

THE MOVE-UP ROADMAP

HOW TO BUY & SELL WITH PEACE OF MIND



BW
BROADY WINDSOR
GROUP

FEELING STUCK IN A HOME THAT NO LONGER WORKS?

Do you remember the time when your home felt like a palace compared to the apartment you were living in before you got married? Or the fact that you didn't have an ensuite bathroom, or double car garage wasn't that big a deal? But now that it's no longer just the two of you, **your home feels cramped and cluttered.**

Your office has been relegated to the "dungeon" in the basement, and the kids don't invite their friends over for fear of getting yelled at for interrupting your conference call. You're always tripping over shoes and boots, and good luck parking your car in the garage during the winter, as it's become a dumping ground for sports equipment, tools, and bikes.



The kids have grown and are complaining about the size of their bed and lack of closet space. With a master bedroom closet that fits three outfits and two pairs of shoes, you're probably longing for that walk-in so you no longer have to keep your suits in the hall closet. You don't have space for out-of-town guests, so they've either stopped visiting, or they stay at your brother's big fancy house.

The bathroom situation is now critical and mornings are absolute chaos, as you all try to shower and get ready in the main bathroom. The kids act like a bunch of lunatics, calling each other names and locking the door instead of letting someone in to brush their teeth.

YOU DON'T HAVE SPACE FOR OUT-OF-TOWN GUESTS

baseboards are scratched up from the kids' toys, the carpet in the basement has grape juice stains all over it, and the colour of that accent wall has been bothering you for years. You're starting to feel envious after seeing the beautiful renovation project Ken and Barbie did recently at their place down the street. It reminds you of what life was like when you first moved into your home.

YOUR ONCE SPARKLING HOME HAS TAKEN A BEATING

Everyone seems to forget the concept of "waiting your turn." Stress levels are high as the risk of missing the bus or train looms large, and the whole routine sets the day off on a bad foot. By the time you're all off to work and school, it feels like you've gone through three rounds with Mike Tyson. **You're dreaming of that ensuite bathroom** so you can actually take a crap in peace without somebody pounding on the door.

Those tumbled marble tiles, cherry-wood cabinets and beige granite countertops that were all the rage 10 years ago, are now starting to look a bit tired and out-dated. Your once sparkling home has taken a beating. The floors and

You know that life wasn't always this way, but you've come to accept this as your new normal. You're just one of those families that lives through the chaos.

You can't quite pinpoint when things started to take a turn for the worse, but you can't really remember a time outside of holidays, family vacations or the odd movie-night when you've all been living in harmony.

You've tested **every organizational system and space-saving hack on Pinterest and YouTube**, but none of them ever seem to work.

You've consulted with architects and contractors about doing an extension or major renovation, but the hoops you would have to jump through with the city to get more living space is a major headache and the inconvenience of living through a major renovation would cause even more stress.

You're also worried that it doesn't make sense to invest a lot of money in your current home and not get a return on that investment when you finally do decide to sell.

You've been casually perusing Centris for years but every time you come across a home that would suit your growing family, it's sold before you have a chance to even discuss making an offer. You haven't committed to the process yet so you aren't prepared to make a quick decision and your current home isn't even close

THE LAST THING YOU WANT IS TO DEPRIVE YOUR KIDS OF A HAPPY HOME.

to being ready to go on the market. **You've watched prices rise and are stuck in limbo**, sitting on the sidelines, even though you know deep down that you need to be ready to pounce if the opportunity presents itself.

If you don't take action soon, things could easily deteriorate beyond repair. You don't see an end to the conflict and the feelings of guilt. You know that you aren't providing the type of positive environment you had envisioned for your kids when you decided to start a family and the last thing you want is to deprive them of a loving and happy home.



5-STEP FORMULA

THE MOVE-UP ROADMAP

It might feel like a huge undertaking to come up with a plan for selling the home you've outgrown and moving up to that dream home in the ideal location. But it doesn't have to.

We've developed a proven **5-STEP FORMULA** to help families like yours solve the puzzle of selling and buying. This Move-Up Roadmap removes uncertainty and serves as a simple guide to navigating the journey and achieving your life goals with confidence and peace of mind.



STEP 1

UNCOVER YOUR WANTS & NEEDS

This initial consultation is where we'll visit with you to get **a clear understanding of your expectations**. We'll dig into why your current home is no longer serving your needs, and what's motivating you to make this move. We'll **decide whether it makes sense to buy or sell first** and explain the pros and cons of each.

**GET CLEAR
ON WHAT YOU
WANT**

Our job is to be your guide, bringing you sound advice and making sure cooler heads prevail. The best way to accomplish this is to have important conversations early and often, as real estate is often more emotional than transactional.



STEP 2

PREPARE YOUR HOME FOR LAUNCH

Unexpected surprises during the buyer's building inspection can throw a transaction off the rails in a heartbeat. To avoid this, we always recommend **a pre-listing building inspection to avoid any unpleasant surprises**. We'll then assist you in hiring the appropriate contractors to make any necessary repairs.

**SELL FASTER
AND FOR
MORE MONEY**

Inspections take the mystery out of selling your home and benefits all parties. Disclosing the home's condition to a prospective buyer before negotiations begin creates an atmosphere of good faith and **limits the risk of having a buyer walk away** from an accepted offer due to surprises revealed during an inspection.

Once we've addressed the repair issues, it's time to bring in our A-Team of **expert stagers, declutterers, cleaners, painters, etc.**, who'll add the polish we need to get your home ready for our professional photographer.

Statistics show that homes that are beautifully staged and well-photographed sell faster and for more money. We want your house to look like a home that buyers will fight over.





STEP 3

LAUNCH YOUR HOME & ATTRACT IDEAL BUYERS

Now's the time to **turn some heads with an exclusive "Coming Soon" period.** We strategically leak a compelling story based on the history and location of your home to show prospective buyers what's unique about it; along with teaser photos and videos on social media to create a buzz.

Our launch strategy will depend on the area and type of home you have. We will get your home's story out to the world by using the latest in digital marketing, including Facebook ads, Instagram and YouTube, as well as the Broady Windsor Group website to maximize exposure. We also cover all the regular stuff other brokers do like pushing your home onto Centris.ca, Realtor.ca, and other syndicated real estate sites. We then alert other brokers as well as our own network of qualified buyers and hold a Grand Opening neighborhood preview event during the first week your home is on the market. Once the offers start coming in, we review them together and devise a negotiating strategy to **net you the most money** and best possible terms for your home.

After putting in the hard work, it's time to close the book on this chapter in your family's story, as you will be one step closer to being in that new home you've been dreaming about for so long.

**CREATE A BUZZ.
MAXIMIZE
EXPOSURE.**



STEP 4

CONDITIONS, CLOSING, AND CHAMPAGNE

Congratulations! We have an accepted offer. High-fives all around, but it's not over yet. Now, it's time to clear the conditions. This is when the buyer does their building inspection, banks send over an appraiser, and notaries are contacted. If all goes smoothly, **it ends with signing on the dotted line, keys being exchanged and the cork being popped on a nice bottle of bubbly.**

**CLEAR
CONDITIONS.
CELEBRATE.**

Once the offer is made the transaction can get somewhat stressful and technical. Ending with a mini-celebration on your signing day will ease the inevitable stress of packing and moving to your new home.





STEP 5

FIND YOUR NEXT HOME

In order to get you into that amazing new property, we need to start by squaring away the dollars and cents. A **mortgage pre-approval** is step one on your road to the promised land. Without a pre-approval letter, we're swimming up stream in today's hot seller's market as offers without that letter will be quickly refused. If you need help finding a lender, not to worry - we have you covered.

Once we know what you can afford, we need to figure out what's not working in your current home and carefully **review your wants and needs**. We will break these down into must haves (the non-negotiables) and nice to haves. We then need to be realistic and determine if your wish list matches what's on the market in your **desired location and price range**.

Once we have a game plan, we start to play matchmaker. We set you up on a property search and get you out to see homes that match your criteria, until we find "the one". We'll walk you through a market study so you know what price to offer and guide you through the offer, inspection, financing and closing process. Finally, we will get you to the notary's office to sign on the dotted line and get you the **keys to your dream home**. Time to pop the bubbly and celebrate the next chapter in your family's journey.

We believe that a happy family goes hand-in-hand with a happy home. Our wish is for you to enjoy those special moments in a space that allows everyone in your family to feel happy, safe and secure. It's time to start filling up the photo albums with special moments captured along the way. Memories that will last a lifetime and beyond.

**ENJOY THOSE SPECIAL MOMENTS
IN A SPACE THAT ALLOWS EVERYONE
IN YOUR FAMILY TO FEEL HAPPY,
SAFE AND SECURE**



YOU'VE ARRIVED AT YOUR DESTINATION

IMAGINE HOW GOOD IT WILL FEEL TO BE LIVING THE DREAM...

Your kids now have their own bathroom so mornings are much more peaceful. They have ample closet space now and are actually keeping their rooms tidy. They can walk down the street to catch the bus to and from school and they are thrilled about family **movie nights in the new basement**.

Your home now feels like a sanctuary rather than a burden and you and your spouse have noticed that family dinners are more **engaging, positive and peaceful**. Everyone is happier as a result. Why didn't we make this move years ago?

The spacious living room and backyard has made it possible for you to be the party house again. The kids are happy to invite their friends over and you get to know who they're hanging out with, which is every parent's biggest concern. You can now comfortably host family get-togethers, which means you maintain those family bonds and the kids get to really know their cousins.

MAINTAIN THOSE FAMILY BONDS

Your new home office has eliminated your need to commute almost entirely. That spacious master bedroom and ensuite has helped reignite the fire and **you and your spouse are snuggling like newlyweds again**. Walking your kids to school has become a pleasant daily ritual and your proximity to great local restaurants has made it super easy to go out for dinner when you don't feel like cooking.

Now that everyone has enough space and you have the time to enjoy it, it feels like a weight has been lifted off your shoulders. **Peace of mind** that comes with knowing you've got a plan.

HERE'S WHAT A FEW OF OUR CLIENTS HAD TO SAY ABOUT THE EXPERIENCE...

“ Selling my family’s home was something I never imagined I could do. Sean and his team guided me through this challenging period, supporting me every step of the way. Amanda was also amazing - always ready to help in any way. It was truly a 7-Star experience!”

- Linda Morrison

“ Working with Kim and Sean was an absolute delight. They guided us in making the best decisions every step of the way. We felt in the best of hands throughout the purchase and sale of our home. They turned what is often a very stressful experience into a positively memorable one. We would not hesitate to highly recommend them!”

- Marie-Eve Koronkiewicz

“ After dealing with Sean and the Broady Windsor team I now appreciate the value of having great real estate advisors on my side. Their systematic, no-nonsense approach means you won’t waste time with pointless visits. Best of all, even after you move in they are always willing and available to put you in contact with quality people to help with renovations, landscaping and anything else related to maximizing the investment in your home.”

- Ed Berry

If you’re ready to take the next step and sell the home that is no longer working for your lifestyle and effortlessly move-up to a home that’s perfect for the next chapter in your lives:



BOOK A CALL WITH US HERE

GOT ANY QUESTIONS?

The move-up process can be stressful and confusing, but we're here to guide you every step of the way. Let us know how we can help you find your next home and get you to where you want to go.



START A CHAT IN FACEBOOK MESSENGER

OUR STORIES

SCOTT BROADY

Scott is a story-telling category designer turned real estate guide with a passion for coaching and adventure. He's a husband and father of two teenage girls who loves hockey, rugby and now that he's older, touch football. Scott helped build an Alzheimer's Impact Community through an event he co-founded in honour of his dad, Max, called A Night To Remember. He has competed in triathlons, Spartan races, and once traveled across 30 U.S. states in a Winnebago. He's also an ordained Dudeist Priest with the Church of the Latter Day Dude and officiated Sean & Kim's wedding in 2018. Having lived in Beaconsfield since 1980, he has extensive local knowledge and a deep appreciation for the West Island community.



SEAN BROADY

Sean started his entrepreneurial journey cutting lawns, delivering newspapers and painting fences as a kid growing up in Beaconsfield. In 2000 he began his career in real estate as a baby-faced 25-year-old who barely knew how to use a computer and had no idea what a french drain was. He has since taken on 10 home flips, a new home build, and acquired a portfolio of revenue properties. When he's not busy guiding clients along the path to real estate success, he can be found fishing for trophy Muskie on the St-Lawrence River, Trekking all over the world to raise money for the local Women's Shelter or making authentic Neapolitan pizza from scratch, in his wood-fired backyard oven.



KIMBERLEY WINDSOR

Kim is our resident Clint Eastwood, as her video editing and directorial skills have brought our property marketing to a whole new level. She is a strong believer in building lifelong relationships with her clients and is fiercely committed to providing guidance and support through each step of a buyer or seller's journey. Spiders are her kryptonite and will evoke a blood-curdling scream if she even hears the word. In her spare time, Kim enjoys kicking Sean's ass in the gym, and "shredding the gnar" (aka hitting the back-country) with her snowboard. Our clients also appreciate her keen eye for all things design related.



KATRINA SCHALLER

Kat is an adventure seeker who loves helping people achieve their dreams. Having started and run her own successful wedding & event planning business, she knows what it takes to keep the trains running on time, and more importantly, how to quickly find solutions to problems. She's a master sensei at managing people's emotions when things don't go according to plan. She planned and organized her first fundraising event at age 13 and was an elite-level soccer player with Lakeshore, so she's used to being cool under pressure. Another superstar in the making - we are thrilled to have her on our team.



AMANDA DI FULVIO

As our clients can attest to, Amanda's job is way bigger than her title may suggest. She is our Mama Bear - fiercely protective, yet warm and cuddly. A more appropriate title would be something clever like "Organizational Guru". She is the Yin to our Yang, which makes her an ideal fit for this team, as she is constantly juggling different aspects of each transaction. She plays a major role in making sure everyone we work with is communicated with throughout each phase of the process. Amanda is currently on maternity leave with her second child and will return full-time in May. We wish her all the best during this special time for her and her family.

