

THE MOVE & GROW METHOD

Trevor Thiesen

A GUIDE TO HELP
FAMILIES UPSIZE
THEIR HOME BY
TRADING THE CITY
FOR MORE SPACE.





When you first bought this place, it was perfect. The commute was quick. You loved the downtown night life and vibes. You were finally able to make a space your own. But since then things have changed...

Your family is growing.

BABIES AND PETS HAVE QUITE LITERALLY TAKEN OVER THE SPACE.

You didn't realize how many things came with these little ones. However you quickly discovered that you didn't have enough closet space. Suddenly every nook and cranny is at max capacity. What you wouldn't give for an extra linen space or some more counter space during bathtime. Nevermind anytime you have to go run an

errand. The elevator was no big deal because you didn't have a stroller or a dog in tow with you. But now everything you do is an event. These are not the type of adventures you thought would come with parenthood.

YOU'RE WORKING FROM HOME MORE NOW TOO.

In fact, sometimes your partner is working from home too. One of you is at the dining room table dealing with the chaos that brings. The other is stuck in a makeshift space in a corner with bad wifi. Neither of you are as productive as you know you could be. The distractions are at a max and you tend to take your frustrations out on each other. You like the flexibility of working from home, you just need the space to do it properly.



BEFORE, YOU ALWAYS WENT TO VISIT YOUR FAMILY FOR HOLIDAYS AND GATHERINGS.

But now you wished they'd come to you. You want to host the events and special dates. Except there's no room. You can't expect your loved ones to come in and stay in a hotel, it's way too expensive and it takes the fun out of it. Parking is a nightmare for you nevermind anyone coming to visit. Plus you dread it when someone asks you to cart the whole family for an evening out. If you had the room, it would be so much easier for people to come to you.

THE PROBLEM IS URBAN LIVING WITH A FAMILY IS HARD.

The bottomline? You need more space.

You've been casually scrolling Realtor.ca, dreaming of mudrooms and extra bedrooms but you're not sure what you can afford. You don't know which neighbourhoods are best. You've even done a little sleuthing into new construction, but that doesn't seem practical and you wouldn't even know where to start.

When you first bought this home, you never

imagined raising babies here. That was the furthest thing from your mind. Now your priorities have changed and you need somewhere to settle and put your roots down.

But you're not sure who to trust.

This market is crazy and you need to feel like you have someone in your corner. Someone who will help you make a smart investment for you and your family while getting you the best return on your current property.

But if you don't do something soon, you're afraid you'll be stuck where you are with no way out. .

THE TRUTH IS THE CONDO/TOWNHOME SERVED ITS PURPOSE BUT YOU'RE READY FOR THE NEXT CHAPTER.

You need to move. It's time. You've built some equity and your circumstances have changed. I get it. I've been there myself and I've helped several other families upsize using my 5 step process, *The Move & Grow Method*.

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HERE'S HOW IT WORKS:

THE MOVE & GROW METHOD

STEP ONE:

GIVE ME A CALL

Alright, let's kick this off with a good old-fashioned chat. Give me a ring and we'll start forming that relationship that's so crucial in this journey. It's about more than just real estate; it's about understanding your story, your roots, and your aspirations. We'll bond, share some laughs, and lay the groundwork for a seamless partnership.

Now let's dive into the nitty-gritty. Where are you currently planted and where are your sights set? Why is a move on the horizon for you? Let's have a heart-to-heart about your current building; I'll share my knowledge about the developer and the surrounding area.

Once we've established a connection, let's arrange a visit to your current digs. This isn't just about business; it's about determining if we're a good fit for each other. I'll ask you to give me a tour as if you're convincing me to buy your home. Show me the fruits of your labor, your unfinished projects, your wish list for your new home. In this tour, I'll mostly stay hushed and let you lead. Tell me about the highlights, the memories, the things that make this space special. After the tour, we'll settle in your favourite spot and just chat.

I believe there's no rush to sign a listing agreement right off the bat. We'll finalize that a couple of days before the real action begins. There's no pressure. This journey is a big one, and I'm here to make it as smooth and enjoyable as possible for you.

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STEP TWO:

STEP TWO : WHAT WE SAY TODAY, IS TODAY

Before I even step foot in your home for our first meeting, I've done my homework. I like to make sure I'm well-versed with the market, the details about your building, its development history, maintenance records, and any potential issues. Having this knowledge upfront is crucial to setting a realistic price.

One of my key tasks is to dissect the comparable sales in your area. I'll explain what elements attract buyers and boost prices. By the time we're through, you'll have a solid grasp of what your property could realistically fetch on the market. Think of it like peeling an onion - we're going layer by layer, providing a comprehensive education about the market.

This way, when we broach the subject of price, you'll have a clear understanding, helping to keep emotions in check. I know your home has been the stage for countless memories and milestones, which can stir strong emotional attachments. But if we let emotions run the show, it might hinder us from maximizing your return.

To make this process more tangible, I'll show you visual comparisons and effective strategies in the current market. Seeing these examples will help you truly appreciate your property's worth.

Keep in mind... what we say today, is today. In other words, the price and strategy we discuss today is relevant to today's market. If we list your property three weeks from now, market conditions might have changed. It's essential to manage expectations. Now, here's a question for you - what do you think your home is worth? And, how does that line up with our discussion? In this step, we bridge any gaps and make sure we're on the same page.

03

STEP THREE:

SELLING WITH TREV'S HANDS ON APPROACH

The truth is, I'm investing in you before you invest in me.

First up, I'll introduce you to Gabby, my phenomenal professional stager. She's a total sweetheart, and I promise you'll love her. We always plan staging around 2-3 weeks ahead of the listing date. Yes, it does mean you'll need to declutter, but trust me, it's worth it. Gabby's advice is golden. Consider this your opportunity for sweat equity - the easiest way to increase your property's value. Yes, schlepping your stuff up and down the elevator might be a drag, but the payoff is a bright, airy, fresh and neutral space that appeals to the masses.

I always try to be there for the staging consultation, just to make sure everything goes smoothly. You'll have a couple of weeks to declutter, depersonalize and touch up as necessary. Next on the list is the floor plan team. Don't worry if you're still in the midst of decluttering; they'll laser measure each room for accurate dimensions. This gives potential buyers a real sense of space and helps them envision their own furniture in the space.

After all your hard work, it's time for you to relax and let me and my team takeover. The timeline: ideally, we list your property on a Wednesday or Thursday. Monday we'll bring in professional cleaners. By Tuesday, Gabby and her crew will have your place looking like a show home. Then comes the photographer and videographer. No cut corners here, just high-quality images and footage to showcase your home in its best light. Because I know these services truly work in properly presenting your home, they are complimentary.

You might consider a weekend getaway during this process, especially if you work from home. As your agent, I'm a member of multiple real estate boards, which means your home will have maximum exposure. I'm also part of Who's Who in Luxury Real Estate, potentially opening up your listing to high-end investors. We also utilize HoodQ reports, giving potential buyers in-depth knowledge about your neighbourhood and home. And let's not forget the glossy feature magazine, showcasing your beautiful house.

So, you see, it's all about investing in you and making sure your home selling experience is as smooth and successful as possible. At the end of the day, I want you to get the biggest return on your investment.

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STEP FOUR:

BUYING... MORE THAN A GLORIFIED UBER DRIVER

Now that your home is on the market, it's time to start shopping for a home.

This is the fun part - or at least it should be. I'm here to provide you with time, knowledge, and yes, my honest opinion. Plus, I've got the right connections to make your journey as smooth as possible. My referrals are an extension of me. I've sifted through countless lawyers, mortgage brokers, insurers, and contractors to ensure you get the best. I always ask my clients for feedback, so if you have a less-than-stellar experience, I want to know about it.

This might surprise you, but numbers are my thing. I want to make sure you understand your budget inside and out. Your bank might tell you what you can afford, but have you considered all the extra costs? I don't want you to end up house poor. It's crucial to me that you can comfortably afford, and enjoy, your new home. Once we've set a comfort level, I'll tailor your home search.

Everyday, you'll get your "morning" emails with all the new listings, even if you've already seen them on your phone. See something you like? Shoot it my way. We'll go take a look at it and I'll chat with the listing agent. My mission is to make sure you feel heard. I'm responsive, knowledgeable, and straight-shooting. I know the market can be overwhelming, but I'm here to ensure you don't feel pressured into making compromises. Sometimes we need to be patient. Remember, what's meant to be will always find a way.

Helping you find the right home is more than being your personal tour guide or uber driver. As a lover of building homes (I once aspired to be a developer), I have a wealth of knowledge on what can add value to a property. I'll point out any defects and potential possibilities, so you know exactly what you're getting into. After that, I'll guide you towards the right professionals to understand any risks. Speaking of risks, being upfront about potential issues will help you make informed decisions that align with your comfort level.

Finally, when it comes to negotiation, I excel. I get fired up about getting you the best price and making sure it aligns with your long-term goals. Let's get excited and find you that dream home!

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STEP FIVE:

IF I KNOW, YOU'LL KNOW

Whether you're buying or selling, expect regular updates throughout the entire process. If there's new information about a property or a showing, you'll be the first to know. Even if I'm not sure it's relevant, I'll still share it. My goal is to ensure you're never left in the dark about anything because knowledge is power.

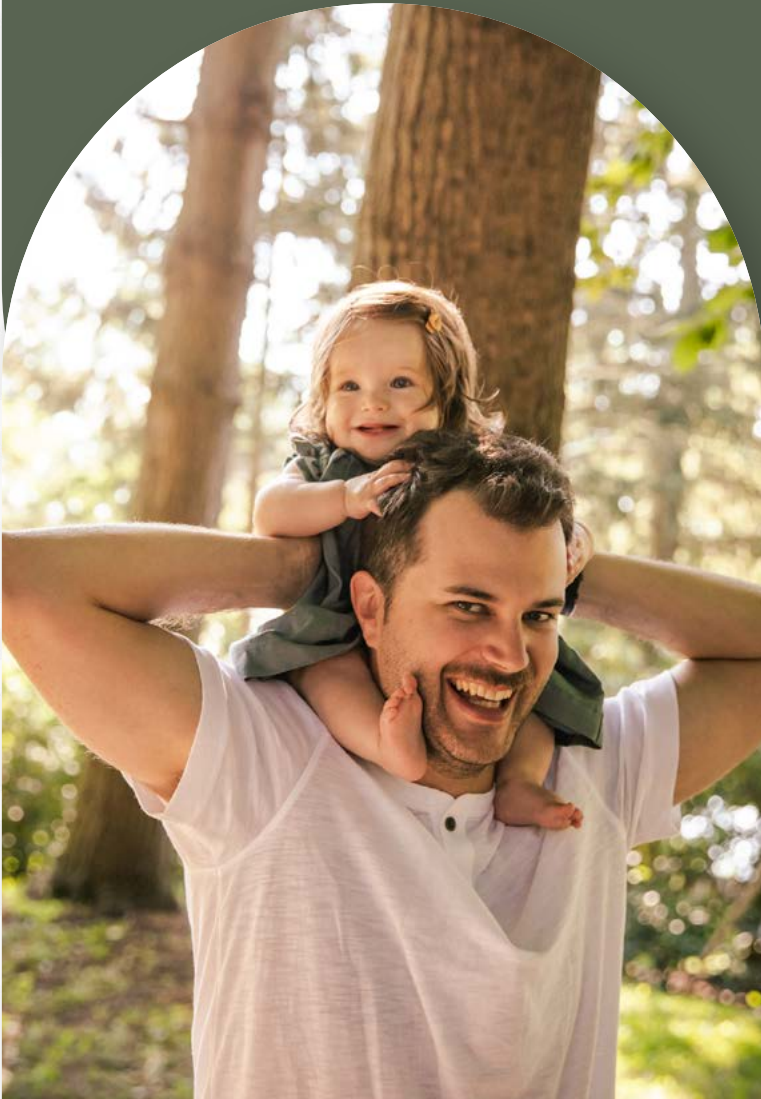
After the sale, support doesn't stop. I'm happy to help guide you through the moving process. Helping you keep your

timeline straight ensures you don't forget anything important during the move.

And once you have those keys? Don't think you're getting rid of me just yet! I'm still here for you. I have a wealth of referrals and recommendations for whatever you need. Need a closet organizer? I've got a guy. Painter? I can recommend the best. Cleaner? Just say the word.

By the end of this journey, I hope we're more than just agent and client. I hope we're friends. So stay in touch, and remember, I'm always here to help.

TIME TO GROW...



1

You've finally found a place that fits your long term goals. You can see your family growing up here for a long time. There's plenty of space for everyone and all their things. You and your partner both have ample areas to work, including a designated office.

2

You're able to be the hostess with the mostess now. All the holidays can be at your home. You have plenty of room for the family to visit and stay over.

3

The best part? This neighbourhood. There's that community feel you've always dreamed of giving your kids. Little ones playing hockey and riding their bikes on the street. Squeaks of joy in those warm summer nights.



Heather & Scott ★★★★★

Trevor is an incredible person and real estate agent. We had to buy our house remotely from Chicago and we immediately trusted him. He is so knowledgeable about the market, the industry and Toronto and the GTA. He went above and beyond to find what we were looking for and worked tirelessly to get us our home. He takes a glass half full approach, digs into the details and doesn't leave a stone unturned. He has a vast network and is well respected in the industry amongst other agents. We will be using Trevor for all of our real estate needs in the future and highly recommend him to anyone looking. Thanks Trevor!



Crystal ★★★★★

I would highly recommend Trevor to anyone looking for a home. Trevor is incredibly knowledgeable about the different developers and buildings in Toronto. He provides all the specifications you need to make an informed decision about your home purchase. While purchasing a home is stressful, working with Trevor is easy as he has your best interest at heart. He is also extremely patient and never makes you feel bad for asking too many questions or asking him to repeat his answers so you can absorb all the information. Trevor has provided me with outstanding client service and always responds in a timely manner, even after I had purchased my condo. Thank you so much Trevor for all the help and support, I love my new home!



Kilauren & Jonathan ★★★★★

If you want to feel like you're making the biggest purchase of your life with the support of someone who cares, Trevor is your guy! Trevor will make you feel comfortable buying a home. Trevor took the time to explore many areas in our new city, many homes (from fixer upper to renovated) and was very knowledgeable and honest while touring each and every one. He took the time to discuss each home with us afterwards and followed up over the phone. Trevor helped us find a home we love in an area we absolutely adore. Selling was a great experience as well. After a walk through, Trevor set us up with a to do list to get ready for listing. After a deep clean and staging, our home showed beautifully. It was because of that it sold quickly and well over asking. I'd recommend Trevor to help anyone with their real estate needs.

**FELLOW
MOVERS**

MY STORY

Well, what did I learn from upsizing our family home during a pandemic? I can tell you this - never, and I mean never, would I recommend upgrading your home in the midst of global chaos. ;) Oh, did I mention we found out we were expecting in April 2020? Right at the brink of the world's meltdown. Talk about timing! Even as a realtor myself, this was a stretch.

Let's rewind a bit to understand how I landed in this whirlwind.

Fresh out of high school, I confidently marched into Wilfrid Laurier University, eager to master Communication Studies. Man, was that a letdown. I thought it'd be all about verbal communication, which is totally my jam. But no, it was all about pen to paper aka "essays". Not really my thing.



**AND VOILA, I BECAME
A DOWNTOWN
TORONTO MAINSTAY...**

So, given my chatty, sociable nature, I thought I'd give real estate a shot. As a 23-year-old newbie, convincing people to entrust me with their life's biggest investment felt like a Herculean task. My parents' friends wish I had more years of experience, and my own friends were starting their careers so they were too cash-strapped to invest in anything.

But then, I hit my stride in the leasing game. As my peers graduated and flocked to downtown Toronto, I found my niche. Those leases gradually turned into first-time home purchases. And voila, I became a downtown Toronto mainstay, guiding friends and acquaintances to their first condo or townhome.

Fast forward to when these first-time buyers were seeking something bigger, quieter, and more family-friendly. That's when the pandemic struck. Seven years into my real estate journey, we also decided it was time for us to upsize. We got edged out of the overheated Toronto market and found ourselves buying a fixer-upper in Mississauga—where I grew up. And boy, did it need fixing. My wife, battling hyperemesis gravidarum during her pregnancy, was sick round the clock.

Work was a roller coaster, with the real estate market at an “unprecedented” high. I was juggling my job, managing renovations, and caring for my wife. Everything was on backorder. Our daughter came home to a makeshift dining setup, and we were renting a fridge.

YES, IT WAS A TOTAL GONG SHOW.

But you know what? It was also the best time of my life. It nudged me to slow down, hire a buyers agent to help with my clients, and prioritize my family. I learned to be patient while we waited for our home to come together. Above all, it underscored the importance of putting family first.

This wild ride continues to shape my empathy and understanding for my clients who are navigating life’s twists and turns while planning a move.

So, would I want to relive this experience? No thank you. But I’m immensely grateful for the lessons I



learned and the priceless moments that happened in between. It took me a good ten years to truly understand downtown, but it was worth every minute. Knowing which areas and homes are solid investments versus those that just look good on paper is what separates the good from the bad in real estate. And that’s a skill I take immense pride in. It’s also something I’m determined to pass on as I start building a team to continue serving my clients in the best way possible.

SO IF YOU’RE READY TO UPSIZE YOUR HOME, REACH OUT. I PROMISE YOU I’VE BEEN THROUGH IT PERSONALLY AND HAVE HELPED MANY OTHER FAMILIES JUST LIKE YOU MOVE & GROW IN THEIR NEW HOME.



Trevor Thiessen



If you're ready to upsize
your home by trading the
city for more space,

**REACH OUT AND LET'S
CHAT ABOUT THE NEXT
STEPS.**

START CHAT IN FB
MESSENGER



905-599-4014

