



# Smooth Move Method

I HELP FAMILIES REVISE THEIR SIZE WITH MY SMOOTH MOVE METHOD

---

ERIN  
*ebs* BOYNTON-SEELEY  
BROKER

519-924-3513





## YOU ARE BLESSED!

And maybe a little stressed? Life isn't always perfect & that's ok, pause and take a breath. You know you have many things to be thankful for. Sometimes we need to remind ourselves of this when we're overwhelmed.

The best part of the day is coming home to your children's laughter and smiles but the list of chores can seem endless when you've outgrown your space. Work-Life balance is hard when everything seems cluttered and we all look to find ways to make life a little easier. The time has finally come to decide, how can you live the life you want while keeping everyone, including yourself, smiling and happy?

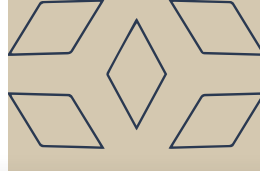
## WHAT IF I TOLD YOU A NEW HOME MIGHT HELP?



"HOW CAN YOU LIVE THE LIFE YOU WANT WHILE KEEPING EVERYONE, INCLUDING YOURSELF, SMILING AND HAPPY?"







The good news, whether you've owned your home a long time or just a short time, you've gained equity. Which means now might be a great time to sell and revise your size. Let's make your Work-Life balance more enjoyable.

Does This Sound Familiar?

## THE THOUGHT OF SELLING IS A BIT OVERWHELMING.

You have so many questions. Is now the right time? Will you find a home you love once you sell? Should you buy first and then sell or the other way around? How much will it cost to buy a new home? How will you ever get your home ready to sell? Your mind is going a mile a minute. It's a little scary to think about selling your home. There are so many memories there, so many firsts, but the home you once loved is no longer the right fit. Sometimes your space just no longer works & you're tired of feeling defeated.

## YOU CAN FIX THIS... RIGHT?

We've all thought that we can "Marie Kondo" our home. Then we'll live happily ever after but that's not a reality for most of us. You can arrange & re-arrange, declutter and re-organize. Unless you're going to live like a minimalist forever, it won't last long.

It won't change the fact that you don't have enough bathrooms and someone is always waiting in line, or that you're short a bedroom for the kids so they can each have their own, they need their own space now that they're growing up. There's still nowhere to organize your mail and you're tired of it piling up on the kitchen table.

## YOU OFTEN THINK YOU COULD GET A LOAN AND IMPROVE THE SPACE YOU HAVE.

Maybe you could add the extra bathroom, bedroom or home office. Oh, a new kitchen would be lovely

but the cost of renovating is high and very inconvenient. You ask yourself, will it fix all the things in this home you once loved that no longer work for your family? It definitely won't give you more outdoor space if that's what you're looking for.

## SOON YOU'LL BE BACK TO FEELING FRUSTRATED. BUT WAIT, THERE'S A SOLUTION.....

The time is right to revise your size. When your space no longer works, it's time to follow my signature process that will take you from start to finish with my full service approach.

## WE TAKE THE STRESS OUT OF MOVING AND HELP MAKE YOUR MOVE A SMOOTH MOVE.





# 1

## STEP ONE: THE FOUNDATION

First I'll meet with you to go over everything. We'll take a detailed tour of your home & discuss what you love about it, what you want in your next property, as well as what you need to be different. My needs and wants checklist will help you and your family determine exactly what these are so you can make sure you're on the same page.

Next we'll use recently sold homes in your neighbourhood to determine its market value. We'll also take a look at the current active listings so we can see what your competition will be, these will be other listings that buyers will also be looking at when they come to look at your home. We'll discuss why it's important to use these as comparisons even if they're different from your home. Pricing is key. I'll discuss with you your pricing options & the best pricing strategy for your home.

I'll go over my marketing blueprint so you can feel confident that I'll get maximum exposure for your home. I know how important it is to reach GTA and out of town buyers along with local buyers. We'll discuss all the possible expenses involved in

both the sale and the purchase of your next home. We'll determine whether you should buy first and then sell or if you need to sell your home in order to buy. Working with a reputable mortgage broker is crucial if you're not a cash buyer. It's important that you're working with someone who doesn't forget about you when they leave the office at the end of the day. Communication is imperative for financing. I can connect you with someone reliable if you don't already have a solid pre-approval. I want you to feel confident with your financial goals. We'll discuss your budget so you'll be in a great buying position when you're ready. When the time is right, we'll negotiate favourable terms for your new home.

I'll get you set up in my email system so you'll start to get notified as soon as new listings hit the market. Once you're ready, we can begin your new home search in person without missing a beat (or a new listing).

**“Build a strong foundation and you can reach even the most unthinkable heights.” - M.J. Moores**



# 2

## STEP TWO: PREPARATION IS KEY

It's time to make sure your current home is showing ready. We'll go over any immediate repairs that should be done, as well as any recommended easy and affordable updates like paint touch-ups, trim or window caulking etc.

I'll provide you with a copy of "Your Guide to Get Started" so you won't feel overwhelmed wondering where to begin. It will help to make your home show even better & increase your home's value. Once you've gone over this detailed guide, it's time to review my more extensive manual "How to Stage Your Home For Sale" which will allow you to easily refresh your space so your home will show its very best. Then it's almost ready to hit the market. A final "Prep Your Home - Cleaning Guide" will help to make sure your home is showing ready. Don't worry if cleaning isn't your favourite thing (it's definitely not mine), sometimes it's easier to hire a cleaner to get the job done.

My dump trailer can be used to remove all the extra items that can't be donated and that you won't be taking to your new home. Now that you've removed all the extra unwanted clutter, it will help make your move much easier.

Being ready for showings can be a pain, I know exactly how this feels. Doing these things in advance will help you feel prepared for showings which will help you to sell faster, for more money & with the least amount of inconvenience to you and your family.

By now all your paperwork is signed and we're just about ready to start the showings. You've worked hard to get to this moment and you're ready.



# 3

## STEP THREE: THE PLAN OF ACTION

When your home is ready to hit the market, we'll begin the promotion process.

We start with professional photography, drone shots and a floor plan. As soon as we have the shots from the photographer it's go time, turnaround time is usually less than 48 hours. It will hit both the local Real Estate Board as well as the Toronto Real Estate Board. We quickly get you placed on my Facebook business page as well as Instagram for a successful online presence. We also use targeted social media ads to get your property in front of people who are actively looking to purchase a home. My marketing plan includes urban distribution throughout the GTA.

The goal is to get your home in front of as many qualified Buyers and REALTORS® as possible, both local and in larger urban areas, so in hopes that we can get multiple showings and offers.

My team will put together beautiful custom brochures featuring your property, to leave a memorable impression for every buyer that walks through your home.





# 4

STEP FOUR:

## THE ACHIEVEMENT

Once we have an offer on the table, we'll review the price and terms together, discuss the strengths and weaknesses of every offer and I'll answer any questions you have. Now it's time to negotiate your sale to your most favourable terms.

I'll make sure you have a clear understanding of what's required of you, right up until closing day. As soon as your home is sold, my team will make sure all your paperwork gets sent over to your lawyer so you can concentrate on packing and planning your move.

Now that the sold sign is up you don't need a condition on the sale of your home in an offer, it will allow us to negotiate a better purchase agreement and end result moving forward on the purchase of your new home.

You can reserve my enclosed trailer if you'd like to move your belongings either before your scheduled closing date or at the time of closing. Either way, you'll feel confident about your move. When you revise your size, we make sure we find the right place that fits your needs and will eliminate the stresses from everyday life that aren't necessary. I'll help with that, every step of the way. Now, it's time to take a breath knowing that all of your ducks are in a row.



# 5

STEP FIVE:

## FINISH LINE

Now we're close to the end of the process.

I'll guide you through the closing process, making sure you check off all the steps along the way. I'll explain how closing day will work and what you need to do with your keys.

We'll do a final walk-through of your new home right before closing, just as the buyers of your home will do the same. Don't worry about the way your home looks with boxes packed, the buyers will be happy to see that you're getting everything ready to move. This visit ensures that your home is still in the same condition and that your new home is still perfect with no new dents, scratches, windows broken, etc.

Now we get to close & celebrate. You get to move on to life's next adventure.

Although this is the end of the road for this transaction, we'll continue to see each other at my annual client events. Plus I'm always here to help with local advice and any questions you have.





## WHAT MY PAST CLIENTS HAD TO SAY:

” Thank you for all your guidance through this process. I am so happy the house sold quickly and at a good price. Your advice was right on! - **Kim F**

We had a great experience with Erin, she kept us well informed and up to date on what was happening. Very Professional and a Great Job, Well Done. - **The Crowe Family**

” Erin is fantastic! I would recommend her to anyone looking to buy or sell. She is very knowledgeable and hardworking! She will tell you what you need to know. I will definitely be working with her again when I'm ready to buy or sell!!! - **The Fulop Family**

” We have used Erin to both buy and sell our home. She was hands down amazing from the very beginning. Erin provides a honest approach to home buying and is will to go the extra mile to make sure your happy. Erin truly is the all around agent that does it all! We are sad to be moving out of the area but we would highly recommend her to everyone we know. She truly is a wonderful agent and an even more amazing person! Thank you Erin again- for everything! - **The Verbruggen Family**

” Erin was awesome to work with. She listened to all of my requirements as I wanted a house with character yet still coming in at my price range. I also needed a space large enough to house my current business. She took the time to show me houses and was constantly sending me new listings until we found one that suited me perfectly!!! And we did just that!!! I would definitely recommend Erin and would definitely use again in the future. - **Sandi H.**

“WE HAD A GREAT EXPERIENCE WITH ERIN, SHE KEPT US WELL INFORMED AND UP TO DATE ON WHAT WAS HAPPENING.”



## ABOUT ERIN BOYNTON-SEELEY

“What are you going to be when you grow up, a Real Estate Agent?” This is the question I remember being asked most growing up. Believe it or not, my family wasn’t always made up of real estate agents.

My dad was a farmer with a background in Agriculture. My mom was a teacher who decided to stay at home with 4 kids under the age of 6, bless her heart. I was the definition of a middle child.

I spent my preteen years on a potato farm. Potato farming was hard to break into. There were many times my parents struggled.

We didn’t live a lavish lifestyle. In reality, it was the opposite. As a child, I had no idea how hard it was at times. I remember mom tending to a huge veggie garden and sewing many of our outfits from patterns. Always in our favourite colours, remember when valour was cool, or was it?



We always had food on the table and clothes to wear. Thankfully as kids, we didn't have to think about where it all came from. We didn't have much but we had an old chicken coop converted to a playhouse that my sisters and I spent hours playing in. We had the largest pile of sand that we'd spend hours digging & playing in with my brother. Those amazing childhood memories will last a lifetime.

I was 11 when my parents started real estate. They sold the farm, took the equity they had and bought a house in Eugenia with the same goal as most parents, to create a better life for our family. Moving was a little scary, it would be the first time we'd started a new school and had to make new friends. We settled in and life as the children of realtors became the norm.

## LISTENING TO THE CHITTER-CHATTER ABOUT REAL ESTATE BECAME PART OF EVERYDAY LIFE GROWING UP.

We spent many hours hanging out at the office in Flesherton with mom and dad. The systems sure have changed a lot over the years, but the one thing that hasn't changed is the drive to provide the best customer experience possible.

After marrying my high school sweetheart Devin, we had our first two kids. While I was still at home with them, I got my real estate license in 2000 and jumped in full time. Since then, we added 2 more boys. To this day it's not uncommon to walk into my office in Flesherton and see my kids hanging out or playing.

Over the years, I've worked with a wide variety of families, some big and some small. Not every family's needs are the same and I get that.

## NO MATTER WHAT SIZE YOUR FAMILY IS, ONE GOAL IS ALWAYS THE SAME, TO SELL YOUR HOME FOR THE MOST AMOUNT OF MONEY WITH THE LEAST AMOUNT OF INCONVENIENCE.

My family started with our first 2 bedroom home in town to a bigger home in the country, we continued to upsize a few more times as our family grew, to our most recent smaller home in the country. Each time we've taken advantage of the current market with goals of reducing our debt to try to live our best life with our kids.





Now, I help families revise their size so they can take advantage of the equity they've built in their home, so they can reduce their debt (and their stress) and live their best lives too!

I understand the stress of moving. I've felt all the feelings which is why I want to make your move as smooth as possible. I want you to understand the process before we start so you can be prepared and not feel overwhelmed. When you're prepared you can hit the ground running.

I'll help you feel confident that all the details are looked after. Not only will you be ready but your home will be ready too.

Our most recent selling experience started with my plan. We decluttered, completed minor renovations and painted. Then we cleaned & cleaned some more (with 4 kids and 2 dogs, oh my).

**I'M PASSIONATE ABOUT MY JOB BECAUSE I GET TO HELP FAMILIES MAKE THE TRANSITION THAT I'VE MADE SO MANY TIMES!**

I help families adjust their lifestyle as their needs and wants change because I've been there – I know that anxiety, and I know what it's like to have a lot going on beyond the sale and to need a streamlined, refined process.

**IF YOU'RE READY TO REVISE YOUR FAMILY'S SIZE, BOOK A STRATEGY CALL WITH ME.**

**Let me show you how I can help make your move a smooth move.**

**CLICK HERE TO BOOK YOUR 15 MINUTE CALL OR CHAT WITH ME ON FACEBOOK MESSENGER**

