



SpringUP! Method

YOU'RE NOT SURE WHEN IT HAPPENED, BUT LATELY... IT'S SEEMED LIKE YOUR PLACE SHRUNK. THERE'S NOWHERE TO SIT. THERE'S NOWHERE TO LIE DOWN. THERE'S NOWHERE TO GET A MOMENT OF QUIET. THERE'S NOWHERE TO EVEN BREATHE.

Chances are... one of two things has happened: You just found out that kid number 2 is on the way. You're stressed about everything else, let alone the fact that you don't have enough space as is. You're on top of each other and kiddo numero uno is now walking and has taken over the entire place. Where are you gonna put another kid?



YOU JUST FOUND OUT
THAT KID NUMBER 2 IS
ON THE WAY.

YOU NEED TO MAKE MOVES AND YOU NEED TO MAKE THEM FAST.

But you want to be sure you're making the right moves. You're at each others' throats because of the situation. You can't get away from each other. Stress has become the norm.

You work downtown, you make fun of those suckers who have to commute on the Go for an hour everyday. But their kids are getting a better education than yours. You want the best for your kids' education. You know you have to move.

BUT SELFISHLY, YOU DON'T WANT TO GIVE UP THE FRIENDS, RESTAURANTS, BARS, SHOPPING... THEY'VE COME TO DEFINE YOU AND YOUR LIFE.

You can't agree on where or if you should move. You want the best of both worlds. You feel guilty that you'd even consider risking your kids' education for your lifestyle. Why can't you have the best of both worlds?

You can!





Or, scenario #2:

You decided to skip the whole kids thing. You want the lifestyle. You want to be able to party it up! Now, the focus is on finding an amazing place to live your life that's all about YOU.

After a year of stressful discussions, real estate prices have seriously gone up. Can you even afford that awesome place anymore? Maybe you need to look at different urban communities.

**YOU'RE READY TO MAKE YOUR
NEXT MOVE AND LEVEL UP.
YOU'VE BOTH BEEN CRUSHING
IT IN YOUR CAREERS. YOU WANT
THAT HOME THAT SAYS
"I FUCKING ROCK."**

But you're so busy being awesome that you don't have the time to take control of the process of buying and selling.

To top it off you only want to work with someone that you can trust is as awesome at real estate as you are at your career. You know a bunch of agents. But none of them are a rock star that you can respect or trust to find you the perfect Crib and sell your home for top \$\$\$.

REGARDLESS OF THE SCENARIO, THERE'S A BETTER PATH FORWARD.

Than the nights pouring over Realtor.ca and figuring out which crappy option to go with.

You've banked some serious equity in your condo. You've also made some serious money at work. You want to enjoy a little bit of it while making sure your new Flashy pad creates returns.

But let's face it... some of the moves you made the last time you bought? They're stressing you even more.

When you bought last time, you went *WAY* over budget. After losing in multiple offers you finally found the perfect Pad that checked all the boxes. You wanted to be aggressive to lock it in and figured out how to make it happen.

But now you need to sell for record price and it isn't in record price shape. You don't have the time, skills or connections to get the place ready.

Houses sell before you get to see them. Heck, houses are selling off the market you don't even know about. To top it all off prices have gone up 20% in your dream hood. If you don't get something soon, you'll have to start looking elsewhere.



The process has been frustrating and caused stress and tension between the two of you. You both blame each other for not pouncing on certain opportunities but that isn't either of your jobs.

TORONTO PRICES ARE SKYROCKETING AND YOU'RE PARALYZED INTO INACTION. YOU DON'T KNOW WHERE TO START AND YOUR MONEY DOESN'T GO AS FAR AS YOU THOUGHT IT WOULD.

You've got to sell your place to buy the dream home but you have no idea where to start. The amount of work and money required to get your home ready for sale is overwhelming. You can't find a full service agent who'll prep and market your property properly.

You're not fully on the same page with each other and you're not willing to consider alternatives.



THE PROCESS HAS BEEN FRUSTRATING AND CAUSED STRESS AND TENSION BETWEEN THE TWO OF YOU.



Don't worry, we're here to help.

WE'RE ARA AND RYAN OF THE SPRING TEAM. A FORMER MASSAGE THERAPIST AND A RESTAURATEUR MAKE A GREAT PARTNERSHIP! WHO KNEW?

Ara, (the former RMT) got his real estate license on a whim after twisting his ankle. He started working with a small brokerage in Toronto under the wing of a man named Gene. Gene used to coach the execs at Disney!!! Imagine the impact that had on his start, eh?

As great as that first team was, he was ready for the big leagues! Ara managed to earn a spot on Toronto's hottest condo team. You can't pay for that kind of experience. He soaked it all up like a sponge!

In 2011, Ara opened up a brand new Brokerage called Spring Realty. Of course with his two best friends... Spring was the first office in Toronto to have a virtual office website using brand new tech for search.



In 2016, after a long talk, Ara and his buddies choose friendship over business. Ara took the reins of the brokerage and a few short months later merged with Property.ca/Condos.ca. That's where Spring Realty became The Spring Team! And that's also where Ara met Ryan - sounds like a TV show! And the rest is history!

Ryan was running a restaurant. One of said restaurant's partners was starting a tech based real estate team. That guy saw something in Ryan and pretty much forced him to get his real estate license!

Ryan quickly became the #1 agent on the team. He helped grow that team to be the largest Condo team in North America, producing \$1B in sales in 2019. After

working his way to the top and becoming the SVP-Sales at Condos.ca, there was still something missing.

He missed working closely with clients and he missed helping agents do their best. He knew it was time to do something new. To start something fresh that would add value to the lives of as many people as possible. Clients and agents. Because both are important! A happy team = happy clients

We knew what we wanted to do, and partnering up makes sense!, but we needed help doing it! We're almost the same guy personality wise, but it turns out our skills are so different! It was pretty clear that starting our own real estate team was the right move.

WE LOVE HELPING PEOPLE AND WE'RE A COMPLETELY OPEN BOOKS. WE KNEW THAT ONLY TOGETHER COULD WE SERVE AT THE HIGHEST POSSIBLE LEVEL WITH A NO BS APPROACH!

We know the impact of having a great realtor in your corner. We also know the impact of a not-so-great realtor in your corner. We're also both parents... so we know if you're moving, it can get kind of difficult.

IT WAS PRETTY CLEAR THAT STARTING OUR OWN REAL ESTATE TEAM WAS THE RIGHT MOVE.

We've also worked extensively with clients whose close-quarters parenting days are done. They have grown kids and a bunch of stuff their kids left when they went to college.

Our experience spans the gamut. No matter where you're on the property ladder, our goal with The Spring Team and the SpringUp! Method into something that delivers at the highest possible level.

We designed the SpringUp! Method specifically with busy people in mind. It's a white glove, full-service approach.

In five simple steps, we can get you into your next home.

CLIENTS AND AGENTS. BECAUSE BOTH ARE IMPORTANT! A HAPPY TEAM = HAPPY CLIENTS

1

STEP ONE: CONNECTION

We kick things off with a meeting. A lot of agents just get down to business, but we'll be spending a lot of time together... So we want to get to know you a bit. Think of it like a first date. We'll chat about why you're moving and what your ideal next spot looks like. Once we've got that clear, we'll then ask for a tour of your home. Make sure to point out any special fixes or renos you've made that we may not notice! Once the tour's done, we'll talk about how much your place is worth.

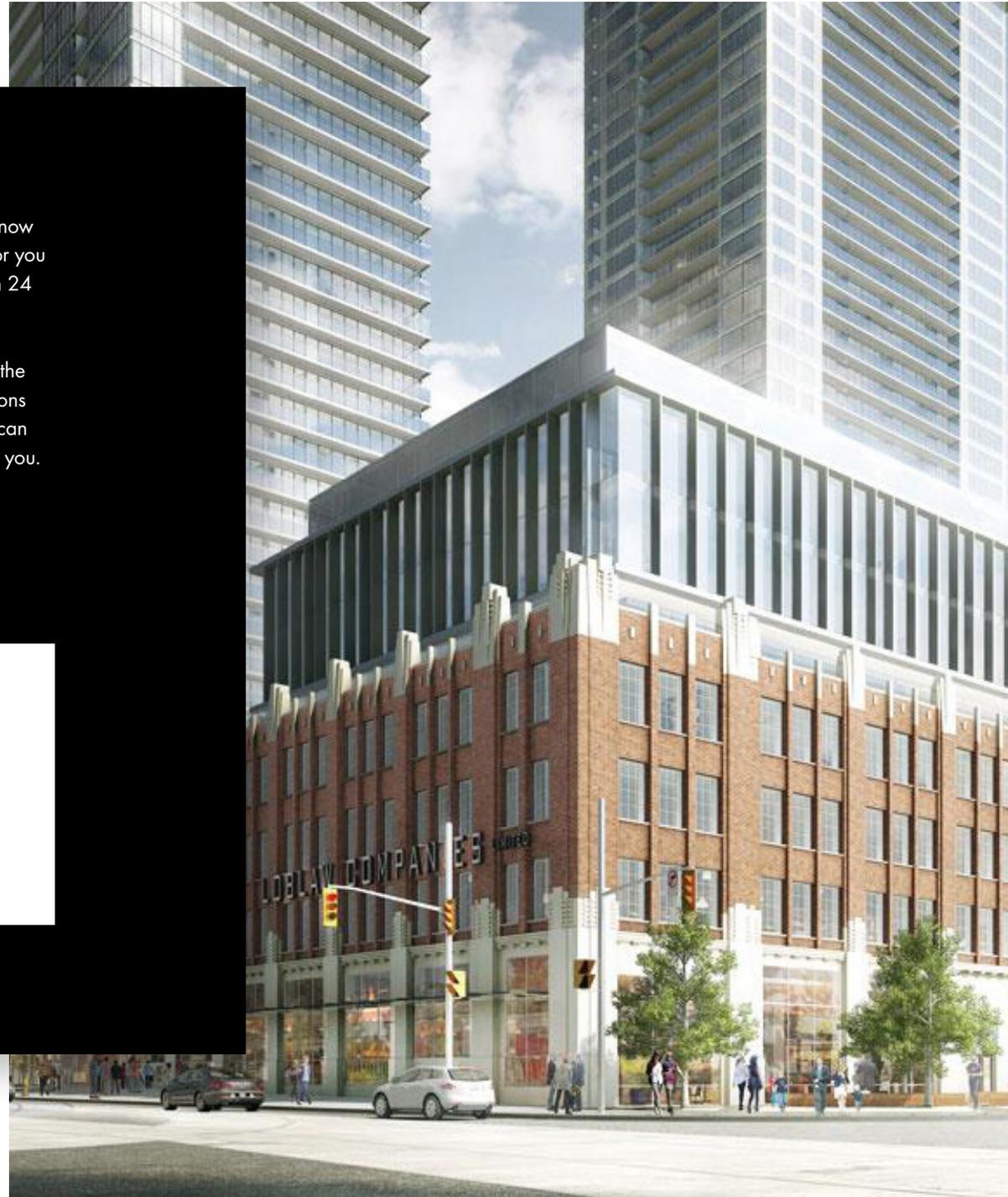
We then tell you about our process. This is how we ensure consistent results for our clients. If you want top dollar for your home, there are specific things you need to do. And if you want to find the right place in Toronto's busy market, then working with the right person is key. 90% of the business in Toronto gets done by 6% of agents. Many of the best homes never even hit the market and get sold in off-market deals.



We want you to have the best possible representation. Because we know it can be a lot of information to take in, we'll create a custom video for you going over everything we chatted about. We'll send this to you within 24 hours of our meeting for you to review.

We need to set a solid foundation and make sure that everyone's on the same page. The Toronto market moves fast, so setting clear expectations helps you win. That's why we created the SpringUp! System. So you can have peace of mind knowing that everything will be taken care of for you. Our goal is to make this process as simple as possible for you.

CLIENTS AND AGENTS. BECAUSE
BOTH ARE IMPORTANT! A HAPPY
TEAM = HAPPY CLIENTS



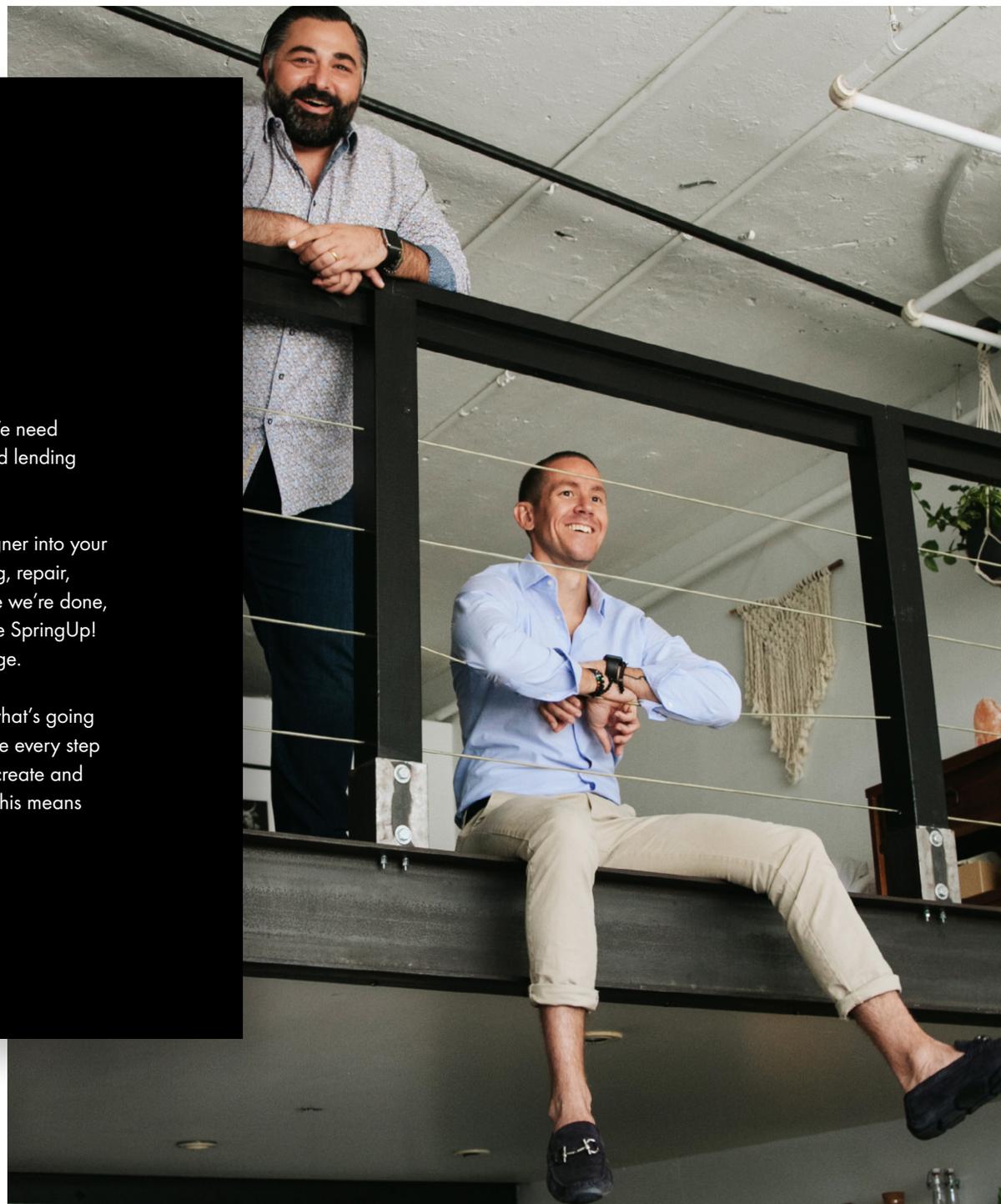
2

STEP TWO: ROADMAP

Getting pre-approved if you're not buying in cash is crucial. We need to know what you're working with. We connect you with trusted lending partners for your particular situation.

While you're dealing with the lender, we need to get our designer into your place to help us create the listing plan! We'll talk about staging, repair, painting, and everything else that we'll be doing for you. Once we're done, we'll send you a full on plan. You don't have to lift a finger. The SpringUP! plan will give you a full timeline and put us all on the same page.

Toronto's market is a tricky one so we'll make sure you know what's going on! From search to offer to actually owning a home, we're there every step of the way. Now that you've agreed to SpringUP! it's time to create and execute your custom action plan. Every plan starts with prep. This means financial prep and home prep.



3

STEP THREE: ACTION

We're about to turn your lives upside down! Joking... but still, that's what it might feel like at the start! Our people are now in your home fixing things, painting, staging, etc. A properly prepared house shows better and sells for more money. We know you're busy, so we don't expect you to do this. Our goal is efficiency. You shouldn't have to be looking up how to fix a leaky faucet on Youtube. You shouldn't have to call in someone. We take care of it all. Everything we do makes the sale easier and gets qualified buyers to your door... no looky loos.

We'll also be searching for the right place for you. We do this both on MLS & through our network. There are so many homes we find that aren't even on the market yet! We always remember to stay sharp so we can adjust on the go. We'll send you a list of properties and you'll pick 3 to 5 to go check out. We go to see them ASAP to not miss out. After the first set of showings, we'll grab coffee to go over what we saw and make sure you haven't changed what you want. We'll lock in what you want to buy and continue seeing places based on that.

Remember how we said that 90% of the business is done by 6% of agents in Toronto? This is why. Agents want to show clients a home they know is well prepped and properly priced. That's exactly what we do for you. A little elbow grease now means more money for your purchase or in your pocket later. And it also allows us to know what's coming on the market before anyone else and get you in first.



4

STEP FOUR: SUCCESS

Woo! Your home's fully prepped... Now it's time to list. A part of the SpringUp! system is high quality photo and video. Your place needs to sparkle. We've both used digital technology our entire careers to give our clients a market advantage. We know how to use social media and digital marketing to get your place in front of the right people. We get offers and get you the highest price out there. We're looking for price, but also conditions. Once we've found your buyer, we keep in touch long after the ink is dry! We make sure they've lined up their financing and are able to actually follow through! We send everything to your lawyers that's needed for closing. And we send you a video that walks you through the rest of the process for review with a case of beer if that's your thing.

We'll also have narrowed in on your home by now. BOOM! We're shrewd negotiators, so when you find a place you like, we'll give you the best strategy to make that home yours. Between sale and closing, a lot happens. We'll go over this with you. We also send you a follow up video to reference just in case you need it. We've likely negotiated a couple of buyer visits in the deal. We'll make sure to book those in so you can show your new place off to your friends and fam and of course use the time to measure stuff, etc.

This is the fun part! You get to find your new place and finally pass off your current home to someone who's going to love it as much as you did. Because it was properly prepped and marketed, it sold quickly and easily. And everything proceeded smoothly for closing. Like a well oiled machine.



5

STEP FIVE:

RAINMAKER

You've closed and moved in, now what? Now that you've sold your place and are out, we'll want to hit up a patio and make it rain on you! Just because you've closed, that doesn't mean you'll never hear from us again! We'll be in touch to check in and offer all sorts of goodies.

We've owned a lot of different types of places and know what you're in store for. We'll give you an idea (in a video) of what to expect during your first year of owning your new spot. We'll be in touch a few times a year to check in. If you need anything, just call us. You'll maybe also receive a few awesome gifts from time to time. Don't worry, we ship things if you're moving out of town. ;)

We love keeping in touch and constantly adding value to our clients waaaay beyond the initial transaction. It's important to us to make sure that you're settling in well.

COMMISSION

4-6% depending on the work required. We have a unique sliding scale that you won't see with other brokers.



HERE'S WHAT OUR CLIENTS HAVE TO SAY:

“ My husband and I moved to Toronto last summer with our dog and Ara helped us find our current home in Leslieville. Ara was GREAT to work with. He really knows the neighborhoods and we really appreciated how he paid attention to our needs. Whenever we'd go see a potential home, he always knew where the closest dog parks were, which I LOVED! We still keep in touch with both Ara because he's just awesome people! I highly recommend The Spring Team!

“ I used The Spring Team to find a house in the Leslieville area. I looked at a number of places over a year or so. In the end I bought a condo as it was the best for me based on my personal situation. The team was fantastic. Patient, thorough, knowledgeable and accessible; everything you need. I would definitely recommend Spring and use them again.

“ I'd been contemplating a downsize for a while - kids launched, travel temptations... On one of my frequent wanders in Leslieville, I discovered the The Spring Team office. I got an immediate sense of heart for the East End. The businesses, community, dogs, etc. I looked at many properties and finally settled on an exclusive new build. When selling my house, offers were immediate, competitive. and above asking. Done in five days thanks to Ara's marketing and realistic pricing. Yes, The Spring Team is also full of personality. I'd say worth putting a Spring sign in front of your house when the time comes!

THE TEAM WAS FANTASTIC. PATIENT,
THOROUGH, KNOWLEDGEABLE AND
ACCESSIBLE; EVERYTHING YOU NEED.
I WOULD DEFINITELY RECOMMEND
SPRING AND USE THEM AGAIN.

HERE'S WHAT HAPPENS WHEN YOU USE THE METHOD:

- You can now be excited about moving forward and into your new palace!
- The stress of having to sell your home and not knowing how much you'd end up with is gone.
- You're breathing easier, you're walking taller, and you're even bragging to your friends about how sick your new place is.
- You've got plenty of space and the entire process was easy!

YOU'RE READY FOR WHITE-GLOVE
SERVICE THAT GETS TOP DOLLAR FOR
YOUR HOME, CLICK THE BUTTON BELOW
TO SEND US A MESSAGE.

