

**brandow  
group**



# Move Up With Confidence

THE SIMPLICITY METHOD: 5 SIMPLE STEPS TO MOVE UP TO YOUR DREAM HOME WITH CONFIDENCE.

**RE/MAX** ESCARPMENT  
REALTY INC., BROKERAGE  
INDEPENDENTLY OWNED & OPERATED

## YOU'VE INVESTED VERY WISELY.

Looking back, it's clear that you did the right thing. You bought your house before prices went into the stratosphere. You took the plunge and you've built plenty of equity. You're proud of the family and the home you've built.

Some days, though, you feel guilty for feeling that it's not enough. Lately, it seems that you're fighting feelings of resentment for what you don't have. You don't take pleasure in working around the house anymore. You crave a little bit more for yourself.



“You're proud of the family and the home you've built.”



## CHAOS RULES

When you first moved in, the space worked fine. But now that you've started working from home more often, you're feeling cramped. The spare bedroom is now your "office." It's also storage for everyone's stuff. It's hard to work with them coming in and out so often.

Even when they're not in your office, it's tough to concentrate. The kids are older now, and they seem to spend more and more time in the bathroom. That's a problem because there aren't enough bathrooms - which leads to loud conversations. OK - fights. You're fed up listening to them yell at each other to hurry up.



By the time the weekend rolls around, you're wound tight and you'd love to have friends over to relax together. The problem is that there's nowhere to hang out - every inch of space is used up. You could really use a bigger yard or basement rec room where you can lounge. You dream about having a garage to store some of the clutter you're tripping over.



## IT'S MIND OVER MATTER, RIGHT?

Other families deal with this stuff, so you're sure that you can figure out how to manage it, too. All you need is a little willpower and discipline. That'll get it under control. Won't it? Buying a bigger, more expensive house doesn't make sense when all you need is to manage your space better!

## SOMETIMES, THE CHAOS REALLY MATTERS

**You've used all your creativity to come up with solutions:**

- Bathroom schedules that didn't work. (When you gotta go, you gotta go!)
- Marie Kondo training. (The only thing sparking joy these days are bigger houses listed on realtor.ca.)
- Going out to hang out with friends. (Restaurants are expensive and you always end up at their place for drinks afterward. It's going to be your turn eventually.)

Frustration has replaced contentment, and you wonder if things will ever settle. It's interfering with your family's happiness. This kind of stress is bad for your health. There has to be a better way.

## WHAT NOW?

We get a certain number of years with our kids and no do-overs. That's why it feels so heavy when the family isn't happy. We know that time to fix the issues is limited.

You want your kids to bring friends home with them. You hate feeling like they're constantly trying to escape to somewhere else. You don't want to spend so much time annoyed at each other because of being in close quarters.

We know what it's like because we've been there. Worried about the expense of moving into a bigger space, even though the need was clear. We've developed our Move Up With Confidence method of upsizing for families like yours. We know it feels scary at first, but we can help you to figure out which option solves the big problems in a way that works for you.

We work with you every step of the way to prepare, stage, market, and sell your current home so that you get the best price for it. When you need extra hands, we help you find the right people for the job. Then we help you explore options and find your next home. And we make sure to be available long after closing so that you always have access to our valuable connections.



## STEP ONE:

# ASSESS & EVALUATE

At our first meeting, we want to hear all about your plans. What does a satisfying home life look like to you? Do you imagine living in a grand, spacious home? Do you want to have room for the family to eat around your dining table? Or is the priority to have private spaces where everyone can do their own thing? Do you wish for a big backyard or workshop? The more detailed your dreams, the more targeted our search will be for you.

During this meeting, we'll show you what your home is worth in today's market. We'll talk about how to get the most for it - things you can and should do if possible. Equally important, we'll identify jobs that aren't worth doing before selling. You'll love that part!

We'll create a wish list with the things you have to have. We'll pinpoint a budget to find out what your options are for moving forward.

If you're like most people, your home is your biggest investment. You've done a great job building some equity. And now, it's time to leverage that equity so you can move on. To get there, we'll need to work together to design a clear game plan. That includes looking at realistic numbers.





# 2

## STEP TWO:

# PLAN & PREPARE

We'll help you to make your pre-listing to-do list. From here, you can tell us where you need referrals. We'll plan and prepare to delegate jobs to the right people ahead of time. That way, your move will be smooth as butter.

You may need a mortgage broker, a real estate lawyer, a handyman, and others. Almost everyone needs to declutter, at least a little. We recommend you consider hiring professional movers. They can even do some of the packing for you. Help is available! Just say the word, and we'll line up the extra hands to get it done.

You won't want to rush this part. A new stage of life always brings on some emotions - so be kind to yourselves and to each other.

Your children, especially, might feel nervous. If this is their first move, it's very common. Take a little time to process whatever feelings everyone's having. Savour those happy memories while you work on decluttering or packing forgotten treasures. When you're done, you'll all be able to focus on the excitement of a brand new adventure ahead of you!

## 3

## STEP THREE:

**LIST & SELL**

Once the prep work is done, we're ready to list your home on the open market. We review our listing contract. We discuss our marketing and pricing strategy. We'll make detailed notes about all the upgrades, repairs, and other details that a buyer will want. We'll put together a file of important house papers. You'll sign an agreement to allow us to market and present your home on MLS.

Then, we'll decide how many days to allow showings. We choose a presentation date for you to look at offers. Our talented photographers take pictures, video, and a 3D tour. It takes a few days for all the materials to be ready, and then it's show-time!

On offer night we'll set up a Zoom video chat or an in-person meeting. Any family members you'd like to have with us to consider offers are welcome. This is the fun part! Choosing the best offer is your reward for all your hard work. Our goal is to keep your family safe throughout the process. If you choose to move out during showings, we'll have your home professionally disinfected once they're all done. We want you to feel comfortable going back in.



## 4

## STEP FOUR:

# FIND & BUY YOUR NEXT HOME

Shopping for and buying your next home is always more fun than getting your current place ready. This is the part where you get to choose a place you love. Based on your wish list and budget, we'll set you up to receive all the listings in the areas where you'd like to live. You'll see new properties for sale as soon as they come on the market. You can mark them as you look through them and make notes for us.

Once you know which ones you'd like to see, we go out shopping in person. We'll book 3-5 showings at a time. Before we go, we'll do some research into recent sales in the area. This will help to determine a fair value for each property.

When you see a place you can imagine living in, we write up an offer. If the first one doesn't work out, we'll keep trying till you find a place you love. We've steered you in the right direction so far, so you're a strong buyer. Now we work our negotiating magic to make sure we get an offer accepted!

## 5

## STEP FIVE:

## CLOSE & MOVE

You got a good head start on packing when you decluttered. Now you can finish the process. Our team will send an email to help you stay on track during these busy upcoming weeks. Look for a list of phone numbers and contact information. This master list will help with your change of address. We'll also make sure you have all the information you need to switch your utility accounts. We're here to help until closing day and beyond.

We'll leave a lockbox for you to put a house key in for your buyers. This saves you a trip to the law office and ensures that they can get in, even if the deal closes at 5:00 pm. Leave one key in there, put the rest in a kitchen drawer, and you're done!

Your lawyer does the actual closing, which is the transfer of ownership. They'll forward the money from your sale toward the purchase of your new home. And they'll write you a cheque for the difference if you have cash coming to you.

Now is the time for the real celebration! Your next chapter is yours to write. Will you renovate and redecorate? Enjoy your outdoor space? Spend more time working from your (private!) home office? We can't wait to see where life takes you next. We'll be watching for updates about how your family is growing and thriving.



## LIVING THE DREAM

You finally have the luxury of closing the home office door - no matter what side of it you're on. It's your space, and yours alone. You're more productive and less stressed out.

The kids get along so much better now that they have a place to recharge and space to themselves. Your place is all the kids' first choice of where to go after school because they can spread out in the basement and chill together after a long day. They're safe and you know exactly where they are.

Your adult social life has blossomed again, too. When your friends come over, they don't have to worry about parking tickets, rude neighbours, or sitting on the floor to drink their wine. You spend leisurely evenings in the backyard and move the party inside after dark.

You're making memories that will last a lifetime and taking care of your physical and mental health by providing a safe and peaceful home for your family.

## OUR AWESOME PAST CLIENTS SAY THIS:

We recently purchased and sold with the Brandow Group and highly recommend using their services. They really care about you and your specific circumstances to provide such a warm and custom experience. With us they went way above and beyond our expectations. This resulted in such a positive outcome with both the purchase and sale of our house. I'm confident recommending them to anyone consider a purchase or listing with them. Thank you very much Tyson for your patience and direction, we very much appreciated it.

### - C Cuffolo

Our first time buying and selling a home. I can't say it was a stress free process. Far from it. But, if it weren't for Tyson and The Brandow Group I don't know what we would have done. Every issue and hiccup we ran into that Tyson was able to help with he went above and beyond. Tyson sold our home with results we could never have imagined. He got us into a new home that fits our family perfectly. Google should allow bonus stars. Our family can't thank you enough Tyson. So if you're reading this review looking for a broker you can trust with one of the biggest purchases you'll ever make, stop looking. You found him.

### - T Randell

Tanya and Tyson made selling our home smooth and easy. My family and I were helped every step of the way. Questions were answered promptly, and excellent suggestions were made. It was a pleasure to have the Brandow team look after us. We highly recommend Tanya, Tyson and the Brandow team if you are buying or selling a home.

### - S Hunt

## OUR STORY

I didn't get into real estate with "honourable" intentions. That sounds terrible but I was only 18 years old and recently graduated from high school. I wanted to become an airline pilot. That required a significant amount of money in a short period of time. The thought of getting my Real Estate license to genuinely help people wasn't quite there. My mom had been selling real estate for 13 years and was able to help me get a foot in the door. The plan was to sell houses to pay for my pilot's license and then quit the business.

Fast forward nearly two decades and I still sell houses. When I'm on a plane, I'm a passenger on my way to explore another country. The mental shift happened shortly after I got my license: I started to really like what I was doing. I enjoyed the human interaction. I realized the huge potential for personal growth. I enjoyed the satisfaction of helping people make decisions that are in their own best interest.

My mom was instrumental to my success, She had a foundation in the industry where someone as young as I was had a chance. At 18 years old, most people don't have the confidence, knowledge or abilities to deal with something this important.

As the business grew, we hired my sister as our office administrator, and she's still with us today. She helps us put all our processes and methods into actual "systems". She's the one who keeps us organized and on track. Then in 2016, the "family" business grew again when my mother-in-law, Tanya, joined the team.

Let me rewind a few years though and explain how that all came to be.



Tanya and her hubby, Angelo decided to move to Hamilton in 2013. A good friend of theirs referred them to my mom and me. One day, while Tanya was sitting in the car with my mom during house hunting... my mom said to her: "I'm going to want to retire soon. Tyson could use a new business partner. Why don't you get your license?" Tanya laughed it off at the time - but it wasn't the first (or last) time someone had put the idea to her.

We found them the property they were looking for. But I also found something I didn't necessarily know I was looking for! Three years after we first met, I married their daughter, Raquel, in 2016. Around the same time, I made sure Tanya knew that I was serious about wanting a new business partner. She'd been flipping houses with her husband since 1995. They'd bought, renovated, and sold their own homes, flipped vacant houses, and helped manage investment properties. She was more than capable of the sales and more than qualified to help guide homeowners in the right direction.

Tanya was at a point now that she couldn't pass the chance up again. She joined us full-time, which allowed my mom to slow down a little- though she loves what she does too much to retire completely. I've had a few people say I'm either crazy or really smart for working with both my mom and my mother-in-law. I think I'm blessed.

**We all have different strengths and we share open communication. We can count on each other through thick and thin. We share the most important common values. We all agree that people matter more than things or money. This means that we always work for our clients' benefit, regardless of whether that results in a sale.**

I'm analytical and even-tempered. Tanya is motherly and conservative. My mom has always been known as an energetic and outspoken advocate for her clients. We spend a lot of time researching details, often from different angles. This helps us to offer our clients a complete picture of their options with empathy and balance.

You could say I got into business for the wrong reasons. But helping people is now our absolute focal point. It's the "north star" in our business. Family is important to us. Our shared goal every day is to provide the absolute best for our clients and their families. And we'll continue to do so as long as we're in business.

**IF YOU WANT TO TAKE THE NEXT STEP,  
BOOK A STRATEGY CALL WITH US TO SEE  
IF WE CAN HELP YOU GET INTO YOUR  
NEXT HOME.**

**Click here to book your 15 min call or chat with us in  
Facebook Messenger.**

