar of equity you've built. Through strategic pricing, professional staging guidance, and targeted marketing, we'll get you top dollar in this market—money that goes directly into making your new home affordable.

### **A Coordinated Move (Not Two Separate Nightmares)**

Here's what most families dread: selling too early and scrambling for temporary housing, or buying first and getting stuck with two mortgages. I coordinate both transactions so they align—you'll move directly from your old home to your new one.

### **Peace of Mind Throughout the Process**

No more lying awake wondering "What if something falls through?" I'll anticipate problems before they happen, keep you informed at every step, and handle coordination so you can focus on your family rather than logistics.



## Why Families Come to Me:

*Most families who reach out to me are facing similar challenges:*

- **Your home doesn't fit anymore.** Whether it's too small, the commute is killing you, or the neighborhood lacks what you need, you're making sacrifices that are taking a toll on you.
- **You're worried about timing.** Homes are expensive. How do you buy without overpaying? What if you sell and can't find something?
- **The stress is affecting your family.** The constant tension about space, money, and commutes is creating conflict. You want to focus on being great parents and partners, not on arguing over the garage or who gets the bathroom first.
- **You're leaving money on the table.** You've built equity, but the window to maximize it won't stay open forever. Every month you wait, you risk missing this opportunity.

*If you do nothing, you know what happens: months turn into years, stress compounds, opportunities pass, and your family stays stuck on that hamster wheel.*



## THE RESIZABLY METHOD: MY 4-STEP SYSTEM

A PROVEN SYSTEM THAT ELIMINATES GUESSWORK AND COORDINATES EVERYTHING SO YOU MOVE ONCE, NOT TWICE. HERE'S EXACTLY HOW IT WORKS:

### **Step 1: We Build Your Custom Game Plan**

#### **What I Do:**

- Create a timeline that coordinates your sale and purchase, so you move seamlessly.
- Connect you with a trusted loan officer who'll get you pre-approved (this is essential.)
- Define your must-haves vs. nice-to-haves for your new home. We don't waste time on properties that won't work.
- Determine your true budget, so you know exactly what you can afford.

## What You Get:

Complete clarity on your timeline, budget, and next steps. No more wondering "can we actually do this?"—you'll know exactly where you stand and what's possible.

## Step 2: We Prepare Your Home to Sell for Maximum Profit

### What I Do:

- Guide you through strategic decluttering (I'll tell you exactly what to focus on—you don't need to make your home perfect, just show-ready.)
- Arrange a pre-listing inspection so we can proactively address issues, rather than have buyers use them against you in negotiations.
- Connect you with professional stagers who know exactly how to make buyers fall in love with your home.
- Create compelling marketing materials with professional photography, floor plans, and targeted online promotion that reaches serious buyers.





### **What You Get:**

Your home is positioned as the best option in your price range. When buyers see it online and in person, they'll want it—and we'll have multiple offers to choose from. Plus, having your home actively listed signals to sellers that you're serious when you make an offer on theirs.

### **Step Three: We Find and Secure Your Perfect Home**

#### **What I Do:**

- Search for homes that match your criteria—I'll bring you options that actually fit your needs and budget.

- I analyze each property: fair market value, how long it's been listed, seller motivation, needed repairs—everything that affects your negotiating position.
- Craft a competitive offer that gets accepted without overpaying—I'll use my market knowledge and negotiation experience to structure terms that work for everyone.
- Present a "clean" offer to the listing agent that makes you the most attractive buyer.

## What You Get:

The right home at the right price. Because we've done our homework on your financing and your home's market value, we can move quickly and confidently when the right property comes along. You won't miss out because you weren't prepared.

## Step 4: We Coordinate Your Seamless Move

### What I Do:

- Coordinate with your loan officer to ensure your financing closes on time.
- Arrange and attend inspections on your new home so you know exactly what you're buying.
- Work with the title company to align the closings of your sale and purchase so you transition smoothly.



- Conduct final walk-throughs on closing day to verify everything is in order.
- Handle all paperwork and coordination so you only need to show up to sign.

### What You Get:

A coordinated transition where both transactions close together. You move directly from your old home to your new one—no temporary housing, no double mortgages, no scrambling.



## Bonus: Ongoing Support After You Move

### What I Do:

- Connect you with my network of trusted contractors, handymen, and service providers for anything you need in your new home.
- Stay available for questions about your new neighborhood, local resources, or future real estate needs.
- Keep you informed about market trends that might affect your property value.

### What You Get:

A long-term partner, not a one-time transaction. I'm invested in your family's success, and I'm here whenever you need real estate guidance or referrals.

# READY TO MAKE YOUR MOVE?

If you're tired of your current situation and ready to move into a home that actually works for your family, let's talk. I'll walk you through exactly how the Resizably Method will work for your specific situation—your timeline, your budget, your needs.

The families I work with don't want empty promises. They want someone who will coordinate the details, maximize their sales, secure the right purchase, and make the whole process as smooth as possible.

That's exactly what I deliver.

Let's get started.

651.324.1815

hello@mikesellsmidway.com

# STILL NOT ENTIRELY SOLD?

*Here's what past clients have to say about working with me:*



Michael is an excellent realtor. He was the only one who actually listened to what I wanted.

**Danielle J.**



Michael was an absolute joy to work with. He has great communication and is on top of every aspect of the transaction.

**Olivia E.**



Mike was responsive and aggressive in his representation of us for both buying and selling.

**Kelly H.**



Michael was very accommodating to our needs and crazy schedule. He was willing to work with us later in the day, weekends or whatever time we needed.

**Katie A.**

# THE RESULTS YOU CAN EXPECT:

*WHEN WE  
COMPLETE THE  
RESIZABLY METHOD  
TOGETHER, HERE'S  
WHAT YOUR LIFE  
LOOKS LIKE:*

## **1. Space That Works for Everyone**

No more fighting over the bathroom. No more makeshift offices in the bedroom. No more apologizing for the garage. Everyone has what they need. Your home supports your family instead of creating constant friction.

## **2. A Neighborhood That Fits Your Life Now**

You're closer to work, cutting hours off your weekly commute. You're near family who can help with the kids. The schools are better. The parks are walkable. You're in a community that matches where your family is today, not where you were five years ago.



## **3. Your Equity Working for You**

You captured top dollar for your previous home in this strong market. That equity is now invested in a property that better serves your family. You made your money work for you instead of leaving it trapped in a home that didn't fit.

## **4. Peace at Home**

The constant low-level stress is gone. You and your partner are aligned. The "death by a thousand paper cuts" has stopped. You can focus on actually living rather than managing the problems the house creates.

# ABOUT ME

Hi, my name is Michael McGivern.

I grew up in the Twin Cities and initially dreamed of being an astronaut or a TV weatherman. My family was in real estate, and I helped out as a child by licking stamps and attending open houses.

School didn't interest me much, and I went to college out of obligation, eventually taking a 9-to-5 office job that left me unhappy. After being laid off, a friend's text about a Wolves game shifted my focus. I realized I should pursue a career in real estate and get my license.

That's when it hit me—I should pursue a career in real estate and get my license.



I realized the career was what I had been looking for since I was a kid.

That's how I came about putting together this guide. We're here to give you more clarity so your next move is as simple as possible. I would love to serve you so you can cut stress and get results.

