

JOLENE IGLESIAS

REAL ESTATE

THE FAMILY DREAM FORMULA

*A Guide to help Okanagan professionals & families upsize their homes with ease
using my Family Dream Formula*



Using my Family Dream Formula, I help professionals and families upsize their homes in the Okanagan Valley.

When you moved into your home, it was perfect. You were so proud to call it your own. It suited your needs and wants at that time..

But now...it's hard to be content with what you have when it no longer works for you. Over time, the home that was once perfect has started to feel like a nightmare.

You've realized that the functionality of your current home no longer suits your life. You've obviously outgrown your home and growing a family requires enough space. And there just isn't enough room in your current place. The kids are in your space. Your family and friends no longer have a room to stay, so they've stopped visiting. The kids are sharing a room and the baby is in your room. This has put a lot of strain on you with lack of sleep.

The location isn't ideal, either. The commute to and from work is a nightmare. You're too far from activities for the kids, date nights, the gym and extended family to help or visit.

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You're also worried that a price point is not available for the home you need. It can be very overwhelming when looking at available houses for sale. There's a lot of negotiation happening in our current market. The listed price isn't always the sale price and it's hard to know if you can compete.

You stress about all your wants not being realistic for the price you would be able to afford. You want to be in a house that will suit your needs and your family's growth long-term. In a location that is accommodating and a price that works for your budget.

You're not sure about rising interest rates and worried it could cost more in mortgage payments. You can lose money on your current home by waiting to sell.

This has put a lot of strain on you and the family with lack of sleep due to privacy affecting everyday life. Less harmony in the home puts stress on the kids. Your family's health and happiness isn't worth hesitating to make the decision to move now.

THE PROBLEM

Moving up is a big decision, and you're not sure where to begin. Who do you trust? What location do you look in? It's all so overwhelming. You need a home that functions. You need something you can afford in a better neighborhood.



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If things don't change...

The market is a factor. If you wait, the market could potentially turn or prices could get so astronomical that you actually can't make the move to anything that works for the family..It will likely mean cutbacks or sacrifices. You could potentially have to give up some luxuries.

You're worried if you hesitate, nothing will happen. You'll just keep searching. You'll be stuck. This is your family's health and future. The worst that could happen is you stay in the home you're in.

The kids aren't getting any smaller, and the bigger they get and the more family members there are, the worse the situation is going to get. The kids are going to have to go to schools that aren't ideal for them, they're going to be even more cramped for space, and the fights will just get worse.

You need to get on the same page about what you want in the next home so you can get excited about it and move the family forward together.

That's where my Family Dream Formula comes in...

I've helped many past clients who were once in your shoes. My Family Dream Formula helped them find a great home in their budget, that had enough space and in an ideal neighborhood. I understand how stressful even the thought of moving can be. Not to mention all the moving parts in between when you have a busy family to care for. My 5 step process helps to navigate your home selling journey so you can move up to the home of your dreams.

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Here's how my Family Dream Formula works:

STEP ONE

Understanding Your Family Dream & Knowing When It's Time To Move Up Homes

Your next home will need to serve your future needs as well as your current ones. With The Family Dream Formula, I'll help you navigate the real estate market as a move-up home buyer. First, we'll think about your specific needs and wants and long-term housing goals. Everyone in the family needs to make a list of what their needs and wants are in the next home. **What do you love about your current neighborhood? How do you wish it was different?** This will get everyone on the same page and your family excited about moving.

Next, everyone in the family needs to make a list of what you love most (and hate) about your current home. What kind of homeowner are you? A move-up is about improving your quality of life, not moving to a bigger place. If you think a big yard is more trouble than it's worth, consider looking for a place without one. This will help us understand what the key drivers are for making this decision to upgrade your home.



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STEP TWO

Debt, Decide and Start your Search

We need to make sure you have a solid understanding of your budget and what you can afford. You'll contact your current lender to find out how much you owe on your mortgage. You'll ask for a payoff amount, not a mortgage balance. You'll also want to find out if there is any payout penalty after selling, or if you can carry the current mortgage to the next home. You'll want to get a new pre-approval, too.

We'll schedule a time to plan out your strategy. For our meeting, I'll **prepare a Market Evaluation on your current home to determine the equity you have. This and your pre-approval gives us your budget.** I'll set you up with a listing portal that will email you listings that match what you are looking for. This will include sold homes this way you get an idea of sale pricing. You can access this portal anytime of day. I ask that you "heart" any listing you love, this gives me an idea of what you're attracted to. We'll schedule a day and time to view 3 homes to start and at the end of the showings you will choose 1. We'll do this 2 times where in hopes you'll have 3 favorite properties to choose from.

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STEP THREE

Buying and Selling a Home at the Same Time

The next step is to get your home market ready and listed for sale. **It's important to price the home right from the start.** We'll discuss pricing, negotiation, and my 30-day marketing plan. My marketing plan includes professional HD photography, virtual tours, and staging if needed.

We'll also prep your home for sale. You'll reap the rewards of completing minor repairs to your home. To help with any improvements, I'll send you my list of contractors and service providers. We'll also do a home inspection before listing, to find any major issues that could cause a buyer to back out. **The key points in this process are to get the best value for your current home.** This is sure to have buyers desiring your property over others on the market!

Once you're under contract on your current home, we'll act on your new home! Don't worry, I'll add a condition to your sale offer subject to you buying another home. This way you're not out of house and home! We'll use a longer possession date to get more time to search if needed. We will go back to your Top 3 properties and pick 1 to offer on. We'll work together to clear conditions like home inspection and financing.



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STEP FOUR

Time and Align

Rather than moving into temporary housing and then again into your new home. I'll coordinate your closing and possession dates with both properties. All you need to think about is organizing, packing and moving. A day or two before possession, I'll schedule a walk-through for us at your new home to make sure any requests in your offer are complete.

Aligning your buy and sale closing dates can be tricky.

Remember that there are 3 parties in this process – you, the person you're buying from, and the person you're selling to.

You'll also have to move out and move in on the same day. Time is your best friend and flexibility your lifesaver. This means you've planned ahead, like organizing and decluttering before the big move.

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STEP FIVE

Making the Move and After Closing

Once you've secured your perfect home and sold your current home, it's time for the final part of the big move itself! **Don't panic, with a good amount of planning and some helpful guides, you can take steps to make the day go a lot smoother.**

My moving checklist will help you remember everything. From change of address to setting up your new electricity account on the new home. My moving guide makes timelines effortless. Even when you should pre-book dates like cleaning and moving. I recommend hiring some professionals to take care of your move for you. This often means a little extra expense, but can save you a huge amount of time and effort if done.

On your move-in day, you'll not be alone, I'll show up with the pizza and refreshments when you're moving in. I'll make sure the keys to your old home get to the new owners! I do a 7 and 30 day follow up to see how you are enjoying your new home and ask if you need anything. I provide a home evaluation twice yearly to keep you up-to-date on your home value.



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Here is what happens when you use this solution:

Imagine living in a home you love that's functional and fits the needs of your family. Imagine driving home from work, excited to see the kids home from school. Your family is all at one table for dinner. Bedtime is easy with separate rooms and no fighting. Your nights are rested, and mornings are peaceful.

Imagine being in a home that you can afford. Keeping within your budget allows you to still do the fun stuff with your kids. This may look like taking a vacation! You stress less and know you are still building equity. A stable buy gives you and your family the confidence to stay there for several years.

Imagine it being easy to attend functions and events. Date nights get better. Grandma and grandpa can watch the kids. When the kids want to go over to a friend's house, it's easy to say yes.

You'll be living in a home in a neighborhood by the kids' school. **Mornings are easier!** After school is now a breeze! The kids can walk home being so close and in a safe neighborhood.

You won't want to wait to have your friends and family over because you have the space for it. Your friends come over and bring their kids now. Room to even stay the night! Grandparents come to visit more now that you are closer to them. **Everyone has room to be together,** which means you can make the most of your time.

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HERE'S WHAT MY CLIENTS HAVE TO SAY...

We were hoping to buy a new home but weren't quite ready to sell unless we had found the right home. Unfortunately, the market we were in wasn't an option. Jolene helped us list our home and we successfully got several offers.

The process was smooth, she took care of everything. She was knowledgeable and very responsive throughout everything we needed. Took a lot of stress off our plate. We are very happy in our new home.

- Gillian & Chris Romano

Jolene made selling two condos and buying a townhouse nothing but great! Jolene went above and beyond for us with everything she did. She truly made this whole process seamless. She was able to hold the new property for much longer than expected to give us time. We got a great deal. 100% work with Jolene in the future!

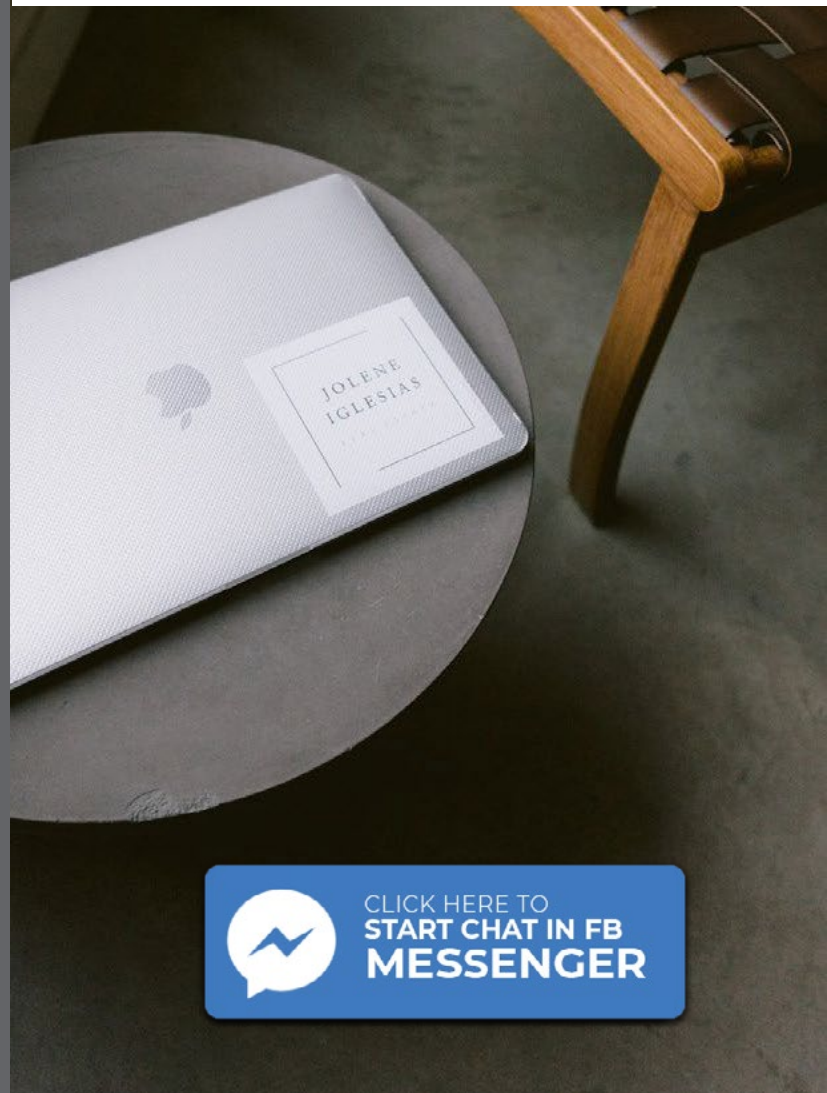
- Christina & Brad

Jolene had excellent knowledge of the areas where we were looking for a home. She was extremely responsive to any information or other requests. She made viewing homes easily and the routes were thought out well. She did well to understand what we needed and work for us. We are so happy to be in a new-to-us home, especially given the time period we needed to buy a home while selling. We accomplished that by listening to us not wanting to get into the buying/ bidding frenzy!

- Candace Happach

Schedule a Free Consultation Today!

If you want to take the next step, book a free consultation with me today! Book your 15 min call or chat with me on Facebook Messenger



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ABOUT ME

I grew up in a small town called Chase surrounded by beautiful lakes and cabins. Summertime was when everyone came to vacation. My mother started in real estate when I was 8 years old, so I've been around real estate my entire life. I've seen the hard work and dedication it takes to build a business. I've also seen the sacrifices. Growing up there were many missed dinners. I remember seeing my mother work 12 hour days. We would go for "car rides" to see clients, sign paperwork or stop in for a visit. There were also many rewards as I later understood when I became an adult.

I've been a Realtor in the Okanagan Valley since 2012. I started at a time where people weren't buying real estate. I joined a real estate team and worked hard to learn the business. Persevering through a down market and high interest rates. It's all a part of the business they said. The juice is worth the squeeze. As a Realtor, I know buying a home is the best opportunity you can make in your lifetime. I wasn't going to give up on what I know to be true.

I've been passionate about real estate my entire life. When I focused on building relationships with my clients and maintaining them my business started to grow. I eventually left the team and went out on my own. I strive to ensure that the home buying or



selling process is fun, easy, and stress-free. I pride myself on providing quality service. Connecting with people is what brings me joy and it's what leads me to real estate in this growing community. My decision to build my dream life in Kelowna was easy and I couldn't imagine being anywhere else.

Moving homes is a big decision. A significant upgrade to the quality of your life, not just your home. With The Family Dream Formula, I'll help you navigate the real estate market as a move-up home buyer. I am here to make your family's dream a reality.

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HAVE ANY QUESTIONS?

Using my Family Dream Formula I strive to make the process as fun and exciting as possible as I guide you through the transaction from start to finish.

Let us know how I can help you find your dream home!

LET'S CHAT!



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