

THE HOME ADVANTAGE METHOD....

A Guide to help Families Upsize to Where they need to be.



Life is almost perfect....

You have a great family. Your kids are doing great and everything is pretty comfortable at home and work. You have a roof over your head and you get to indulge in some luxuries, such as trips, cars and dinners out.

Things are looking good...but you have to admit home life is getting a little stressful. At one time your perfect home was the right size for your family needs. You may have even thought you would be here forever. But lately everyone is angry and things aren't going as it once was.

Does this sound familiar?

- Your once perfect home has now become your everything!
- Your office
- Your classroom
- Your entertainment space and movie theatre
- Your gym/yoga retreat, and your canine spa.

The kids' bedrooms are not for sleeping anymore. They need space to learn, entertain and sleep. Their 4 walls seem to be getting smaller and smaller as they grow. Everyone is using their rooms for more and more. And let's not mention the cramped bathroom situations.

But the kids are not the only ones needing more space. Are you working from home a lot more now? Is your once beautiful dining room for entertaining now becoming your office. You are now looking at the paperwork and laptops that have taken over your dining table.

In the end space is an issue! You are realizing you need a bigger home, that allows for office space, more room for the kids and more bathrooms. As the kids are growing up, a finished basement would help everyone to have a little more privacy too.

You are also realizing that a little more outdoor space would be nice. Even a space that you can enjoy on the weekends that makes you feel like you've gone up north. Your neighbors are great! But you don't want to hear every word of their conversations and you don't want them to hear yours. You want your outdoor sanctuary to be as enjoyable as your indoor space.

And then the bigger issue....

The price of homes are increasing faster than you can make an offer. You are afraid!

You may not be able to get into a more spacious home that fits your family better because it will be out of your price range. But to continue the way you are going is too frustrating and stressful, with so much happening in the size of space you currently have. Something has to give!



Here's the straight truth....

What you once thought was a home you could grow into, you have now outgrown. The kids are older and the needs and wants have changed. And everyone feels like they don't have their own space. Your family grew and your situation changed.

It's time to realize what you need is more space. For you as parents to work more productively. And for the kids to unite and be part of the process, so that they can feel excited again. But everyone is done with looking at the same walls in the same space that doesn't work anymore.

Something's got to give ...

Moving is a big change, and we all hate change, right? But, without change you can't grow. You've realized you've outgrown your home, even renovating won't get you anymore space. You need a home that doesn't add to your stress but becomes your sanctuary to escape to!

It's not good to be stuck in a space that isn't working and makes everyone less productive in the end. This not only impacts your entire family, but it impacts your overall health and wealth. With my Home Advantage Method, I put together a team. This will help you prepare your home for a quick sale and for the highest possible price! As well as prepare you for your next home.

This is my commitment to you! Your home is one of your largest (if not the largest) investment you will make. It is my job to see that in the end you can live a better life!



STEP ONE: The Foundation

Your home is your pride and joy! When you bought this home you were so excited. Let's first discuss what you loved about your home, because this is exactly what the new buyer is going to love. Now, let's talk about what doesn't work anymore as your family has changed, and your needs and wants are changing. Here is where we dive into YOUR FAMILY. Is this neighborhood a must to stay in? Do the kids need to stay in this school attachment? What do you want in a new home...number of bedrooms and bathrooms, finished basement, yard space. Do you want to be within walking distance to certain places. We map out what you want in your new home.

We need to focus on what is most important. Then we can discuss a realistic price point. We need a price point that you're pre-approved for and are comfortable with. This step is your foundation for everything we do now. Once you know exactly what your family needs and wants are, our process begins.

STEP TWO: The Plan

Now let's dive into what you're comfortable with, selling your home first or buying a home first. Let's discuss the marketplace. Are we in a seller's market, or are we in a buyer's market? So here we'll understand your finances. We can even set you up with a mortgage broker, if necessary, to see exactly what you can afford. We'll also present you with a detailed market evaluation of your home.

We'll now set you up to receive daily new listings. We'll go over these first to see how they meet your needs as they hit the market. We look into the location and your price range. From there, we set up appointments to get you inside these homes and see how they feel to you. Then we'll see if we need to tweak any of your desired criteria. This is also where we discuss the time frame for prepping and putting your current home on the market.





STEP THREE: Prep and List

When you're looking at staged houses they look good, so you can picture yourself living there. Now we need to do this with your home. We have a stager that comes through your home. They'll give you a list of what needs to get decluttered, painted and moved. They also come up with a list of items to stage the home with. We go over the list with you, and see which items bring real value to your home. We ask that you do as much as possible on the list. Once this is complete we'll have the stager come back and stage the home for 30 days. We'll pay for the staging cost, this is a team effort with you. So we ask that if you get everything we discussed prepped, then we'll have it staged.

On the day after staging, we'll have high quality photos of your home taken. This includes a virtual walkthrough of your home and a detailed floor plan. This is important, as everyone is looking for their potential homes online first. This makes every showing that much more serious. Once I receive the photos, tours and floor plans back, your listing will be live. Once we go live on MLS, all showings will go through you. you've the ability to accept, deny or change the appointment. it's important that we get activity at the start of the listing. This is when it's new for everyone to see. we'll be marketing your home on social media. As well as through realtor.ca, royalpage.ca and ajhomes.ca

We'll be in touch with you weekly (or daily depending on the activity). To give you feedback on showings and updates in the market.



STEP FOUR: Offers and Negotiations

Get excited!!! We're now getting offers on your home. Depending on the market we're in, you may be receiving many offers, or 1 great offer. Whatever the situation, we go over all the offers with you in detail. Sometimes the highest price isn't the best offer. We look at price, conditions, closing date and chattels that the buyer is expecting to stay with the house. Once you've decided on an offer, we then either counter an offer, accept an offer or refuse. We look at what will work best for you.

After selling your home, it's now your time to make an offer. Depending on our market, you'll need to make your offer appealing to the seller. If they're already many offers, we need to go in with as few conditions as possible. This makes being pre approved so important. This is so important, because if this home is your dream home, you'll not want to lose it. Once we put in your offer, our 28 years of experience with negotiating offers, and moving our clients to the next chapter in their lives come into play!!

STEP FIVE: Let's Get Moving

With the offer on your current home, we make sure we receive the deposit within 24 hours. Then we follow up on any conditions that were in the offer. Now, with an offer you've put on a property we need to do the same. We need to give the deposit to the seller's agent within 24 hours. As well as, make sure we handle the conditions we may have in the offer. This could include booking an inspection, or following up with your mortgage broker. Both of which we'd help with. Once everything falls into place and you've signed off on all the paperwork, we continue to follow up with your mortgage company and lawyer. We'll then provide you with a moving checklist to keep you organized. We'll also arrange the revisits, so they're no surprises on closing day.

It's moving day!! We'll follow up with you after you've settled in, to make sure everything went well. We'll also follow up with you on your new neighborhood value yearly. We want to make sure you know your home is a good one.



Picture This....

Everyone has more space. The kids can do their thing without parents hearing them. This allows everyone to be calm, while working from home. Finally you're not over-hearing everyone.. This way when the family does get together it's a pleasant time together. You can now talk and play games and do the things you enjoy to do together. Peace is in the house now.

You now have your little sanctuary! You now get to look outside and see the beautiful oasis you've been dreaming about. You can go and sit with a book or listen to music in privacy. You can enjoy this solitude in private or with family and friends. Where you BBQ and sit back with a few drinks and great conversation. It's your mini escape from reality.

Change can be scary....but a home is where you start and end each day. You've worked hard and you need to see and feel the benefits. Your home needs to be happy and reflect this. It's time to change your space and take Advantage of your life again.





Here's what a few of my past clients had to say....

"Working with Josie was amazing from start to finish. It was our first time selling a house and she made the experience as easy as possible. Ensuring all our concerns were taken care of. Not only did she sell our house in 3 days, she helped us find our dream home! Josie went above and beyond to find a home that met all our wants and needs. She did not hesitate to show us any property we wanted to see. She always came prepared and she had the answers to all of our real estate questions. I highly recommend Josie for anyone looking to sell or buy!"

- FLAVIO AND ROSE-ANDRIA

"Josie is the best realtor I have worked with, she was extremely patient! For over a year of showing us homes until we found the right one. Not too mention getting the highest sale price on the street for our home in the middle of a pandemic lockdown. Listened to exactly what we were looking for and kept us updated on a regular basis on the listings and the market. Josie, looking forward to you finding our lot to build our dream home on."

- DANIELA AND JOHN

"Working with Josie was a dream! She was extremely knowledgeable, professional, and above all patient. Josie went above and beyond in showings, she always found out the answers to our questions. Not only did she find us the perfect home, she also sold our home. Josie gave us sound advice in making an offer in a competitive market. And also how to best stage our home to get the best offer possible. Josie made a difficult and stressful process enjoyable and successful!"

- ROSIE AND NICK



My story began 30 years ago, when at the time I worked in my family's business. This was fun but not what I saw myself doing forever. I had recently married someone who was a Realtor. One thing led to another and I ended up getting my real estate license too.

Professionally, things went well. I was awarded as the top 2 agent for Royal LePage across Canada. I helped see so many family's move through ups and downs. The reward was helping people get from where they were to where they needed to be. But personally, those years were not always easy.

At the time, my husband was my business partner. When we were on the top of our Real Estate business our relationship exploded and we divorced. So, I was not only left with figuring my business on my own, I was also the mother and father to my 2 amazing children.

I do have to say, if it wasn't for the amazing support of my family and friends, I don't know where I'd be. Through the sleepless nights and tears came some great victories. Along the way, I also made some new friends. I began my yoga practice and everything seemed more balanced again in my life.

Now I'm stronger. Throughout my Real Estate career I've had the highs and lows, this is real life. We get thrown things we don't want to deal with, but this is the only way we learn, we grow and we accept. It meant the world to me when I had my family and friends to rely on and to be there for me.

This has allowed me to step back and be the realtor you can count on. I want you to know I'm here for you, to help you through your struggles and your joys. I want to celebrate with you in the end.

Now after 28 years, everything makes sense. I now have 2 young adult children that are on their amazing paths in life and I couldn't be more proud of them both. Beginning their careers and always asking me for advice and direction, they can always rely on me.

I'm now stronger in my real estate business, this is a people business. No two people or two families are alike. We are all unique and everyone's needs, wants and desires are different.

As my life changed' my priorities changed. I can now understand and relate to families going through their own ups and downs. Together we can make this journey one to celebrate in the end.



The Next Step ...

Book a Strategy Call with me to see if I can help you in your next Move!



Josie Attardo, Sales Representative

905-338-3737 | josie@royalpage.ca | AJHOMES.CA

