

THE FAMILY-LIFE UPGRADE METHOD

Helping Simcoe County families get into the
RIGHT home for THEM



ENGEL & VÖLKERS®
KEN POOLE

THE SITUATION



You can remember buying your current home as if it were yesterday. Only it wasn't. It was many years ago. Back then, it was exciting to move up to this level! But you didn't have the family you have now. Things that are important in life now are VERY different to back then!

The sketchy neighbours nearby keep you on your toes. You don't like the obnoxious noises on the street late at night. It would also be nice to know you have a parking spot still open for you when you get home at the end of the day. You've started to notice that this street isn't what you envision for your growing family.

Inside the house brings a different set of issues. Your home office is also your kitchen space! Two of your kids are sharing a room and you KNOW that can't last forever. Do we even need to discuss the bathroom situation? When did you get SO many kids toys, and why do they seem to take over the home in an insidious way? Sometimes you dream of having a "grown-up" zone that's free of kids toys or shows. And you can forget trying to get a car into that tiny garage. It's already filled up with all the other things you need to store in there!

When you first bought your home, you were so excited to be there! You didn't even mind seeing all your neighbours from your backyard! Now every time you want to relax, it can be a bit bothersome when they're waving at you right next door. The yard is no "oasis". And every time your window blinds are up, it feels like you're on display to the whole neighbourhood!

When you think back to your childhood, things don't match up. You can remember running around the streets as a kid. You have vivid memories of exploring the neighbourhood and parks. The backyard was a place where you played. Where family get-togethers happened. Now you want this for YOUR kids. That postage stamp behind your home won't cut it, though. And your current area isn't exactly a "safe playground" for your kids to explore.

HOW LONG CAN IT STAY LIKE THIS?

You've tried taking a day off here and there to "reorganize the house"...

You've spent nights staying up late discussing plans. You're trying to determine where the in-laws can stay if they come help for a week. Reorganizing and decluttering only gives you reprieve for a day or two. There just isn't enough space to make it work!

The house is overflowing with stuff. The parking situation is less than ideal. The neighbourhood isn't great for kids, and you're all tripping over each other! Your focus can't stay on this issue long enough because your lives are so busy.

You're both becoming burnt out. The situation at home is exhausting. Add a long drive home into the mix, and you're so discouraged when you get home that you've given up trying to fix it.

But is it even reasonable to explore moving now? Not when life is like this. You feel like you have to stick it out. Until when, who knows?

What is the cause? What if you don't fix it?

There are two major issues causing problems for you. First, your home flat out doesn't work for your family anymore. Second, even the idea of trying to find something else and moving is intimidating to you. Part of you doesn't even think it's realistic to try. The problem is, you haven't even given it a chance.



As everyone continues to grow, so does the amount of stuff in the home! And the size of that stuff. And as the kids grow, so will their needs. A place to hang out, a place to do work, a place to store things, etc. It is already frustrating and tense around the house. What will it be like in a few years when the kids become frustrated too? Tension between your partner and you is bad enough. If the kids start avoiding home and staying elsewhere, that would be extremely tough.

You already know the home doesn't work. You can see that each day is becoming more challenging. The kids have friends and connections in their school and neighbourhood. Those connections are growing daily too. If you wait for another year or two or three, it's not going to be easier! By then you and your partner will decide you can't do it anymore. But your kids will find the idea of moving to be disastrous! They will be moving away from their closest friends, maybe even going to a new school. If you didn't think moving was tough before, now you will be dealing with drama and resistance from the kids too!

At the end of the day, you all return to "home". But when home isn't a sanctuary, stress builds instead of being relieved. Two stressed partners tend to dump their stress on each other. You already know what its like and you know its likely going to get worse. You both were so excited back when you bought this home together. Now you have many issues here and don't want that to define your relationship! You and your family could all have that "new-home" excitement together. You need to find the right home to put your roots into! You and your partner could start focusing more on each other's company again.

THIS CAN ALL BE FIXED!

If this sounds like you, it's time to bring in the F.L.U.M!
(Family-Life Upgrade Method)

**The Family-Life Upgrade Method will help you solve
all those problems!**



THE F.L.U.M. PROCESS

01

Planning and Goal Setting:

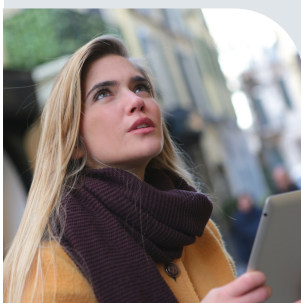


We'll meet up and get to know each other. I know what family-life is like, so don't worry about any home-prep for me! We're going to set goals and discuss realistic (and unrealistic) expectations. I want to learn about your family, your daily lives...what makes you all tick! By learning more about you, I'll start to understand what you'll like most in a new home. I'll probably come up with suggestions that you've never considered before! We can put together a goal-list of "wants" and "must-haves". The list will be edited as our search progresses.

We need to begin the process of getting your home "show-ready", too. My services include staging, and that begins here. We'll have a staging professional complete a staging consultation. This will discuss how to prepare the home before the final staging at listing time. The recommendations might involve light and inexpensive work. The work is your choice, but will always improve your return! If needed, I will also help you arrange extra professionals (such as painters, plumbers, etc).

02

Fine-tuning New Home Search & Preparation of Listing:



This is where the rubber hits the road. Our property search begins and I collect as much feedback as possible. At first, feedback on the listings we see online will help. The real gold though, will be in the information gathered during actual showings. This is a journey of discovery for BOTH of us. Often your wish list changes to include things you never before considered. The kids are always welcome to come along, they're part of the reason for this journey anyhow! We'll boil down on many property types and areas. You'll gain clarity in exactly what's important to you, as well as a greater appreciation of values! Through this process, I also become "in-tune" with your wants and needs.

This is also where we complete the prep stage for the property listing. I'll collect all needed data for the listing. We'll also discuss any personal insights about your home and area that might help us sell it! The stager will come in to handle final staging touches. We know family-life in a staged home can be tricky, but we'll make it simple for you! Lastly, I'll arrange photos, video and signage at this point.

03

**Find and Buy
Your Family's
Perfect Next
Home:**



Now that we've tightened our focus for your new home, we find the one! You can lean on my experience as I guide you through the negotiation process of an offer. Rest assured, I'm going to make this process as easy as possible for you. We'll also look at how to get all the safety net conditions into the agreement that you could possibly need.

Once we have a deal in place, I'm there to help you with every condition (if it's conditional). From inspections to water tests, financing to lawyer reviews, I'll be there for any and all. My past experiences with so many of these before will be your advantage!

04

**List and Sell
Your Past
Home:**



Now we need to sell your current home! We already have it looking fantastic, and all the photos and videos are ready. I know keeping your home ready to show while living a busy family life can be challenging. My goal is to get you a quick sale, at top-dollar! After discussing and agreeing on a listing strategy and pricing, it's go-time. I'll list the home on MLS and actively market it. Active marketing means I'm going to continue marketing and adapting until we sell. I won't disappear when that for-sale sign goes up. I'll use tools such as social media, print, and personal database. My exact marketing strategy is based on your property and the current market. This will sell your listing for more, and faster!

When the offer comes, you're taken care of. Like we did on the buy-side, I'm going to guide you through the whole selling negotiation!

05

**Take On Next
Steps and GET
EXCITED:**



Now you can get excited! You don't have to worry because I'm going to keep you on track for any steps needed before closing (on both buy and sell). You have me there to navigate you through any needs that may arise along the way.

Time for planning the paint colours and furniture for your new home!

AFTER THE F.L.U.M

AFTER USING THE FAMILY-LIFE UPGRADE METHOD, THIS IS WHAT LIFE MIGHT LOOK LIKE...

Imagine closing the door to your office, in your home. Leaving your work in its appropriate space. Like everything else, spaces won't have to serve two or three purposes at the same time! The kids have their space, and you have your "grown-up" zone. The kids aren't fighting over things in their shared bedroom! You can look forward to coming home to relax. Family and friends can stay over, in their own guest space too!

The kids can run down the street and you're not worried. They can stroll over to the park or their friend's house. For the most part, the neighbours are fantastic. The outdoor surroundings offer what you think a childhood should have! At the end of the day, you can feel the stress melting away when you turn onto your street. You live where you want to be, you don't have to leave home to get there!

After work, you head home knowing you have all the driveway space you need. When you want to relax in the backyard, you no longer feel like you're on display. You can entertain at your home in the yard, and not wonder if it will be too tight. The backyard feels like an OASIS now! You have your family's own space, away from the outside world.

You don't have that worry in the back of your mind anymore. That knowledge that you're going to move, but you don't know when. You can make changes to the home that suit your family, instead of what appeals to the market. The kids can form deep connections with friends nearby. You can enjoy life knowing you're in your family home.

In summary:
you get to UPGRADE YOUR FAMILY-LIFE!



WHAT OUR CLIENTS ARE SAYING

Don't just take it from us...

Ken was very fun to work with! He brought laughter as well as professionalism to our time of buying and selling. He was attentive and knowledgeable. Even after we closed on our home Ken answered questions and he will continue to stick by us if we need him. Clair staged the home we were selling beautifully! She was fun to work with as well! Neither of them will disappoint! We will definitely recommend Ken!

- Diana & Justin

Amazing realtor!! He made our experience of buying and selling a real pleasure. Not the stressful time we were expecting. Ken's always supportive, encouraging... very professional. He's willing to lend a hand. He will ensure that every step of the process is as stress-free and successful as it can be ... He sold our house for a record price!!! We will be recommending him to anyone and everyone, for sure.

- Joanna & Tyson

Ken was absolutely wonderful to work with when buying our home. He was responsive and had great insight into the market. He tailored his approach ... to exactly what we needed. He answered every question my partner and I threw at him (and we asked him many!). If you are looking to buy or sell and want someone that will listen to what you need.. and give you great advice, go for Ken!

- Natalie & Skylar



Ken was very professional and knowledgeable. He truly works for you. He puts in the extra time to make sure your sale goes well. He also ensures that your purchase is meeting your needs... he is sure to tell you if he sees issues with the potential houses you are viewing. I sold my house and then bought my next one through Ken. I would definitely recommend using him for all your realty needs! ... Ken gets to know you. His service is very personable... he actually shows that he cares about you and your family. His goal is to give you the best service and ensure you are happy with the end results

- Colleen

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WE CAN HELP YOU, TOO!

To take the next step, simply book a strategy call with us!

You can click below to book a 20 min call, or chat with me directly in FB messenger.



CLICK HERE TO
**BOOK A CALL
WITH ME**



CLICK HERE TO
**START CHAT IN FB
MESSENGER**

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ABOUT KEN:

Real Estate was never “the plan”...

In fact, I'd had a tricky time coming up with any plan at all! I always knew I had an interest in helping people, though. I graduated high school on the honor-roll and loved the sciences. Sciences plus helping people equals doctor, right? Plus, my family was super impressed with the doctor idea.

So, off I went to university to pursue a Biology degree with the vision of Med-School.

The problem was, I never felt a passion for pursuing medicine. Sounds crazy, right? I enjoyed learning biology and science-based topics. I did fine in my course-work, too. I was having a lot of fun at school though (maybe too much). I tried “strong-interest” tests to provide some guidance on best career path suggestions. The results were all over the map! Months later, I settled on going into education. Being a teacher would allow me to continue the idea of helping people, and I actually got excited about it. I found my way to teachers college and ended up teaching high school math.

Teaching was great for several years! I loved helping kids and coaching sports.

But over time it wore on me. Politics, rules, and ways of running classes were changing.



Not being able to help my students in the way I knew would be best was very frustrating! For political reasons, I was jumping through hoops that hurt the majority of students.

Enter Real Estate!

I always loved real estate but never considered it as a career. My wife and I had owned two different investment properties. I followed the market out of interest all the time.



ABOUT KEN - Continued...

As my passion for the education sector fell apart, the idea of going into real estate grew in my mind! I took the courses online while teaching and got my license right away. Once I got into the field, I already had gone through “guiding someone through a process”.

All I had to do was get to work and apply my passion for helping people!

In year one, I ended up being “rookie of the year” in my office. Every year since, I have continued to grow my business! I have many fantastic clients that have become friends. I absolutely love the constant learning and new challenges that come up in real estate!

Now I have a family of my own. It brings me so much joy helping other families improve their lives! I truly feel like all my life experiences have led me to this spot. Through teaching and my university time, I mastered skills in research and preparation. Now I get amazing results through my passion for this industry paired with my work ethic. I can also lean on my past experience acting as a “guide” for upsizing families.