

THE COMPLETE CARE PROCESS



We Help Toronto Families Upsize &
Find The Space They Need.

• INTRODUCTION



Do you remember the day you signed the agreement to buy your first home? Maybe you even took a picture in front of the sold sign. My wife and I did.

There was excitement, anxiety, and anticipation. You had so much ahead of you to look forward to. What was the future going to look like in your new home?

It was scary to make that first move. It seemed like a lot of money to spend at the time. Now that you're settled though, you're in a familiar financial position. You know what your expenses are every month and you're comfortable with them.

But take a look at that picture again. It's amazing how quickly time flies. So much water has passed under the bridge since then.

You have kids now and you love them to death. But that house you love isn't quite big enough for you anymore.

You know what those mornings are like before school. Chaos is not too strong a word. You're all trying to get ready and share one bathroom with your partner, the eight-year-old, and the five-year-old.

Everyone is running. Except of course for the eight-year-old who is slow as molasses.

She's doing her hair, he's washing his hands. Now he has to pee. He pushes her out of the way and she's crying. You're yelling. Your partner is yelling. The stress and rush to get you all out the door is sky-high. By the time you get in the car, you're exhausted.

Why is it always a fight?

Finally, you get the kids to school. Time for work.

When the WFH trend began, you thought it would be great to work with your spouse all day long. Having them right across the dining room table would bring you closer. After all, it's quality time together.

We're now years into COVID, so why don't you feel more connected? In fact, it's almost the opposite.

Since you spend all day, every day together, you've run out of things to talk about. You can't even ask "How was your day?" anymore because you already know the answer. You were there. You heard every word. In detail.

You think: "Maybe it would be better if I was just in a different room? Isn't there anywhere else in this place I can go?". Instead, you look up from your computer screen to your spouse across the table. You're already dreading the monotony of



the rest of the evening.

You look up with a blank stare. "What do you want to do for dinner tonight?"

It doesn't take long after the kids get home from school. The living room has exploded again. No, not literally. It's just that your five-year-old decided it was time to reorganize. Again. Third time this week. They've made a game out of it.

Unfortunately, it's the only living space you have in the house. Now every toy is out and every game is off the shelf. The books you had put away 3 minutes ago are all over the floor. At least where you believe the floor should be. You can't actually see it anymore.

You're so exhausted from cleaning up the only space you have to enjoy yourself. You hate showing that frustration to your kids but the tidying never ends. Now it'll be a fight to clean it all up and feelings will be hurt. You wish they just had their own space.

You love your home and keep telling yourself you don't have to move.

But a strange thing keeps happening. You find yourself on Realtor.ca all the time. You're not sure what you're searching for exactly.

Maybe your dream home will appear?

It's not that you're unhappy in your current home. It's what you consider normal. Of course, you're making sacrifices. Isn't everybody?

On top of that, the market is crazy. How can anyone afford anything these days? You've even looked into doing a major reno so that you don't have to move. But will that actually fix the things you need fixed? Will that end up being another temporary solution? Submitting an offer against 25 other buyers isn't an option you like either

You feel trapped. Stuck.

You've been living like this for so long and you don't feel like you're winning. You



want to be a better parent and a better spouse. It's just that life keeps getting in the way. You're so exhausted. What if this keeps going?

You wonder about what your future looks like and the missed opportunities. You don't want to admit it out loud but it's almost a "Fear of Missing Out". The kids might miss out on the same great childhood that you had. They're only young once. Are these challenges causing you to miss out on fun activities you could be doing as a family? Or if they miss out on a great education at a great local school, where will they end up? You want so badly for them to be happy.

As for you and your spouse, are you missing out on the opportunity to be truly connected and happy? If you are, you wonder where you will be in 5 or 10 years.

The whole situation is tough. We get it because we've been there.

It's why we want to help. It's also why we've created our unique Complete Care Process. It's worked for families just like yours who need to upsize and find the space they need.



THE STEPS

Let's take a closer look at the steps of the Complete Care Process



• PREPARE

Step One in The Complete Care Process

You know those days when the kids are bouncing off the wall and everyone is vying for your attention at the same time? Yeah, us too - It's crazy. As parents, we try to defuse the situation, establish a sense of calm and give our kids something to focus on.

We have to use the same tactics when it comes to real estate. Together, we'll shut out the noise and focus on a plan to get you where you want to be. The first step is to prepare and understand your unique goals. We want to learn what makes you, you. We want to see where you live, what you love about it, and where your struggles lie. We'll work through a unique exercise we've created to make sure you're clear about the "must-haves" in your next home. If you also have to sell your current home, we know you have questions. Is now the time to sell? How do I time the market? Do we list first or buy? We're active in the market and will arrive prepared to give you the answers. There is so much to be done to get you started. We'll provide the logistics and connect you with the right professionals so you can focus on what matters: you and your family.



SEARCH

Step Two in The Complete Care Process

This part is exciting and we love it too! But before we get ahead of ourselves, let's tackle some numbers together. You've got to know what this is going to cost and if it makes financial sense. We'll work together to develop a plan to meet your financial goals. This includes using our connections to pair you with a top-notch lender to pre-approve your mortgage.

Ok, it's time. Pro tip: Wear slip-on shoes and bring a snack. We're going house hunting! We're not going to visit just any house though. We'll be working from the answers you gave during our "must-haves" exercise. We don't want to waste your time on homes that aren't on budget and a great fit. Found the one you love? Great! It means that we get to unleash our inner data geek. When it comes to purchase price, we don't want you to take our word for it. We'll provide all the data and guidance you need to make an informed decision. We're talking about big money here - there's no margin for error.



LIST

Step Three in The Complete Care Process



Can we let you in on a little secret... between us friends? Listing your house for sale isn't rocket science. But it is a hassle and will take a lot of your time. There is so much to do and it usually must be done quickly. Think of the staging, decluttering, and painting. Oh, and the repairs and all that cleaning. It's exhausting. And after all that work, your house isn't even on the market yet! That's where we come in. We use our background in aviation to take care of all the logistics so you don't have to. Like pilots, we use a proprietary checklist to make sure every item gets completed at the right time. Like air traffic controllers, we organize and let you know what's happening around you. And just like flight attendants, we make sure you're as comfortable as possible.

We've been in the Toronto market since 2011. Over that time, we've learned which strategies work best when pricing your home. Again, don't take our word for it. Just like in 8th-grade math class, we'll show you our work. When it comes to marketing, we strive to be the leaders online. We aim higher than our competitors and put your home in front of an audience of thousands. Forget old-school newspaper ads or photos taken with a bad cell phone camera. Our online and social media marketing is engaging. It brings buyers to your door.

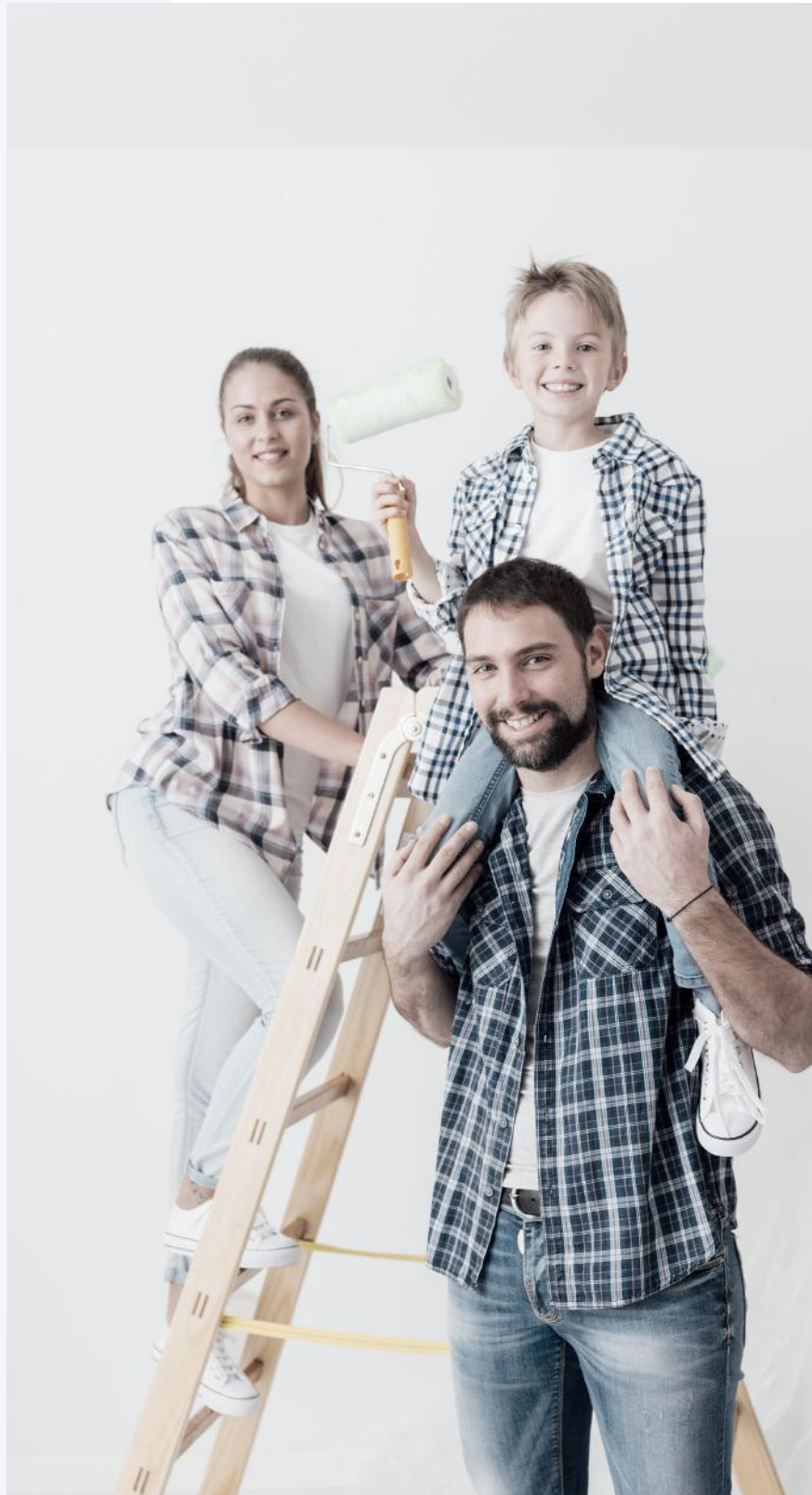
True story: we once sold a client's home to a buyer from Calgary. They saw our videos and knew it was the perfect house for them. They flew in, saw the house, and bought it. With our guidance, you'll know that you've accepted the offer that best meets your goals. It's exciting to finally see the for sale sign in your yard, but the unknown can also be terrifying. Together, as a team, we've got this!

• ANTICIPATE

Step Four in
The Complete Care
Process

Picture this: you've just booked a tropical vacation for next month. You picture what the beach will look like. You hear the waves and yearn for the warm sand on your toes. In the days leading up to your trip, your excitement builds. In our opinion, anticipation is the best part of the trip. The future is full of endless possibilities.

The same is true for your new home. In the time between signing the deal and taking possession, anything is possible. There's excitement in the air and you're ready to celebrate. We're here to help you with those dreams. First, we'll connect you with our team of skilled pros to waive any conditions and take care of the legal. If there are any areas of concern, you'll have the best advice possible. As the closing date nears, we love taking you back to visit your new home. We build on the momentum and excitement and ensure you're ready for the big day. Need help packing and organizing? Just ask, we've got you covered.



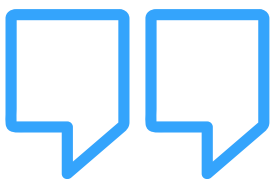
THE OUTCOME

It's been a heck of a journey. It took a few days after the movers left to get settled, and you can already see things coming together. This place really is everything you wanted. The few hours you and your spouse spent painting were worth it. It's going to make that furniture you ordered look awesome. You can't pinpoint what you're feeling exactly. It's somewhere between excitement and relief. Your family now has a solid base. The future is full of opportunities.

The kids? They finally have their own space! Your oldest just ran upstairs. She's so excited to tell you about the lego city she built with her sister in the basement. They're even more excited that they can leave it out and play with it again tomorrow. You're happy that they have the freedom and the space they need to play. They've never had that before.

As for work, you love it. But it's busy. Thankfully, your parents have offered to help with the kids while you deal with the fiscal year-end. They've come to stay for a few days and you are so grateful. Especially now that you have a place for them to stay. While you focus on your work, your kids get to spend time with their grandparents. Your mom and dad are thrilled. It's a win-win-win.

When it comes down to it, we really just can't wait to help you take a picture in front of your new home. You'll be together, as a family, in front of the "Sold" sign. Remember those feelings of hopefulness, excitement, and anticipation from your first home? They're all waiting for you. You just have to make the first move.



"You were available every step of the way while we were ... selling our home. From wondering what to do with the cats ..., to holiday decorations, - you were there. You even offered to help us find an apartment while we transitioned... You never hesitated to call us back when we had questions. You also always made sure we had all the information we needed. Thank you for helping us sell our condo quickly and easily! We would not hesitate to recommend you to ANYONE!"

- Chuck & Sabrina

• ABOUT

Father of Two. Commercial Pilot. Numbers Geek.
Meet John.



JOHN K. CARROLL - BROKER

It's strange but when I look back, I didn't become a Realtor to sell homes. I knew nothing about real estate or construction. The year before I started, I had bought a house and enjoyed the process. But otherwise, I had no experience and knew almost no one in the business.

Colonial, Craftsman, Cottage? I didn't know.
Cheesy bench ad - Do those really work?

I was drawn to the idea that, in real estate, I could build relationships and solve problems. If I treated people the way I wanted to be treated when I bought my home, it wouldn't be so hard, would it?

Back in those early days, I had a career I loved as an airline pilot. I flew mostly short night flights with hours between to get plenty of sleep. As a young guy in my twenties, I had boundless energy and my days free to devote to my new passion for real estate.

By 2013, my family was growing and so too was my business. I had worked hard to earn the trust of my clients and they were referring their friends and family to me. I was so grateful. My wife and I faced many of the same challenges as other new parents. We tackled our work/life balance and found the space for our family to be happy. Life was good.

And then, out of nowhere, life threw me a curveball. I lost my job as an Airline Captain when the company I worked for shut down. It forced me to reexamine everything: Could my business alone support my family? Is this how I want to spend the rest of my life? I've put so much time into aviation, could I really leave it behind?

The soul searching didn't last long. I knew my next chapter was ready to be written. So I made the decision to dive in. As I scaled the business, I saw that the hard lessons I had learned in the air were just as valuable in my business. My ability to action a plan, communicate well and dig into the data was crucial to my clients. Not only that, but I had been through the struggle of being a parent to two kids. I could empathize with other parents. I understood their desire for a sense of community or great schools for their kids. That's on top of the frustration that comes with a lack of space.

I took all those lessons and built Carroll Real Estate. We help growing Toronto families of all sizes find the space they need. We understand what it's like to be busy parents. It's why we created our unique Complete Care Process. From start to finish, we do what we say we're going to do. We work to build trust and a great relationship with you and your family. Only then can we provide the excellent support, logistics, and data you need. In our minds, it's the only way to know that you've made the best move for you and your family.



NEXT STEPS

When you're ready, we'll be waiting.

[Book a call with us here](#) to discuss the Complete Care Process for you and your family.

We'll give you all of the information you need to get started. Want something a little less formal? Message us on [Whatsapp](#) or [Facebook](#).

