

# Equus Method

*Empowering Home Sales*



I help St. Louisans grow into their ideal home with my Equus Method.

Your house  
seemed  
perfect  
when you  
moved in.



It wasn't too big, but it wasn't too small, either. You envisioned many happy memories with your family; you pictured where your future kids would sleep and play.

You even thought the lack of closet space would help you live a minimalist lifestyle. The reality? The stuff piled up faster than you could throw it away and now there's just too much. The bags of donations for Goodwill from last fall.....well, they'll get dropped off sometime, right?

And, of course, you love your kids. Really, you do. But some days, refereeing yet another disagreement would be so much easier if they each had their own space to retreat to. Sharing a room just isn't functional anymore.

Did someone say meal prep? What a glorious thought! Having all of your meals (even just dinners) ready to heat up before the week even starts? Well, that requires counter space. And extra equipment. And room in the freezer. None of which you have. Do other people really have space for two cookie sheets?

You would love for your parents to come and visit for a week. You haven't seen them since Easter. But they live too far away to drive for an afternoon visit. You'd feel so guilty if they had to stay at a hotel that you don't even bother to invite them. Instead, you keep pushing off their visit, hoping they'll stop asking because you don't have room for them to stay. Even if the kids slept on the couch, the bathroom situation just won't support guests.





But most days, you just  
want a break.

When you first started working from home, you were thrilled. Extra time to do laundry and dishes, maybe even enjoy a quiet cup of coffee. But that didn't last long. Now, you spend every morning digging to find a chair and a wall that doesn't let your coworkers on Zoom know that your house is a disaster zone. You don't even schedule calls after 3 pm, because once the kids are home, the noise level is just too loud.

You've tried it all. Organizational strategies, life coaches, self-help books. You even applied for *The Home Edit*. But nothing fixed the turmoil in your home. Sure, some of it helped for a few days, maybe a few weeks. In the end, none of it lasted, and the feelings of failure rushed back.

You finally determined that you just can't keep up. You'll never have the time or the energy to clean up the mess *and keep it clean*. You desperately want to be the parent that has it all together, never misses an event, and always has fresh baked cookies in the jar.

But you've given up on that reality. Now, your days are spent just trying to keep up with the bare minimum and seeing that no one goes to bed angry. Some days, you're successful, but most days, you just want a break.

Even so, you're worried your family won't develop healthy habits. You want to teach them how to take care of themselves the right way. Fast food every night isn't ideal. You know fresh is better, but you are tired of getting frustrated cooking in your own kitchen with kids underfoot. So most nights, you just pick up yet another drive-through meal.

You and your spouse are constantly in stress mode, and you're afraid you won't remember how to just be a couple - if that ever happens. You both work, and your jobs are demanding. Managing kid and chore duty is basically divide and conquer until the kids are in bed. Once you've wrangled the kids into bed, you stare at the to-do list. Instead of tackling it, you both sit down for the first time all day and, within 10 minutes of the TV being on, you're asleep. You'd do anything to spend time with your spouse that didn't involve sticky fingers and stepped on Legos. You've thought about suggesting a dinner date, but you're both too overwhelmed to even try right now.

The fear of your family drifting apart keeps you up at night. Your vision for your family just didn't look like this. You had visions of family dinners, game nights, and holidays around the fireplace. Instead, you're afraid your kids spend all of their time with friends who have less chaotic families. You imagine a future where your spouse is always working or golfing, and your kids are just too busy to come home from college to visit. You try to entice them to be present, but they're afraid everyone will just fall into old habits. Your quiet holiday around the fireplace might be just another lonely night.





*You need to know: you are not alone.*

Your daily chaos is the result of a growing family that has well outgrown its home. All of the things you've tried can't change the house you're in.

It's time to face the reality: your family needs more. More closets. More space. More peace. They deserve it. And so do you.

I work with families like yours who've decided it's time to do more.

*With my signature Equus Method to guide us,*

we work through the buying and selling process together. Because flying solo is never the answer.



# 01

## Establish Your Vision

Deciding to buy a new home is a major life decision. Whether it's a need for space, different schools, or a desire for change, you have a vision for your new home. Sharing that vision with me provides me the information I need to start our search. We will work together to establish your needs, identify your wants, and highlight a few dream qualities. If you and your significant other can't agree, we'll work through compromises and rank features. By the time we've wrapped up step one, we'll know exactly what your vision is and what types of houses we want to pursue.

Establishing your vision for your new home is essential. Without the vision, we won't be able to develop a plan that gets you from where you are today to where you want to be. This step acts as a guide for all the steps to follow.

---

After we know what you're looking for, we need to figure out how to get there. Using data, we'll be able to determine how what you have today turns into what you want for tomorrow. We also need to get your home ready for potential buyers and looking its best. But in a way that doesn't disrupt your life completely!

Knowing where you stand today gives us the tools we need to move forward. We will use industry-leading methods to determine your home's value, how much equity you've built, and how much you can spend on your new home. We'll also gather your pre-approval to ensure your vision and budget line up.

To ensure you get the most for your home, we'll walk through your home together. We'll identify features you love and can't stand, any needed repairs, and get a general feel for the house.

# 02

## Quantify Your Position

Please leave it in its current state! We want showings to be as easy as possible. So, we'll target clean-up and staging items that are not disruptive to your day-to-day. We'll determine the best price and strategy for selling, schedule the photographer, and check off the pre-listing to-dos.



# 03

## Unlock the Market

We'll narrow down your search for a new home and then visit the top contenders. Once we've decided on the top candidate, we'll draft an offer. We'll discuss all the potential contract terms and determine the best strategy for your offer. This is where my negotiating expertise goes to work for you. Our offer will use up-to-date market trends and data, so you can be confident that your offer is a solid financial decision. We'll also brainstorm creative terms to make your offer shine.

Once we've located the home that matches your vision, we have to provide an offer to the seller. This step can be nerve-wracking, but we'll do

it together so you know you put your best foot forward. By the end of the step, you'll have found the home and have an accepted offer. Things are getting exciting! Start daydreaming about paint colors and new furniture (just don't buy anything big yet!)

---

Once you have an accepted offer on your new home, it's time to list your current house. You probably don't want an extra house, so we'll watch the market closely to make sure we list your house at exactly the right time.

You've done all the to-dos, so we're ready to put the For Sale sign in the yard. Now, my team gets to work marketing your home and organizing offers. We customize our marketing process to your home. We use targeted social media ads, email campaigns, and videos of your home posted with the listing.

Once our marketing magic is done, we'll review the offers together, determining the pros and cons of each. We'll also determine where we can negotiate for better terms.

# 04

## Unveil Your Listing

Once we've picked an offer (and maybe a backup!) that matches your priorities, we can start the countdown. Next up will be inspections, appraisals, and title work - which we'll navigate hand-in-hand.

# 05

## Seal the Deal



Today's the day! We'll sign papers, exchange keys, and celebrate your dream home.

Our curated team of partners will make your transition a smooth one. We know that moving can be stressful, so we've handpicked our team to ensure that you get to closing on time. Once you've checked all the boxes, we'll seal the deal with some extra special bubbly!

We know paperwork can be a bore, but it's the final step to starting your new lives. Closing day makes sure you transition from your old home to the one of your dreams without any hiccups. I'll give you the keys once closing is final, and we'll celebrate a successful journey together. But our partnership doesn't end there. My team will continue to check in, making sure your family is settling in well and helping with anything that comes up. Whatever you need after closing, we're here for you!

Once you're all settled into your new place, you realize that finally all of the stuff has a home. Your closets are organized, and they've stayed that way. Everyone is able to find what they need without starting a scavenger hunt. You're no longer afraid that someone might drop by and see the mess. The mess has finally been banished.

The constant bickering is over. The kids have separate bedrooms, their own bathroom, and even a playroom. They can choose whether they want to spend time alone or together. In the last few weeks, you've caught them choosing to play together. You don't have to referee fights anymore, so you can have real conversations with them. For the first time, you feel like you actually know what's going on in your kid's lives.

Now that you have counter space, the kitchen has become the main hangout spot in your house. And you couldn't be happier. Your kids can do homework while you're cooking because



you have ample seating, and family dinners are becoming a reality. Your favorite time of day is quickly becoming dinner, something you never thought would happen.

Even better, your parents were finally able to come stay for Christmas. The kids loved having them in the house, and nobody slept on the couch. Cozy nights around the fireplace and the tree, just like you imagined.

Your office has become your oasis. Your kids don't bother you when the door is closed, and you scheduled your first afterschool Zoom call. You're no longer digging to find a chair in the morning, so you actually have time to savor your latte.

*But most importantly, you know that you're able to finally settle in as a family that enjoys being together.*

You no longer lay awake at night imagining your family drifting apart. Instead, you're envisioning a brighter reality that even includes a date night.


*Client Insights*

## What They've Said



“Selling our house in our timing and for the price we wanted was such an important thing to us. Amber was extremely helpful and gave us advice but also respected our wishes and made the process go smoothly. She was easy to get a hold of and always quick to answer our questions. We would definitely recommend her to anyone.”

- Erica W.



I am going over my contract, and  
I want you to know that you are  
awesome!

- Joseph W.



# want to learn more?

If you want to take the next step towards creating a happy home, book a strategy call with me to see if I can help. Click here to book your 15 min call or chat with me in Facebook Messenger.



CLICK HERE TO  
**BOOK A CALL  
WITH ME**



CLICK HERE TO  
**START CHAT IN FB  
MESSENGER**







# about me

When I graduated law school, I knew exactly what I wanted to do. Or I thought I did. As much as I loved being a lawyer, I found I wasn't being fulfilled. I took some time off to consider my why. While helping a client and friend with a complex real estate and business acquisition, I realized what I was missing - helping real people. I define success by helping others achieve their goals. My career has always been focused on finding solutions to complexities. But I was missing the connection to peoples' stories and lives. I needed to find something that did both.

Enter real estate.

Making a transition wasn't as simple as finding my why. Deciding to go it on my own and combine my passions - law and real estate - felt, in some ways, like a failure. This was a non-traditional path, and I was afraid that people would judge my choice. But I saw an opportunity. As a lawyer and a realtor, I can add value throughout the process. Both roles require expert negotiation skills, being able to explain contracts, and navigating legal challenges.

I learned, though, that being courageous enough to make that choice was what mattered. When I began to believe in my choice, I uncovered a confidence I didn't know I was lacking. Using all my skills to help clients achieve the reality they desired was the reality I desired.

I've also learned that it takes the right community for goals to become a reality. My family and friends supported me, even when I was still trying to figure out how to make a go of my business. Without them, I wouldn't have much of a story to tell. Instead, I'm able to spend time being the right community for my clients, so they can reach their goals, too.

As a business owner, wife, mother, and equestrian, I know that achieving goals doesn't happen overnight. It takes patience and grit and community. My EQUUS method was developed with these traits in mind. The EQUUS Method provides a roadmap to individuals and families who are invested in their goals and success. Helping people is why I made the choice to tell my story. When we develop a relationship, I commit to investing in your goals, so your desires become your reality.