



# **DOWNSIZING EXPERT**

**KEYNOTE SPEAKER. AUTHOR.  
RIGHTSIZING EXPERT.**

**BELINDA WOOLRYCH**

**AUTHOR OF INSIDE MAKEOVERS  
- HOW TO SUCCESSFULLY GROW & TRANSFORM  
YOUR PROPERTY STYLING BUSINESS**

**AUTHOR OF RIGHTSIZING YOUR HOME  
- AN EMPTY NESTER'S GUIDE TO A  
STRESS-FREE DOWNSIZE**



# BELINDA WOOLRYCH

## THE COMPLETE PACKAGE

### Looking for expertise in the Downsizing space?

When you meet with Belinda, you will have an immediate sense of certainty. She knows her stuff and is eager to pass on her knowledge to those who need it the most; Empty Nesters, who need to Rightsize their home.

Belinda has a holistic understanding that works hand-in-hand. She is speaker, mentor, and a consummate professional, in what can be a very delicate space.

With decades of experience as a Property Makeover Specialist, Belinda has spent many years helping transform homes and lives. Her experience in helping those looking to Downsize combined with many years in corporate change, leadership and capability development Belinda is perfectly suited to this niche. All this has led her to write her first book - **Rightsize Your Home - The Empty Nester's Guide to a Stress-Free Downsize**. Belinda is a National Keynote Speaker in this area of expertise.

With a gift of creating instant rapport, she is extremely well received by attendees. Belinda is passionate about helping people make the most of their retirement and their property.

Now moved and settled in New Zealand, Belinda's main clients in Australia were retirement living groups including Stockland and Lendlease as well as Australian Unity and major real estate brands including brands such as Belle Property, LJ Hooker and McGrath. Belinda is also passionate about giving back and working with the community through her author talks.

# TOPICS

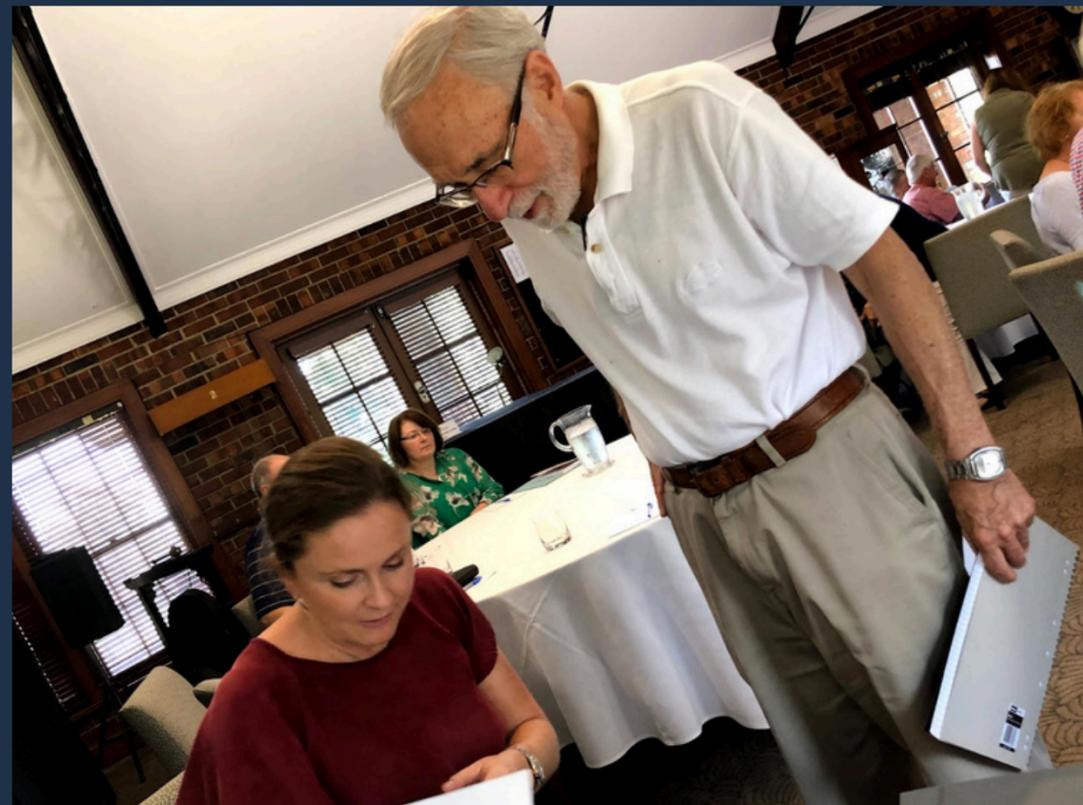
## Rightsize Your Home

The following are Belinda's favourite topic areas to present. She tailors the topics for your target audience backing them up with case studies.

- When is the right time to Downsize (or Rightsize!)
- How to plan for a stress free Downsize (or Rightsize!)
- How to decide - what to keep, sell and toss
- How to declutter - techniques and tips
- How to prepare your home for a profitable sale and a stress-free move

Looking for something different?

Belinda can also write her content around your topic of interest.





# **BELINDA WOOLRYCH**

**ADVISOR. EDUCATOR.  
PROFESSIONAL. CLIENT-CENTRIC.  
COMMUNITY CONTRIBUTOR.  
KEY NOTE SPEAKER.**

Belinda contributes to the community by speaking at many not-for-profit groups. Contact Belinda for further information about 'give back' .

BELINDA IS SUPPORTED BY AUCKLAND COUNCIL LIBRARIES AND SUPPORTS LOCAL COMMUNITY GROUPS AS WELL AS AFFILIATED LOCAL BUSINESSES



Downsizing  
Connections  
Group

# BELINDA'S MAIN CLIENTS

## RETIREMENT VILLAGES

To help educate and accelerate the Downsizing Process. To nurture existing leads.  
To attract and open new channels of leads for retirement villages.

## COMMUNITY GROUPS

To offer sound, independent advice, help people feel more positive about their next move  
and encourage them to make the most of their retirement.



YOU'RE IN GOOD COMPANY



## WHAT OTHERS ARE SAYING



### FEEDBACK WAS GREAT

*"Feedback was great, thanks again for such a great event. I loved how interactive everyone got, and the fact that they were sharing their stories was a testament to how comfortable and engaged they felt - so that's fantastic!"* Mikaela Prentice, Stockland Retirement Living

### HIGHLY MOTIVATED, PASSIONATE AND SKILLED

*"I have co-presented with Belinda on a number of downsizing seminars now and have clients who have also utilised Belinda's services and spoken highly of the experience and success they have achieved as a result of her skills and services. Belinda is a highly motivated, passionate and skilled professional who I would have no hesitation in recommending."*

Jenny Simmonds, Certified Financial Planner

### PERSONAL AND ENGAGING

*"I have engaged Belinda for over 23 events under the Downsizing Connections Group Banner and love watching her engage the audience. Belinda is able to build genuine rapport and connect with each attendee personally throughout the session. Thanks so much for your valuable contribution Belinda, you are amazing!"* Julia Dyer, Downsizing Connections Group

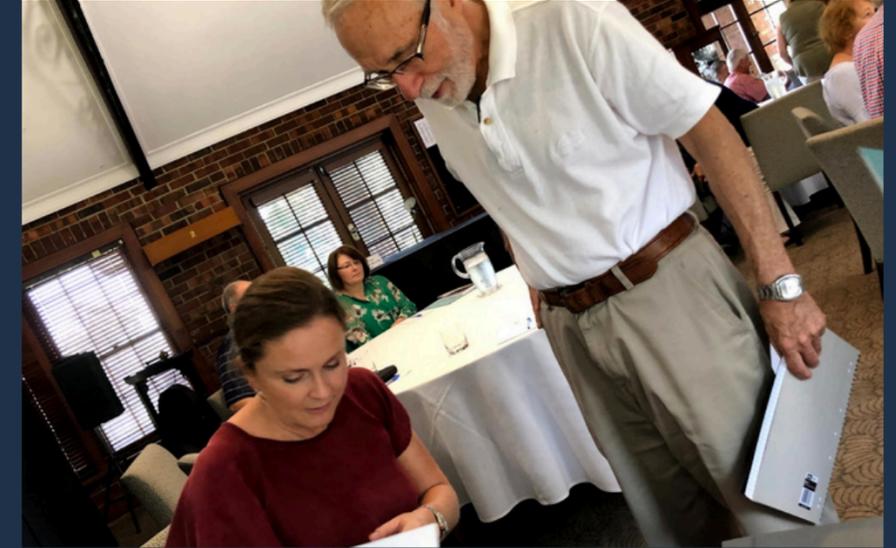
# HOW CAN WE ATTRACT MORE CUSTOMERS

OR NURTURE EXISTING CLIENTS?

ENGAGE BELINDA WOOLRYCH,  
DOWNSIZING SPECIALIST

**DON'T WISH IT HAPPENS, MAKE IT HAPPEN!**

# EVENTS - KEY NOTE SPEAKING



LOOKING TO HOLD AN EVENT AND NEED IT TO BE ORGANISED?

We know you may not have time to organise your own event or manage the campaign, enquire about our complete service.

Service can include: **MARKETING MATERIAL - LEAD GENERATION - BOOKINGS AND HOSTING**



# BELINDA WILL CAPTIVATE THE ROOM

## 5 KEY REASONS TO ENGAGE BELINDA FOR YOUR NEXT EVENT



### AUTHOR

BELINDA IS AN  
AUTHOR OF A  
UNIQUE BOOK  
FULL OF  
CHECKLISTS AND  
HELPFUL TIPS



### EXPERIENCE

BELINDA  
HAS OVER A  
DECADE OF  
EXPERIENCE IN THE  
DOWNSIZING  
SPACE



### BUILDS RAPPORT

BELINDA  
EASILY  
CREATES  
RAPPORT AND  
BUILDS TRUST  
WITH THE  
AUDIENCE



### INDEPENDENT

BELINDA  
OFFERS  
SOUND,  
INDEPENDENT  
ADVICE AND  
THERE IS NO  
CATCH



### REFERRALS

BELINDA CAN  
GENTLY REFER  
AND HIGHLY  
RECOMMEND  
HER  
PARTNERS  
TO ATTENDEES

## 📺 TIPS TO GETTING YOUR DOWNSIZING RIGHT | STOCKLAND

January 30, 2020

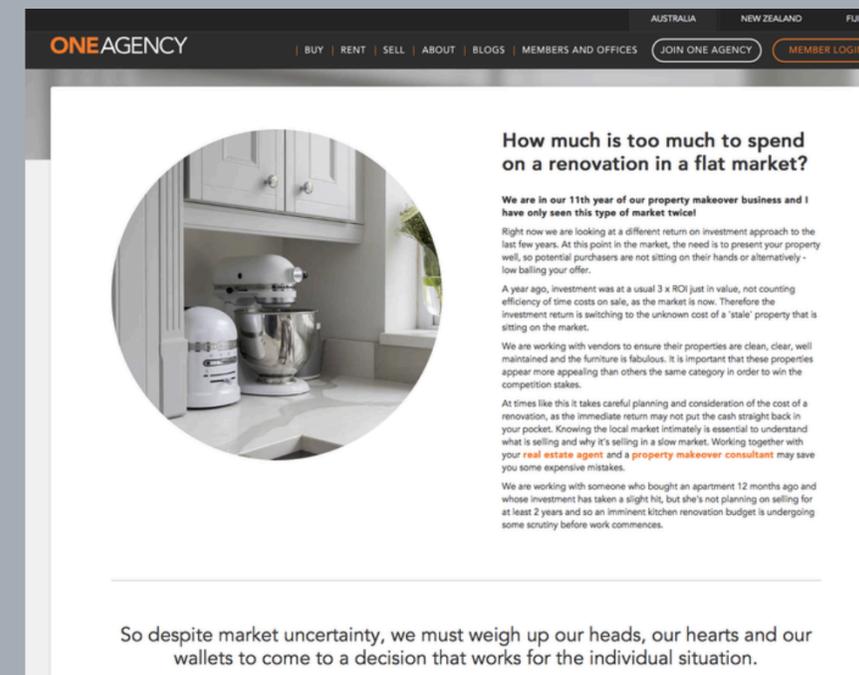


## VIDEO

Belinda can share her insight through video or blog and personalise for your brand. You can then share these on social media or through your networks to further enhance your niche market.

## BLOGS

Great content is the only way to ensure you are seen as experts in the field and really care about helping your existing and potential clients receive the information they need. Belinda can provide a complete content package for your brand.



# YOUR ADVERTISING PLAN

<p><b>ENGAGE BELINDA</b></p> <p>Make a commitment to engage Belinda in order to develop relevant content for your target market.</p>	<p><b>ORGANISE EVENT</b></p> <p>Engage our event team to manage your event and ensure you make the most of this opportunity to fill the room.</p>	<p><b>BLOG / VIDEO</b></p> <p>Create blogs and video with Belinda to share with your network, and boost to attract leads for your event.</p>
<p><b>ADVERTISE EVENT</b></p> <p>Invest in advertising your event to draw people into the room, where you can share your knowledge.</p>	<p><b>HOLD EVENT</b></p> <p>Let Belinda develop rapport and work in conjunction with you and your partners to share sound, independent advice.</p>	<p><b>NURTURE / SELL</b></p> <p>Collect data, nurture existing clients and help those looking to Downsize feel more confident about moving forward.</p>



**ASK ABOUT OUR  
UNIQUE NEW  
PRODUCT, IN-HOME  
VIDEO EVENT  
PACKAGE**

## Words to Consider

**“Marketing is no longer about  
the products we sell, it is about  
the stories we tell.”**

SETH GODDIN

## KEYNOTE PRESENTATION - \$3800+GST\*

Up to one day attending to all administration/preparation including delivery of the keynote presentation - without video

## EVENT MANAGEMENT - STARTS AT \$9200+GST\*

All inclusive event + lead generation

## VIDEO APPEARANCE - \$3200+GST\*

Up to half a day - 2 short videos, without event management

## ARTICLE / BLOG / VIDEO SCRIPT WRITING - \$1650+GST\*

Approximately 500 words per article/blog

## RIGHTSIZE YOUR HOME BOOK - \$29 PER BOOK

BULK PRICING AVAILABLE

Book pricing is available at bulk discount, enquire about custom introduction section for your organisation.

\* Pricing is reviewed annually, correct at 2026.

NATIONWIDE ENGAGEMENTS FOR 2026  
ENQUIRE TODAY

BELINDA WOOLRYCH

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[www.papillon.co.nz](http://www.papillon.co.nz)