

ROSEFERN.

# Downsize your home. *Upsize your life.*



**A Modern Approach For Kiwis 60+  
To Simplify Life & Unlock Equity.**

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# How Life Could Look...

If you're reading this, you're probably not just thinking about moving house. You're thinking about lifestyle changes.

Maybe the kids are long gone, the garden's too big to tame, or you're just over spending weekends maintaining a house that's outgrown you. Maybe you're wondering what life could look like with fewer rooms and more freedom.



## What is Downsizing?

It's more than just moving from a large house to a smaller house. It's a full-blown strategy to realise the equity in an asset that you've built up over the years. It's not a step down, it's more of a **step forward**.

It's a liberation strategy that unlocks a new stage of freedom in the next stage of life. It's a way to **reclaim your time, unlock your equity** and design a simpler, smarter lifestyle with fewer surprises and more freedom.



Here at Rosefern, we've spent years building homes in Christchurch and more recently, we've noticed a growing number of Kiwis in their 60s, 70s and even 80s asking the same simple question:

"What if I downsized...but did it well, how could life look?"

That question inspired this guide.

We've seen too many downsizers either put it off for years because it feels overwhelming, or rush into something that doesn't actually suit their next chapter.

We believe downsizing shouldn't feel like a compromise. Done right, it can unlock more cash, more comfort, and more confidence in the years ahead. It's why we've started designing homes in premium locations complete with downstairs bedroom, private patios, and practical layouts. Homes that feel smart, stylish, and surprisingly easy to live in.

We know this next move should not be a downgrade as well as a downsize. We've all seen the pokey 'over 60s' units crammed down a driveway in some locations around Christchurch. This isn't what we're building.

60 Condell Avenue Development



## I'm not ready for Ryman!

The 'baby boomer' generation is one of the fittest, most active generations to have existed in New Zealand. Meaning they're in good shape physically so the step to a retirement village has been postponed by good health and mobility.

In just 4 years time 21% of New Zealand's population will be over the age of 65. This will see the transfer of wealth and shift in the workforce impact the housing market drastically. Downsizing will be more of a trend in the next 5-10 years and the market will be adjusting accordingly. As bigger homes are sold, the hunt for compact quality will really begin to heat up.

This next purchase for you is a smart financial, lifestyle-focused move into an asset that will be either kept in the family or sold in the next 10 to 20 years, so it's paramount that you're buying quality for yourself and your family.

So whether you're still in the dreaming phase or halfway to handing over the keys, this guide will walk you through the process, without the fluff, fear, or pressure. You've taken care of others for most of your life. This next move? It's all about you. Let's do it properly.



# The Emotion and Logic Behind Downsizing

Downsizing gets painted as a sentimental process and for some people, it is. But let's be honest: it's also very smart strategy. You've worked hard, maintained a large home for decades, and raised your family. You've hosted Christmases, watched the grandkids play in the yard, paid down the mortgage, and kept up with the wear and tear. That house has done its job and so have you.

Now you get to decide what you want next. And in most cases, it's not about getting emotional, it's about getting efficient and redesigning the next phase of your life around you. The current home might be too large, too cold, too expensive to heat, or too labour-intensive. What you really want is less house and more life without having to compromise on quality.



**“ Think, less time at Mitre 10, more time in Marlborough Sounds. Less trips to Bunnings, more trips to Lake Brunner!**

**– Ant Anderson**





At Rosefern, we speak with people in their 60's and 70's every week who are asking these kind of smart, practical questions (these are real questions from real people):

- 'Why am I heating rooms I no longer use?'
- 'What could I do with an extra few hundred thousand dollars unlocked from my home? I could fund the kids into their next home!'
- 'How much simpler would life be if I just had a small lawn to upkeep and a deck to relax on, I wouldn't know what to do with all my spare time?!'

These are the real drivers of downsizing. Not guilt, not nostalgia but the opportunity to reclaim time, capital, and lifestyle.

We've taken that to heart in our design principles so these homes could be comfortable to live in in and you'd be comfortable to 'lock and leave'.

Rosefern homes are:

- Low-maintenance by design, using high-performance, durable materials that look great and stay that way.
- Built with downstairs master bedrooms and ensuite, sensible floorplans that suit today and tomorrow.
- Located in walkable, high-quality neighbourhoods close to shops, parks, and transport, so you stay connected, not isolated.

Think of it like this: your current home was the right place for a long season of life. But life has seasons. You don't need to be sentimental about moving on, just strategic.

Downsizing is your chance to take control of your time and your capital, to reallocate energy and resources into things that matter; travel, family, hobbies, or simply waking up warm in winter without thinking about heating astronomical heating bills.

Perhaps you're tired of the single-glazed windows sucking the money out of thin air or the peeling weatherboards robbing you of your summer relaxation time.

We've considered this in our 'LiveSmart' design and added solar packages to the homes to ensure the bills stay low because, you want your outgoings to stay low even in a chilly winter. The only thing to remain high is your comfort levels.

**“ My Grandfather in the UK was a mechanic, loved his cars, he used to restore old written off cars back their glory – must run in the family, as I did this with ‘as is where is’ properties for years!**

**But, he was essentially a ‘petrol-head’. Today, he has solar panels on the roof of their Newcastle bungalow and drives an electric car.**

**Why? Outgoings. Why spend money on heating a home and running a car if the sun can do both of those for him. He's a smart fella!**

**– Ant Anderson**



# Stay Local, Stay Connected

## The Research That Proves It Matters More Than You Think

For more than eight decades, the *Harvard Study of Adult Development* has tracked hundreds of lives to answer one question: what truly predicts happiness and good health over time?

The study began in 1938 and is still running today. It's often called the world's longest study on happiness. Over the decades, researchers found the same pattern repeating: **people who are socially connected to family, friends, and their community are happier and physically healthier.**

How does this relate to Downsizing? One of the biggest mistakes people make is focusing only on the house and underestimating the impact of *location* on their health, happiness, and day-to-day enjoyment of life.

Decades of research show a simple truth: strong social connections are one of the biggest predictors of living well and living longer. Not money. Not status. Not even perfect health habits. *Connection*. That matters because where you live quietly shapes how connected you stay.



## Loneliness Is A Real Risk

Loneliness is not just uncomfortable. It is linked to poorer health outcomes and faster decline as people age. When downsizing pulls you away from familiar places - think supermarket layouts, GP's, cafes where they know your name and order - and people, the cost is often felt slowly, then all at once.

Small, regular interactions matter more than big social plans. A neighbour you know by name. A friend you can see without planning it weeks ahead. A quick coffee pop-in from a child or impromptu visit from the grandkids. These moments form the rhythm of everyday life.

Proximity makes connection easy. The closer you are to your people and routines, the easier it is to stay socially active. Effortless connection is the goal. If seeing friends, family, or getting out of the house becomes hard work, it tends to happen less often. This is why many smart downsizers choose to stay in the same area or nearby. They are not chasing something new. They are protecting what already works.

The reality is, existing neighbourhoods are losing single storey living, forcing downsizers to move out to satellite towns where land is more abundant therefore cheaper. The problem with that is they become a 'weekend visit' rather than a regular 'pop-by' visit.



Downsizing should keep your life intact. A good downsizing move does not dismantle the life you have built. It simplifies the home while preserving your community.

Before committing to a new place, ask yourself:

- Can I walk to places I enjoy?
- Will friends and family be easier to see or harder?
- Can I keep my routines, clubs, and familiar spots?
- If I needed help, would it be close by?

If the answer creates distance rather than ease, pause.



## **Why location matters as much as the home**

A warm, low-maintenance home is important. So is where it sits. The best downsizing outcomes come from homes that combine practical design with established, walkable neighbourhoods. This is why staying local is often the smartest move. It supports independence, confidence, and wellbeing without cutting you off from everyday life.

## **The bottom line**

Downsizing should not shrink your world. It should make life easier while keeping you connected to what matters. Choose a home that supports your relationships, your routines, and your sense of belonging. That decision will pay dividends for years to come.



# What To Look For In A New Home

## 1. Smart Size, Smarter Layout

Forget sprawling square meterage. What matters now is flow, accessibility, and future practicality.

Look for:

- Single-level living or master bedrooms on the ground floor.
- Lifts to negate the need to use the stairs (something like we will do at our Salisbury St project).
- Thoughtfully sized living spaces that feel open but manageable.

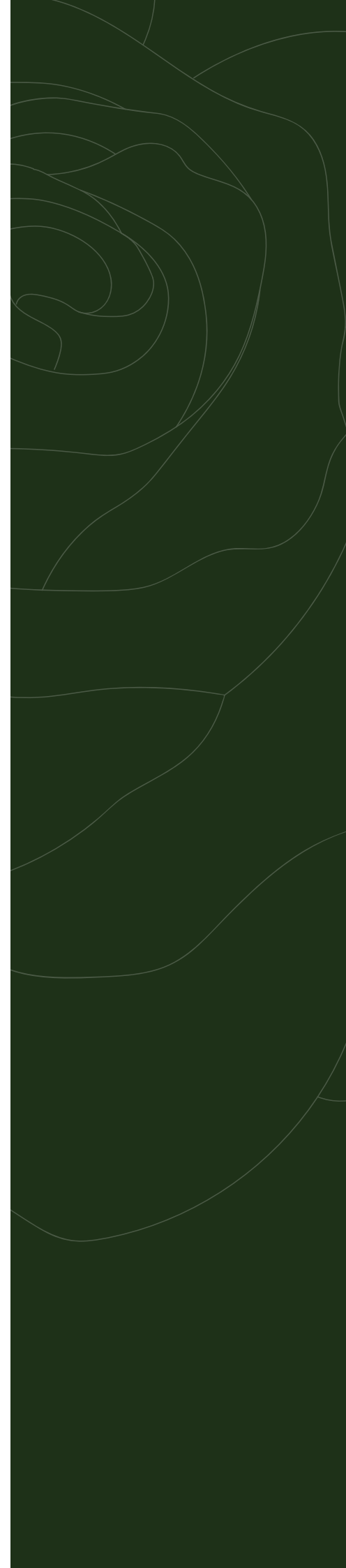
Rosefern designs every plan with this in mind.

Our homes have all the space you need, without the space you don't. That means less to clean, less to heat, and more room in your budget and your day.

## 2. Low Maintenance, Inside and Out

Time is your most valuable asset and you've earned it. That's why our builds use materials that are built to last:

- Permanent materials - mostly brick, vertical cladding, modern roofing systems. Stylish but resilient requiring next to no maintenance compared to plaster systems or weatherboards.



- Landscaped outdoor areas that are easy to enjoy, not a burden to maintain. We choose our locations close to parks so the on-scale greenery you enjoy doesn't have to be maintained by you!
- Durable flooring, low-fuss kitchens, and integrated storage solutions.

When you don't have to worry about rot, rust, and repainting, you can put your energy elsewhere! Like travel, long lunches, or turning your garage into a golf simulator.

### **3. Warm, Dry, and Economical to Run**

Let's call it what it is: old New Zealand homes are cold. We build for comfort and efficiency.

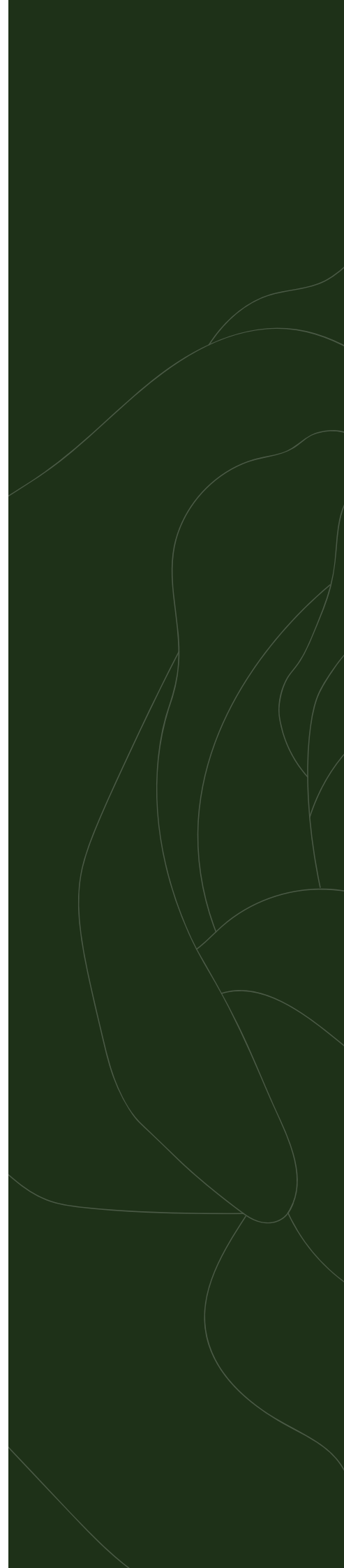
- Every Rosefern home exceeds Healthy Homes standards.
- Double-glazing and above-code insulation standards.
- Pre-wired for solar and EV Chargers. Less money spent on heating and running cars equals more money spent spoiling the Grandkids, right?!

### **4. Premium Lifestyle Locations**

It's not just what you buy, it's where you buy. We deliberately choose sites in areas that appeal to long-term value and lifestyle.

That means:

- Close to shopping centres, medical practices, green spaces, and public transport.
- Strong neighbourhood appeal and community feel.
- Good resale value for peace of mind.



You shouldn't have to move to the outer fringes to find something affordable and modern. With Rosefern, you don't. We're 'infill developers' which means we develop in already established neighbourhoods - it's the way we like it and so do our customers.

## 5. Future-Proofed Design

You're not planning to move again in a hurry and you shouldn't have to. So we think ahead:

- Downstairs Masters with en-suite
- Easy-access showers
- Sensible storage solutions
- Homes designed for adaptability, not limitation

In short, you're looking for a home that supports your lifestyle, protects your time, and respects your future. That's what we build.

This isn't just about a smaller house. It's about a smarter one. Future proofed for re-sale or inheritance, the next move is a smart one for you and your family.





# Preparing To Sell Your Current Home

## How to Make It the Easiest Move You'll Ever Make

Selling the family home can feel like a mammoth task. Especially if it means dealing with the mountains of belongings that somehow accumulate over the years, sometimes decades!

Decluttering, cleaning, finding the right agent, going to market, dealing with buyers, then trying to time your next purchase perfectly all while hoping you don't end up in limbo, renting for six months while you "figure it out." It doesn't have to be that way. We have a number of 'smart solutions' that will help in this transition. But first, let's cover the basics.



## Getting Market Ready

If you're planning to sell, the goal is simple: get the best result with the least disruption. That starts with the right team and the right plan.

It's important to choose an agent who understands your home and your stage of life. We can help put you in touch with the right people.

Not all real estate agents are equal! Agents are very much 'horses for courses'. Some are fantastic in certain locations, some are better with certain demographics. We've sold over 300 homes through agents in Christchurch alone (we used to be a renovating company prior to Rosefern) so we know the best and the worst in the city.

We are happy to advise the best agent for the job. Just don't fall into the trap of giving your biggest asset to someone from the tennis club because they 'do some real estate', make sure the right operator is in charge...the difference in outcome can be astronomical, honestly!

- **Present the property at its best**

A lick of paint, a declutter, and a little styling can go a long way. You don't need a full renovation, but some smart tweaks can make your home feel lighter, brighter, and more welcoming to buyers. If you don't need to sell before you move, we recommend moving and then staging the home...this is another tip that can boost your sale proceeds considerably, it's an investment.

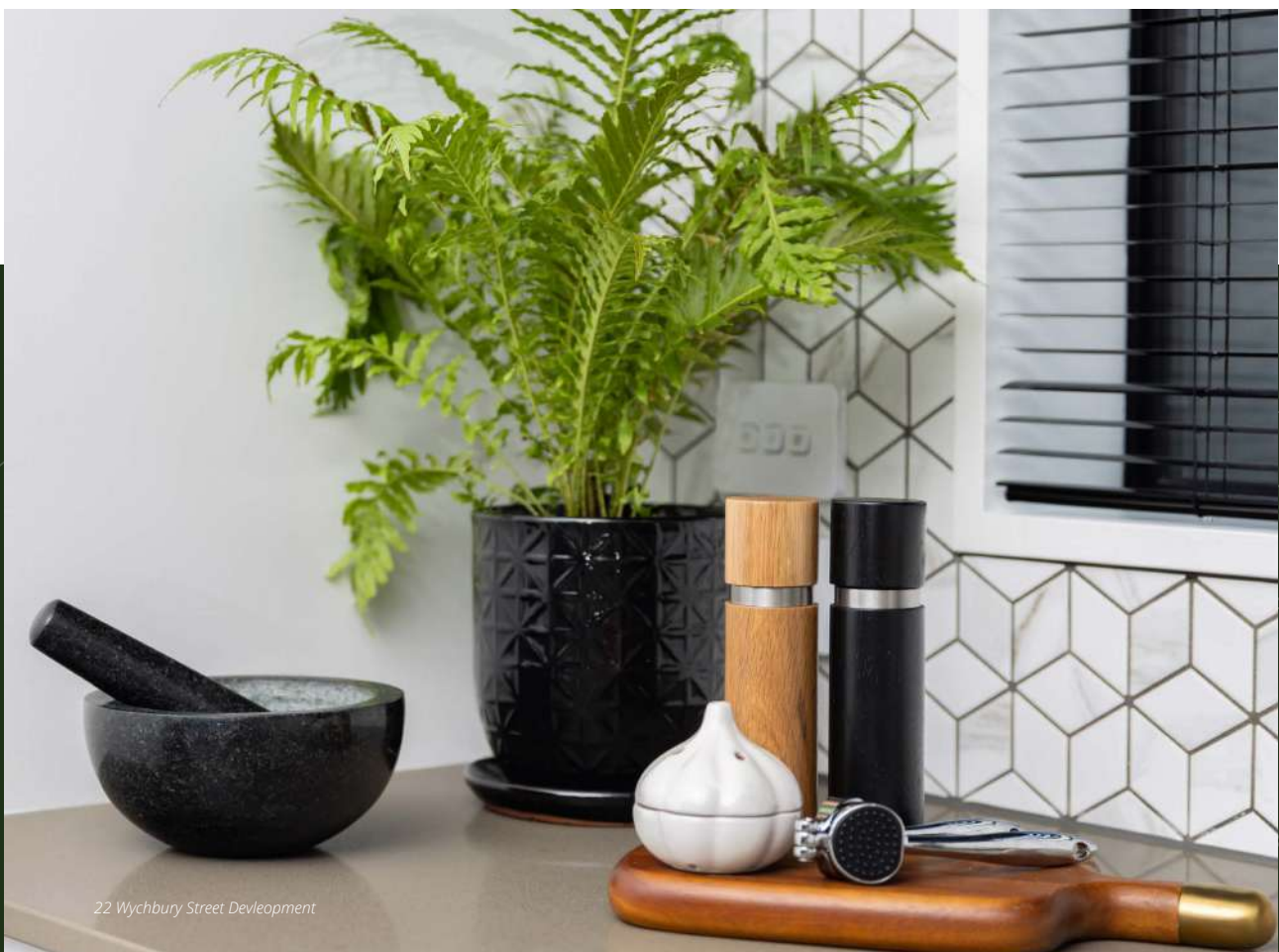
- **Have your paperwork sorted**

LIM report, title, Healthy Homes status, insurance history. The earlier you gather it, the fewer headaches later.

- **Time your sale with intention**

Spring and early summer are classic sale periods, but more important than the season is the timing of your next step. That's where most downsizers get stuck. They want to sell, but they haven't found where they're going next. Or they've found it but can't act quickly enough.

Which brings us to the next chapter and a refreshing new approach, what makes the Rosefern approach so different.



# home exchange

by Rosefern Homes



## The Smarter Way to Downsize

“How do I sell my current home and buy my next one without the timing stress, pressure, or moving twice?”

We created the Home Exchange to solve exactly this problem. Here’s how it works:

### Step 1: Choose Your New Rosefern Home

We show you a range of brand-new, low-maintenance Rosefern homes designed specifically for downsizers; single-level, warm, and beautifully finished in great Christchurch locations. You pick the one that suits you best.

### Step 2: We Buy Your Current Home

No agents. No open homes. No waiting. Once you’ve chosen your new Rosefern home, we’ll make you a fair offer on your current property and buy it directly from you (if we don’t buy it, we can refer you to an agent and help coordinate the sale of your home with the purchase of your Rosefern Home). That means:

- No real estate fee.
- No awkward negotiations.
- No double moves or renting in between.

### Step 3: Your New Home Is Locked In

We reserve your chosen Rosefern home just for you, it’s taken off the market while we prepare the swap. You don’t have to compete with other buyers or rush your decision.

### Step 4: Smooth Settlement and One Easy Move

On settlement day, we simply swap titles. You hand over your old home, we hand you the keys to your brand-new one. Any difference in value goes straight into your bank account. You move once, on your terms, with full flexibility.

### Step 5: Bonus Free Moving Package!

We’ll work with a specialist local moving company who will help to orchestrate the move for you completely for FREE (usually \$8000).

This includes moving furniture and belongings from the old house and even set up of the home in your new place. Full end-to-end service and absolute peace of mind for you.



# A Home Exchange Success Story

## Tennyson Street

At 80 years old, the owner of 92 Tennyson Street had spent her entire life in that one home. It held generations of memories. But over time, the house became more of a burden than a blessing. The section was too large, the upkeep never-ending, and worst of all, the home was cold. In winter, she had four separate heat pumps installed just to try and stay warm and she'd often have to run all four at once. Even then, it never really took the chill off.

She knew something had to change. But the thought of listing her property, finding a new home, moving twice, or dealing with agents felt overwhelming. Then, a family member called Ant from Rosefern after seeing a Facebook ad about looking for land to buy.

One day, he took her to view an off-market, recently completed Rosefern home in a nearby suburb. It was a three-bedroom, three-bathroom, standalone, single-level home with a north-facing living area that bathed the home in natural warmth from sunrise to sunset.

She walked in, looked around, and said the words that would change everything: "I'll take it."

She didn't need convincing. She'd finally found a home that was warm, modern, manageable and most importantly, one that felt like hers.

Rather than making her go through a drawn-out process of selling her current home and trying to time it with a new purchase, Ant offered her the Home Exchange solution.

Here's the process:

1. Rosefern would buy 92 Tennyson Street directly.
2. She would secure the Rosefern home immediately.
3. On settlement day, they would swap titles, and she would receive a few hundred thousand dollars (the difference in value between her land and the new home.)

The process was seamless, professional, and completely customised around her timeline.

She didn't have to rush. She moved when she was ready. The deal was entirely off-market, not an agent in sight - just two happy parties doing a life-changing deal.

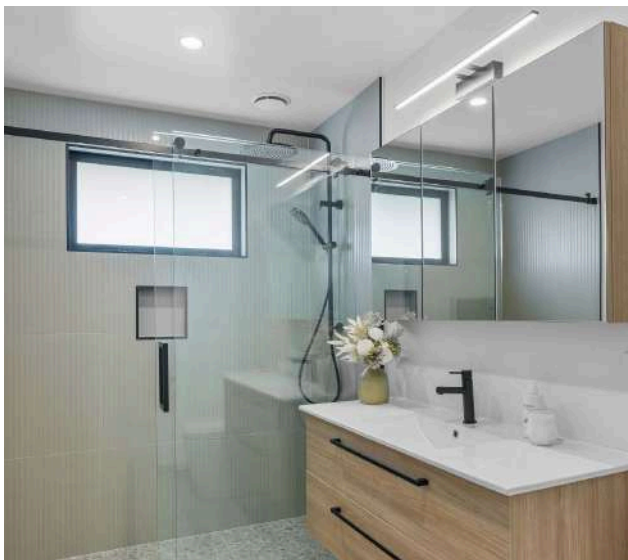
And she didn't just get a new home, she got:

- A warm, dry, north-facing living space.

- A low-maintenance lifestyle in a premium suburb.
- Money in the bank to enjoy the next phase of life, stress-free.

She later called Ant her "guardian angel," saying: "It was exactly what I was looking for. I just didn't know how to find it or that it could be this easy."

This is exactly why the Rosefern Home Exchange exists. It takes the guesswork out of downsizing and replaces it with **clarity, speed, and confidence.**



Leistrella Road Build

**Let us know when  
you're ready.**

**We'll make the next  
chapter your best  
one yet!**





# Money Matters

## Unlocking Equity, Reducing Costs, and Buying with Confidence

For most people, it's also a chance to completely reshape their financial future. Your current home is likely sitting on significant equity. You may have paid it off years ago. You might be in one of those classic New Zealand suburbs where land values have skyrocketed, while the house itself is ageing fast. That equity is powerful.

When used well, it can:

- Eliminate ongoing debt
- Fund your retirement buffer
- Cover future travel, hobbies, or health needs
- Free you from costly maintenance and inefficient living

In short, this isn't just about moving, it's about unlocking your hard earned capital to work for you.

### Step One: Know What Your Property Is Worth

Many downsizers underestimate how valuable their property really is, especially the land underneath it. We've seen cases where the land alone was worth more than the brand-new home the owner wanted to move into. That means there's often a cash

surplus after the move (even after settling into a high-spec, low-maintenance new home). With Rosefern, you can get an off-market appraisal done, and we'll give you a straight, clean offer. No fees. No open homes. Just a fair deal and a simple path forward.

### Step Two: Understand the True Cost of Staying Put

Staying in your current home might seem like the cheaper option, but here's what we see time and again:

- Power bills are higher in old, poorly insulated homes.
- Maintenance bills sneak up on you. Roofing, plumbing, repainting etc.
- Insurance gets more expensive as homes age.
- Your time gets eaten up by constant upkeep.

Dwellings without large underlying land value can actually start to slide backwards as there's less demand for homes that require lots of maintenance and upkeep (so cashing-in before the depreciation really sets in can be a smart move). With first-home buyers not as

motivated to renovate and get 'sweat equity' these days, an older home can start to become troublesome and 'sticky' on the market.

We see this in homes between the \$750,000 and \$1m range as they're out of the First Home Buyers and Investor range so the smaller pool of buyers are usually families who don't tend to enjoy living in, and renovating a home. These sales need to be carefully considered and timed well - luckily we have experience with these types of properties and have some smart strategies that can help them move...

A warm, efficient Rosefern home can cut your ongoing living costs dramatically. Add in the lower rates, reduced insurance, and no big surprises? You're not just saving stress, you're saving thousands a year.



### **Step Three: Buy New and Buy Smart**

When you buy a brand-new Rosefern home, you're getting more than just fresh paint and modern appliances.

You're getting:

- A Healthy Homes-compliant build, with insulation, double glazing, and smart heating systems.
- A 10-year builder's warranty and brand-new infrastructure, giving you financial certainty.
- A fixed cost; no renos, no budget blowouts, no DIY weekends.

For many of our downsizers, it's the first time in decades they've had full control over both their home and their finances.

### **Step Four: Do More With What You Free Up**

Once you've made the move and unlocked your equity, what happens next is up to you. We've seen downsizers use their surplus to:

- Gift a deposit to children or grandchildren.
- Travel internationally, sometimes for the first time in years.
- Create an investment buffer to support retirement goals.
- Simply enjoy peace of mind, knowing there's a financial safety net in place.

You don't have to spend it. But having it gives you freedom of choice.

# Downsizing Is a Financial Strategy — Not Just a Housing Decision

**You're not just trading homes.**

**You're:**

- Reducing cost
- Simplifying your budget
- Freeing up time
- Protecting your cashflow
- Increasing your options

And all of that starts with one conversation. At Rosefern, we want to help you make the smartest possible move, so you can spend less time worrying about money, and more time enjoying what it can do for your life.



# Decluttering & Moving Made Simple

## How to Let Go of the Stuff, Not the Story

One of the biggest hurdles for downsizers isn't selling or buying, it's sorting through a lifetime of stuff.

Years (often decades) of memories, furniture, family treasures, kitchen gadgets, half-used tins of paint in the garage... you name it, it's there. The longer you've lived in your home, the more overwhelming it can feel to pack it up.

But let's reframe this: decluttering isn't about loss. It's about liberation.

It's the process of keeping what still serves you and letting go of what doesn't. And once you start, it feels amazing. You reclaim mental space, physical space, and the confidence to move forward cleanly and calmly.

Here's how to approach it smartly:

Don't wait until you've sold to begin. Start now; one drawer, one cupboard, one room at a time. The garage and spare room are great to tackle first, as they tend to hold the most "accumulated clutter."

### 2. Use the "Joy & Use" Test

Ask yourself:

- Do I use this regularly?
- Does it bring me joy or hold genuine meaning?

If it's neither, it's probably time to let it go.

### 3. Gift, Donate, Sell, or Skip

Split items into four piles:

- Gift to family or friends (with clear agreements)
- Donate to charities and community groups.
- Sell anything of real value you don't want to keep.



#### 4. Digitise the Sentimentals

You don't need to keep every photo album or school project. Scan them, save them, or take photos of keepsakes so the memory stays (without the box of dusty folders).

#### 5. Hire a Downsizing Concierge (Optional)

If it still feels overwhelming, hire someone to help. There are many professional downsizing services in NZ who specialise in this process and can do everything from sorting to packing to arranging furniture in your new home. We are happy to provide recommendations.



### Making the Move Easier

Once the decluttering's done, moving becomes much simpler. With Rosefern Home Exchange, you don't have to line up dates perfectly or worry about where you'll live in between.

You can:

- Pack at your own pace
- Move straight into your new home once it's ready
- Avoid renting or storage altogether

We've had clients walk into their new Rosefern home with just a suitcase, knowing their furniture was arriving the next day. No stress, no mess. This is the reward for a lifetime of hard work. Your new home should feel like a clean, calm reset, not a juggling act.

# Designing Your New Life

## Making the Most of the Home (and Time) You've Just Gained

Here's where the real fun begins. Once you've made the move, downsizing stops being a task and becomes a complete lifestyle shift.

Suddenly, you're not spending Saturdays pulling weeds, painting fences, or paying for roof repairs. You're spending them how you want.

This is your chance to curate your home and routine with clarity, comfort, and confidence. Not because you have to, but because you finally can.

### Your Home, Reimagined

A smaller home doesn't mean less style. In fact, with less clutter and better layout, your new Rosefern home will likely feel more functional and more luxurious than the old one ever did. Here's how we design for downsizers:

- North-facing living for natural warmth and light all day.
- Open-plan kitchens that flow into lounges and outdoor patios.
- Generous bathrooms designed for comfort and ease.
- No wasted space, no dark corners; just practical, polished living.



“

**This is your opportunity to rethink how you want to live — with less stuff, but more intention.**

– Ant Anderson

## Your Time, Reclaimed

You'll be amazed at how much more free time you have when the house no longer needs constant attention.

- No gutters to clean.
- No lawns to mow (unless you want to).
- No tradesmen on speed dial!
- No power bills blown out by poor insulation.

With a brand-new Rosefern home, everything is modern, efficient, and easy to maintain. And that means you've got the time and money to enjoy what you love:

- Travel
- Family
- Hobbies
- Volunteering
- Slow mornings with coffee and sunlight

## A Home That Keeps Up With You

This isn't about getting older. It's about getting wiser. Your new home should work for today and tomorrow, with comfort, style, and practicality built in:

- Downstairs bedrooms
- Wide doorways
- Easy-access bathrooms
- Smart storage
- Room for guests, grandkids, or even a hobby room or home office

At Rosefern, we don't just build homes. We help design better lives. Because once you've decluttered, downsized, and moved into a space that finally fits, the question isn't "what have I lost?" it's: "Why didn't I do this sooner?"



# The Double-Down

## a.k.a The ‘DownSouthSizers’

This is a market trend that will have real impact on Christchurch - ‘Auckland Downsizers’. We field lots of enquiry via our website and ads. Recently, we’ve seen a spike in Aucklanders moving down to the South Island to make their money go further.

Consider this, the empty-nesters looking to downsize from Auckland to Christchurch get the benefit of a ‘double down’ - not only do they downsize their large Auckland asset, but they reap the benefit of effectively ‘half price shopping’

for home in Christchurch versus the 09. Selling up a mortgage free home in a nice part of Auckland may free up \$2-2.5m and a brand new home in a great area of Christchurch may cost \$1m leaving them with \$1-1.5m in the bank and no ‘downgrade’ in sight.

The liquidity and lifestyle having that money on hand is ‘lifestyle-changing’ to say the least. We’ll undoubtedly see more of that in the coming years as our city continues to be a magnet for domestic migration.





# Are You Ready?

## The Simple Checklist That Says “It’s Time”

Most people don’t downsize on a whim. They think about it for months, sometimes years, before finally taking the leap. Some wait too long. Others make the move just in time and wish they’d done it earlier. This checklist is designed to help you recognise if you’re nearing that decision point. No pressure, no sales pitch, just a clear-headed way to assess whether your current home still fits your future.

### Space

- ☐ I’m only using a few rooms in my home regularly.
- ☐ I have more storage space than I need and it’s mostly full of things I don’t use.
- ☐ The section or garden is starting to feel like hard work.
- ☐ I don’t want to spend money maintaining space I no longer need.

### Comfort

- ☐ My home is cold in winter, hot in summer, or expensive to heat and cool.
- ☐ The layout of my home isn’t as easy to move through as it used to be.
- ☐ I’ve started thinking about accessibility or future-proofing.
- ☐ I’d love to live in a home that’s warmer, drier, and easier to clean

### Mindset

- ☐ I’ve been thinking about downsizing for a while.
- ☐ I just need a simple, no-pressure way to make it happen.
- ☐ I want guidance, not a sales pitch.
- ☐ I’m open to seeing what’s possible (even if I’m not ready to move tomorrow).

### Lifestyle

- ☐ I want to spend more time on hobbies, travel, or family and less on housework.
- ☐ I’d love to live closer to shops, cafés, medical services or community hubs.
- ☐ I want to simplify my life so I can enjoy it more.
- ☐ I don’t want to move twice. I want to make the right move next.

### Financials

- ☐ I have significant equity in my current home.
- ☐ I’d like to release that equity to create more financial freedom.
- ☐ I’m interested in buying a home that costs me less to run.
- ☐ I want to reduce ongoing costs like maintenance, power, and insurance.

If You Tick More Than 5 Boxes...

You're probably closer than you think. Downsizing isn't about losing space. It's about gaining control, clarity, and time. You've done the hard yards. Now it's time to design a future that feels light, not loaded with maintenance, pressure, or old routines.

At Rosefern, we've created an entire ecosystem around helping people like you move once, move smart, and move into a home that finally makes sense for this stage of life.

Whether you're ready to act or just starting the conversation, we'd love to talk. Because you're not just buying a new home. You're buying freedom, simplicity, and peace of mind. And we think you've earned it.

## Let's Make This Easy

If you've made it this far, you're not just thinking about downsizing, you're starting to get serious. You've looked at the pros and cons, weighed up the lifestyle, and maybe even imagined yourself in a home that works better for right now, not 20 years ago.

So... what now?

The next step is simple. You don't need to list your house. You don't need to commit to anything. You just need a plan, and someone who's done this before. That's where Rosefern comes in.



# Here's How We Can Help You Next

If you are just starting to explore your options, we are happy to talk things through.

If you are further along and want to understand what might suit you best, we can help with that too. Sometimes a short conversation is all it takes to bring clarity and confidence.

There is no pressure and no obligation. Just practical advice from people who understand both the property side and the life side of downsizing.

If you would like to speak with us, you can:

Visit our website:  
[rosefernhomes.co.nz](https://rosefernhomes.co.nz)

Email us:  
[info@rosefernhomes.co.nz](mailto:info@rosefernhomes.co.nz)

Call us: 0800 223 777

Whether your move is months away or years away, we are here to help you make the right decision, at the right time, in the right way.





ROSEFERN.

Built *Different.*