

THE

ELEVATE

METHOD



You were so proud of yourself. You were one of the first friends in your group to buy a home. You thought about the best fit for you at that time. You knew kids would be the future but by then you may be somewhere else. Next thing you knew you were pregnant and still in the same space. You opted to declutter, simplify and live small. You now have a toddler with another one on the way or kids are already sharing a room.


**Simple turnkey living with no yard to maintain on weekends away seemed attractive.**

**Let's agree that things have looked better.**

Simple turnkey living with no yard to maintain on weekends away seemed attractive. Packing up for a family isn't quite as easy. You're spending a lot more time at home. You've toys stored in places they shouldn't be and the kids have nowhere to run around except in your living room. Things are out of place, cars are being shuffled and everyone is unsettled.

You've found yourself making excuses for the clutter every time a friend or family member pops by. Your relationship is on edge because you're caught up in the craziness called parent life. How could you ever drop the bomb of "we need to move."





More space would be great but this isn't where you expected to be raising your kids.

You've spent 6 months trying to get back to simple living. With less people in the home it was much more achievable. You've wasted hours upon hours on Pinterest looking for DIY organization hacks. You've spent a few weekends building IKEA furniture. All it's achieved is consuming more floor space that you don't have.

Truth is more space would be great but this isn't where you expected to be raising your kids. You'd always envisioned them with a yard to run through the sprinklers. Playing street hockey in the cul-de-sac, big family gatherings and summer BBQ's on the deck. A bit of **MOM** guilt is setting in. Patience is running short and screen time is at an all-time high. You'd do anything to fix it but the process seems completely overwhelming.

You're stuck and feeling anxious. As the kids get older, it's only going to get more magnified.





# ELEVATE METHOD

1. Let's Meet Up
2. The Details Really Do Matter
3. Bringin' the Goods
4. Are We There Yet?
5. Let's Celebrate

Open a new chapter full of memories with space to write your family's story.

## So how can I help?

Chances are if you're still reading this I've struck a chord or two with you. There is no sense in dwelling on what is. It's time to let this chapter close itself. Open a new one full of memories with space to write your family's story.

With my signature **ELEVATE** method, I bring clarity and light to the entire process from start to finish. I've a team of people that I can recommend to help declutter, paint and even pack if you need. I oversee the staging and provide professional photography to capture and bring it all together in the marketing.





# Let's Meet Up



The initial meet & greet is when I get to meet you and learn about your dreams and aspirations! It's like the first date... Don't worry, I like to get dressed up. And I promise, no awkward silence. It can be the elephant in the room so let's chat about whether you've been pre-approved and what your budget looks like. It's like the old "Do you want kids?" question on our first date. No one wants to ask, but it's important and a total deal-breaker. Once we get through that, I want to know everything about your move. Why **NOW**? What's motivating you to make this move? Families don't decide to uproot their kids' lives for fun... Let's get to what's really going on. I also understand that buying a home is more than buying 4 walls and a roof. You're buying a lifestyle for you and your family. Paint me the picture, what does that look like? Show me the *Destination Board*.

First dates are almost always fun and full of **TONS** of questions. Let me answer them for you. Let me provide certainty about the process and the moving variables. Let me be honest with you about the roller coaster of emotions that come along with this process. Instead of a goodnight kiss, we'll sign some paperwork that's needed so we can move on with the rest of the process.

My journey into Real Estate was inspired by the idea that I could help young families achieve their impossible. Using an *Honest, Transparent & Peace of Mind* approach; one that looked and felt different than traditional real estate. I wanted to improve the client's relationship with their Realtor by providing exceptional customer experiences. We're on this journey together, so let's chat and see if a second date is in the cards!



# The Details Really Do Matter

## **It's time to put your best foot forward!**

Turn on the charm, do your hair, and let's dress to impress. The presentation of your home is a critical part of the selling process. I'll provide you a list of contractors and service providers that know how to get it done! Our team coordinates a schedule that works best for you and your family. We arrange all access to cut your day to day interruptions. Making the investment to prepare your home can add between 5-10% on the sale price.

I also want to talk about what brought you to this property in the first place. Let's go back in time and look at where you were in life, what were your goals and aspirations then? This is likely a very similar buyer profile that we want to attract. What made you decide that this was "the one" during that time?

Spending the time to prepare and present your home as if you were a buyer is important. We want to maximize your sale and reduce the time on market. This is critical. Buyers want to be able to "experience" the home in a way they feel suits their lifestyle.

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# Bringin' the Goods

I preview properties so you don't waste your time!

This is the most exciting part of the entire process. In my experience, this is when you will love me the most. I guess it's called the *Honeymoon Phase*. Almost as exhilarating as the *First Kiss*! I have a full **8-Week Marketing Strategy** that has proven to get homes sold for more money and in less time. It's a step-by-step plan of what you can expect as we market your home to as many viable and active buyers as possible. It includes a custom landing page, staggered social media ad presence, brochures and YouTube videos.

I let the professionals do what they do best! We use professional photography, videography, laser measured floor plans and professionally designed brochures.

Now it's also time to go shopping! I'll hand pick properties for you, and we visit only ones that have potential. I preview properties so you don't waste your time!

Naturally once the home is ready to bring to market we need a sure-fire approach as you only get one shot! Let's do it right...the first time! If done according to plan, within weeks we will be negotiating the details.





# Are We There Yet?

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The time has come to make the next move. And like any relationship, communication is critical. We walk hand in hand through the offer process. From accepting an offer or working with a buyer to reach an acceptable one. Most likely, there will be a few conditions on the offer. The buyer is in charge of taking care of these. It can include an inspection of the home. Also a confirmation of financing from their bank. This offer will provide some clarity for your purchase.

Details such as moving dates and what net proceeds of your sale will provide for your down payment.

Once the final conditions are removed on your sale, we're golden buyers! You're in a perfect position to find your dream home and negotiate. You may be concerned about selling your home before having found your family's next home. That's okay we got your back! We have a condition we can include in your sale that will protect you from being homeless.....**I PROMISE!**

It's all excitement here and it is so refreshing to see it all come together. It's important that I prepare you for the possible turbulence during this stage of the journey. Handled with care and clarity, it will all come together and what's meant to be will be!

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We made it and we still love each other! Now it's time to celebrate. I get to spoil you and I love doing it! I make this move go as smooth as possible. The lawyers take care of the legal stuff ensuring your names appear as the owners. They also handle all the transfer of the money. All you need to worry about is packing once the Frog boxes arrive. Who wants the headache of tape and tape guns? How bout having to get rid of all the boxes?

I provide "easy to use" information to make sure your home is up and running when you arrive. This includes links to set up online

property tax payments and how to set up your cable and internet provider. A move in kit will provide you with all the *Moving Day Essentials*. I'll also have a cleaner come in to make sure the space is clean. This is a **BIG DEAL!** I recognize that so I make sure you feel like we have arrived at a Fine Dining 5 Star Resort.

It is important to me to celebrate the success of seeing this journey through. You made it!

You accomplished what you thought would be impossible when we first met. *Congratulations!*



# Cue the tears...

You guys did it! **We did it.** You're settled in your new home, the kids have their own rooms. They even have a play room. All that extra IKEA furniture actually has its own place. Your hubby even agreed to a few of the *PINTEREST* ideas you had saved.

You're already thinking Joanna Gaines table décor ideas for your next dinner party. Mom & Dad are invited for Sunday dinner at your place this time.

Summer will be outside and the kids can have friends over – FINALLY! No more car shuffling. You feel more connected than ever with your spouse. You have landed exactly where you need to be.



"Justin and Kelsey I want to thank you for helping me sell my condo and purchase my new beautiful home. I am sure I wasn't your easiest client and I can't thank you enough for your patience. You were quick to return calls, answer questions and advise me on any matter, whether it was selling or buying. Your attention to detail as well as your knowledge of the current market was second to none. The number of showings we had for my place was a testament to your marketing and advertising skills. Kelsey and Justin both demonstrated professionalism, honesty and integrity. Truly "above and beyond", rendering you superior in your field. I can't thank you enough. I would never hesitate to recommend TeamTOTL to anyone looking to buy or sell their place. You guys are **THE BEST.**"

- Gail Kissock

"Through my many years buying & selling properties, I've worked with many real estate agents. I can honestly say I have never been more impressed than I was on this purchase. The entire process, beginning to end, was a positive one. Kelsey is extremely knowledgeable and truly a pleasure to know."

- D.S.

"My husband and I loved working with TOTL real estate team! Their communication and response time is amazing and they really take the time to understand you, your family and your needs. Highly recommend!"

- Amber & Ray Hill

"Justin and Kelsey were the best Realtors I could have asked for! They're very professional, prompt and advocated for what they felt I deserved. They've great communication skills. They scheduled open houses and viewings with my schedule in mind and were a wonderful team! I'm very thankful to have worked with them"

- Kaitlin George

You know when you were a little girl and your family asked what you want to be when you grow up? Realtor was never my answer. I wanted to own my own restaurant. I thought it would be cool! My friends and family could be my regulars. I'd know everyone by name and would remember their orders too.....!

I grew up in an entrepreneurial family. My parents were business owners. Proud ones I should add. As kids, we also felt the weight of every speed bump in the business. Turning "off" at home was difficult, often impossible.

I'm a mom of 2 amazing kids and I wanted the flexibility to be with them whenever I needed to be. I wanted to be there for them....And most of all, *I didn't want to feel guilty for it.*

One thing I'll be sure to teach my kids as my mom did with me is – "If you love what you do, you will never work a day in your life." That could not be more true to where I am at today! I'm right where I want to be and I want to help others find their way too.

I started working for the family business in 2010. It was here that I learned exceptional customer service provides value.

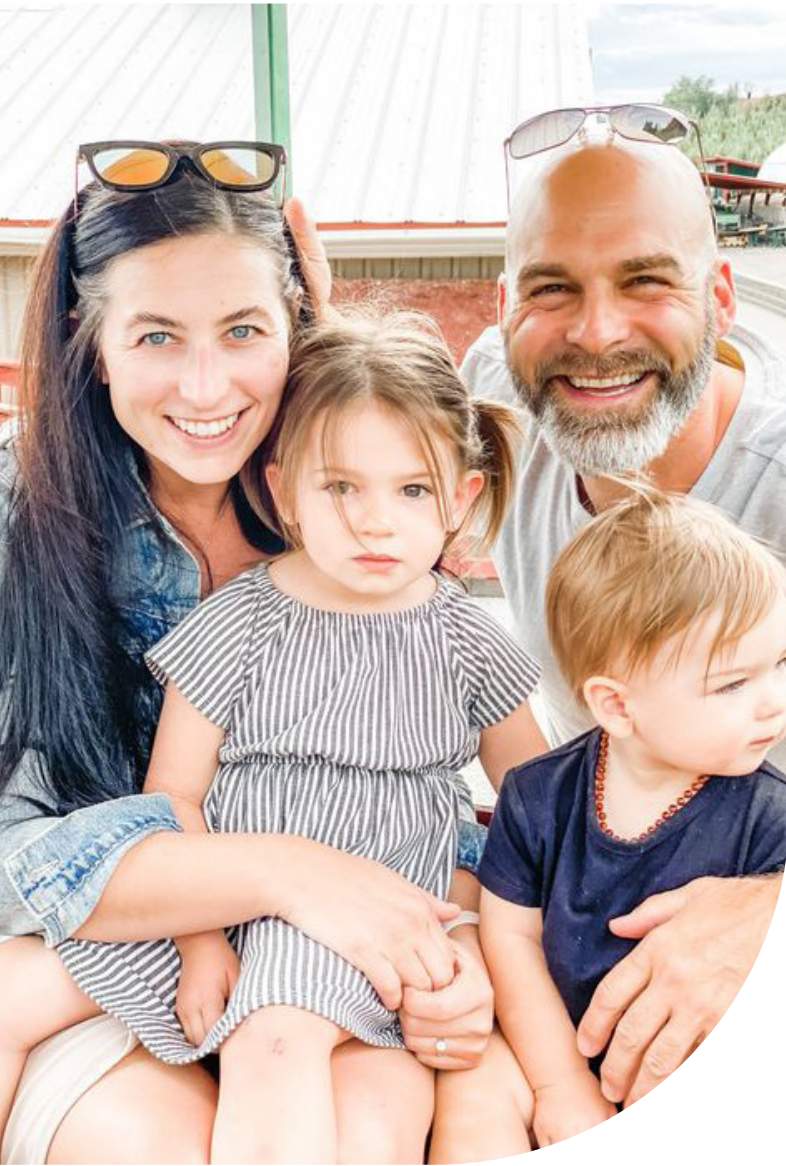


## About Kelsey

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People want to feel a part of something. They want to be able to trust and know you will take care of their best interest. They want to be able to lean on someone through challenges and know they will come out ahead.





I got my license and 6 months later my daughter was born! I jumped in with 2 feet and I haven't looked back since. I'll be the first to admit I've had many moments of guilt. From not being with my family for dinner to being on my phone.

I've learned to set boundaries. I've drawn clear lines between work and home, which has made me both a better mom and a better REALTOR. I use technology to create efficiencies in my processes that my clients have come to know, trust and **LOVE!**

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**I love every part of my business. I love my people and appreciate my clients' trust.**

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My passion was and still is for serving people & my community. I loved every minute of that job but I struggled to see past the Monday - Friday office scene. How would I manage drop off and pick up my kids for school, what about school plays and field trips?

I contemplated other options and leaned on my mom as I always had for advice. She is my backbone. She is (as cheesy as it sounds) my biggest fan....also my biggest critic. She always said I'd make a great REALTOR. Considering she was the first to pick out my weaknesses, how could she be wrong!

For me, being a Realtor is more than finding 4 walls and a roof for my clients. It's their lifestyle, it's their community (...& mine!) It's what they've worked overtime to achieve and they need to have someone in their corner.

They need me in their corner. They need someone who is willing to take ownership and provide great insight. Someone to be their advocate, be their shrink and sometimes their child care!





Our relationship goes well beyond the transaction and paperwork of buying and selling. They become a part of a bigger community that I know and love. Clients become friends and friends become family. Come join the Family!

**#CommunityPride**

If you are curious what the next step is and this sounds like where you are at, Click below to book a 15 minute call with me or feel free to Message Me on Facebook.

[Book a Call](#)

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