

# RIGHT SIZING GUIDE

RIGHT SPACE. RIGHT TIME. RIGHT MOVE.



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WE DON'T JUST LIST HOMES. WE HELP  
HOMEOWNERS MAKE THE **RIGHT** MOVE, AT  
THE **RIGHT** TIME.

# ABOUT VAN LEEUWEN REALTY GROUP

Founded in 2017, Van Leeuwen Realty Group is a group of dynamic and dedicated professionals with extensive Real Estate experience in Kitchener, Waterloo, Cambridge and surrounding areas. Through our platform of industry-leading systems, services and marketing, we are committed to providing our clients with the highest level of service, to make the process of selling your home as seamless and stress-free as possible.

For our valued clients and Team Partners alike, everything we do is built on a foundation of our core beliefs. We believe in the importance of open and transparent communication, putting relationships first, taking ownership, staying grateful, building our community and mastering our craft.



## A MESSAGE FROM JERRY VAN LEEUWEN



Welcome to Van Leeuwen Realty Group!

At Van Leeuwen Realty Group, we are committed to providing you with an exceptional real estate experience.

My team and I understand that selling your home is a big decision, and we're here to guide you every step of the way. From pricing your home strategically to crafting a personalized marketing plan, we ensure that your property gets the attention it deserves.

With our expertise, dedication, and local market knowledge, we'll work tirelessly to make your home-selling journey as smooth and successful as possible. We look forward to helping you achieve your goals and make the most of this exciting opportunity. Let's get started!

*Jerry Van Leeuwen*

Broker- Van Leeuwen Realty Group

**PROUD FOUNDING MEMBER OF THE REAL ESTATE COLLECTIVE**

# MEET OUR TEAM



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# Making the Right Move Starts Here

Right Sizing isn't just about selling a home — it's about choosing a lifestyle that fits where you are today (and where you're headed next). Whether that means letting go of too much space, gaining a bit more breathing room, or simplifying your daily living, the move you make should reflect your life — not just the market.

At Van Leeuwen Realty Group, we guide homeowners through that transition with clarity, strategy, and care.

## **You Deserve More Than a Sign on the Lawn**

Yes, results still matter — but what matters more is that the result is right for you. Our process is designed to:

- Help you confidently understand your current market and timing
- Identify whether now is the right time for you to move
- Outline what your next chapter might look like, financially and emotionally
- Deliver a sale plan that aligns with your goals — not just market stats

## **Questions to Consider When Right Sizing**

When you're making a big lifestyle decision, the questions shift from "how fast can you sell it?" to deeper, more personal ones:

- What does "right" look like for your next stage of life?
- Do you have too much home, too little, or simply the wrong layout?
- How can your home equity work smarter for you?
- What would a smoother, more confident move look like?

Our job is to walk you through those answers and build a plan that feels like you're in control every step of the way.

# *Right Sizing*

## ROADMAP

- 1 CLARIFY YOUR WHY
- 2 UNDERSTAND YOUR FINANCIAL PICTURE
- 3 GET MARKET-SMART ON BOTH SIDE
- 4 PREP YOUR HOME FOR SALE
- 5 PLAN YOUR SALE + PURCHASE STRATEGY
- 6 NAVIGATE THE LISTINGS WITH PURPOSE
- 7 NEGOTIATE WITH CONFIDENCE
- 8 MAKE THE MOVE
- 9 SETTLE INTO THE RIGHT FIT

From start to finish, we guide you through the process with clarity and care, making sure every move feels like the right one.

# 01 CLARIFY *your Why*

Right Sizing starts with purpose – not pressure. We begin by listening:

- Are you looking to simplify your lifestyle?
- Is your current home too big, too small, or simply not working anymore?
- Are you moving closer to family, health services, or better walkability?

WE HELP YOU NAME THE REAL “WHY” BEHIND YOUR MOVE – BECAUSE WHEN THE REASON IS CLEAR, THE PATH BECOMES EASIER.

# UNDERSTAND *Financial Picture* 02



This move impacts your life and your finances. Together with our trusted mortgage and financial partners, we'll:

- Assess the equity in your current home
- Review costs of ownership in your next potential home
- Explore mortgage options, bridge financing, or downsizing equity strategies
- Right Sizing isn't just about how much you can spend – it's about how wisely you want to live.

# 03 GET *Market Smart*

You're buying and selling in the same market – timing, pricing, and preparation matter. We'll walk you through:

- Current buyer demand and recent sales in your neighbourhood
- Inventory and price trends in your desired areas
- Seasonal timing, contingencies, and closing flexibility

It's about balancing both sides of the equation with confidence.



# PREP *your Home* 04

You don't need to renovate for HGTV. You need the right prep for the right buyer.

Our strategic listing plan includes:

- A pre-sale walkthrough to identify easy-win updates
- Access to our staging consultation and preferred vendors
- Highlighting the features that matter most to today's buyers (not yesterday's trends)

We help you maximize impact – not workload.



# 05 PLAN *your Strategy*

Which comes first: the sale or the buy? The answer depends on your comfort level, finances, and timeline.

We explore:

- Buying first with extended closings or sale-of-property clauses
- Selling first with a flexible move-out strategy
- Using bridge financing or short-term rentals as needed

Your plan is custom-built, not copy-pasted.

# NAVIGATE *the Listings* 06

You're not just moving – you're Right Sizing. That means focusing on what truly fits.

We help you filter listings that match your lifestyle:

- One-floor living or fewer stairs
- Lower maintenance or smaller yards
- Better layout, upgraded function, or proximity to services/family
- It's not just about square footage. It's about fit.

# 07 NEGOTIATE

## *with Confidence*

Whether you're selling your current home or securing your next one, our negotiation strategy is built to protect:

- Your bottom line
- Your move-in/move-out timing
- Your peace of mind

We handle the back-and-forth so you stay informed and in control, not overwhelmed.

# MAKE

## *The Move*

# 08

Moving is a big deal – emotionally and logistically. We offer concierge-style support to ease the burden:

- Checklists for packing, storage, utilities, and service transfers
- Coordination with lawyers, movers, and trades
- Regular check-ins to keep you on track and confident
- We'll be your second set of hands when you need it most.

# 09

## SETTLE INTO *the Right Fit*

Our relationship doesn't end on closing day.

- Need a contractor or cleaner? We've got referrals.
- Curious about your new neighborhood? We'll share our insights.
- Want to stay in touch? You're on our VIP list for invites, giveaways, and ongoing support.

Because Right Sizing isn't just about the move – it's about what comes next.



Right Sizing isn't just about real estate – it's about redefining how your home supports your life. Whether you're ready to make a move now or just starting to explore your options, we're here to guide you with clarity, strategy, and care. Our proven process ensures that every step – from preparing your current home to securing the right fit for your future – is intentional, informed, and tailored to you. When you're ready, we'll be right here to help you take the next step confidently.

# WHAT OUR CLIENTS ARE SAYING

WE TAKE OUR TESTIMONIALS VERY SERIOUSLY, AS THEY REFLECT THE TRUST AND SATISFACTION OF OUR CLIENTS. EVERY PIECE OF FEEDBACK HELPS US GROW AND CONTINUALLY IMPROVE OUR SERVICES, ENSURING THAT WE ALWAYS DELIVER THE BEST POSSIBLE RESULTS.

AT VAN LEEUWEN REALTY GROUP, WE ARE COMMITTED TO EXCEEDING EXPECTATIONS AND PROVIDING AN EXCEPTIONAL EXPERIENCE FOR EVERY CLIENT, EVERY TIME.



"If there were more stars for rating I would rate Graham Little with more than 5. I got the opportunity of getting to know a little about him and seen firsthand his consistency, reliability, and professionalism as a Real Estate Agent. In addition, because of his calm and respectful personality, he gained my trust. So much so, that when my husband and I decided to sell our house we were confident he was the one for the task. We were not disappointed... thank you Graham" -

**- Jackie, Google Review**



"I have had a great experience with Jerry and the Van Leeuwen Realty Group, both before, during and after we purchased our home. Jerry was our realtor. His wealth of knowledge was very useful to us as we were first time home buyers. Would highly recommend!"

**- Evon, Google Review**



"They were informative, attentive and professional during our conversations/visits and made sure we were informed every step of the way. They also kept track of important milestones in the closing process to ensure we were always on schedule. I would highly recommend Van Leeuwen Realty Group to anyone looking to buy or sell real estate!"

**- Nicole, Google Review**



"The team is very professional and did a very in depth market analysis to help us determine a selling price - he was very transparent during this process. They marketed our house well and showed it often - we had an incredible amount of offers in just 4 days and we were able to sell our home in just 6 days."

**- Jon, Google Review**



"Their calm but confident demeanour was exactly what we needed during this stressful time and his well-timed strategy resulted in more money in our pocket than we had even hoped for. I wouldn't hesitate to call on them again for the next house sale!"

**- Christine, Google Review**



"We had a fantastic experience with the Van Leeuwen Group, especially with our realtor Graham. Me and my partner had been looking for homes for a couple of years and had started to lose hope. Graham was excellent to work with, he listens to your interests and doesn't just sell you on any home, he will give you his honest opinion about properties and leverage all his expertise to allow you to make the most informed decision. Thanks for all your help, we're so grateful we got the opportunity to work with you guys, wishing you all the best in the future!"

**- Sheliza, Google Review**

LET'S **RIGHT SIZE** WITH PURPOSE AND MAKE  
SURE YOUR NEXT HOME FEELS JUST **RIGHT**.

