

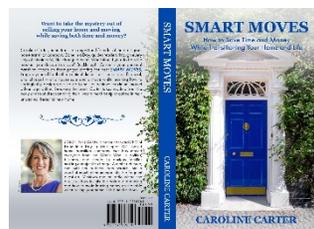
## **NEWS RELEASE**

March 12, 2019

Media Contact:  
Sherri Cunningham  
202-302-0280  
[scunningham@starpower.net](mailto:scunningham@starpower.net)

### **SMART MOVES: How to Save Time and Money While Transitioning Your Home and Life** By Caroline Carter

***New Book Opens Secret Door to Successful Home Staging, Selling and Moving***



***“In this book, Caroline has taken the guesswork out of home transition and has created a practical, no-nonsense, “how-to” plan that every person who decides to move, sell, downsize, upsize or who is relocating for a remodel needs to understand before they start the process. Her advice will not only save you countless headaches, but will save you money and more importantly time.”***

– Laura Cox Kaplan, She Said/She Said podcast

(Washington, DC) – Perfect timing! On cusp of the spring real estate selling season, homeowners can finally help themselves attract buyers, earn top dollar and keep calm thanks to the secrets and truths shared in the new book, **SMART MOVES: How to Save Time and Money While Transitioning Your Home and Life.**

Moving homes ranks among life's most stressful events, along with divorce, death, illness and job loss. Nevertheless, Americans tend to move – and not always by choice - an average of 11 times! The packing process alone is paralyzing for most people, and it's no wonder, considering the average American house is cluttered with more than 300,000 items.

In her new book, **SMART MOVES: How to Save Time and Money While Transitioning Your Home and Life**, author and Total Home Transition<sup>SM</sup> expert Caroline Carter gives readers a fail-proof approach and step-by-step guide to take control of the emotional, financial and physical demands they will encounter from the moment they decide to put their house on the market until they unpack the last box in their new home.

Caroline explains, "Moving is a marathon. I'm known as a truth-teller in the industry and want to empower people with a plan to ensure their home transition is successful and educate them on what it takes to earn top dollar for their house while avoiding common pitfalls and costly mistakes. Why leave money on the table?"

After facing a divorce that upended her life and family home, Caroline - then a newly single mother of three young children - needed to downsize and find a job. She decided to combine her ability to create order out of chaos with her eye for color, furniture positioning and decluttering. Knowing how to create a high-end look for less and visualize a finished room, she founded Done In a Day, and grew it into Washington, DC's premiere home staging and move-management company that has helped more than 2,000 families successfully transition homes. Her more than 14 years of working with homeowners led Caroline to develop the Total Home Transition<sup>SM</sup> process, which she is now sharing for the first time in **SMART MOVES**.

Serving as the definitive transition guidebook for anyone deciding to sell, downsize, right-size or relocate while renovating, **SMART MOVES** informs readers how to:

- Embrace the **SMART MOVES** mindset. Preparing a house to sell and packing to move are a single process.
- Bridge the gap between what homeowners have to offer and what prospective buyers demand to ensure a quicker sale.
- Empty. Evaluate. Execute. Clutter costs homeowners both time and money.
- Execute money-saving #hacks and quick fixes for maximum impact and return.
- Manage the roller coaster of emotional, financial and physical demands associated with a home sale and move.
- Find hope, humor and humility throughout the transition process.

On what she hopes **SMART MOVES** can do for others, Caroline says "Homeowners need an experienced partner when preparing a house to sell and move after a sale. My Total Home Transition<sup>SM</sup> process will ease anxiety and save sellers time and money."

**SMART MOVES** is Caroline's first book. Learn more at [www.CarolineCarter.com](http://www.CarolineCarter.com), and connect with Caroline on Facebook (<https://www.facebook.com/totalhometransition>) LinkedIn (<https://www.linkedin.com/in/carolinemcarter/>)

**SMART MOVES** is available on Amazon for \$16.99 and as eBook for \$9.99. Click here to view: <http://authl.it/B07PGQQZ6?d>

**REVIEW COPIES of SMART MOVES Available Upon Request**

# # #

## ABOUT CAROLINE CARTER



Caroline Carter is founder and CEO of Done In a Day, a Washington, DC-based home transition and move management company that has helped more than 2,000 families prepare their houses to sell for top dollar and avoid the chaos and stress of moving. Regardless of price point, the home transition process is the same for everyone, and it is an emotional, financial and physical roller coaster.

Caroline's reputation of being able to get the job done quickly, easily and with fiscal responsibility is hard-earned. After facing a divorce that upended her life and family home, Caroline - then a newly single mother of three - built her business from scratch over 14 years into one of the top real estate service providers in the Nation's Capital. Her extensive experience with homeowners - at their most vulnerable - led Caroline to develop the Total Home Transition<sup>SM</sup> process.

Caroline is passionate about pointing out landmines and sharing her unique approach when assessing and staging a house to sell quickly at top dollar while navigating the marathon of moving while helping homeowners save both time and money.

In her first book, **Smart Moves: How to Save Time and Money While Transitioning Your Home and Life**, Caroline walks readers through her approach, sharing expert advice designed to empower homeowners as they make decisions regarding their biggest financial asset. Preparing and staging a house to sell doesn't have to break the bank. *Empty, evaluate, execute* is her decluttering method, and it is aimed at bringing in top dollar. Cleaning out is not only about joy with Caroline, it's about money, too. Yours.

Her expertise was built through partnering with sellers and top-producing real estate agents in one of the most expensive and competitive markets in the country. She has worked with everyone from the Who's Who in politics, business and the media to busy families making a major life change.

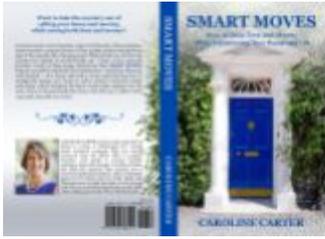
Caroline is regularly invited to share her "**Smart Moves**" with a variety of audiences, including real estate agents seeking advice for clients, adults helping aging parents downsize, and baby-boomers, empty-nesters and millennials wanting to right-size their lives.

A frequent guest on television and radio shows, Caroline is a sought-after expert for her pithy, practical advice, entertaining stories, and money-saving home staging and moving hacks. She has been featured in The Washington Post, The Washington Times, Washingtonian, HGTV, The Wall Street Journal, and Real Estate Today, among others.

Caroline lives outside Washington, DC with her three children. This spring, she'll be undergoing her own total home transition as she prepares to sell her family home of 11 years as her children leave the nest. She invites people to follow her on her journey at [www.CarolineCarter.com](http://www.CarolineCarter.com).

# Smart Moves

## *How to Save Time and Money While Transitioning Your Home and Life*



**Smart Moves** is Total Home Transition<sup>SM</sup> expert Caroline Carter's first how-to book for anyone looking to save time and money when selling their house and moving into a new one. Caroline's ability to assess what's needed to earn top dollar for a house while providing emotional and physical support throughout the home transition journey is unmatched in the industry. This practical guidebook draws on Caroline's 14 years of experience as CEO of Done in A Day, the home transition and move management company she founded. Known as a truth-teller in the industry, Caroline implores homeowners to embrace her unique mindset and Total Home Transition<sup>SM</sup> process to ensure transition success while also avoiding common pitfalls and mistakes.

### **Why Caroline Carter Wrote Smart Moves**

Homeowners need an experienced partner. After helping over 2,000 families transition homes, Caroline developed the Total Home Transition<sup>SM</sup> process and believes that what homeowners don't know about transitioning homes will cost them both time and money. She is passionate to point out landmines and to share her unique approach when assessing and staging a house to sell quickly at top dollar and when navigating the marathon of moving.

### **Caroline's Philosophy**

There is no need to suffer through a home transition. Regardless of selling price point, the home transition process is the same for everyone, and it is an emotional, financial and physical roller coaster. Despite the chaos, Caroline believes it is a process that should be anchored in hope, humor, and humility. The right mindset, accurate information, and a strategic plan will ease any homeowner's transition journey.

### **Who Smart Moves Will Help**

**Smart Moves** will produce smarter homeowners. Whether you are a baby boomer downsizing or a millennial buying your first home, and whether it's a joyous life event or result of life's rough spots – financial upheaval, divorce, illness or death – following Caroline's Total Home Transition<sup>SM</sup> process when planning your home transition will ease your anxiety, and save you time and money.

### **Key Elements of Smart Moves**

Finally, with **Smart Moves**, homeowners get a comprehensive rundown of the emotional, financial and physical challenges and opportunities involved in a home transition and learn where to take charge. Preparing and staging a house to sell doesn't have to break the bank. *Empty, evaluate, execute* is Caroline Carter's decluttering method when preparing a house to sell, and it's aimed at bringing in top dollar. Cleaning out is not only about joy with Caroline, but it's also about money. **Smart Moves** is filled with captivating personal anecdotes, expert advice and time and money-saving tips. Homeowners will be empowered to make smart financial decisions both when preparing their house to sell and orchestrating their move. Why leave money on the table?

### **Where to Purchase Smart Moves**

**Smart Moves** is available on Amazon for \$16.99. We encourage you to learn more, please visit [www.CarolineCarter.com](http://www.CarolineCarter.com).