




## *THE BIG PICTURE METHOD*

A guide to help homeowners move on to a home that  
better suits their future lifestyle.



## *You worked hard for this home.*

**Hours and hours of love and attention to the space. Years of memories and good times to reflect on. When you moved in perhaps you thought it your forever home. You've made it your own and couldn't be more proud. But your life isn't what it was when you first purchased it and you're beginning to wonder if it's time for a change.**

The kids are all living their lives and you are right on track for retirement. Now that it's in view, you're thinking about the extra time you'll have on your hands.

**Suddenly you're realizing your environment isn't suited to your interests, because your interests and priorities have changed. You just want to enjoy life, less chores, more fun.**


Suddenly the burden of cleaning extra washrooms no one uses, or bedrooms that are empty just collecting more stuff feels burdensome. Not only that, you just

don't have the same energy. Using the stairs or mowing the lawn just seems like a hassle vs a pride of ownership activity you once found enjoyable. You have been invited to travel but all you can think about is who will take care of the house when we are gone? The kids are busy and the last person you hired just didn't do a great job, so you are stuck and tied to the house. You truly have better things to do with your time and feel like you deserve better.

## *You've also considered if your location is really where you want to spend your retirement years.*

It may have been perfect to raise kids, or for your work life, but You're not tied down here and your options have opened up now. You are actually free to move somewhere closer to your new priorities. Perhaps it's closer to family and grandkids, somewhere warmer, where you grew up, or somewhere near the water so you can enjoy the sunsets.





*Things have changed since you first moved here and you are feeling that your location no longer feels right.*

It's not only that you're no longer constrained to the area but you keep thinking about the financial aspect of your future.

**You worked hard to acquire your home and have built up a lot of equity over the years. You are starting to wonder if the extra taxes, money towards maintaining the pool and lawn are really worth it?**


You may very well have a pension and financial assets but **you are starting to wonder if you really want to have all that equity tied**

**up into "bricks and mortar". You are starting to think what else we could I do with that money.**

Should we help the kids? Should we travel? Should we become Snow birds?

**The truth is your life looks different now and your priorities have changed. For the last 20 years you have focused on others and building to get to this point. You feel you deserve a change.**

Making this change now also means you can still enjoy your life while you have the health to do so. You're not getting any younger, in fact you're quickly becoming the "old ones" in the family. You're not sure when this happened but you know you need to make smart decisions now so you can be prepared for the future. Perhaps you have had an event like the unfortunate passing or illness of a young friend or family member and you have realized you do not want to wait any longer to enjoy life.



## *The problem is you're not sure where to start.*

You have been flipping through MLS listings, dreaming of the next home. Maybe you have even hit some open houses. You think you have a budget in mind, but you are not sure what your house is worth.

*What do you need to do to get it ready to sell? Should you renovate? Should you Buy first or Sell first? How does it even work now?*

It may have been awhile since you bought and sold. When you turn on the news, or listen to friends, you hear various opinions about the market. **You're overwhelmed with the whole process, not to mention the thought of organizing a house full of decades of "stuff".**

You also don't want this process to drag out. You're ready to move on. You need someone with a streamlined process to make the next steps clear.

The good news is, we are here to help. Having been through this process I understand what you are going through.

My mission is to turn your real estate dreams into reality while raising the bar of satisfaction by making the experience stress free and enjoyable.

*I am passionate about ELEVATING your Real Estate EXPERIENCE.*

As a result we've created a 5 - step process, The Big Picture Method, exactly for people just like you. Homeowners who are ready for a fresh start... Ready to create a new chapter in their life.

**Here's how it works.**





# 1

## *The Big Picture Analysis*

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**The first step is always a good, old-fashioned face-to-face chat. We want to hear all about your goals and dreams. We're talking about your big picture, the grand vision you have. This helps us to understand your needs better. Where did you come from and where do you want to go? What is important to you? What is non negotiable?**

You'll get a chance to look over our service package and think about any questions you might have, but the truth is, this step is all about you, and your needs, wants, desires, not about me.

We like to do things a bit differently. It's not just about pricing, marketing and the service package. The most important thing is two fold, understanding your transition and finding what works best for you, and providing you with current and relevant information about the market.

We will cover topics like what type of home you are looking for. Do you want to downsize, or just find a bungalow in a different location?

Maybe you want more land and less house, or you are dreaming of cottage life. Perhaps you have been considering cohabitating with your kids. Or maybe you're relocating all together... Ready to jetset to sunny Florida or move closer to family.

We will discuss your home and the market as well as what might be happening where you are going. We will provide up to date information about your area.

**We will dive into whether selling or buying first is your priority. We'll weigh the pros and cons of both, discuss where you're currently at, including your financial situation. Understanding all this will enable us to craft a plan that's tailor-made for you, leaving you feeling confident and prepared for what's ahead. This big picture conversation will reveal your next steps and help educate you so you feel empowered to make great choices.**



# 2

## *The Big Picture Plan*

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**When it comes to getting your home ready for sale, we use a systematic approach. This step is essential to ensure your home not only looks but also feels inviting to potential buyers. It's well-known that buyers are more drawn to, and willing to pay extra for, homes that appear well-maintained and cared for.**

Our first step is to do a thorough walkthrough of your home. We'll assess each room, creating a detailed list of what needs attention - be it painting, repairs, or cleaning. And if you need help with these tasks, we've got connections to services that can assist.

Our service package may also include what we call a 'soft stage'. Tailoring to

your specific situation, we'll set a deadline for all prep work to be completed. We then schedule staging and professional photography, before your home goes on the market. This may include a video or drone footage to showcase the lifestyle your home offers... highlighting things like the location, ease of living, etc.

**Regular check-ins are a big part of our process. We'll stay in touch to see how you're progressing and to make any necessary adjustments. We want to avoid any last-minute scrambles or wasted time and resources - for everyone involved. Our goal is to ensure everything is in place and you're fully prepared for hitting the market.**



# 3

## *Hitting The Market*

**The truth is, the market will tell us how we need to market your home. Often, when people think about marketing their home, they focus on the visible elements - like photography and staging. However, the most crucial aspect of marketing is setting the right price, and a comprehensive pricing strategy.**

We don't "set it and forget it". You might have a figure in mind, but it's vital to align this with market realities. We'll sit down together and formulate the best pricing strategy based on the current market conditions. Our aim? To sell your home quickly and at the best possible price. After all, that's what we all want!

Before your home hits the market, we'll discuss the showing process and establish a clear strategy for handling offers. This way, you'll be fully prepared and know exactly what to prioritize when the offers start rolling in. Communication is key here. We'll be in touch regularly, providing you with analytics and showing updates. Staying connected means we can swiftly address any feedback and, if necessary, reevaluate and adapt our strategy to maintain momentum.

**As offers begin to come in, we'll revisit our offer process to ensure we're still aligned in our approach. We'll navigate through these offers together until you have one that you're happy to accept. And just like that, your next chapter is well within sight!**





# 4

## *The Future Home Focus*

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**We've delved deep into the selling process, but let's not forget, finding your next home is equally crucial! This stage in your life isn't about settling for just any space. You're past the point of compromise.**

It's all about making choices that align perfectly with your needs and desires.

**At this point we revisit the big picture ideas and make sure we are aligned. It's important to note that step 4 and 5 can occur simultaneously or in different orders depending on your big picture analysis.**

Once you're clear on what you want, we'll piece together the plan to make it a reality.

If your next move is within the area, rest assured, we'll be right there with you. We'll keep an eye on the market, scouting for properties that tick all your boxes. When we find the right one, we'll be ready to make a strategic offer.

For those of you relocating, we're here to support you every step of the way. With a network of connections far and wide, we'll make sure we find you the most reliable resources in your new area. Relocating involves a lot, from considering future amenities to finding a new family doctor, and it's crucial to have trustworthy people in your corner. With this in mind, we'll do everything in our power to connect you with the right people.

**As we progress, that 'big picture' of your future home becomes clearer and more defined, transforming into a high-definition vision of what lies ahead.**



A photograph of a middle-aged couple dancing in a modern living room. The woman has blonde hair and is wearing a green shirt, while the man has grey hair and a beard, wearing a white shirt. They are both smiling and holding hands. In the background, there is a brown leather sofa and a large window with a black frame.

# 5

## *The Next Chapter Celebration*

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**Congratulations on this major milestone! Now, it's time to navigate the final stages. Chances are good that in this phase you may be closing on two homes.**

Your new dream home and your current home.

**This can be a stressful time but rest assured we are here to help you through it.**

We will provide useful checklists to assist you during this phase. If you need a lawyer recommendation, we can connect you. All in all, we're here to guide you through what needs to be completed during this phase. We're here to recommend trusted movers,

packers, lawyers, and banking services to make this transition as smooth as possible.

**You can expect regular check-ins from us - even in this stage. That's right, we won't leave you after the deal is done. We also offer a relaxed, no-pressure closing interview.**

Why? because we are committed to continually improving people's experiences and care what you have to say. This is a chance for us to ensure you're delighted with our service and to gather your valuable feedback. Beyond this, remember that we're always here for you. If you need work done on your new home, we have a network of reliable vendors at your disposal. Think of us as your go-to resource from here on out!



# Just Imagine

- Your time is yours again.
- You wake up every morning feeling content and excited for what the day has to bring.
- It was a journey to get to this point and it's all been worth it. You can sit back and enjoy your new surroundings.
- You have more time and energy for the things that matter.
- You have a clear plan forward and are ready for what this next chapter of your life has to offer.

# What others are saying:

Our home was listed both privately and through another Realtor for 3 years. We almost gave up selling our home until a friend of ours recommended Alicia. Within two weeks of listing we sold our home. Alicia also went through hoops to find us a home to rent in this current market with the difficult expectations of those leasing homes these days. We will definitely use Alicia's services when we decide to buy. I cannot say enough about her professionalism and dedication! Thank you!

**The Mostefaoui's ★★★★★**

After a long and fruitless journey searching for a country property, my family and I met Alicia Regier. She was patient and attentive, taking her time to understand our requirements before suggesting options even if it meant driving longer distances than expected. Eventually we found a home that was ideal. Alicia stood with us throughout the purchase and after the closing; a true professional! She was quietly determined to see the process through to the end even when we encountered frustrations along the way. There are many important issues surrounding the purchase of a country property and my family and I would highly recommend Alicia, who brings a wealth of knowledge, experience and determination to her profession.

**The Peters-Mitchell's ★★★★★**

Alicia was amazing. She was patient, straight forward, professional and never once tried to sell us on a property that did not match what we needed. She helped us through an incredibly difficult time in our lives, in an impossible market and even managed to gracefully negotiate situations when my wife and I didn't agree. She was more than everything you could ever want in a real estate agent. She made those long days and drives in the middle of the winter fun and something to look forward to. Thanks Alicia for unlocking our future in our new home.

**The Montgomery's ★★★★★**



# *My Story*

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*Becoming a Realtor<sup>®</sup>  
was an accident for me.  
A happy accident.*

**Let me explain.**

My father was a Bank Manager and very focused on creating a legacy of wealth for his children. Real Estate was one way he did this. Growing up, I have fond memories of touring investment homes with him. I loved exploring the homes.

**Even as a young kid, I knew I'd somehow find a way to be involved with homes. I just didn't know how.**

As I got older, I was encouraged to go to University. So I did. I was interested in the outdoors and I actually Joined the Canadian Armed Forces. I wanted to either be a Lawyer or maybe a Police Officer. However, by the time I graduated with my Degree in Psychology, I'd gotten engaged.

Life sort of evolved from there. I got married, and had two beautiful daughters. I never pursued my original dreams of being a Police Officer or Lawyer. My experience with Real Estate was just personal. I grew up in Toronto and like so many, ended up in a rural area north of the GTA due to affordability. This transition was quite eye opening – what is a septic system? Over time I expanded my portfolio and purchased an investment property in cottage country. Another learning experience.

**But Real Estate was not on my radar, yet. I was busy raising 2 kids and driving all over the place to for their activities.**





**My actual career of 25 years had nothing to do with Real Estate. I spent over 20 years in the Social Services Sector working with individuals with an Acquired Brain Injury and Physical Disabilities.**

When I first began I was a Counsellor and my role was to go into people homes and help them navigate and make a plan to cope with their massive change in life. They were experiencing a huge life transition with adjusted roles and a lot of emotional turmoil. As I progressed through my career I held several Senior management positions. My skills became all about communications, negotiation, and supporting people in transitions.

**Then a big life change hit me, what I like to call “the great divide”.**

A Divorce. Suddenly I was hit with downsizing, becoming an empty nester, dealing with the emotional turmoil of moving, leaving the family home, AND facing financial challenges about my future. All at the same time!

**It’s at this crazy time a friend suggested I would be great at Real Estate.**

My initial reaction was “you’re crazy, I’m a people person, a helper, not a salesperson” But I found myself thinking of needing extra money and thinking of my retirement. So, I went for it.

**I worked full time, took care of my ailing Father, and went to school and got my Real Estate Licence.**

The rest is history. I soon realized, that the skills I had of great communication, negotiating relationships, supporting people through life changes, and being a genuine “helper “was in fact the hallmark of a great Realtor®.

I traded my career of helping people with Acquired Brain Injuries make life transitions to helping families make life transitions through real estate.

Now my goal is to help you feel supported and understood, coupled with superior services.

I personally understand that your home is so much more than bricks and mortar. There is emotion and memories. So becoming a Realtor was just a happy accident allowing me to continue my journey of helping others fulfill their dreams. Now I'm committed to creating services that help streamline this moving process for other homeowners that are looking to do the same.







*If you're ready  
for a fresh start,*

**reach out and let's chat  
about the next steps.**

**START CHAT IN FB  
MESSENGER**

