



HEATHER
O'SULLIVAN

*real life
method*




A guide to help families upsize their home and still live their life.

I know life doesn't stop because you're moving!

 519.277.1199 or 905.691.1623

 [SOLDBYO.CA](https://soldbyo.ca)

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Your first home was a milestone in your life, as it should be! Sure, it's on the small side, with only one bathroom and three bedrooms. And driving the extra 30 minutes into town was worth it, real estate was cheaper out here. You have enjoyed making this your home and beginning your family here.

Now the family is growing, you feel like you're growing out of your home. Times have changed. You and your spouse are busy with careers, the kids have social engagements and activities that require you to drive them back and forth.

Three bedrooms were ideal, when it was the two of you. But not anymore. Your kids need and want their own rooms. They want to have sleepovers with friends. They need their own space now that they are older. And you would love a spare room to offer guests and family to come and stay while visiting too. Doubling up the kids in a room or putting one on the couch isn't an option anymore.

Plus, there is that bathroom issue - not enough of them! There are endless battles over the bathroom morning and night. And it's not just the kids fighting for their turn, you and your spouse wake up an hour earlier to beat the morning rush. Never mind the thought of overnight guests adding to the lineup. You need more bedrooms and bathrooms, to stop the fighting and maintain your sanity!

Your makeshift office at the dining room table isn't an ideal work environment. You're on edge during conference calls or zoom meetings that someone might fire up the blender for a smoothie in the kitchen or the fear of the doorbell ringing setting off the dog. Because the dining room is doubling as your office, the kids are left to do their homework in the living room or their bedroom, which generally means they are goofing off instead.



Space isn't the only thing you're missing - you don't have any free time. If you aren't frantically driving back and forth to work. Your carpooling kids around to school, activities, and playdates. Living so far from town wasn't a big deal before the kids, you weren't making round trips back and forth multiple times a day.

But these are *typical* growing pains in a family, *right?*

The daily battle of work and family is tough. But you feel like it's way more than that now, you and your spouse used to feel like a 'team'. Now you feel like you're going in separate directions and the end game isn't the same vision anymore. You and your spouse spend more time refereeing the kids than you do talking to each other. How did your home life become so chaotic?

How much longer can you carry on like this? Missing out on quality time with your spouse and family? Even missing out on time for yourself? You need to make some changes before these relationships can't be repaired.

Moving is a big decision and easier said than done, especially when you are busy with careers, family, and a home. We get it. Where do you begin? How can you manage buying and selling on top of your already hectic life? With my *Real-Life Method*, I've helped families move up to their next home with my step-by-step process, while taking into consideration your already busy life.



1

STEP ONE

Vision to Reality Plan

I want your vision to become a reality. Together we will develop a plan to achieve your goal. I want to know where you are currently and where you want to be. I want to learn about you as a family. What activities and hobbies are you involved in? What do you like to do as a family in your 'down' time - when you have any!

What in your current home isn't working? Lack of bedrooms and bathrooms? Not enough living

space for everyone? Do you need more outdoor space? What are you most looking forward to in your new home?

This is a conversation for the entire family. Depending on the ages of your children, I want to include them also. Moving is less stressful when everyone gets involved and excited about the future.



2

STEP TWO

The Finances

Before anything else, we need to look at the numbers. I know, this doesn't sound like much fun! But we need to have this talk. We will review up to date sale stats for your neighborhood and determine a fair market value for your home. This will give us a good idea of the equity you have in your current home and moving forward.

I will discuss options to leverage your equity moving forward. I will also put you in contact with some amazing mortgage professionals. (if you aren't currently working with one.) We want to have your financing secured before we begin shopping for homes.



3

STEP THREE

Preparing to Sell

You're going to sell your home, so let's get started! Buyers need to visualize themselves in your home. So, **FIRST** and **FORMOST** start purging and decluttering! I'll arrange for my stager to visit your home and draft a list of suggestions. Together we'll discuss what, from that list will best showcase the features in your home. Staging is not always about bringing in furniture and accessories. It can be as simple as re-positioning your own items. Or paint touch ups and other household suggestions. Once your home is ready for market, we'll decide on a list price and complete the paperwork. I will

arrange for the photos, video, drone and have all the marketing pieces in que. Depending on your schedule and current market, we'll decide how to handle showings and offers.

Selling can be the most stressful part of the plan. My goal is to make this as easy as possible. That's why I work with an amazing team of professionals that I can call upon to help get homes ready to sell. Tasks such as a pre-listing deep clean, yard work, touch ups, etc. We take care of these tasks, so you don't have too.



4

STEP FOUR

Buying and Selling

Once your home is on the market, we can dive into searching for your next home. Finding the right home can take time, that's why I start working on this immediately after our first meeting. Searching for a home is more than email campaigns! Especially since I know your needs and wants, I can eliminate properties that I know won't work. This is going to save us a lot of time and get us out looking at real possibilities right away. I will communicate with my colleagues to let them know what we are

looking for, this could open doors to properties that are off market. Depending on your wish list, I will solicit neighborhoods, specific streets or houses to find the right home for your family. While we are shopping for your new home, your current house is being marketed to potential buyers. And soon we will negotiate offers on your purchase and sale. Coordinating timelines, inspections and finalizing all the details to get both deals firm.



5

STEP FIVE

The Finale

We are in the final leg of our journey, and your mind is racing, making mental 'to do lists'. Don't worry, you are not alone. I want you to enjoy the entire process of buying and selling a home, so it doesn't end with a SOLD sign. There is still a lot to do before you can sit back, put your feet up and enjoy a glass of wine in your new home. Especially when you still need to navigate

everyday life. You know, things like work, your kids, and running your household! I'm here to help with some of these stresses. I take care of all the last-minute paperwork with the lawyers. Arrange walk thrus around your schedule and have many services to help with your move. I'm not done working for you until you have that glass of wine in hand - in your new home.



Imagine your life after you've upsized to your new home.

Shhh....Listen? Can't hear anything? That's because the constant noise of arguing, clutter and chaos isn't there.

You enjoy walking into your home now. Your kids are enjoying their own space now. They each have their own bedroom, a bathroom to themselves and a rec-room to hang with friends. The upstairs living room is tidy, and you can entertain here, without all the toys, books and kids.

The addition of the home office has been amazing, you are more productive now that you don't have to worry about constant interruption. As a family you get to gather around the dining room table at least once a week for family dinners - something you were missing out on.

Everyone is loving the new house. You are closer to amenities, school, activities, and friends. You are enjoying this new version of your life. You're spending less time in the car and doing more things at home. Simple things like eating dinner as a family and talking about your day, relaxing with your spouse, and entertaining friends and family. This upsize has given your family a breath of fresh air. A chance to reset and enjoy time together, without constantly being on top of on another. A win - win for everyone.





HEATHER
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SALES REPRESENTATIVE

Brand Story

There was no glamorous reason why I got my real estate license, just circumstances of life. It was at a time in my life when I was going through a divorce and had a young daughter. I needed a job, it's that simple. A friend mentioned getting my real estate license. I had no idea what this entailed or what was involved with being an agent. I wasn't thinking about a career at the time. Just a way to make an income. So, I completed the course and secured a job as an assistant to a local Burlington agent.

Life moves on, and so did mine. I got engaged to a wonderful man, who is now my husband and my opportunities in real estate had grown. I was no longer an assistant. I worked as a buyer agent over the next few years. This was an opportunity to work with a variety of different clients. First-time buyers, seniors, upsizers, and families.

At this same time, I was looking to move. We were looking for a larger home, a place to grow as a family. I was stressed about moving. I was worried about my daughter adjusting to the move. And I was completely freaking out about selling our house and organizing it all! This was when I understood why moving was stressful for my clients, and why they had hesitations. This was my "aha" moment. I was relating to my clients, and wanted to do more for them. That was when my "job" became my career.



I wanted to take these clients, through the entire real estate journey. As a buyer agent, my job ended with the accepted offer. It wasn't my job to work with the clients through the entire process. The follow-up, sale of their home, and final steps went back to the agent I worked for. But I wanted to do this. I want to help prepare their home to sell and organize any services they might need. And most important - be there for the closing day and beyond. This is when I knew it was time to go on my own.

Nothing about building a career in real estate is easy. And it shouldn't be. I want to work for any success I achieve and give back to the people who help me achieve it. There's been plenty of trial, errors, and difficult situations. I have learned something from them all. But one thing I always focus on is building relationships with my clients and their families. Taking them through the entire home buying and selling journey. Doing what I can to help them organize and plan their move. Help their kids get excited about the move and new home. I want them to know, they aren't alone! If they have questions, need help, or need to vent - they can call me. I may not have the perfect solution to the problem, but I will let them know that they are not alone!

WHAT MY CLIENTS HAVE TO SAY.

Testimonials

“ Heather has made the whole process of buying and selling so easy and stress free. Heather helped us recognize what we really wanted in our next home. She helped us prepare our home to sell (with a deep clean before pictures). Aand was understanding of our hectic schedules and working from home. We truly enjoyed ourselves and feel we have made a new friend. You will have all the cards on the table and no hidden agendas working with Heather. We are happy to recommend Heather to our family & friends.

~ Denise & Kevin Husak

“ Heather helped us find the home of our dreams. She was patient. And helped us navigate this dreadful bidding war climate that real estate has become. She has a good eye for quality and a mind for strategy. She took care of every detail up to closing day and beyond – she didn't stop working once the ink dried! She was highly responsive, and quick to get us answers. We wouldn't hesitate to use her again, or to recommend her to someone else.

~ Kim Cabanas

“ Heather works hard for her clients!! She goes above and beyond to cross the t's and dot the i's. We always felt like she had our back from selling to buying and everywhere in between. We had a newborn baby and odd shifts when we sold our home. Heather was understanding of scheduling showings and appointments around our crazy schedule. After the signing and deals are made, Heather continues to ensure the satisfaction of clients in any way possible

~ Kristen & Jordan Doyle

“ We can't praise Heather enough! We didn't think we would get our house ready to list ever! But Heather put together a list for us to complete and she took care of the rest. She arranged to have paint touch ups done and a cleaning crew in before photos. We were most impressed with the ability to block out times where we didn't have showings. This was a life saver in between shifts. We could take time to eat and get ready before leaving again. Thank you for the guidance and understanding, we are loving our new house closer to family!

~ Tammy Walsh





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The home buying process can be *confusing and stressful*, but I'm here to help! I strive to make the process as *fun and exciting as possible* as I guide you through the transaction from start to finish.



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