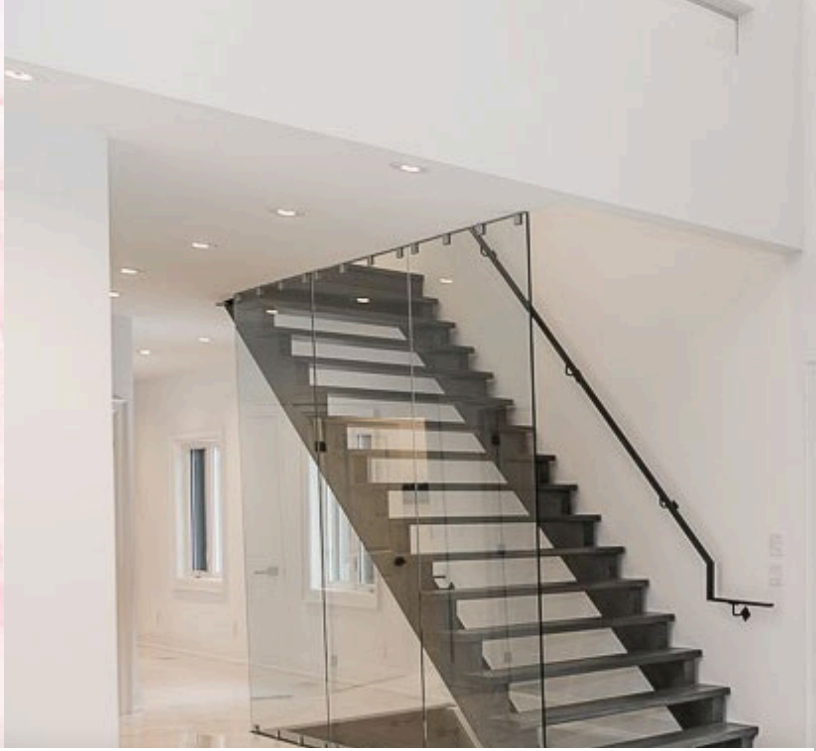




LANDER GROUP

real

THE PROVEN LEE LANDER APPROACH

A GUIDE TO HELP FAMILIES FIND THE PERFECT FIT IN THEIR NEXT HOME.

WHEN YOU FIRST PURCHASED YOUR HOME YOU WERE SO EXCITED.

You can still remember the first time you put the key in the lock. You were so proud of your accomplishment. You worked hard to save for your first home. You felt such an overwhelming feeling of pride the first night you slept in your home. The home was the perfect place for you and your partner. Though it was small, it was mighty. It had everything you needed.

You pictured yourselves spending years in this home and making it your own. But then you had your first kid. And while the home was still suitable you noticed it started to feel smaller...

As the kids multiplied, so did the toys. Everywhere you look you see piles of lego and barbies. They're under the couch, beside the TV, in the bathroom, tucked into every little corner of the house. You've tried to contain them with storage bins but they just end up escaping. You're constantly stepping on little pieces. You wish you had a rec room or a designated playroom but there isn't any space.

It was fine for the kids to share a bedroom when they were younger but now that they are older it just isn't working. They need their space. Your kids are constantly fighting. You're so tired of breaking up fights.

YOU KNOW THAT EVERYONE JUST NEEDS THEIR OWN LITTLE PIECE OF PRIVACY. SOMEWHERE THEY CAN RETREAT TO.



The street has become so busy. When it was just the two of you weren't concerned with living on a busy street. But now with kids, safety is your number one priority. You can't let your kids outside to ride their bikes without the fear of them getting hit by a car. You're constantly listening to honking horns and revving engines.

YOU WANT TO BE SOMEWHERE MORE PEACEFUL WHERE YOU CAN RELAX. WHERE YOUR KIDS CAN PLAY OUTSIDE IN A SAFER ENVIRONMENT.

Now that you've been spending so much more time at home you'd really like to take up gardening. But your backyard just doesn't have the space. You're realizing just how important that outdoor space really is. Your kids want a swing set and an inflatable pool but there's no room for it. The little bit of grass that you do have has been taken over by the dog. You want to be able to BBQ and host your family and friends on your deck, but right now it's a far cry from being the outdoor patio you desire.

Every day you come home to a mess. It's not that you're lazy, it's because there isn't a place or space for everything in your home. The storage bins are overflowing and there is no room to add any more. You wish that everything had a designated space.



You want to be able to have your whole family over for Thanksgiving dinner or Christmas. But you know that you don't have enough seats for everyone. People will end up standing or leaning on the wall. You don't have enough space to hold a big dining room table and will have to eat in shifts. You want guests to be comfortable in your home but the couch isn't big enough and can really only fit two, maybe three people.

You know there is more to life than constant fighting and never-ending messes. That's why I created The Proven Lee Lander Approach. It's designed to help you find the home that fits your family perfectly.

WITH MY FIVE-STEP APPROACH, I CAN GIVE YOU THE ROOM YOU NEED TO SPREAD OUT AND ENJOY LIFE TOGETHER

1

STEP ONE

BREATHE IN, BREATHE OUT

I'm sure you're a bit nervous, that's totally normal. Deciding to move is a huge step. There are so many questions and what-ifs. It can all be totally overwhelming. So let's start by taking a big breath, just breathe. I got this!

When we first meet we'll work on getting to know each other. It's very important for me to know what does your new life look like? What does your new home need to have to be "the one"? Bigger? Smaller? Different layout? More land? A pool? A specific neighbourhood or school catchment area? When do you want to be in your new house? Are we aiming for the start of a new school year? All of this information helps me to create the perfect schedule to make your plan a reality.

Next, I'd like you to take me on a tour of your home. Tell me what made you fall in love with this home when you bought it. Tell me what drives you crazy? What updates have you done along the way? What's your favourite local coffee shop? Knowing all of your likes and dislikes helps me put together a list of wishes and deal breakers for when I am searching for your new home. I'll also be using all this information for the future marketing of your home.

At the end of our meeting, we'll have a clear plan to move forward with the next step in your Real Estate journey. But best of all you'll be breathing easy because you'll know you have found a partner to lead you. I promise I got this!





2

STEP TWO

THE FACTS AND JUST THE FACTS

Have you heard the saying “numbers don’t lie”? It’s important you really understand what you can afford to pay for your next home. The worst thing we could do is find you “the one”, only to find out that you can’t afford it. Then you end up comparing every home we see to the one you couldn’t have. This means you’ll need to get a pre-approval. When it’s offer time, a pre-approval will help you be confident that you’re within your budget. This also lets us know if you’re buying first or selling first. We’re happy to connect you with some very smart mortgage brokers who can help you with this crucial step.

Once your pre-approval is complete, it’s time to go house shopping. This is the time to decide, do you want your kids part of the process or surprise them at the end?

Once we find “the one” we prepare an offer. We’ll discuss similar homes that have recently sold and I’ll help you to understand the market value and decide together on an offer price and terms. It’s very easy to get caught up in the emotions or other people’s opinions during this process. But don’t worry, I’ll be your voice of reason. I provide you with facts and not fiction. You have a clear idea of the value of your current home and what your budget is. Now it’s time to let me work my magic. I promise I got this!

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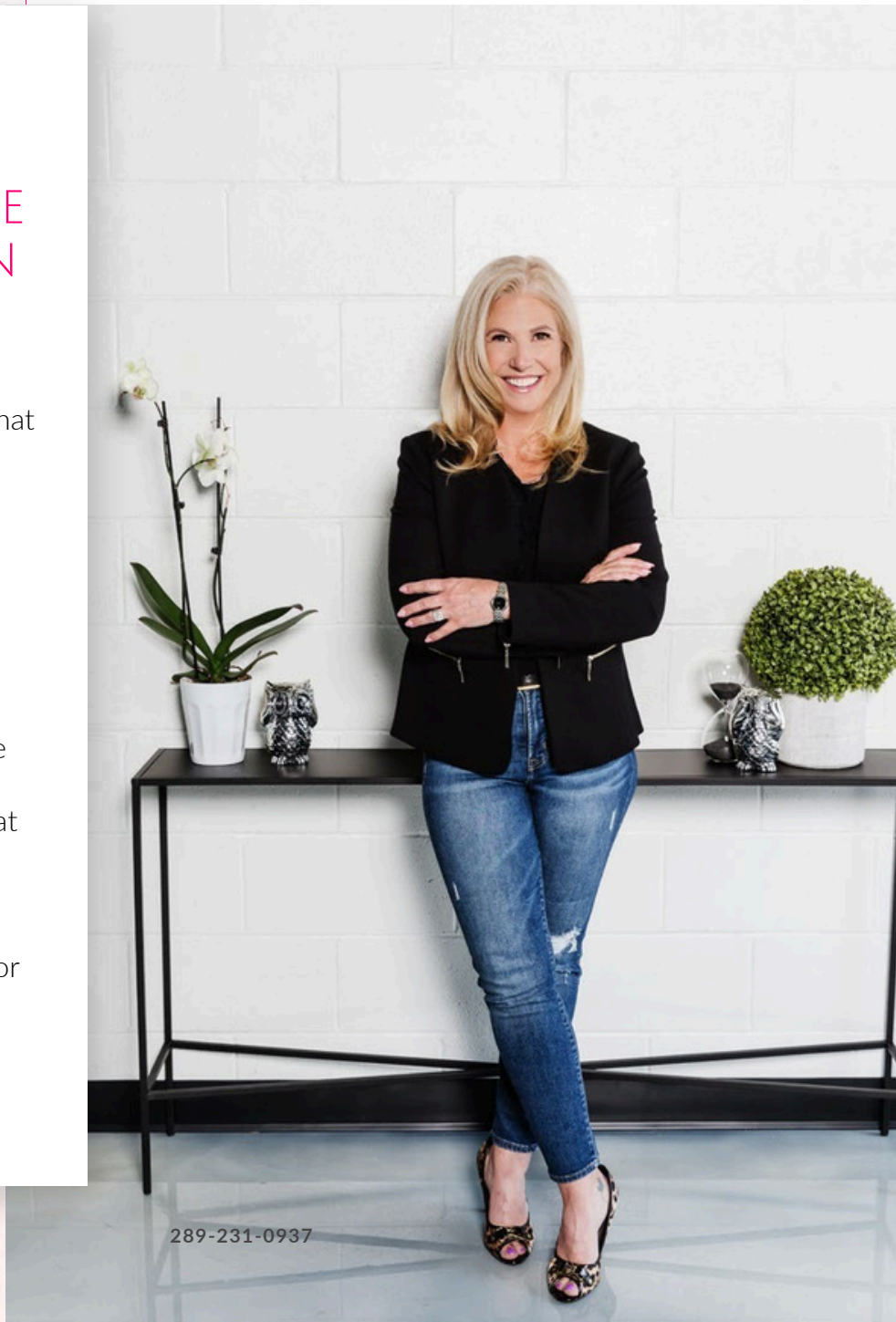
STEP THREE

YOU ONLY GET ONE CHANCE TO MAKE A FIRST IMPRESSION

Now's the time to put together your unique marketing plan for your current home. First, we research. Who is your home's perfect "buyer"? Everything we do from that point on directly targets that buyer.

Our stager will meet with you and go through your house room by room to make your home speak to our "perfect buyer". And don't worry, we know life is busy and we're used to navigating and working even when there are sweet little ones and pets underfoot. We'll provide you with a consultation report with a step-by-step "to do" list with a timeline to keep us on track. We can't stress enough that this is the best return on your dollar and time. We believe in this process so much that we cover the staging cost.

The sparklier your home looks, the more interested buyers we'll attract, and the more money we can get for your home. I promise I got this!





4

STEP FOUR

SMILE FOR THE CAMERA

Since we live in the digital world, most buyers will see your home online first. We have a complete marketing plan that ensures your home stands out from all the rest. Our exclusive photography team will find the best shots and angles, along with a full walk-through virtual tour. Buyers will really feel like they're in your home. We even get aerial shots of your home and neighbourhood.

Once we have all of this material, our full-time marketing and social media expert puts it all together. From the very first picture they click on, the buyer will fall in love with your home. By the time they are done reading through the story of your home, they'll be sold.

You might think my job is a Realtor but I see my job as a "Marketer". Selling your home for top dollar will be what happens because of my unique marketing of your home. I promise I got this!

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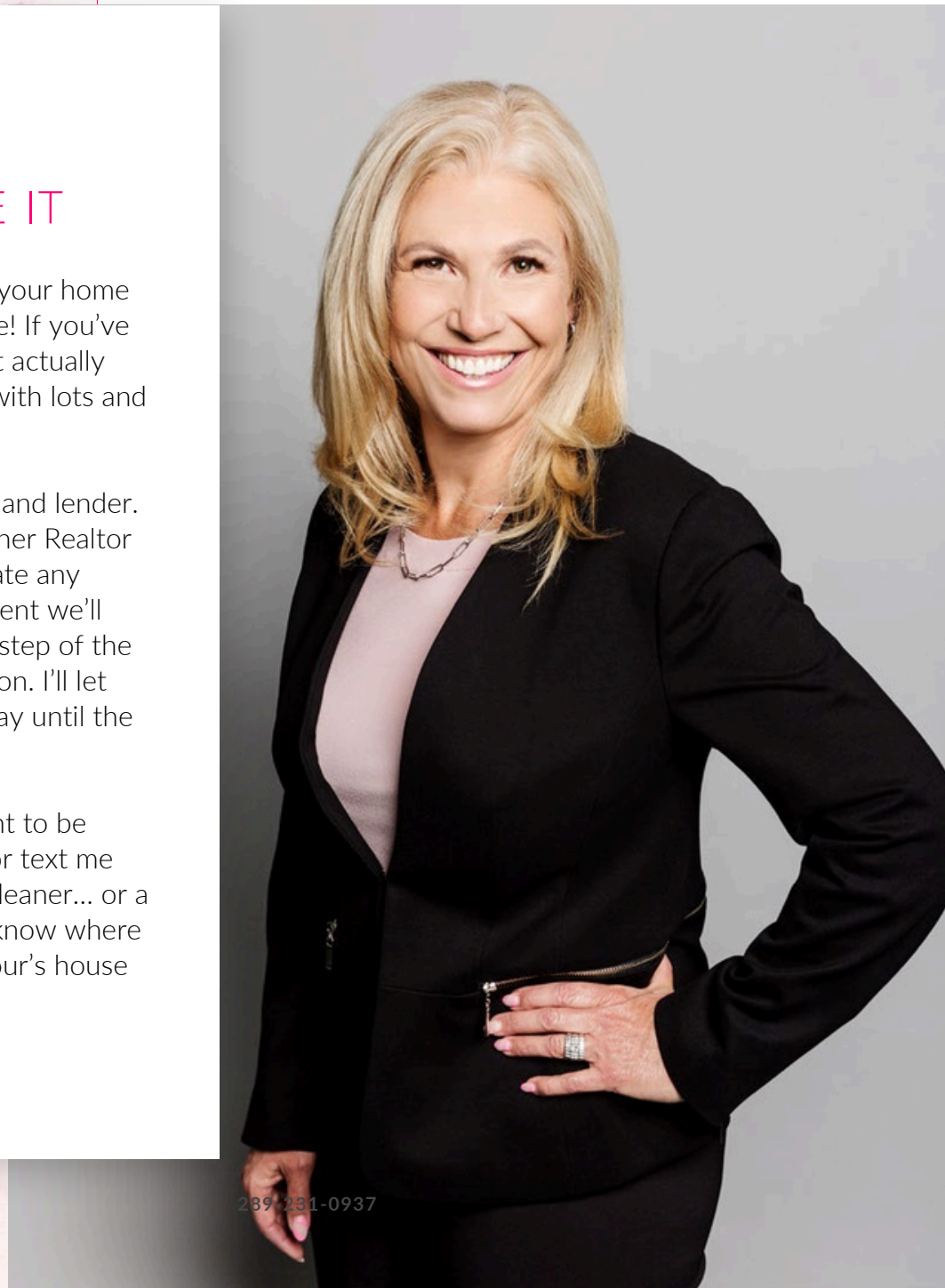
STEP FIVE

SO CLOSE YOU CAN TASTE IT

Our plan all came together perfectly. We've sold your home and bought your new home. Now it's moving time! If you've moved before, you know that moving day doesn't actually start on the moving day. It starts months before with lots and lots of planning.

All of your paperwork will be sent to your lawyer and lender. We'll stay in constant communication with the other Realtor to be sure everything is going smoothly. I'll navigate any speed bumps along the way so you can be confident we'll have a smooth closing. I'll be there for you every step of the way by providing you with constant communication. I'll let you know what's next on the "to do" list all the way until the day you get the keys to your new home.

But this isn't the end. It's just the beginning. I want to be your go-to Realtor for life. I want you to call me or text me when you need a painter, a plumber, a roofer, a cleaner... or a babysitter or dog sitter! Even when you want to know where the best fettuccine alfredo is or what the neighbour's house sold for. I promise I got this!



IMAGINE THIS...

- The kids have stopped fighting. They actually want to spend time together. They each have their own bedroom and it is utter bliss. The family is more comfortable and you're relieved to see that their relationship is not strained. They just needed a space where they could take a break from each other.

- You now have enough storage space for everything to have its own place. There aren't toys all over the floor, the laundry room is big enough that you can tuck things away in cabinets. You finally feel like you can breathe in your home.

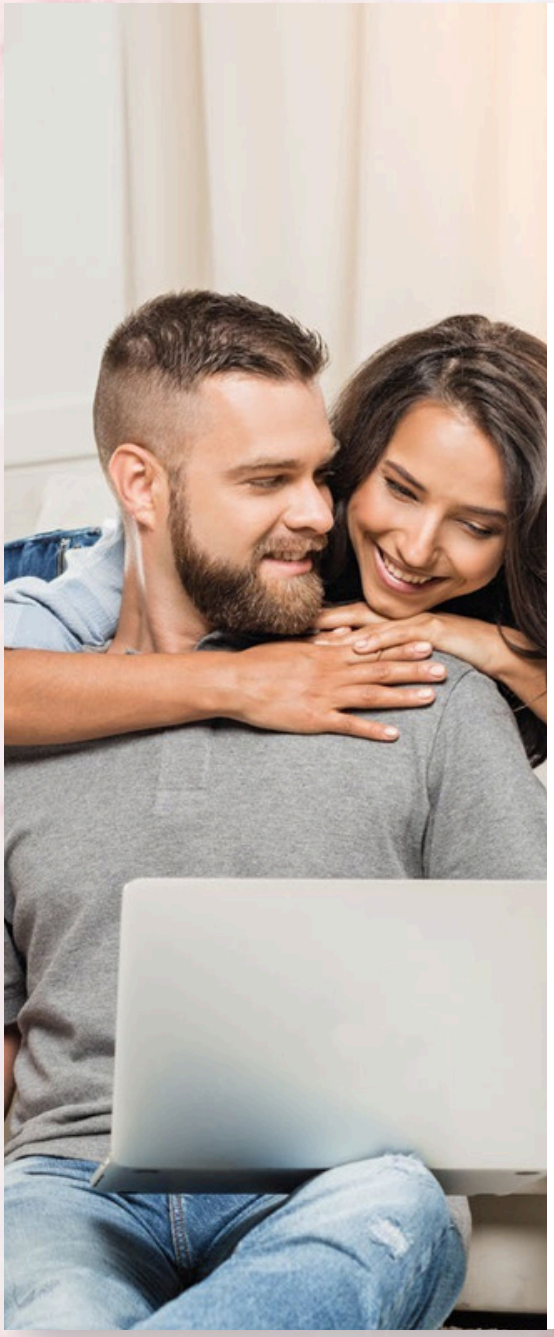
- The backyard space is more than you could have ever imagined. You love hosting your family and friends in the summer months. You don't worry about the kids playing outside anymore. You know they're safe and have lots of space in the back to run around.

- It's the first year you get to host your family for a Holiday. You're so excited!



YOUR HOME CAN NOW HOLD ALL OF YOUR FAMILY COMFORTABLY.

There are enough seats for everyone and you can all enjoy dinner together. Your parents are able to spend the night as you now have a guest room with its own bathroom. Family time has gotten so much better. You can see your home being the one everybody gathers at for special occasions.



HERE'S WHAT MY CLIENTS ARE SAYING

"My personal experience working with Lee Lander & her Team was one of the most rewarding & helpful Real Estate experiences in my life, especially in one of the most stressful moments in life going through divorce, she helped me with the sale of the matrimonial home and help me to find my new HOME. Lee is very knowledgeable in her area and a very strong, determined businesswoman, making things happen very fast and efficiently. I will always recommend Lee & her team! She exceeded all my expectations and more, Thank You Lee Lander and Team!" **- Rocio** ★★★★★

"Lee Lander is the most supportive professional I have ever encountered. As a first-time home-buyer, and quite unaware of the process in buying property, I was uncertain about connecting with a Real Estate partner. Lee quickly connected with us, understood our needs and desires instantly, and relieved us of any worries that we had. She was able to build positive rapport with us quickly, making us feel unique and a priority. We felt comforted and welcome. When working with Lee, it is immediately apparent that she has a wealth of knowledge and experience. Although buying a house could be a tense and demanding event, we never felt any stress or doubt – we owe this to Lee. She makes herself readily available and is attentive to her clients and their needs.

Thank you so much, Lee. We are overjoyed and proud of our home. Only because of you, we were successful applicants. We are excited to begin making memories in our perfect, new home. Our experience in buying a home was exciting and stress-free. Your attention to detail, level of care, and compassion, has made this milestone for us one that we will remember forever." **- Dylan** ★★★★★

"We were recommended by a neighbour who had recently sold their home through Lee Lander Realty. We can say it was one of the best recommendations we could have had. Lee and her team were very personable and professional. From the start of meeting with Lee to list our home we knew it would be a seamless transition from start to finish. It truly was. Our home was sold within 2 days of listing, and over asking. With the help of the stager and the photographer, the entire team made our house look fabulous. Thank you to all. We were so happy with Lee and her staff. We would highly recommend them as a great realty team. It was a very pleasurable experience." **- Dawn** ★★★★★

"We've had the pleasure of working with Lee twice now. First with the purchase of our home and just recently the sale of our cottage. Lee is very friendly and personal yet professional. Always happy to answer your questions honestly and very helpful in guiding you through the process. We would highly recommend Lee to anyone selling or purchasing their home." **- Deborah** ★★★★★

ABOUT LEE

Even though I bought my first condo when I was only 18 years old, I never dreamed that one day I'd become a Realtor.

At the time, I'd just graduated hairdressing school and started my first job. For the first few years I was working there the owner was trying to sell the salon to retire but wasn't having much luck. I went to my parents and discussed the idea of buying the salon. At the age of 20, with the full support of my parents, I was the proud owner of a hair salon. Let's just say it was a 'learn as you go' scenario. My salon was called Pretty Woman and my colours were pink and blue... not surprising. I made many lasting friendships over the ten years of ownership. In fact, I even met my husband there. It was a great experience owning and running my own salon. After the birth of our youngest son in 1998, I felt it was time to sell the salon. I wanted to be home for Shai and Cayne. We built a little salon in our house and I continued to serve my clients while being there for my kids.

In 2006, my daughter, Shai, was off to university and we decided to buy a home there for her. It would be a good investment and she could live there with some roommates. We found the perfect home for the situation but the experience of working with the Realtor was very frustrating. We didn't feel like she was working on our behalf but rather just trying to get a deal done.



"EVEN AFTER HELPING HUNDREDS AND HUNDREDS OF PEOPLE, IT'S STILL SO EXCITING TO ME, AND MAKES ME SO HAPPY TO SEE MY CLIENTS HAPPY."

On the way home from the inspection my husband, Geoff, said to me that he thought I should look into becoming a Realtor. He thought it was the perfect fit for me. I had every reason under the sun why I thought that was a horrible idea. But looking back, I think the idea of going back to school was terrifying to me. With a bit of persuasion from Geoff, I completed all my courses with lots of studying and hard work, and August 24, 2007, I was officially a Realtor.

Over my career, I've learned exactly what it takes to deliver a first-class experience for every client. My focus has always been on providing personalized service, attention to detail, and expert guidance from start to finish. Every client deserves a seamless, high-quality real estate experience—and that's exactly what I deliver.

I LOVE WHEN I CAN HELP MY CLIENTS FIND THE PERFECT HOME THAT MAKES THEIR LIFE SO MUCH BETTER

My goal is to reduce any stress in a very stressful situation. My clients should feel well taken care of. Even after helping hundreds and hundreds of people, it's still so exciting to me, and makes me so happy to see my clients happy. Smiling clients never gets old for me. Your family is important. I've been there, and understand the struggles of never having enough space or space that doesn't suit your needs. We all want what's best for our families. And I can help you find that. My promise to you is to help your family move into a home that will be the perfect fit.

IF YOU'RE READY TO TAKE THE NEXT STEP, BOOK A STRATEGY CALL WITH ME TO SEE IF I CAN HELP YOU UPSIZE YOUR HOME

289.231.0937