From *Chaos* to Calm™

THE 5-STEP APPROACH
TO RIGHT-SIZING

Movin' On Up

THE SIGNATURE METHOD THAT HELPS BUSY FAMILIES SEAMLESSLY UPSIZE THEIR HOME



REAL Broker Ontario Ltd.
Brokerage

647-370-2385

You love your home, but it's just not "working" anymore!

Every day you look around at what was once a cute and cozy home ... For two.

Then came the "pitter patter" of little feet and this cute and cozy home turned into anything BUT cute and cozy.

From winter coats, toys, kitchen appliances to bikes, hockey bags, toboggans, and gardening tools... You've accumulated a lot along the way. Now it's all wedged into every conceivable space you can uncover. It's hard to find anything. It's even harder to retrieve when you DO find it.

It feels like a local swap meet. On steroids.

The areas that you had for watching TV or working out became toy rooms and storage places.

That cute kitchen that was perfect for two, is now a game of twister for your family. You've even convinced yourself that the breadmaker is an integral accessory in your kitchen design!

And don't even mention the bathroom schedule that you've resorted to in order to accommodate everyone's morning routine - where "Are you done yet?" is the most heard phrase.

The frustration and exasperation is bubbling... along with your patience.

You've given up on trying to explain the clutter to your friends. So, now you don't even bother entertaining anymore. Heck, even the kids are finding reasons NOT to bring friends around. Let's face it, what kid wants to talk about the latest crush to their bestie with Mom or Dad hanging over their shoulder?



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Trapped in a domestic "cage" is making tempers short. You find yourself screaming at everybody to put their shoes away as you trip over them coming in the front door.

This isn't the parent you'd thought you'd be. But here you are.

It's not an easy thing to admit that the place you now call home isn't meeting your needs anymore. You're into the next stage of your life, and, well, this cozy little spot doesn't cut it.

You know it. The kids know it.

Life has gotten bigger. Your home hasn't.

It never mattered that you were on a busy street or that the playground was 10 blocks away.

It never mattered if the neighbourhood schools were good or bad.

But as you peel the lego from the bottom of your foot for the 50th time, you realize that in fact, those things **DO matter.**

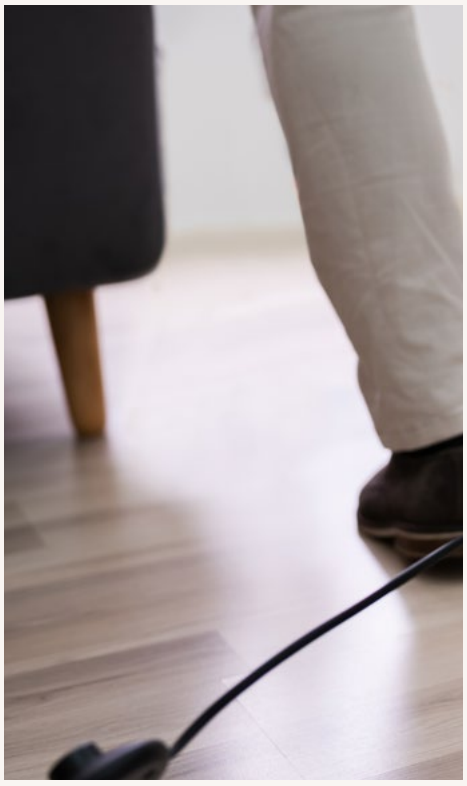
It's time to move.

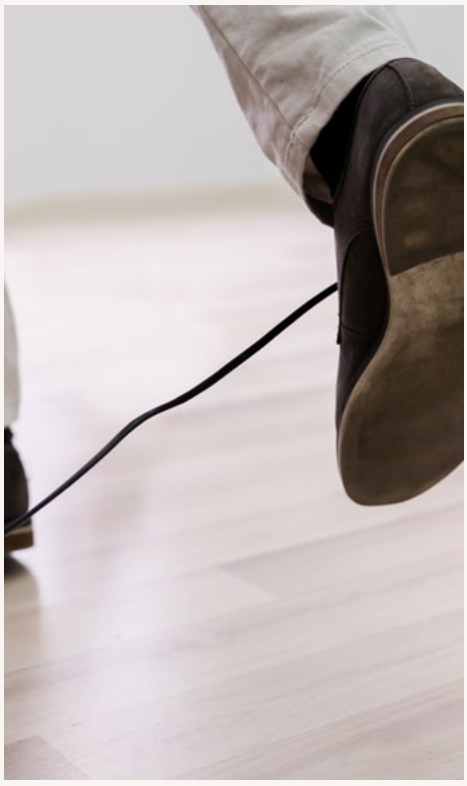
Then you realize what it takes to achieve that. And you immediately dread the thought.

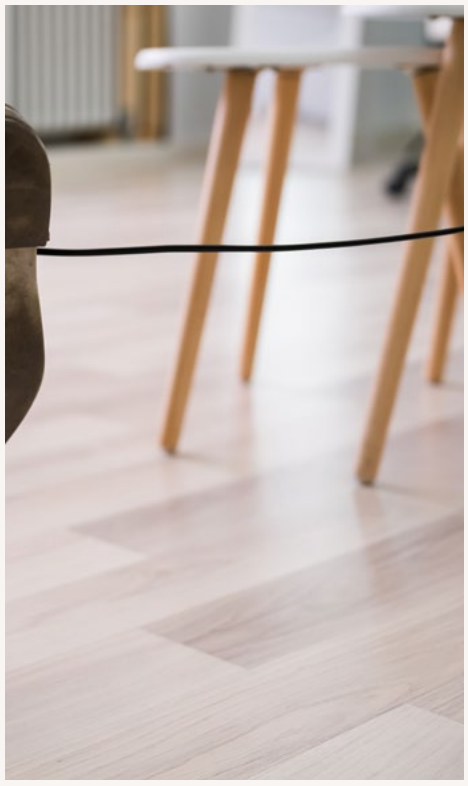
How on earth will you make it through this process without hopping on the crazy train?

That's where we can help.

Our Signature "From Chaos to Calm Method" provides busy families with an easy 5 step method that makes "Movin' on Up" easy to achieve without compromising your sanity.







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STEP ONE:

THE CHAOS

(better known as The Starting Line)

The Starting Line is where we meet and greet. We figure out where we are and what it takes to get to where we want to be!

The first thing is a current market evaluation of your home. This is an important part of this step and helps us establish what our purchasing power is as we move forward. Here is where we do the initial walk through the home. This is a great chance to find out what YOU believe are the best features of your home. I can also reveal what YOU think are the negative parts of your home. This can help establish what you want in a NEW home.

So, how do we know how to start if we don't know what the result looks like? Good question!

Well, we take your perfect ending and work it back to the Starting Line using our signature "Roadmap". This helps us all keep focused and on the same page, working to the same successful result.

Starting at the end gives us a clear goal. Then we can plan what it will take to realize that goal.

We also need to know where we currently ARE:
What kind of down payment can we expect to have?
What kind of home can we see ourselves in?
What is our long-term dream?
Where do we want to live?
What kind of timeframe are we thinking of?



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STEP TWO:

THE PLAN

This is the step where we put the pieces together and create the "Roadmap" to success.

Our team of staging experts will come to your home and help determine the to-do list to get us ready for "staging day". That may include decluttering, minor repairs as well as the removal of any furniture.

THEN, we decide what makes sense.

Things like:
Do we replace that floor, or reflect it in the price?
Do we replace the ageing furnace or not?
Do we replace the kitchen or the countertop?
Do we replace or clean the carpet?

We help define the budget. We help to define the amount of time required to get things done.

This also is a time to start defining WHERE we go next. What are our requirements for the NEW home? What communities, neighbourhoods, etc as well as our must-haves and our wants.

We have to make sure we have planned for the time to complete our to-dos as outlined in our staging/prep plan.

This "Roadmap" helps to keep us on task and free from anxiety/stress.

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3

STEP THREE:

THE BUY FIRST/SELL FIRST DECISION

The biggest question we get is...
Do we buy first or sell first?

Well, that depends on our goals, our financial picture and our target area that we wish to move to. This is where we begin our market orientation phase.

THIS IS A STEP OFTEN OVERLOOKED, YET IT IS THE MOST IMPORTANT STEP OF THIS PROCESS.

We get out there to see what our potential dollar buys us and whether it matches our sense of reality. We also establish if this is a market that is a Seller's market or a Buyer's market. Do homes sell fast? Or do they take a while to sell?

Isn't it better to find out BEFORE you've sold your home that the area you desire to live in isn't affordable for you? But it's also a time to sample areas you may not have considered. We can help guide you to the community that is perfect for YOU.

This is one of the most important steps. This ensures we can buy what we need/want for the dollar we have/will have. The beauty here is we haven't sold anything yet. It avoids the worst case of, "we've sold our house but we can't afford what we want in the community we want it in". That would be a disaster.

So at the end of this step, we either feel good about the market and go ahead with the plan or say... "we aren't moving".

Better that happens now!



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STEP FOUR:

4 THE IMPLEMENTATION

So we're satisfied that our next move is viable and that market offers what we are looking for. Now we put the "Roadmap" in place.

We also define our target market for your property. Are we searching for first-time buyers? Downsizers? Professional up-sizers? Young families?

We must be clear on our "perfect buyer". Then we can connect with them using platforms they frequent and speak in the vernacular they use. It's pointless to place ads in a magazine when our perfect buyers are hanging out on Instagram.

Then we HIT the market!

OR, if we have decided to buy first, we get shopping WHILE we prep the house.

This step also ensures we all stay on the same page. With a flurry of activity, it can be easy to get overwhelmed. Our "Roadmap" helps keep everyone focused. Sellers are never in doubt of what's happening and when and by whom. The goal is always "No surprises".

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STEP FIVE:

THE CALM

We are SOLD! Woo hoo!

If it's a firm sale, then break out the champagne and do that happy dance.

Should our home be conditionally sold, we may need to coordinate the inspection (making sure your home is easy to inspect can go a long way!). We may need to chase waivers/ amendments and the like. We may need to renegotiate the deal based on the inspection findings. Whatever needs to take place, we ensure Sellers are completely aware of how and what is happening. Once all conditions are satisfied, THEN we can drink a toast to a great sale!

We coordinate anything and everything post-offer (and well into the post-close). We ensure that NOTHING goes wrong between acceptance and closing day. But if anything does, we are here to get you through it.

Documents, Documents, Documents.
It can be a landslide of paper! But rest assured, all the documentation and associated activities are handled by us. We ensure you also have all the pertinent documents in your possession. That's where our "Seller's Binder" comes in. It's a simple but brilliant way to keep track of ALL the documents - from evaluation to roadmap, to the deal itself. One place. Easy Peasy.

This step makes sure that after an accepted offer, the wheels don't fall off.

Making sure the Seller knows WHAT is happening and WHY can go a long way to keep stress levels low.

I am here to help you and your family achieve the "Calm" you deserve.



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THE 5-STEP RIGHT-SIZING METHOD

Ready to reach YOUR Calm?

Why not book a discovery call with us to see how we can help make your NEXT move, your BEST move!

CLICK BELOW TO BOOK YOUR 30 MIN DISCOVERY CALL

CLICK HERE TO BOOK A CALL



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