



# MY MOVE UP METHOD

I help professional couples and families  
upsized their homes in Canmore and Banff

My guide to help professional couples and families upsize their homes in Canmore and Banff.

Your home was the perfect starter home.

At first, it was ideal! You were so thrilled to be a homeowner. You imagined being there for a long time, you even envisioned raising your family there. Or so you thought!

## **It didn't take long for you to realize that you had run out of room.**

There's stuff everywhere! Your home is a mess all the time, you're literally tripping over your pets, the kids and all of their toys. It drives you crazy, which really affects your relationship with your husband & kids.

You're always making excuses why you can't hold get-togethers at your house with friends and family. Your parents haven't been over forever. They definitely can't stay over. You know that you need an extra room or two. There's just no room for them.

You feel like you're depressed, constantly wishing and thinking about living in a larger home that could make your life so much easier and happier. You're tired of being in a place that you aren't happy in anymore.





## You dream of having an outdoor space or a small backyard.

When you first moved into your home you thought that it was ideal. The balcony was a nice spot to sit, read and unwind. Now that the years have passed by, you know that your family needs a backyard.

You can't wait to have family bbq's, watch your pets play, hangout with your morning coffee or catch the afternoon sun. Your children have been missing a designated place to play or place for friends to come over to play outside. The thought of them being able to play outside in the yard while you're cooking dinner is a dream!

You've run out of additional storage space in the home for all your belongings that you have accumulated over the years. You have so much outdoor equipment being stored throughout your home. If you had a backyard you could build a shed to help store it. That will be such a huge relief for you.

## You want to move into a more updated & upgraded home.

You're tired of living in a home that's rundown and needs a ton of renovations. Everywhere that you turn there is so much work to be done. It leaves you feeling frustrated and a bit defeated.

It's very expensive to take on renovations. You don't have that kind of time to take on a project like that. You fear that if you were to hire someone, the renovation would be too expensive for you to afford.



The kitchen and the bathrooms are outdated. You'd like to replace the floors and repaint the entire home. You'd like to buy new furniture, but you wouldn't dream of it in your current home.

You feel if you were to renovate that you would never get back the investment of the renovations. That money would be better invested into a new home.

You're envious of your friends living in their upgraded homes. You have dreams of what your home should look like, but it doesn't.

## **You don't have a designated office area that allows you to comfortably and productively work from home.**

Since the pandemic you seem to work at home a lot more. The second/third bedroom has now turned into your home office.

It also happens to be your children's playroom and spare bedroom, too. Your office is so distracting for you with all the clutter and toys. It makes it very difficult for you to work from home. You really need to have a space of your own where you can close the door and concentrate.

## The Truth Is.

Your home should be your sanctuary. A place that gives your whole family happiness, comfort and stability for years to come. Not a place that makes you feel like you are in survival mode. You worry that if you don't make changes soon, it will only get worse.

## You Need to Act Now.

You've tried all the DIY projects to try to create more space and storage, but they just aren't working anymore. When you do spend the time decluttering and organizing it literally lasts about a week. You feel like you're constantly spinning your wheels!

You've bought more organizational systems than you can count. They're a band-aid solution. They work for a couple of weeks, then everything goes back to the way it was. You're overcome with "stuff".

You invested in the best blow up air mattress that you can find, hoping it'll be comfortable enough for your parents to sleep on so they can come visit. The problem is finding a spot to put it that gives them some privacy. Clearly, the living room won't work!

You're trying to spend more time with the kids and dog at the park and on the walking trails so everyone gets fresh air and can burn off some of that energy, but that eats into dinner time. It feels like a no-win situation.





Tensions are rising. You know you're not the only one feeling it. You and your spouse are snapping at each other and the kids are bickering more and more. You're worried that this will cause permanent damage to your relationships if something doesn't change soon.

You know that moving is the right decision, it's time for a larger home that has space for everything and everyone. You just don't know where to begin or how to start the process.

It feels like such an impossible task. Who would want to buy your home? It would take so much work to get your home ready to sell. What would it sell for? Would you qualify for a mortgage and would you be able to afford to move into a larger home. You don't have an in-depth knowledge of the local real estate

market. Would someone be able to assist you with all your concerns?

## **That's exactly why I created my Move Up Method! I Can Help You.**

I've worked with numerous clients just like you to help them upsize their homes in Canmore and Banff. With my Move Up Method I'll guide you through the home buying and selling process. With it all mapped out, it's designed to be as streamlined and stress free as possible. I am here for you every step of the way!

## **Here's how My Move Up Method works:**



## STEP ONE

# Initial Meeting & Consultation

The most important thing for me is to make sure I have a clear understanding of your dreams and your goals. Ideally, we'll meet at your family home so I can see where you're living. We'll discuss why you've reached out to me for my guidance and advice. What's it about your current home that's no longer working for you and your family? What challenges are you facing? What will you be looking for in a new property? I need to know all the reasons behind you making a move. I want to hear all about what you love and what you don't love in your home. The more that I know the more I can help. I encourage the whole family to get involved.

We tour through your home so that you can point out everything that's not working for you and your family in your home. This helps us get even more clarity about the "must haves" in your

new home. It will give me a good opportunity to come up with a potential list price for your home, as well as an idea of how much equity you'll have towards your future home purchase. I recommend that you reach out to your bank and let them know that you're looking at making a move at this point.

It's important that I have a clear understanding of exactly where you want to be so that I can create a plan to help get you there. I need to gather all of the details why your home isn't working for you and what you are looking for in your new home.. The more that I know about your family dynamics, the better that I can help you. Real estate is about building relationships, not about the transaction. I will be with you every step of the way.



## STEP TWO

# Preparation & Sharing Information

We've done market research and have agreed on a list price for your home. Now that we have a budget we can start going out and viewing homes. After spending some time house shopping we'll start to narrow down the search. You've curated a list of your favorite properties. We'll discuss whether it is best to sell your home first, or buy your next home first based on your circumstances and the current market conditions.

We'll work together to get your home ready to go onto the Market. I know how busy you are, that's why I have a team of cleaners, handymen, painters, organizing and staging services that can help. I'll arrange for your home to be deep cleaned prior to the

professional pictures being taken. I also offer a staging consultation if that's something that you're open to. If not, I'll go through your home with you and provide tips on decluttering, organizing, possible repairs and improvements. I have a sellers checklist that's a fantastic resource to assist you with the steps that it takes to get your home ready to shine.

This is the step where we're working hard to make sure your home appeals to as many buyers as possible! We want it to stand out from the competition! Now that your home looks fantastic after we have worked hard to get it market ready with all of the resources that I've provided to you. I know that we'll be victorious with a successful sale.





## STEP THREE

# Sell your Home

Most buyers start their home search online. I'll schedule the best Professional Photographer to come and take pictures of your home, plus a 3D virtual tour and floor plans. The mountain views and location will be captured with drone shots. We want buyers to fall in love with your home and be super excited to see it in person. Taking these steps helps sell your home for the highest price possible in the shortest period of time. I'll leverage my connections in the Real Estate community and launch my marketing plan through my social media channels to get your home sold fast.

Once we receive an offer, I'll help you review the offer details to ensure the best possible deal for you. Our goal is to get the highest sale price and best terms in a timeframe that works for you. Congratulations, your home is now Sold!! It's time for us to put our plan in action and find the perfect upside property for you.

You've worked hard to make sure that your home is beautifully presented. We've captured gorgeous images to showcase your home to buyers and all the hard work has paid off!



## STEP FOUR

# Moving Up

We go back to our initial conversation when we first met. I'll make sure that you're clear on the wants and needs list for your new home. Focusing on ideal neighborhoods, location and layout. I want this process to be as streamlined and as efficient as possible so that we aren't wasting time. I'll help you become educated buyers so that you know good value when you see it. I'll make sure that you understand the current market conditions so that when we find the right home you're able to put in a good offer.

I'll draft an offer protecting your interests and in a timeline that works for you. Once the offer gets accepted, you'll officially be Moving Up. I'll work with you every step of the way to make sure that this is an easy process.

Now that you have sold your current home that doesn't work for your family's lifestyle, it's time to go and find your perfect family home that you will be happy in for many years to come.



## STEP FIVE

# Upsize

I'll stay in contact and handle all the paperwork with your lawyer, lender and the other Realtor to ensure that everything stays on track. Once everything is closed you'll receive the keys. Congratulations! You're moving to your new home.

Before that time I'll recommend moving companies, remind you about transferring over the utilities and will even hire a cleaner. If the home that you're moving into needs updating or renovations let me know I'm happy to share my contact list of contractors,

painters, plumbers and interior designer services. I'll stay in touch after you have moved into your new home and make sure that the transition is going smoothly. I know that your new home will be perfect and your family will be happy for many years to come.

This is the final step of the process. All the hard work has paid off and you are now settling into your upsize property.

## Can you picture it?

Finally this is the home that you have been dreaming of. You have all the space that you need, and then some. Your family and friends visit all of the time. It's perfect for entertaining!

You are able to host parties and bbq's in your backyard. There's lots of space for the kids and dogs to play. Everyone's loving it!

You have your own home office that is the ideal space to work from. You've even acquired a couple of extra bedrooms plus bathrooms that allows for guests to stay over.

Your home is updated and renovated, and you are very proud to show it off. You can just relax and enjoy life!

### VALERIE ZAPARYNIUK

"Kathie Cook impressed me from our first meeting. She is friendly, professional, very knowledgeable, patient and timely with her responses to questions and concerns. Purchasing or selling property can be an emotional and complicated experience but Kathie made it seamless with her calm and patient manner. I would definitely recommend her for your sale or purchase. Thank you for all your hard work. It's greatly appreciated."

### ROXANNE DESHARNAIS

"I am very pleased with the service I received from Kathie Cook at Re/Max Alpine Realty. She was recommended to me by friends that just sold their home in Canmore. She has been very attentive and very open in sharing what she felt was necessary for me to do for my home to show well. She is very knowledgeable and helped me get through the whole selling piece as I did not know where to begin. She had answers to all my questions and if she didn't, she found out in a very timely manner. She is very pleasant, professional and competent and got the job done in a very short time. I certainly would recommend her to anyone. Thanks Kathie!"

### CAITLYN CHAPMAN

"Kathie Cook was a pleasure to work with and helped my family find the perfect home!"

### DARRYL LUCKE

"We called Kathie as we wanted a professional local agent. We were looking at buying a larger condominium. Kathie went above and beyond in finding a place for us. We were so impressed that after we closed we had her list our other Canmore condo and she worked diligently to get it sold in an expedient manner."

## 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 minute call or chat with me in Facebook Messenger.



# Hi, I'm Kathie Cook



Looking back, I realize that Real Estate has always been a part of my life. My Mom was a Realtor and my late grandmother invested in Real Estate her whole life. I grew up helping out my family with their tourist home business and investment properties. I was busy renting out rooms, playing tour guide and meeting people from around the world. It was an exciting whirlwind!

I was born and raised in Calgary, Alberta. My mom, my brother and myself moved to Banff when I was sixteen years old the year the Olympics were being held in Calgary. My mom had the opportunity to buy a local tourist accommodation business and that's how we ended up in Banff. I finished highschool and soon after started traveling around on working holidays. Those were the days, so much fun. I always missed Banff though, the beautiful mountains, pristine scenery and big blue skies. I ended up coming back a few years later to help my mom run our family business.

It didn't take long for me to realize that I had an entrepreneurial spirit! I was always passionate about healthy eating and living. I loved cooking and creating new recipes in the kitchen and had always dreamt of owning my own cafe.

I was excited about creating something unique, that combined my love for health with helping people.

I took the leap of faith and opened a Smoothie and Juice Bar in 2001 called Mountain Juice Cafe, Canmore's original fresh cafe. I've successfully run the business for twenty two years. I'm lucky to have a fantastic partner that supports me and helps me run the business.

In 2018, I found myself at a crossroads. I loved my business, but I was feeling restless. I had the urge to start something new. I needed a change! I've always had a passion for Real Estate and helping people, and that is when I took a big step and got my Real Estate Licence.

I couldn't help but think of my own personal experience years ago. I remember when I was purchasing my first home in Canmore. The real estate agent that was selling the home was a friend. She was the listing agent of her own property as well as representing me on the buying side. I felt throughout the entire process that I was quite distant with her, we didn't have the best connection. She was more invested in her own interests, which was selling her property as quickly as possible for the most money. There was a lack of communication and I didn't feel supported. I didn't really know any better, since it was my first experience buying a home.





It was coming down to condition removal day, things got quite tense. My agent was supposed to move all her belongings out of the house before the conditions were removed. It didn't look like that was going to happen. I got so frustrated that I phoned my lawyer to let him know that the items hadn't been removed. My lawyer reached out to her lawyer and informed him that the items had to be removed asap. The agent phoned me and she was furious that I went straight to my lawyer instead of discussing it with her. I felt as though I had no other choice, I had to take care of myself and keep my home purchase moving along. I felt like I was on my own.

I decided to put the stress of the process of buying my first home aside, and focused on how extremely excited I was to be a first time home buyer. I was the first one of all my friends to own my own home and that was super exciting! I was very proud of my accomplishment. I now had invested in the biggest financial asset of my life and that felt great.

I learned a lot throughout that experience. I know that my first home buying experience could have been different. I felt throughout the process that I was on my own at times, left to figure it out by myself or with the support of

my family. When I really should have had the support of my agent. I know that now I would never want my clients to feel like they were on their own. I would make sure that they knew that I was with them every step of the way.

I take great pride in my job as a Realtor. I'm very conscientious and considerate of every little detail. Real estate is so much more than a financial transaction, it's about building and creating relationships that can last a lifetime. To me, that is the most rewarding part of my job.

Buying or selling a home is one the most significant transactions in your life. When I look back at my years in real estate, I'm so grateful to have been a part of so many people's lives.

One of the best parts of being a Realtor is being truly invested in a community. I love living in Canmore. I look forward to sharing all of my knowledge, experience and connections to help families like yours find their future home in Canmore and Banff. When I am not busy showing homes, hosting open houses or working on marketing strategies for clients, you can find me enjoying the outdoors, cooking my favorite meals and spending time with family and friends.