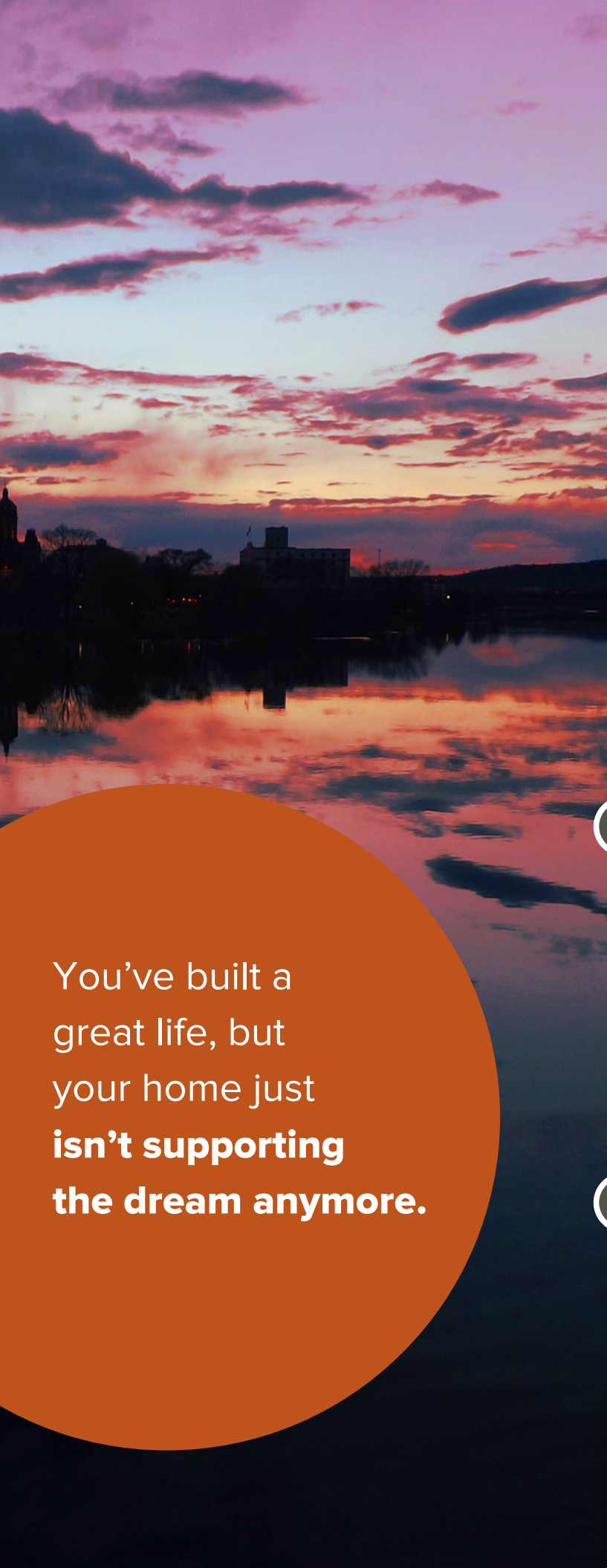




syroidgroup

ROYAL LEPAGE *Atlantic*
GO BEYOND

THE *Syroid Group* EXPERIENCE



You've built a great life, but your home just **isn't supporting the dream anymore.**

Your home used to be your safe haven - and it no longer feels that way

Buying your home felt like a huge goal met. And it was! You had a living space that worked well. Your relationships were thriving and your family began to grow. You really felt like you had it all and were on top of the world.

Until you weren't. As your life continued to evolve, you started noticing some really big problems, and they started at home.

SOME OF THE ISSUES YOU'RE FACING:

Working from home felt like a dream in the beginning. But it didn't take long to realize... it isn't working. It doesn't matter how much you try to shuffle paperwork around at dinnertime; the dining room is simply not a substitute for a home office. And, it's more frustrating than you're letting on. It's not just the paperwork being strewn about or the fact that you're having to prep food around it. You have to remove yourself from the hub of the house when silence is needed or it's time for a Zoom call.

It might not be said out loud, but you go to bed feeling annoyed every night, and tired. You just want your house back and on top of the mental load that you already have, there doesn't seem to be an end in sight to this.



You can't wait
to get back to
entertaining
family and friends.

You don't know when it happened, but you've stopped entertaining. You used to LOVE entertaining and being the gathering hub. But it feels stressful when friends or family stop over with little notice because of the mess. So, over time you've become the one that always goes to your friend's or family's house instead of hosting. And holidays? They're another issue altogether. Even with lots of preparation, your home just isn't laid out well enough to have a large group over. Let's be honest, you really just want to wake up to bottomless mimosas and let the fam jam come to you.

And if you're already feeling like this, multiply that tenfold when you have kids! Especially if they're approaching school age... all of a sudden you're feeling pressed for time and it's stressing you out because if you don't make the move now, you're going to be moving your kids out of school later.

The kids prefer to go to their friend's houses for dinner, sleepovers, and it leaves you feeling like a parent who didn't live up to your own expectations. You're not living up to the "cool parent" status you thought you would.

You've fallen out of love with your status quo and you can't help but compare.

You've rearranged furniture and swapped rooms. Your dining room is now the office. You've built some creative storage solutions, but you're out of ideas... and you're still tripping over yourself, your family and all the stuff.

You're at odds about what to do. It's a state of constant friction. You don't hate your home, it's not that. But you've reached a new stage and the house that once worked well for you is still stuck in the past. You've changed, your family has changed, your finances have changed, and it's time to talk about next steps.

You're embarrassed to say it, but you've stopped looking forward to coming home. The invitations have become fewer and farther between and you're feeling less and less connected with family and friends. Your family and home have become a small lonely island.

Moving feels daunting, and staying and renovating takes money.

The prospect of moving feels way too heavy. You can't imagine prepping and staging a house (let alone keeping it clean!) to sell it. The path isn't clear and it just really sucks.



You're not in the "forever home" yet, but it feels like so many other people your age have it all figured out.

**You can't help but wonder...how
are they able to afford it all?**

Where did you go wrong? The monthly mortgage payments must be crippling. What do they know, that you don't?

While it looks like their life is easy breezy, you're still kicking in the home you once loved, but that just doesn't live up to where you thought you would be at this point in your life.

OUR SOLUTION:

Enter our signature

"SG" Experience

Look, we get it. We help people JUST like you do this every single day. "Upsizing"—aka moving from your current home to one that better suits your needs—is our specialty. 'Helping You Find Your Place' isn't just our tagline, it's our promise. So you can find peace at home, and a lifestyle that better works for you and your loved ones.





WHAT DOES YOUR HAPPY PLACE LOOK LIKE?

You have a vision of your ideal life, and the home that comes with it. Your current situation isn't meeting that. You're creeping Realtor.ca and it's obvious that a change would solve a lot of your problems. You're either tripping over clutter, using one room for multiple purposes, or you're simply feeling house / neighbourhood / equity-building envy.

And you're tired of how all of this is affecting you and your family.

You know it's time for a change. You just don't know how to make this vision your reality.

Step One

WE LIVE FOR THIS PART

Cue our onsite or Zoom meeting. Whatever feels most comfortable for you with is good with us.

We'll chat about you. Who you are, what's working and what's not. We'll go over what you've loved about your home and what's compelled you to call us. This is our chance to meet you, put you on the right path, answer your questions and take notes!

We'll go over the list of great things and potential hiccups we can foresee in your selling process. We've done this hundreds of times, and this objectivity is exactly what you need to get started.

Lastly, we'll talk about what's possible. The reality is it's likely that the equity you have in your home is exactly what's going to make your next purchase feasible.

Step Two

IT'S ALL IN THE DETAILS

Ask any of our past clients and they'll tell you... THIS is where the "Experience" gets its name. We target our process to your home, we package it to attract its future owner, and we do it by identifying and fixing your biggest hurdles upfront.

You'll receive a curated "to do" list in order of priority and with ROI for your specific home in mind.

Speaking of ROI... You might be surprised by some of the things we recommend. Some of the least expensive improvements will bring you the highest return. It's important to note that the way you stage a home to sell, and the way you live in it, are two different things. We are trained to market your home through the eyes of your target buyer. How they will see it online and in person is the only viewpoint that matters when you're selling.

We'll also unlock access to our exclusive Syroid Group Experience package. This includes junk removers, stagers and storage options, professional cleaners and more. We even have a Delta staycation package for those hectic showing days!

No two strategies look the same. Whatever's standing in the way of your home showing its best, we have a plan and we handle it. You know the Staples "that was easy" button? That's the SG Experience philosophy in a nutshell. We're the button.

Then? It's time to launch your listing. We hold a core value, which is this: Great representation means great marketing. We stage, clean and bring in our professional marketing team, and we initiate our highly targeted and unique listing strategy focused on lifestyle first.





Step Three

MARKETING MAGIC

It's Show and Sell time! Now that the prep work's done, it's *showtime!* (Insert jazz hands here).

We have professional photography, drone, videography, and 3D virtual tour software (each listing requires some or all...) completed at our cost. We time block showings around your personal schedule, so you know when showings will take place ahead of time. No last minute surprises here!

We create lifestyle content and we leverage our personal and business social media accounts to market the home. And of course, we also use local real estate websites, the MLS® system, REALTOR.ca, a Data Distribution Feed so your listing has the most possible exposure - and we keep our fingers on the pulse of buyer feedback. Consider us your hype team!

Next, we flex our negotiation muscles. It's our job to know what cards to show and when. We never look at an offer before knowing if there's interest from the other viewings. We know a bird in the hand isn't always your best option, and we know how to bring you your best outcome.

Buying and selling (especially at the same time!) always comes with a lot of moving parts. If you're not ready, missing out on your next ideal home really sucks. Continuing to live in a home that no longer suits you while paying ongoing costs and maintenance? Also hard. This process is designed to fix that. When we successfully market and sell your home, you have the freedom to move ahead with your plans. 'Finding Your Place' comes as a result of great planning and strategy, executed well.



Step Four

BUY WITH CONFIDENCE

Seeing you happy and settled into the home that matches your ideal lifestyle is the goal of this process. To do that we've got to take care of anything standing in the way first so that you're free to make a timely decision when the opportunity presents itself. Your new home is the key to living the lifestyle you've been wanting.

You've been dreaming about what your life could look like, and now the reality's at your fingertips. We'll be showing you houses that suit your needs and we'll also keep an eye and ear out for any hidden gems that may not be listed (we're good at drumming up the perfect off-market home)! Our job is to think outside the box to find the perfect fit. And when it comes time to viewing? Consider us your objective lens. We'll point out everything we see that might be a red flag.

Surprises are fun, unless it's in Real Estate ;)

Once we find "the one," we'll craft an offer in a way that best protects you and your investment. You are an individual and so is your new home. The offer will be geared towards that partnership. We'll advise through each condition, as well as share our trusted roster of professionals.

The right home inspectors to point out the problems. The insurance providers who get you the best coverage. Mortgage consultants who advise on a mortgage best suited for your short and long term plans. A great legal team to protect you and your investment. We know who to contact for the right service and we'll guide you from offer to closing day & beyond.





Step Five

YOUR NEXT CHAPTER BEGINS

Once the offer is accepted and conditions are out of the way, it's time to get packing and plan your move!

Closing stress is a real thing and homes often have trouble letting go. This might be the perfect chance for your home to spring a plumbing leak or have the dryer quit, or an unexpected cost creeps out of nowhere. Happens every time! All of this is surmountable, we've seen it all before. Just call us and we'll guide you through. It'll all be worth it and you'll be cozying up in your favourite nook in your new home in no time.

We'll give you a checklist to keep you on track, including a list of FAQs and answers to the questions you don't even know to ask. This will ensure your seamless transition. We even have professional cleaners on our team, and our clients receive preferred pricing with our favourite movers! If closing issues do come up, you'll have our team and your trusted legal professional on your side. We'll guide you through.

Closing day can bring on unexpected costs, and this plan will save you money and 11th hour headaches. But our relationship doesn't end here! Our goal is to be your chosen Real Estate team for life. Well beyond the sale, we are here for you to lean on. Consider us your Best Friends in the industry! And of course we can't wait to celebrate with you at our next Client Appreciation Event :)

COMMISSION:

We offer three curated packages to our clients, depending on your needs and our costs. From our essentials listing package, to our family package for those looking for some buy-in from the kids, to our A-La-Carte package for those who need a special approach or extra work done upfront.

The bottom line? We have a package to suit you, too.

THE END GOAL:

Everything has its place and you can literally breathe again.

Your home has once again become the gathering place. Your friends and family are perfectly happy to come over, and you love the busyness that comes with that. This is the kind of chaos you've been dreaming of! There's no need to be constantly loading the car up and rat racing around everybody else's social schedule. You're not embarrassed to host and are reminded again how much you enjoy entertaining.

Having the extra space and a home that suits your needs relieves stress on you and your family. And we believe that the right home shouldn't be your source of stress.



TESTIMONIALS

“The Syroid Group have once again exceeded our expectations. They’ve guided us through buying and selling multiple houses and navigating real estate deals falling apart. Even a deal falling apart on closing day. There is no one better to have on your team. When they say "Okay, leave it with me" or "I've got this" we can trust it will be done. We recommend them to everyone we hear are buying or selling. They have proven themselves again and again. Take the stress out of a real estate transaction and just call them.”

- Caleb and Tanisha

“The Syroid Group team truly sets the gold standard in real estate. We were navigating uncharted waters, but their attention to detail and wealth of experience led us to our dream home. Their extensive network provided us with multiple contacts for every need, from inspections to financing, making the process feel seamless. If you're looking for a realtor who combines expertise with a supportive, no-nonsense approach, this team is your answer.”

- Lulu and Jun Ha

“What a refreshing experience it was to work with the Syroid Group and their network! They delivered on a set of critical steps to facilitate selling our home, and getting our family into our dream home - in the timing we needed with guidance and support throughout the process. Absolutely fantastic experience and we would recommend the Syroid Group to anyone.”

- Ryan and Alison

“The Syroid Group was an absolute dream to work with! They walked us through everything with ease. They were incredibly knowledgeable about houses and the market, with great connections for contractors and inspectors. I would recommend them in a heart beat.”

- Hannah M



FIND YOUR GROUP.

2016 was a pivotal year for me. I'd jumped into my Real Estate career four years earlier, and things were HOPPING.

I was juggling more work than I'd ever dreamed possible, and it was taking a toll.

The kind of effort that my business was requiring of me was putting a strain on my marriage, my friendships, my personal health... It was a daily ping pong match. Writing the offer = take-out food. Last minute showing = leaving a family function early. It wasn't a plan. It was survival. I began to think about how having a team would benefit both my family, and my clients.

I'd become a bit of a mentor to new agents in our office and was sharing a lot of my successes and learnings with anyone who needed it. I knew what it felt like to be alone in this industry, even while surrounded by people constantly. It was lonely. Unexpectedly lonely. I valued those mentorship meetings.

But being an open book meant I was fearlessly sharing myself and my work.





One day, that trust was shattered when a new colleague I'd been helping stole my personal business and marketing plan and plagiarized it as her own. She'd been using it for over a year. Word for word. My writing, my efforts, my experiences, and my processes. It was a betrayal and it made me want to close the book.

But the truth is that I didn't need to close the book. I just had to be selective about who I allowed to read it.

Enter Brittany MacKenzie. A brand new agent, she was seeking the secret sauce. I'd been guiding her through her first year, and in all of the conversations and brainstorming and mentorship meetings I'd been a part of, she was different. Hungry, uninhibited, fearless, smart AF.

She wasn't scared to try. And with every stumble she'd land back in my office and regroup, learn, change gears and do it better the next time. Our mentorship meetings grew into dreaming, planning, brainstorming, doing. She was teaching me too.

The Syroid Group was formed and it didn't take long for us to recognize the power that like-minded and hard working people can have when they work together. The later addition of Yashna and Rebecca only continued to strengthen our value while our client roster grew beyond our wildest dreams.

And here's the true storybook ending to this classic tale.

We also found safety. Friendship. Trust. Laughter. Skillsets beyond our personal capabilities. A hype team. Witnesses to the crazy days. A depth of knowledge and experiences that serves and benefits our clients. And yes, we found some balance and family time too.



Today, what started as my Real Estate story is now ours. And it's yours.

We are different.

There's no hierarchy. We don't get caught up in who knows what. We have the vulnerability to ask for help, and the confidence to speak up when we know our stuff. We come from unique backgrounds, with different strengths. Our team was formed when we recognized that the best results for our clients comes from us working together.

And it's a lot more fun too.

As a team, we do what we do best and we hire the rest. Because we know that one person can't do it all. We've lived it! Your Real Estate experience is better when you don't just hire a REALTOR®.

You hire The Group.

Everyone deserves to find a space that's authentically theirs. Their comfy corner. Their favourite nook. Their personal haven. The place where memories are made and safety is found the moment they walk in the door. Whatever your happy place looks like? We help you find it



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