



# SCALE UP STRATEGY

A GUIDE FOR FAMILIES MOVING-UP IN THE  
CANMORE REAL ESTATE MARKET



RE/MAX ALPINE REALTY  
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You bought your current home intentionally, and it worked really well (for a time).

It's excellent you're already in the market. **Homeownership is the foundation of wealth for more Canadians.** And you already have a great foothold in the market.

But things are a little different these days. The house is feeling small. Before your family grew the whole Valley felt like your backyard. But these days your home doesn't seem quite large enough.

The mess... It's just so all-consuming! Everywhere you look there are toys, books and mountain gear. Where did it all come from?

It's all about the (grand)kids all the time, and that's okay! It would just be nice to have one room that's all yours.

**Working from home is the new reality and there's literally nowhere to be alone!**



And the mountain gear ... it's out of control! How is it possible gear takes up so much space?

Sure, it's about organizing your space well but there are some things even the best IKEA storage solutions can't fix!

Even the best designed space can be too small.



More than anything you want  
your home to be an oasis for  
the family.

**Here are the facts:** Indecision  
allows opportunities to slip by.

Many families discuss making a  
move for months, maybe even  
years!

But talking in circles about real  
estate isn't an ideal pastime.

The whole family is feeling the  
instability of the situation. It would  
just be nice to have some clarity, a  
plan, and a timeframe.

The sooner you start planning for  
the move, the better.

**Here's why you need a plan:** In a  
rising market, your dream home  
might appreciate at a faster rate  
than your current one. That can  
leave you cash shy for the new  
downpayment.

In a falling market, the same thing  
happens, but often in reverse, and  
can leave people in a negative  
equity position.



**You don't want to miss the  
market!**

When you're climbing the property  
ladder, there are lots of moving  
parts. The market determines your  
sale price and the budget for your  
new dream home.

Delaying the inevitable is rarely a good strategy ... but  
no one knows what the next step is.



BUT there is a solution! I use my **SCALE UP STRATEGY** to help families navigate a complicated transaction with ease.



## STEP 1: MEET

**Your home is your family's sanctuary, and your largest financial investment.**

It also needs to fit your lifestyle and your family. Outgrowing a home is something that can either sneak up on you or basically happen overnight.

We get together to chat about your current home so I can learn more about what's working for your family and what's not. I want to hear all about what you LOVE and what you don't.



Next, we chat about your ideal family home. This is when you can bring out the vision boards you've been secretly working on for the past five years! We'll deep-dive into your need, want, and the luxury list.

I encourage the whole family to get involved in these brainstorming sessions. Some of the most insightful moments can come from the kids or grandkids!

I want to understand as much as possible about your family's real estate dreams. The more I know, the more I can help!

The goal of this move is to make your family's life easier and to have some fun on the way! This is also a great time to ask ALL your nagging real estate questions.

Think of this meeting as our first date! Let's get to know each other.



## STEP 2: PREP

Before we can shop, you need a budget! I'll send you a list of fantastic mortgage brokers who can help.

I'll also provide you with a **market analysis** of your home and an estimated sale price. The broker will need this to estimate your new house budget!

Once we have a budget and your dream-list we'll get shopping! Think of this as window-shopping. **The goal is to narrow down your options and come up with a short-list of your favourite properties.** We (normally) won't make an offer until your home sells, but we want to know the options so we can move quickly when the time is right.

Simultaneously, we work together to make your house stand out in the marketplace.



I know your family is busy, and I'm committed to making this process as seamless as possible.

**I have a team of stagers, cleaners, handymen, and organizers ready to assist.** Staging a home can make a world of difference. I know this firsthand. **I pay for a stager to visit the property** and also pay for a **2-hour professional house cleaning**. By the time we finish prettying-up your house, you may want to stay! You'll feel like you're in an episode of Love-it or List-it!

### **Why do we do this?**

In Canmore, it most often makes sense to sell first and buy second. The time it takes to sell a property is hard to estimate, so 'subject to sale' offers are rarely successful. We want to negotiate from a position of strength! We'll work together to curate a short-list of fabulous homes so when the time is right you can make a strong offer.

## **STEP 3: SELL**



Your house is looking its best, and now it's time to work my marketing magic. I use the newest digital marketing techniques to get your home sold fast!

**It'll be professionally photographed and we will do a 3-D virtual tour.**

Many hot buyers are from out of town, so your online presence is extremely important. These buyers normally start their search online. We'll drive as much traffic as possible to your home through Facebook ads and Instagram videos.



I also leverage my local real estate connections to spread the word about your home. I use old fashioned service and new technology to get your home sold fast and for the best possible price!

Once we receive an offer I'll help you review all the terms and conditions. This is our chance to bang-out the best possible deal for you!

**The goal is to drive the price up and secure a closing date that provides the most flexibility possible.**

We want you to move out of the old house and right into your new one. There are various ways to arrange this, and it's my job to talk you through all the options!



## STEP 4: BUY

It's go time! We will revisit your curated list of favourite homes. We will also visit any new listings that might work for your family. And I will reach out to my local network for private and off-market options. Once you know all your options you can make your top pick.

Before submitting your offer, I'll pull up a list of comparable sales. We'll use a combination of data and emotion to secure your new home. **Together we'll work together to determine a winning offer strategy!**

Sellers often appreciate a personal message from the buyers. I have a database of 'winning' letters you can use as inspiration when drafting yours.

Creating an emotional connection with the sellers can have a major benefit in negotiations.

I'll also speak with the listing agent to figure out what's important to the seller. We want to be as competitive as possible because remember, an offer's strength isn't only about the price! I will pull out all of my 15 years of negotiation tactics to get you the best price and line up your dates.

Depending on the market and your financial situation, Steps 3 and 4 might be reversed. But everyone ends up at Step 5!

# STEP 5: UPSIZE

**It's time to celebrate! Your house is now sold, your new home is secured, and it's my job to manage both sales until they close successfully!**

I'll be staying in contact with your lawyer, mortgage broker, and both of the other Realtors to ensure everyone has what they need to transfer funds and close the sale!

On the completion date, we'll visit your new home together to do a thorough walkthrough of the property. Once we know the home is in tip-top condition, we'll give the lawyer the go-ahead to transfer funds.

Later that same day, we'll meet back at the home with the whole family, and I'll give you your new keys!

That vision board really paid off. The new place is perfect and will work well for your family for many years to come!



#SCALEUPCANMORE



# HOME:

A COLLECTION OF WHO WE  
ARE, AND ALL WE LOVE



Now that the move is behind you, you can focus on what matters most ... Quality time with the people you love!

Settling into your new home has provided a fresh start for the whole family. Everyone has the space they need. The kids are happy, you're happy - everybody wins!

It's easy to picture the future because you have the perfect house as a backdrop for all the amazing family memories to come.

It's a weight lifted off your shoulders to know you made the best possible move for your family. Financially, and for lifestyle reasons!

Everyone is settled and happy with the new space.

Mission accomplished!



# HAPPY CLIENTS

## **"CHRISTINA IS PATIENT AND IS ALWAYS UP FOR THE CHALLENGE."**

"When I have a difficult question she didn't turn her back. She never tried to convince me that my questions weren't important. She did the proper research and always got back to me with an answer. This speaks value."

~B&K

## **"CHRISTINA'S WORK HAS BEEN EXCEPTIONAL."**

"From our first meeting onwards, Christina has been the ultimate professional. Christina walked me through the entire process so there were no surprises. She is enthusiastic, knowledgeable, competent, and diligent."

~M&F

## **"CHRISTINA IS THE PERFECT REALTOR."**

"If you're a fussy client looking for the exact house in Canmore. For us, she was attentive, patient and understanding of our needs. Above all, she's a pleasure to work with!"

~P&J

## **"CHRISTINA TOOK THE UNCERTAINTY OUT OF BUYING A HOUSE."**

"She gives excellent advice and is more concerned with building a long-term relationship than with the sale. I always felt supported and never pressed to make a decision that wasn't right for me. I'm very happy - both with the sale of my condo and my new home."

~C

## **"WE COULDN'T BE HAPPIER."**

"What we liked best about her style was that she did not push us in any one direction. She gave us just enough advice where we felt we could comfortably make a decision on our own. She assured us that when we found our perfect house, we would know. I was hesitant, but she was right! We are now in our new home and couldn't be happier."

~L&B



# LET'S CHAT

IF YOU WANT TO TAKE  
THE NEXT STEP, BOOK A  
STRATEGY CALL WITH ME  
TO SEE IF I CAN HELP  
YOU GET INTO YOUR  
FOREVER HOME.

CLICK HERE TO BOOK  
YOUR 15 MIN CALL OR  
CHAT WITH ME IN  
FACEBOOK MESSENGER



**RE/MAX**<sup>®</sup>  
ALPINE REALTY



**SCALE UP  
STRATEGY**





## My name is Christina Carrick

As a kid growing up in Montreal, I always had challenging health. I had my first severe asthmatic attack at my first birthday party. My poor parents were in a state of stress as they tried their best to keep me healthy and out of the emergency room. It was often hard to determine the cause and effect of these dramatic reactions. We tried everything - Western specialists, Chinese medicine, restrictive diets. You name it, we tried it.

My Dad is the most creative and out of the box person I know. He loves a challenge, is super competitive, and is a total non-conformist. So, our family's situation got his creative juices flowing, and one day he pitched a crazy plan.

At the time, we lived in an old house in Montreal. Our little house wasn't particularly healthy - it had mould, water problems and I'm sure lead paint. My Dad's theory was the house was making me sick.


His theory was a new 'healthy' home would change everything. And more than just changing the house, he thought we should change everything and move!



**Here's the pitch: 'let's leave Montreal, move to Canmore and build a hypo-allergenic home'.**

It took him a while to get any traction for the plan. But like any good salesman, he had a sales strategy. He convinced my mom and I to fly to Canmore and try out mountain town living.





Canmore is high, dry and clean. He thought my health would improve in these conditions. Two weeks wasn't really long enough to scientifically prove his theory, but it was the best plan we had. Plus, Canmore was awesome! After two weeks of skiing and enjoying the mountains we were sold!

The next few months are a blur but I remember lots of architectural drawings on the kitchen table. We selected non-toxic, low VOC and non-off gassing finishes. This was WAY before the era of 'built-green' or LEED certifications. He was pulling inspiration from scandanevian and german eco-design books. At the time many neighbours and friends thought we were crazy. The whole plan seemed pretty radical in the early 90s.

Despite the nay-sayers, we persisted and the move to Canmore was life changing. I went from spending 3-5 weeks a year in hospital, to never being admitted again! The new family home transformed our family's reality. It was so much more than a new house, it was a new start. It was a refuge. It was a sanctuary. The right house, quite literally changed everything for us.

### And that's why helping families is personal for me.

I never planned on being a Realtor. Actually, I had grand plans of being a child-psychologist or family lawyer. But after finishing a degree in Philosophy and Applied Ethics I got a job working in real estate project sales. Over the next year and a half I worked with dozens of families and helped sell out two luxury condo developments in Vancouver and Victoria. Slowly it dawned on me that real estate might allow me to help families in a direct and extremely important way. I decided the right path was to strike out on my own so I could represent the buyers and not only the developer. I wanted to work 100% on behalf of my clients.

**Over the past 15 years, I have been invited into client's lives during an important period of transition.** Families don't move for fun, they often do it out of necessity. Turns out that helping families upsize involves a little counseling, solid negotiation and marketing know-how. Working on behalf of my clients is a great privilege and coincidentally brings together many of my interests - applied ethics, law, and psychology. I feel deeply grateful for discovering a way to help and operate in my strength.