

# The Move Up Method

Move up to the home that fits your family with minimal disruption to your time, energy and sanity.





## When you bought this home it was perfect. Cute. Charming. Full of potential.

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The perfect starter home. Back when you had more time than money, it made sense to bring up the potential yourself. What you lacked in cash you made up for in skills and free beer for the buddies who could help out when you ran stuck.

Now you have a successful career, cash in the bank, and other priorities including a busy family. While you know you can continue to repair and upgrade your home yourself, it's not the best use of your time.

You could hire someone, but it gnaws at you feeling like you're wasting money paying someone else to do it. Worse yet, whether you do it or someone else does, you're still dealing with the same chaos and construction mess.

The whole idea is exhausting. Taking care of all the little and not so little projects that keep your home on the right side of 'charming' is starting to wear now that time is money.

All your younger selves needed to be comfortable was one bathroom and a couple of bedrooms. Now your family has grown.

The lineup for the bathroom is long and noisy. Kids are doubled up in bedrooms which is causing bickering and clutter. The kitchen is cramped and crowded.

Laundry, mail, and homework assignments slide from one end of the dining room table to the other to clear a space for meals.

You'd like to spend more time with the family and could easily take work home, but every space is shared with kids' toys, school projects, exercise equipment, and the normal stuff that piles up in every corner.

It's easier to stay late at the office in the productive quiet than to lose your cool when your train of thought is interrupted yet again at home.

Unfortunately, your absence is noticed, which only adds to your guilt.

## The noise and clutter follows you from room to room.



Not only are you out of elbow room, you're running out of headspace too.

You have maxed out your home's capacity.

When you first moved here, a sweet old lady was living next door. Now that sweet lady has moved away and the house sold to someone who frankly, makes you nervous. The neighbors on the other side have two Dachshunds who bark all day long. Parking is tight, and it's not safe for the kids to play in the street because cars park along both sides. **The lack of privacy and room to play has you worried.**

Realtor.ca has been your home screen for years. Somehow, despite all the self-imposed deadlines for making your move, it still hasn't happened. There's always one more project, one more major event, or one more financial hurdle to overcome.

The idea of getting the house ready to sell, keeping it clean for showings, and trying to buy a new home all while managing your life and family has left you in a state of analysis paralysis. The timing is never right, and there is simply no time.

Now that your family has grown, your home's location is less than ideal. Fuel costs are going up and you're using a lot of it, driving to the same places multiple times a day.

Your minivan drives like a messy bedroom, full of discarded clothing, cracker crumbs, and fast-food wrappers.

You could be preparing a healthy dinner at home with your spouse while the kids walk or bike to their after-school activities, but you're trapped in your car.



**There are better places to live than in your car.**



You've got this... or do you?

You've used all of Pinterest's best ideas for paint colours that 'open up a room', and DIY projects to help maximize your space.

Once in a while you purge and hold a yard sale. The leftover stuff gets packed into boxes and is now piled in a corner of the basement.

There is a white line 6 feet from the end of the driveway which is not to be crossed by little ones playing outside.

The neighbour's yard is off-limits no matter what gets accidentally kicked or thrown over the fence. The repair jobs that you take on have become smaller.

Projects that can be tackled in a couple of hours on a Saturday are the ones that get done. You have learned to cope with the clutter and chaos at some level.

The house still isn't ideal. Some of those major repairs are becoming urgent. Your creative storage solutions work as long as you purge regularly.

The white line only works until one defiant toddler crosses it and encounters no immediate consequences. In short, all the solutions that gave you some breathing space before were temporary.

## How much longer...



The lack of space in your home is causing tension to mount between you and your spouse and kids.

Fights between the kids sharing rooms are a regular thing. You and your spouse don't see eye to eye on the idea of moving, and often go to bed angry.

You simply can't bring yourself to offer a friendly wave to the neighbour when all you can think about is their barking dogs that keep you up all night.

Your commute isn't getting any shorter, and bringing work home isn't a practical option.

Any compromises you've made to squeeze more hours out of your workday have cost you dearly in missed meals with your family, conversations with your spouse, and opportunities to be present at your kids' extracurricular events.

You're starting to learn that you can only do so much with the space you have. Some of the changes you have made cost a lot of money, but they only work for your family. There's no real resale value here.

Continuing to spend money to upgrade and renovate when you could be putting it towards the purchase of a larger, more suitable home no longer makes sense.

But where do you start? No one moves for the fun of it.

I understand the anxiety that preparing your home for sale while juggling day to day life can cause.

The fact is, you're short on time, short on information, and you're afraid of making the wrong decision.

Selling your home and buying a new one requires a huge investment of time and energy.

You're not sure how it will all get done while maintaining your sanity.

Sometimes the easy decision is just to continue to make due where you're at, with what you have.

I have been where you are. I've done the backpedaling, the compromising.

I have spent money on renovations that only made sense for our family and had little resale value at all.

I have put up with the commute to work, the lack of space to work at home, the clutter, and the over-whelm.



**If moving up was easy, everyone would be doing it. Deciding to make your move into the ideal home for your family is a decision you might have made and backpedaled from and made again many times now.**

I distilled the lessons learned from all that experience into a simple 4 step process called:  
**The Move Up Method**



# The Move Up Method

The Move Up Method is my system for helping you make your move from your current home to the home that works for you, with as little disruption to your schedule and family as possible.

It helps clarify the process and relieve the pressure that comes along with making a transition like this

## The Move Up Method in 4 Easy Steps

1

Here's how the process works, in a nutshell:

### Establish the Big Picture

This meeting helps provide clarity. We'll discuss **your goals** for your move, what you can expect from me, and the timing needed based on your goals.

When we meet we'll talk about why you need to move. Why does your current home no longer work for you? Whether it's location, style, space...we'll talk about all of it.

We'll also touch on what you're looking for in your new place.

An important part of our conversation will be discussing your concerns around making this move. This helps all of us recognize where the stress points may be while we work together to get your home ready to sell, and while we look for your new home.

# 2

## Mapping out your Move

We'll 'calendarize' events and tasks leading up to the sale of your home and buying your next one. This way you'll **optimize your time with your family** instead of worrying about every detail of preparing your home for sale yourself.

Of course, we'll talk about how much you can expect to sell your home for, based on the sale prices of properties like yours.

We'll also talk about how to best present your home to potential buyers. Whether you need help with everything or only a few things, I'll recommend trusted contractors, cleaners, home inspectors, and other professionals. I'll work with you to keep things moving along according to the schedule we develop together.

Hiccups are normal. Rest assured that I'll work with you to help find solutions quickly, and shift the schedule if needed.

# 3

## Sell Your Home

Now that your home is looking its best, it's time to show it off! We'll meet a few days before your preferred listing date to review the listing documents, and my comprehensive marketing plan for your home.

**As your REALTOR®, my services include at no cost to you:**

- Professional photography
- Professional staging, whether it's a 1-2 hour consultation with a stager who makes recommendations using your own furnishings or full staging services.\*
- Meet with contractors and cleaners if needed
- Meet with the home inspector if needed
- Lawyer and Lender recommendations if needed

\*determined by REALTOR®

I will manage all aspects of marketing and showing your home. Having spent time getting to know you, I can negotiate skillfully on your behalf, **protecting your goal** of moving into the home that works best for you and your family.

Once we've negotiated an offer for your home, I will be in constant contact with the buyer's sales representative to make sure that questions are answered and condition deadlines are met, right from the time the offer is accepted until the closing date.

The great news for you is that now it's time to get serious about planning your next move!

# 4

## Make Your Move

Step 4 is where we find and buy the perfect home for your family.

Now you have all the information you need for your purchase, including a closing deadline to meet.

Maybe it's a property that you've had your eye on, or maybe we're still looking. I'll help you make an informed decision about your next home. You can rely on me for advice about homes you're considering.

Once your offer is accepted, I'll work with you and your mortgage specialist, home inspector, lawyer, and other professionals right up until your closing date.

It's important to me that you receive the same level of care that I would expect for myself if I was buying a home. Rest assured that I'm always available to answer questions or to refer you to any professionals you may need to help everything go smoothly.



**“Approachable, knowledgeable, detail oriented, worked in our best interest not just for a sale.**

**Elaine has an excellent understanding of the local real estate market. She works hard and goes the extra mile”**

***Dan & Julisa***

An Introduction:

So who am I and why would you choose to work with me to sell your home and purchase your next one? My name is Elaine Bouma, and here’s a little bit about me and why I’m qualified to talk about Real Estate in the Quinte region.

The Quinte region has been my home all my life, and I love this area. This is where my husband and I are running our business and raising our family. Having grown up a farm girl and the daughter of a self-made real estate investor I’ve learned to recognize the value of hard work, patience, and reasonable risk when it comes to real estate investments.

Fast forward a few years and now I’ve learned these values first-hand as a homeowner, business owner, and property manager. Buying or selling a home can be stressful. You want someone with integrity on your side who respects the decisions you face, who represents your best interests, and who has the tenacity to help you meet your goal.

My goal is to do that and more. At the end of the day, I want our working relationship to have a positive impact so that you feel that I’m someone you can count on whether it’s for a future real estate decision or simply to borrow a cup of sugar.

While I like to think that real estate is in my blood, shameless self-promotion is not. I do have to admit I am not-so-secretly pleased to have received the Royal LePage Director's Platinum Award 2020. Award winners represent the top five per cent of their marketplace. Qualifying amounts vary from region to region, and are based on closed and collected GCI.



What can life look like for you after implementing **The Move Up Method?**

You have finally found that **perfect home**. The one that offers enough space to safely raise your kids until they are ready to leave the nest, and one that you won't need to move out of as soon as they do. Doing the uncomfortable things and carving the time out of your busy schedule to sell your house and buy and move into the home that worked for your family was a stretch, but it was worth it.

Your home has purpose. **Every room has a job**, and you have your own space to work. Whether it's catching up on work emails from your home office or reupholstering a vintage armchair in the garage, you're not moving other projects or clutter out of the way before you can get into your productive zone.

**Piano lessons aren't happening in your home office**, and clutter isn't king in your garage. Having a distraction-free space to work from home when you need to has helped you reconnect with your family.

Your morning routine has evolved. Instead of inhaling a bagel in the car while fighting traffic, you can enjoy a healthy breakfast and a **second cup of coffee at home with your spouse**. Your drive to work and home again doesn't eat up your day.

Your kids are active with extracurricular activities and thanks to the time you have after work NOT driving, you are able to watch their games and recitals.

Spending less time driving and more time being truly present with your family has improved life in more ways than you could have imagined...well beyond saving time and fuel..

Your blinds are open more than they're closed.

The white line at the end of the driveway is a distant memory. Your kids can run outside and play without you having to worry about creepy neighbours or speeding cars.

The elbow room your new property provides is giving your kids the opportunity to explore, create and play.

You can connect with your neighbours on your terms, and over positive events rather than over 'issues' that have come up due to their close proximity.

**Your stress levels are down.** The kids can get outside and play or hang out in their own rooms. You may still have a mortgage payment...but that's it.

You're not weighed down with Home Depot credit card payments or outrageous utility bills, which was all part of the cost of living in an older, inefficient home.

Finally, you're getting ahead and you're not suffering for it.



## Proof that it works from past clients:

"Elaine is very reliable. She was always able to accommodate our schedules and responds very quickly. She worked very hard to find us the perfect home. She is extremely personable and pleasant to work with"

**Cory & Brittany**

"Your keen understanding and outstanding interpersonal skills helped guide me and balance making this decision to move forward and take this new path.

You are helping people make positive life-changing decisions - that in itself must provide so much motivation and reason for you to take extreme pride in your approach."

**Eric**

*"Elaine was remarkable when we needed to sell our home quickly to move out of the province. She was knowledgeable, responsive and set up incredible staging - a total pro! In addition she was upbeat, fun, and down to earth. Her solid and encouraging support helped us manage the fast paced process and anxious moments of selling. We believed we were in good hands and multiple offers over asking proved it! We absolutely recommend Elaine without reservation!" - Susan*

**Lang**

Are you ready?

If you're done compromising and you're ready to move up into the home that works for your family, then let's talk.

Click **Book a Call** to schedule a discovery call with me!

**Book a Call**

Have questions about the Move Up Method?

Join my free community and learn more about how I can help. Ask questions and gain insight into today's real estate market and how it impacts you.

Click **Follow Me** to join me on Facebook!

**Follow Me**