

# The San Antonio Smart Downsizing Guide (2025 Edition)

YOUR ESSENTIAL GUIDE TO A SIMPLER,  
SMARTER MOVE —  
FROM START TO FINISH



A Helpful Resource Provided By:





# *Lets Get* **STARTED**

Get Questions Answered BEFORE Making  
Any Decisions:

In This Report, You'll Learn:

- The 6 Crucial Things To Do Before Downsizing Your Home
- The 7 Smartest Strategies to Use When Downsizing — While Enhancing Your Current Quality Of Life
- The Exact Steps Needed to Prepare Your Home For Sale
- The Marketing Strategies That Net You More Money At The Closing Table
- Why Working With A REALTOR® Who's Also A Marketing Specialist Will Enhance Your Outcome

*Trustworthy Guidance*

# THE 6 CRUCIAL THINGS TO DO BEFORE DOWNSIZING YOUR HOME



**1** **Get Clear on Your Goals**  
Is your goal to lower your monthly expenses, live closer to family, or simplify your space? Knowing your why will guide every decision you make.

**2** **Have a Real Plan (Not Just a Wish)**  
Downsizing isn't just moving to a smaller home — it's a lifestyle shift. Create a checklist with timelines for decluttering, prepping your current home, and identifying your next location.



**3** **Understand Your Current Equity Position**  
Your home may be your largest asset. Get a professional market valuation to understand how much you'll walk away with after the sale. (more to come)

**4** **Consult With a Tax or Financial Pro**  
Especially if your home has appreciated, it's smart to talk to your CPA or advisor about tax implications and how to reinvest your equity.



**5** **Involve Family Early (If They'll Be Affected)**  
Many adult children want to support their parents but don't know how. Looping them in early can ease the emotional side of letting go.

**6** **Work With a REALTOR® Who Specializes in Seniors**  
A trusted expert who understands the unique needs of Baby Boomers and seniors can make a huge difference — both financially and emotionally.

# 7 SMARTEST STRATEGIES FOR DOWNSIZING WHILE ENHANCING YOUR QUALITY OF LIFE



## 1 Right-Size, Don't Just Downsize

Focus on a better fit for your lifestyle — not just less square footage.

## 2 Move Toward Convenience

Look for one-story living, walkable neighborhoods, low maintenance homes, or communities with amenities.

## 3 Declutter Room by Room

Start with the least emotional spaces (like the garage or linen closet) before taking on more sentimental items.

## 4 Use the “Keep – Donate – Toss – Gift” Method

It makes decision-making easier — and feels empowering, not overwhelming.

## 5 Hire Help If Needed

Junk haulers, estate sale companies, or senior move specialists can help sort, pack, and haul without stress. (Don't worry, we've got all the pros lined up!)

## 6 Make Time for Joy in the Process

Share old stories, pass on heirlooms, and celebrate the new chapter ahead.

## 7 Don't Go It Alone

This is a major life event — having a trusted team like Santino Properties and our affiliates ensures you're supported every step of the way.



# THE EXACT STEPS TO PREPARE YOUR HOME FOR SALE

**1 Declutter & Depersonalize**  
Less is more! Clear counters, remove excess furniture, and box up personal photos.



**2 Make Cost-Effective Upgrades**  
A little goes a long way — fresh paint, clean flooring, updated fixtures, and bright lighting can transform a home. (Don't worry, this guidance is a part of our value-added service)

**3 Professional Staging (Optional but Powerful)**

Staged homes sell faster and for more. We can even help you stage with your existing furniture. Again, we're here to help guide you in this.



**4 Professional Photography**  
First impressions matter. Beautiful listing photos attract more buyers — especially online which is why it's an essential, and included, component of our marketing.

**5 Pre-Listing Home Inspection (Optional)**

This can help identify and address potential issues before a buyer ever sees them.

**6 Only Consult With a REALTOR® Who Employs Target Marketing**

Few companies like ours understand the basics of supply & demand which, of course, drives the ultimate sales price. Target Marketing gets us there!



**7 Ask ALOT of Questions**

Though this is a very complex process in which you might not have engaged for awhile, don't be shy about asking the pertinent questions and guidance to ensure your ultimate peace-of-mind.

*Competent Representation*

# MARKETING STRATEGIES THAT NET YOU MORE MONEY AT THE CLOSING TABLE



**1 Online Targeted Advertising**  
Our proprietary methods include a focus on Social Media Platform ad spend to the only the most opportune prospects to purchase your property. Since buying a home is a process, not an event, we employ a little known method referred to as retargeting to keep the home in front of them for when they're ready to buy.

**2 Offline Targeted Advertising**  
We recognize the power of reaching potential buyers with something as fundamental as the U.S. Postal Service. We dedicate an ad spend for reaching them through creative & carefully-crafted campaigns which are hyper-focused on your specific property.



**3 Superior Marketing Involves Investment in Our Listings**  
When we are hired to represent the exposure for the home, we understand the partnership we're embarking upon with our clients. Robust results begin with completely customized campaigns that highlight your property's uniqueness.



**4 "Just List It" Isn't Enough**  
Truth is, "we all list homes for free" since we only get paid when they actually SELL. So, gone are the days of the "3 P's of real estate" for agents: Placing the home in multiple listing, Putting a sign in the front yard, and Praying that another agent will happen upon the home and sell it for them. Instead, you need to work with a pro who's committed to finding the most opportune buyer for the property based on its unique characteristics.

# WORK WITH A REALTOR® WHO'S ALSO A MARKETING SPECIALIST



## 1 Individual Marketing Department

We employ a team designed specifically around making absolutely sure your home is exposed to the best quality buyers. A certain benefit as opposed to a single agent with limited time, marketing knowledge, and ad budget who'll rely upon simply throwing the home on the MLS and waiting for the home to sell.

## 2 More Than "Just MLS exposure"

We recognized years ago that simply loading the listing into the Multiple Listing Service and waiting for the home to sell wasn't a sustainable solution in today's complex real estate environment. As a results-driven brokerage, Santino Properties is intentional in finding the premium buyers that (a) are qualified to purchase your home and (b) will have a highly motivated response to your property.

## 3 It's Time to Capture Your Equity For Your Retirement!

We're charged with a very important role: to squeeze as much equity as we can out of your family's asset. Since sales price is simply a function of supply & demand, we are focused on generating more interest in the home in order to find more of the most ideal buyers for your property, thereby netting you more at close of escrow. It's crucial to help you get "the biggest bang for your buck" on the sale of perhaps one of your largest nest eggs.

## 4 Perfect Home Finder

A proprietary marketing program only we offer as a value-added component to our service to help the families we're working with to find that special home they want to move to — even if it's not on the public MLS. We handle it all from start to finish.

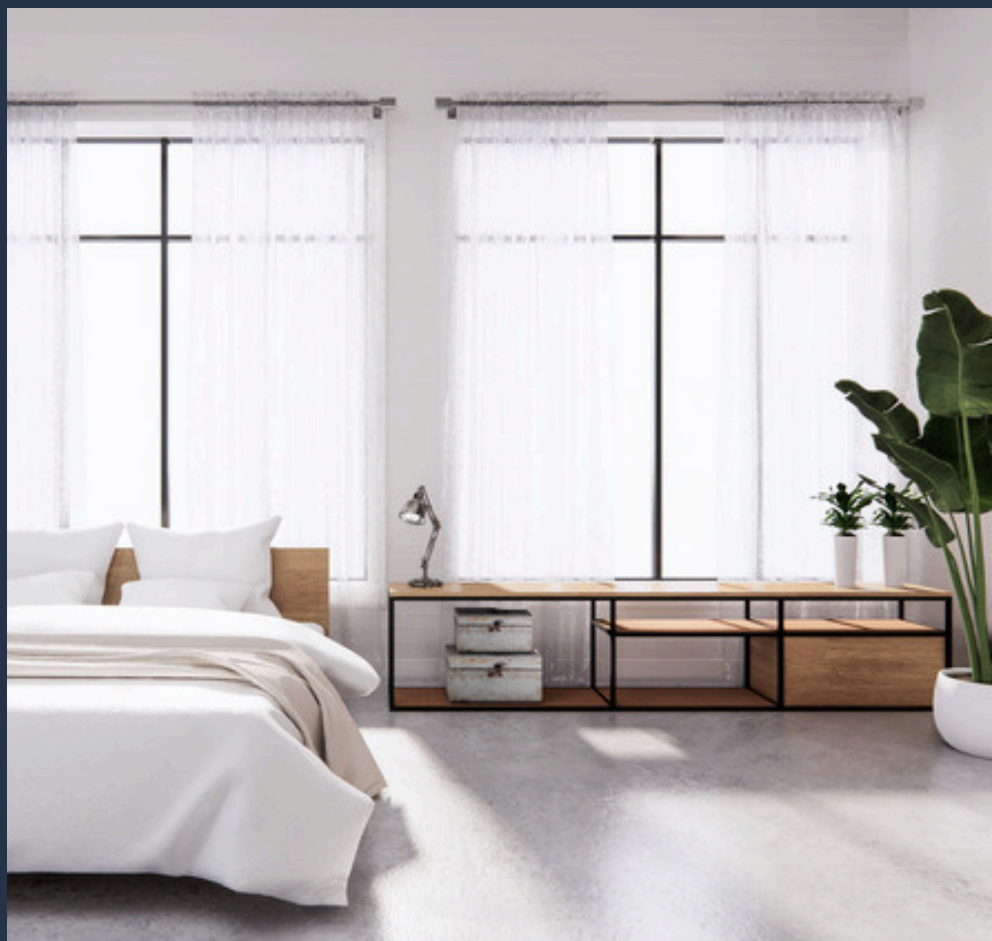
*We Go The Extra Mile*

# Logical NEXT STEPS

## Finding Out What Your Home's Worth In This New Market

Now that you've learned a little about what we do and the initial steps you can begin to take to get started on your downsizing journey, it's important to know what your home can potentially sell for in this highly competitive marketplace. With no obligation, we can present you with empirical data on recent sales in your specific neighborhood and whether or not the timing is even right for you to make a move!

Listen, it's a big step and we're acutely sensitive to that, so when engaging with our real estate firm you can expect to be treated with the respect and patience such an endeavor demands. You can trust in our consultative approach.



## What If My Home Is A Little Outdated?

We understand how some homeowners are even hesitant to engage with a real estate professional because they're concerned that aesthetically their property might not appeal to the younger generation of buyers.

However, since our target marketing centers around finding the most ideal and qualified buyers based on the location, school districts, and attributes of your specific home, we can often overcome such hurdles.

Instead, we focus on referring discerning buyers to our capable lenders. This ensures you net the most equity at closing.

## Let's Get Started

The first step in your journey with Santino Properties Realty will be to find out what your home's worth. So scan or click the QR code to fill out the form to get started with our No Obligation Home Value.

Alternatively, you can reach Bert on his personal cell phone from 8 to 8, six days a week:  
[\(210\) 376-TALK \(-8255\)](tel:(210)376-TALK(-8255))



Click Or Scan Here To Get Started With A No Obligation Home Value

*Trust Our Methodical Approach With Your Best Interest In Mind*

# *Bert* OUR TEAM



## Bert Taddei

Broker/Owner, REALTOR®

With over a decade of real estate experience in San Antonio, let Bert be your trusted real estate advisor. You'll be impressed with his unique skills and proprietary Off-Market marketing approaches to help his clients WIN in a crowded and competitive San Antonio marketplace.

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## 3Fold Productions

Marketing Partners

Our tremendously visionary marketing team that supports our operations and promotes our cutting-edge services as a "category of one."

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Real Estate Agency



**Bert Taddei**  
Broker/Owner,  
REALTOR®

### Get In Touch

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### About Us

Our founder, Bert Taddei, is more than “just a real estate agent in San Antonio, Texas.” He is a marketing specialist. His main objective is to stand out above the vast competition in the city by assisting sellers and buyers in the marketing and purchasing of Off-Market properties for the right price, under the best terms.

### Our Services

- 01 Superior Results Through Marketing
- 02 Expert Consultation & Guidance
- 03 Competent Negotiation
- 04 Team Effort to Coordinate Your Downsizing Journey