



CRYSTALLIZATION WORKSHEET

Money is no object for this exercise...benefits will be the same no matter the cost.

FEATURES *(describe what you see)*

BENEFITS *(How does that make you feel? or Why is that important to you?)*

1. Picture yourself in a car looking at dream homes. Visualize yourself in the car.
2. Now stop the car at the home you are envisioning as your dream home. Describe the neighborhood (street scene).
3. Describe the curb appeal of the home, what is the style, location of front door & garage, porch, etc.
4. Describe entering the front door, and then go to favorite room/place in the home.
5. Quickly describe features of the different rooms and areas of the home in order of importance to you. Next, describe the back exterior (patio/backyard/lot size) and why that feature would be a benefit to you. This how to convert features to benefits.

Neighborhood & Exterior of home

Interior – 1st Room at Entry

Interior – 2nd Room (Favorite room)

Backyard

(Next: Rank level of importance of each item from 1 (lowest) to 10 (highest) and Identify top 3 Benefits

| | | | | | | | | | |
|-------------|-------|------------|-------|------------|-------|--------------------|-------|---------------|-------|
| CONVENIENCE | _____ | RECREATION | _____ | PRIVACY | _____ | PRESTIGE | _____ | ENTERTAINMENT | _____ |
| HEALTH | _____ | ECONOMY | _____ | VALUE | _____ | SAFETY | _____ | SECURITY | _____ |
| ROMANCE | _____ | COMFORT | _____ | AESTHETICS | _____ | SELF-ACTUALIZATION | _____ | | |

1) _____ 2) _____ 3) _____



14 BENEFITS USED IN CRYSTALLIZATION

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|---------------------------|---|
| Convenience | The quality of being suited of favorable to one's needs or purposes and provides was to reach (is close by) or saves effort. |
| Recreation | Refreshment of one's mind or body after work through some activity, such as a sport or game, that amuses or excites. |
| Privacy | The condition of being secluded from others; freedom from undesired intrusion. |
| Prestige | A person's high standing among others; honor or esteem. |
| Entertainment | To extend hospitality toward or show hospitality to guests. |
| Health | In the direction of being free from disease, injury or defect; soundness of body and mind. |
| Economy | Conditions which provide careful use or management of resources in an effort to reduce costs in money, materials, and / or labor. |
| Value | To consider of great worth or importance; prize. |
| Safety | The condition of being safe in person; freedom from danger, risk, or injury. |
| Security | A condition which gives or assures confidence in the protection of one's possessions. |
| Self-Actualization | The quality or condition of realizing the essence of what holds one's attention or interests. (Creative Inspiration) |
| Romance | The condition or quality of experiencing intimacy with another. |
| Comfort | A condition of ease or well being. |
| Aesthetics | Of or relating to visual beauty or good taste. |