



5 STEP PLAN

FOR DOWNSIZING YOUR HOME

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RE/MAX
REALTY PROFESSIONALS



WELCOME TO

Mike Ouellette's **5** STEP PLAN FOR DOWNSIZING YOUR HOME

You moved up the ladder at work over the years, and with that you upsized your home. You bought the “20-year” family home and it was perfect. You raised your kids there, you shared lots of holiday meals, entertained your family and friends, and your home became “the place” for everyone.

But, now the picture has changed. The kids have finished school, started careers, and bought their own homes. You find yourself spending far too much time cleaning, looking after the yard, and shoveling snow.

You’re not a huge fan of the stairs anymore either. You’d love to travel a bit more and realize that the equity you’ve built up over the years could help with that. Along with providing a nice nest egg to live off of during retirement.

Downsizing has been a thought, but it’s all very overwhelming. So much so, that you put it off for a few years. Now you’re finding that you’re complaining about the maintenance, worrying about missing the opportunity to travel and worrying about the unnecessary costs of a larger home.

DOWN SIZ I N G

I get it. I've been there! When I downsized there was a lot of stress involved. It's a really big move. a change in lifestyle. That's why I designed a specific plan to help people downsize.

5 STEP PLAN FOR DOWNSIZING YOUR HOME

The next pages will show you how it works.



STEP ONE:

INITIAL CONSULT

This is where we'll get to know each other a bit better. We'll look at what your desired outcome is and what the options to reach that outcome are. You'll be able to ask me some questions and see if I'm a good fit for you.

We'll determine the value of your current home and look at the relative difference for the various types of homes you may want to purchase. We explore whether you should buy first or sell first as well. Today's market is somewhat volatile, and buying a home should be as low risk as possible, so we'll need to determine which is the right route for you to go.

This is laying the foundation for the full journey. We set expectations so that stress and anxiety levels are decreased. It helps to keep the gap between expectations and reality much closer. I don't want you to expect something that isn't likely to happen, nor do I want things to happen that you don't expect.

We also discuss your needs and wants for the new home. We'll get a search started in the MLS system. This will include actives, pendings, and sales. This is so you can start getting an idea of how fast things are selling and what they sell for.

STEP TWO: PREPPING FOR SALE

This is where we discuss what repairs, maintenance, cleaning, and staging need to be done. This is also where many people will decide what needs to be sold, donated, or thrown away. This is so we achieve the maximum value for your home.

I will refer my trusted 3rd party people to you to carry those items out. I refer my stager to you and you can make an appointment with her as well. We set a timeline to get this all done and to get my photographer in. We also discuss when is best for you to go live.

I run a coming soon campaign while this work is being completed. The goal is to try and queue up buyers for our launch date and not waste any time.



The sense of urgency for buyers is highest when a home first comes on the market. This usually translates into the highest offers being made on newly listed homes. This is why it is so important to have your home looking the best it can and priced right when we first go live. As time on the market increases, the sale price usually decreases.



STEP THREE: GETTING SOLD

There is always a pool of ready, willing, and able buyers that will be waiting for a home to come on the market like yours. That's who we are aiming at.

Once staging, photos, and measurements are all done, we go live on the MLS. I share a link to the listing with you once it's inputted to get feedback and see if you would like to make any changes. I input one day and hold showings off until the following day. I'm trying to queue up as many buyers as possible into the first few days.

Much of the marketing of your home is done before we ever go live. The prepping, photos, and pricing are all critical components. Along with the Coming Soon program. This is all aimed at queuing buyers up for when we first go live, and to promote a quick sale which is how we attract the highest offer.

Once we receive an offer(s), I'll contact all the other agents that have shown your home to see if their clients are interested. Then I'll go through all the pros and cons of the offer with you and negotiate the best terms I can.

Since the vast majority of people begin their search for a home online, that is where I focus much of my attention. I'll be in touch frequently throughout the process. And of course, you have direct access to me if you have any questions or concerns. By the end of this step, you will have sold your house and are ready to find your dream home!



STEP FOUR:

PURCHASE - The fun part!

Once we have a conditional sale on your existing home, we can begin to look in earnest for your dream home. You now have the comfort of having your existing home sold. You can move on with your purchase with confidence knowing what your possession needs are and what your financial ability is.

With the search that we've had going since before we listed your home, you should have a pretty good idea of how the market is for the purchase side. Now we can get serious about the search and look to make an offer on the right home.

The search I'll have in for you is pretty broad so that we don't miss any good homes. I try to cast a wide net, to begin with, then we narrow

that down as we tour homes and discover more specifically what suits your needs.

Once we hit the right home, you'll know it. Many of my clients will recognize it's the right home as soon as they walk in. I'm sure this will happen to you as well. When that does happen, we'll need to act quickly.

We want to try as best as we can to get an offer in on your dream home before someone else does. I'll draft all the paperwork and negotiate with the other agent on your behalf. At this stage, getting your offer accepted is the primary goal.

STEP FIVE:

MOVING DAY!

Once we have an accepted offer on your dream home, I'll refer more of my trusted 3rd party suppliers. They'll help with the inspections and such. We want to make sure we're buying what we think we are. We'll do a thorough inspection of the home so that there aren't any surprises lurking.

Once conditions are cleared, it's time to start packing! Things move over to the lawyers for the most part at this stage. They prepare all the necessary documents for you to sign.

I'll follow up with the lawyers to make sure everything is in place a week before possession. Then again the day of possession. I'll meet you at the new home on possession day. We will take a quick look through to confirm the condition is the same as when you made your offer. Then, you get the keys!

I'll follow up a week later to make sure there are no unresolved issues, and take care of anything that may have come up.

This is where we wanted to arrive, and now we're here! All your hard work prepping your home has paid off. Now you can start planning the traveling you've wanted to do. You can put your mind at ease now that you've freed up all of that equity you built up over the years. It's also time to pass the torch on to the kids to host the holiday meals.

This is by no means the end of our relationship. I'll be available at any time in the future to consult with you on how to continue to build a legacy for you and your family.

Real estate is most often the largest part of a person's wealth and legacy. It's important to know that you have a partner available to you to consult with.



IN THE WORDS OF MY PAST CLIENTS

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TIM & KAREN

I just wanted to say thank you for all the help you have been to Karen and I in marketing our last four (4) homes. Your expertise...is a great asset to anyone wishing to sell or purchase a new or pre-owned home. It is a pleasure to deal with someone who is up to date on what is going on in the real estate market and will suggest to you the right time to market your home. Mike, you have always done a great job for us and we look forward to a continuing relationship for many years to come.

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NANCY, TOM, AND CHRIS

We just wanted to say thanks for the extra efforts you made in order to make our dream come true. You went above and beyond what was expected. People like you make the difference.

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RIANNE

Thank you for everything. You answered all of my questions and made this process for a newbie easier. I couldn't have done this without you.

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ANN & BRIAN

Thanks so much for all your help with the buying and selling. We appreciate how kind and thoughtful you were. We definitely spread the word in the old neighbourhood to give you a call when they are ready to sell.



WHO IS MIKE OUELLETTE?

I've been selling real estate in Calgary for over 35 years and I'm enjoying it now more than I ever have. Over the years I have consciously built my business one client at a time based on building good relationships and it has resulted in my business being over 70% repeat and referral.

Early in my career, I raised 3 boys who were involved in everything, and I really don't know how I ever had time to sell a home! Now, my boys are grown, moved out and doing their own thing so I've got lots of time to work.

And the great thing is, I love what I do. And because I've been doing it for so long, I have a huge list of awesome clients that I love to work with. It's just so much fun now. How much better could it be than doing something you love to do every day with awesome people!



- Joined the industry in 1985
- Joined RE/MAX Realty Professionals in 1995
- Specialty in Residential and Acreages

Giving Back to The Community

I am very grateful for what I have and I believe in giving back to help the community. I do this in 2 specific ways in my business:

1. A portion of each commission I earn is donated to the Children's Miracle Network, which along with other Remax agents, has raised millions of dollars for equipment in Children's Hospitals.
2. I donate \$100 from each commission I earn to the Calgary Food Bank or The Veterans Food Bank of Calgary to purchase a food hamper.

Over my career, I have been extremely fortunate to be one of the top Realtors in the city. In an average year, I sell about 10 times the number of homes that the average Realtor sells. I am very grateful to my clients for their support and I look forward to many more years helping people buy and sell homes.

To help keep a good work / life balance, I spend a lot of time riding and helping friends on their ranches, along with building furniture with barnwood. I find it keeps me energized and relaxed at the same time. Life is pretty sweet when you can do what you love at work as well as at home!



HAVE ANY QUESTIONS?

Would you like to see if I'm a good fit to help you with your home sale and purchase?



EMAIL ME

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MESSAGE ME

Mike Ouellette