



The Freedom Now Method

A guide to help people
enhance their lifestyle through
Buying and Selling Real Estate.

**KLASSEN
& YOUNG**
REAL ESTATE

When you first bought this home, it filled your needs. Maybe your family was growing and it had all the space you could want and then some. Or perhaps it was in that coveted neighborhood or street and you thought was everything you wanted. Or maybe it was the home that fit your budget and checked most of the boxes... but not all. Whatever the case, it served a purpose. Lately, however, you're having a hard time remembering what that purpose was.

Could it be that this was never meant to be your dream home?

From the very beginning you were compromising. After all, the square footage was right or the neighbourhood was in the right school zone. The budget worked and so you moved forward with the purchase. You always planned to renovate the kitchen and landscape the backyard... but let's be real, your money was better spent maintaining the foundational needs of the house. Or your money was spent raising your family. But now, the dynamics have changed. You're tired of sinking money into a home that isn't checking the boxes. You're ready to find something that suits your lifestyle. You work hard and your family deserves to enjoy the fruits of their labour. You're tired of "making it work" and ready to have your home serve you and the lifestyle you crave.

Could it be that your priorities have shifted?

In this case, you've enjoyed the dream home. You have the pool, the separate home office space, the perfectly designed kitchen. And for years you loved it. Your kids loved it. This is the house your kids spent their formative years and it holds a ton of memories.

But now things have changed. The last of your babies is off to college and this big home is feeling like a shell of what it used to be. You start to cringe everytime you have to pay the bills because you know you're paying for a home that's not fully being utilized. You start daydreaming about all the other things you could be spending your money on... travel, paying off debt, retirement... you name it, it would be a better use of your money.

No matter your situation, what you really crave is freedom.

The freedom that a certain lifestyle affords you. Climbing the property ladder is going to serve you for years to come.

And then there's the freedom of using that real estate and hard work to live financially. The time and energy this could give you to pursue other things would be priceless.

The truth is, you feel stuck in your current home.

As you get older, you're looking at things through a different lens. The things that are really important to you and the future you want to create for yourself and family are becoming more and more clear.

The problem is you're not sure where to start. You need someone who understands your motivations and the reasons behind this transition and move. Someone who can walk you through the process and support you in every decision along the way.

The good news is, you're not alone! In fact, we've created a **5 step process** designed to help homeowners just like you find freedom through real estate.

Here's how **The Freedom Now Method** works:

The Freedom Now Method



1 Motivation

Your Why

Freedom means different things to different people, and it's important for us to understand what it means for you. This could be financial freedom, the freedom to have your own space, or the security and comfort of feeling at home. Throughout this process, it's crucial that we communicate well with each other.

We're proactive in getting to know you and your motivations. We'll ask a lot of questions - really, a lot - to dig deep and gather as much information as possible. This helps us understand exactly what you're looking for, where you want to be, and how motivated you are. It also sets a clear timeline for us. If you have any questions or concerns about the process, we're here to answer them.

Finally, we'll tour your house together. This isn't just about looking at the furnace or the rooms; it's about understanding your home's story, which helps us later when valuing it and painting a picture for potential buyers. We want to build a rapport with you, get to know both you and your house. We'll let you do most of the talking about your situation and goals. Once we know we're a good fit, we can start the next steps, like searching for new houses while getting your home ready. We'll talk about the market, your specific situation, and whether it's better to buy or sell first. We'll discuss the pros and cons of different pricing strategies and show you comparable homes to help decide your home's value. Remember, we always give you options and our honest opinion, but in the end, the choice is yours.



2 Prepare

The VIP Treatment

Just like every fingerprint is unique, so is every home, and each one needs its own special approach. After we meet for the first time, we'll put together a personalized checklist for you, your home, and your schedule. This list will cover everything that needs attention, from trimming the hedges to fixing that leak you might have been overlooking. Don't worry about the list being too much; we're in this together and will figure out how to tackle everything.

Our network is vast, and we can connect you with the right people for any task, big or small. Whether you need a contractor or a plumber, we're here to help manage and organize it all for you. We also offer a staging package, which starts with a consultation from our professional stager. We'll work with you to arrange everything based on her advice. Then, she'll make a final visit just before your home's photo shoot to ensure everything looks perfect.

By the end of this step, your home will be looking its best, ready to attract as many buyers as possible. We understand you're busy, so let us handle the details and find the right people for every job. Rest assured, we're here to support you every step of the way.



3 Strategy

Bring on ALL the Buyers

It's important to note, that we leave nothing to chance when it comes to listing your home.

No matter how much fixing, painting, and staging we do, a clean home is essential. Buyers often equate cleanliness with good maintenance. That's why we include a cleaning service just before your home hits the market.

But let's rewind a bit. One of our best strategies is our "Coming Soon" campaigns. This approach builds up demand for your home, setting you up to attract qualified buyers even before we officially list it publicly on the MLS. The secret to our success isn't really a secret. It's about generating a lot of interest, creating excitement, and using our experience to set smart pricing strategies. Plus, having a good rapport with other agents really helps when it's time to make deals. Effective communication is key.

And, not to brag, but we're pretty skilled at using this demand to not only get offers quickly but also at negotiating those offers to ensure you get the best price for your home in the shortest time possible.

Bottom line? When we handle your listing, we're committed to getting it sold for top dollar.



4 Committed

Your Actual Dream Home

From the very beginning of this process, we've worked hard to determine what your motivation for moving is. This is particularly important when it's time to find your next home. We know the days of settling for "ok" or "it will do" are likely behind you. So our commitment to you is that we won't rest until we find exactly what you're looking for. In fact, we will literally go knock on doors if you know the neighborhood and kind of house you want, leaving no stone unturned.

But before we dive into house hunting, we'll make sure you're financially prepared. If you need assistance in finding a great lender, we're here to help with that too. Once your budget is set, that's when the real fun begins! If you need to learn more about different neighbourhoods and what's best for you, we have a wealth of information to share. Then, we'll focus on the details and start touring homes until we find the one that ticks all your boxes.

Sometimes this is a bit of a journey but it's well worth it! Once we find the right house, we'll continue to support you and use all our savvy sales skills negotiating the best deal for you on this side as well.



Freedom

Lifestyle

Once your offer is accepted, we'll guide you through the next steps. This includes connecting you with home inspectors, lawyers, and closing partners, along with providing helpful checklists. We'll continue to be with you all the way to closing day and beyond.

You'll be hearing from us regularly. We're always here to help and can connect you with anyone you might need from our extensive network. Thinking about remodeling? We know just the right person. Need someone to take care of your pool? Just give us a call. Even if you're just looking for the best cup of coffee in town, we can point you in the right direction. With us, you have a whole team of people at your fingertips - no need to spend time searching on Google.

Now, you get to focus on the exciting part - planning your move into your new home and envisioning your new lifestyle. It's time to pack up those boxes and call the moving truck.



Freedom at Last

- YOU WAKE UP AND CHANGE IS ALL AROUND YOU.
- THERE'S A LIGHTNESS NOW. YOU'RE NOT BOGGED DOWN BY THOSE OLD WEIGHTS.
- YOU HAVE MORE ENERGY TO ENJOY YOUR NEW SPACE.
- NOT ONLY THAT, THE LAYOUT IS EXACTLY WHAT YOU'VE BEEN DREAMING OF.
- EVERYTHING HAS IT'S OWN PLACE AND YOU FEEL LIKE YOUR TIME IS BETTER SPENT NOW.
- FINANCIALLY, YOU KNOW THIS WAS THE RIGHT MOVE FOR YOUR FUTURE.
- THIS HOUSE FEELS HAPPIER, HEALTHIER AND "JUST RIGHT" FOR THIS STAGE OF YOUR LIFE.

What others are saying:

“ My husband and I worked with Jay to sell our current house and buy our new home. We couldn't have been more pleased. He helped us navigate a difficult market with professionalism and expertise that was second to none. We felt supported during this emotional roller coaster at every step. His construction background helped alert us to potential issues and possible renovation ideas. His staging and photography team were amazing to say the least. We have nothing but good things to say about Jay and We highly him for all of your real estate needs.

~Natalie Sanna

“ Buying and selling a house can be tough, but Erica made the process seamless. With a quick turnaround time, she was able to get our house staged and on the market in a week with a sale well above asking price. We couldn't be happier with Erica's support through the stress of buying and selling a house in this market. She cares about her clients and it shows!

~Leslie & Chris



From the very first day when we met with Jay he was amazing! Gave us information on the current market so that we could make an informed decision. Told us what little things we could do to assist with the sale. Priced our house to sell quickly and did it ever!!! 2 weeks on the market and we had a bidding war and were offered above asking. I would definitely use the Klassen & Young team again and will certainly recommend them to anyone I know selling or buying!

~Shannon Prevost

Erica is really good at her job and I'd recommend her to friends and family. Why?: Our goal was to buy a fixer upper on a street we'd be otherwise unable to afford and Erica made that happen without breaking the bank. We are currently in reno mode making this our dream home in a part of town I still can't believe we live in. But where she really earned her commission was on the sale of our property. We sold in a market that was in flux and being unpredictable. Erica helped us get the place ready with some last minute renos and staging to squeeze every last dollar out of the place. We sold for more than I thought the place was worth so that was a huge win! Further, the buyers had some issues closing which was ultra stressful but Erica managed to keep the deal alive which turned out to be quite lucrative for us. So ya if you're still reading, the market is saturated with agents and you might be having the paradox of choice. For what it's worth I am happy with the service Erica provided. Our situation was on the complicated side and Erica handled it like a pro. We are very happy with how things worked out and are grateful for Erica's cool professionalism and down to earth demeanor. Easy 5 stars!

~Jonathan Ruder

Our Story

How did we meet? Picture this. A group of wellness minded individuals in a frozen river, supposedly zen- ing out during a community cold dip session. We say supposedly because of course everyone felt the need to make polite conversation as you do. So Jay tells me he's in real estate and well, the connection is made. Clients often don't understand the power of having strong colleague connections in real estate. It can be a cut throat and lonely business so when you find someone that you can trust to help with clients or that you enjoy working with on the other side of a deal... it's a big, well, deal!

The more we talked and helped each other out, the more we saw what a good business partnership this would make.

What really sealed the deal was when I was away on a family trip and Jay won a bidding war against a high number of competitors... I knew then that I could trust him to do the same thing that I would do for clients.



Of course it was more than that. Jay brings a wealth of knowledge from a background rich in construction. He also uses his strength in savvy business strategies to keep us organized and win for his clients in negotiations. My background as a teacher helps me really empathize with my clients through these emotional processes. Plus I got all my realtor education working in Toronto. You've got to be a fierce negotiator to survive and I'm thankful for what those situations taught me.

While we both bring different skills and experiences to the table, we share many of the same real estate philosophies. Most importantly, we get what it means to find that freedom through real estate. We've both personally climbed the real estate ladder and now are living each of our own versions of freedom. My kids and I enjoy our beautiful 7 bedroom home on picturesque land with a river in our backyard, living that perfect outdoorsy lifestyle. While Jay, a new empty nester, sold the family home and is living comfortably mortgage free within walking distance to his favourite amenities, in the town he loves.

Freedom can be whatever you need it to be to serve your lifestyle and we love to help our clients find just that.



If you're ready
to upgrade your
lifestyle and find
new freedom,

reach out and let's chat.

START CHAT IN FB
MESSENGER



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