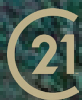




THE Move-up METHOD

SEAMLESSLY SELL YOUR HOME SO YOU CAN MOVE-UP TO YOUR FAMILY'S DREAM HOME.



CENTURY 21 POWER REALTY LTD



"You've tried every IKEA and *Pinterest* option to create organization.

It wasn't even a thought when you moved into your home that someday you'd actually fill your house to the point where there would be no room. But then the kids came, and they changed *everything*.

There isn't enough space for your family. You don't feel you can host family and friends for dinner much less overnight guests. No longer are you the host of the entertainment emporium with friends and family or host for holidays and special occasions, because you've have outgrown your space.

You've tried every IKEA and *Pinterest* option to create organization and calm in the house. You've read all the small spaces books and watched the TV shows trying every solution you found.

But it didn't work...

While you have created wonderful memories in your home, now it feels as though the walls are closing in. The tension between you and your partner has continued to grow. The 'organizational' attempts last for a short period of time before they snowball into larger mounds of toys and stuff.



You know there's tension in your home that seems to be there all the time. It feels as though space gets smaller on a daily basis, and your kids' stuff is taking over more and more space.

You're tired of fighting with them to pick up toys and put them in the designated areas, but if you're honest with yourself, it isn't their fault.

Your partner is just as stressed as you, and you're feeling the tension in your relationship. You know sharing every inch of the home with the family is causing this, and as the kids grow and lives change, the added tension in the

home isn't healthy for anyone.

Instead of retreating to your home after your stressful commute home, you now feel your stomach tighten as you open the front door.

You envisioned your grown-up family home with the big backyard and ability to walk to schools and community hotspots. Instead, you're taking the kids to the parks or friends houses to play and having to drive everywhere. You always pictured living in the family home you grew up in, yet this small space that your family is sharing is nothing like it.

Part of you feels as though you are letting your kids and partner down, only adding to your stress and tension.

You miss owning **THE** Entertainment Emporium where all your friends and family gathered and celebrated special occasions and even just TGIF. It's become too stressful to host, and as your space continues to feel like it's growing smaller, you don't see this changing which makes you feel isolated from your relationships.

The real problem is that while others around you have found their perfect spaces, you haven't and you aren't feeling comfortable and joyful in your space anymore.

This isn't what you imagined family life would look like and you're overwhelmed and can't imagine the next steps to get you to a better place, so... *you're stuck*.

Your worst fear is that this is as good as it is going to get, and it's nothing like the dream you had for your family. You're afraid of what that means for your relationship, the energy of the home and the mental health of the family.

It's time for a big backyard for the kids. You want to be closer to the schools your kids will attend. You want to put down roots and be invested in a great community.





The *Move—up* Method

I'm KaraLee Foat, and I believe that where you live should be the greatest investment you ever make and the location of sweet, sweet memories.

There is truly nothing more rewarding than helping a family find a house that becomes their home. However, I know that the process of doing so is not without its stress, struggles and pains.

After my boys were born, I learned that selling and buying was much, much different when you were doing it with a family. Those last minute showing requests, and packing everything and everyone up to get them out of the house to allow a showing were tough!

And no longer was looking at property fun when it required bundling up the twins, lugging them and maybe car seats into properties that once we were in we knew they were not a fit.

I began to help other families and realized we could help make this less stressful and painful.

If we got the house prepped and ready to list, we could manage the rest much easier for the family, from scheduling their time away to be gone to even moving them into my house once!

It's because of my background as a mom and former college basketball coach that I have a unique perspective on the process, and see my role as your 'coach' throughout.

Knowing the process not merely from a professional perspective, but also from personal experience (we moved 3 times by the time our twins were 1), I can offer not only my skills but also my first hand advice.

And that's exactly what the *Move Up Method* is designed to do - life is stressful enough, selling your home shouldn't add extra work onto your plate. It should be an exciting time filled with new opportunities, and this process was specifically designed with families in mind, so you can do more of what you love - playing with the kids, spending time as a family - and less of the yelling, trying not to curse as you step on a Lego getting ready for a showing, etc.



My unique perspective on the process ensures everything goes smoothly for you.



1 PLAN

*Develop a plan to ensure
we know what your family needs*

We'll walk through your wants and needs in your dream family home. I'll supply you with relevant market information, so you can be an educated seller and consumer, and provide you with checklists to make the process smoother.

We'll discuss your priorities for your next home - do you love to swim and absolutely need a pool, or is that large family room more important? - and once I know what you really value as a family, what you're most concerned about, and what you're most looking forward to, together we will plan your move.

2 PREPARE

Preparing Home for Listing

My team will help prep your home for listing. We go through your home and put together a detailed list of minor repairs and adjustments that will increase the value of your home and get it in showing-ready condition for the market.

We have a list of preferred contractors that we know will get the job done and get it done well for painting, repairs, staging, etc.

Once your home is ready, our marketing team takes over getting professional photos and measurements and preparing the marketing items. We believe you need to have buyers see and fall in love with your home from the moment they put eyes just like you did, so we strive to have it stand out.

3 EXECUTE

List your Current Home

Your listing goes live! We make sure it's listed on the *Matrix MLS* system as well as other popular real estate sites, and begin our proven marketing system.

We use the professional photos that were shot to ensure buyers are loving what they see from day one of your listings, create professional looking and eye-catching property landing pages specific for your home where we can track online activity viewing your property. We also use Facebook advertising to bring the right buyers to your home - families just like yours who will make their own memories and keep the laughter and fun going as you're getting settled into your new place.

We also leverage other social media platforms to make sure that we're getting maximum exposure and that your home is being seen by the *right people*.





4 DREAM

Find your Dream Home

When an offer comes in for your property, it's time to go to bat and negotiate the best possible deal for you - that means not only getting the best possible sale price, but also negotiating terms that make sense for your family. Most of the time, there'll be some back and forth, and we'll keep you informed every step of the way.

*No time will be wasted
visiting homes that aren't
a good fit for your family.*

Once your home has an accepted offer, it's time to go shopping for your dream home! While this step can seem exciting, it can also be overwhelming. Trust us, we have been through this process and we have tips and processes to help you optimize your search.

Together, we'll do market education to get you familiar with value and availability. If you have young babies or a busy schedule, we're very good at previewing and using video to highlight things you might love or reasons why the property isn't a fit for you. This saves you time and having to lug babies and kids in and out of homes while we narrow it down.

*We'll only take you to homes
that we think you'll truly love.*



5 MEMORIES

Moving in and Making Memories

There will be a lot going on in the background to ensure your sale closes on time and we can get you the keys for your new home. Everything from inspections to title checks. We'll communicate with you throughout the process to ensure you're never in the dark, and that everything comes together for your family!

You can anticipate reminder emails and calls from us to make sure the mortgage funds get to the lawyers, that you get to the lawyers, and that we get your keys on time.

If you need a little more detail in the steps, we can send you a full checklist to remind you of all the items you need to check off on the way to your new home such as moving utilities, address changes, setting up appointments for internet and cable and even recommendations for movers.

Our Move-up Method will help you leverage your time and energy while allowing us to support you and your family through the planning,

execution and even moving in to make memories in your dream home. We will provide you the tools and support to follow our seamless plan.



So what does it look like once you're in your dream home?

The *beautiful home with the big backyard* is yours! Your dream of giving your kids an amazing childhood is a reality. The home is warm and inviting with rooms for everyone as well as space for everything. Coming home is now something you look forward to again, from cooking and chatting with the family in the living space that finally fits you, to entertaining and enjoying the outdoor space.

Your kids are thrilled that they can now walk to school and occasionally stop at a friend's house on the way home.

They're building their own network of relationships that will provide them with educational enrichment and lifelong friends. You know the teachers and can now volunteer and be more active in the kids' schooling and events.

You love spending the weekends and warm summer evenings in the community parks and playgrounds. You've met other families and have a social network or the proverbial village raising the children together.

The summer, evenings are spent at the playground or weekend BBQs in backyards, and the winter is all about hockey on the outdoor rinks,



followed by hot cocoa in your kitchen. You love that you know your neighbors and that you feel like not only your life is better because of these relationships but your kids will be more well rounded.

It's coming up on the Christmas holidays and you are excited to pull out the decorations in preparation. You're now looking forward to the upcoming friends Christmas party

followed by the family descending on your home as the center of the holiday chaos, and you couldn't be more excited. You are dreaming of the Christmas dinner around the big new dining room table, and the excitement on the kids faces when they wake up Christmas morning not only to Santa having been there but being able to share that with the grandparents.





Testimonials

"This girl is a pro. On the ball, full of local knowledge, understands negotiation techniques, and easy to work with. What a great team. I should also mention she sold our house for top dollar in a down economy and turned around and helped us purchase our next house at a great price. Couldn't be happier."

- Casey & Brittany Heibert

"KaraLee has been the only Realtor we have ever used. She is considerate, and is an exceptional advocate for her clients. I would recommend her to anyone looking to sell a home. Her use of the most current forms of communication and media makes the process of selling a home easy."

- Robyn and Chris t'Hart

"KaraLee and her dedicated support staff were professional, yet very easy to get along with. She displayed good knowledge about home quality and potential easy/hard fixes for things we didn't like. My wife loved touring houses with her with frequent laughs. KaraLee quickly got a feel for what we were looking at in terms of quality, location and price point and pulled it all together for a perfect home."

- Galen & Jamie Brims

"Selling a house is a stressful undertaking. Exciting but stressful. Adding in four busy kids ages 5, 3 and 1 made it even more so. But KaraLee went out of her way to make things so seamless. The pricing was done with care as we didn't want to overprice and sit on the market forever. The timing for listing was planned specifically. To do lists and many many words of encouragement! And of course, moving into KaraLee's very own home so that our home could be at its very best was the cherry on top."

"A huge load was lifted from my shoulders that day. Our house ended up selling within that first week with multiple offers. And we all ended up with an amazing story about camaraderie and the totally unconventional way our house got to market beautifully by staying at KaraLee's home so a bit of stress would be taken from my plate!"

- Lisa and Lee Cysouw

If you want to take the next step, book a strategy call with me to see if I can help you sell your current home that no longer fits your family...

...and effortlessly move-up to your dream home, book your 15-min call with me.

I know the process can seem overwhelming, but I'm here to help! It's our goal to make your process as seamless as possible.

Let me know how I can help you get started.



About Karalee...

Mama of boys. Wife. Daughter. Sister. Aunt. Coach. Broker. Friend. These are all titles I hold proudly.

I am a small-town farm girl from Cremona, Alberta where I learned what dedication and hard work really are - rural culture formed me and gave me the values I still hold true for myself, my family, and my business today.

After many years of coaching College basketball and developing a thriving Athletic Department as well as Provincial Athletic League, I knew it was time for a change. I didn't know what or where the next step was, but I recognized that whatever the next leg of my journey was, it needed to be helping people.

My brother was a builder and I'd witnessed plenty of good and bad real estate transactions. So, after many conversations, I decided it was time to take the leap and jump into real estate, bringing my core values to my business with me. I jumped in and quickly knew I had made a great choice.

My previous coaching and teaching background provides me with a unique perspective when helping my clients move up as I ensure my clients are very educated and supported throughout the transaction. Having a team provides our clients with even more 'hands on deck' to meet each of their scheduling needs.

After over a decade of helping families with their real estate needs, in 2016 I was named by *REP* magazine as one of the Elite women in Canadian Real Estate (the 100 women who are shaping the future of the Canadian Real Estate Industry).

