

# THE KEVIN YU TEAM

WORKING FOR  
YOU METHOD



**KEVIN YU**  
REAL ESTATE TEAM

## **When you moved into your home, life was simple, and you had nice things.**

There was room for all your stuff. Then you had kids, and everything changed as they got older.

It's morning and it's time to prepare for your day. The kids need to get dressed and fed for school. You and your partner need to get ready for work. It's chaos. Having the whole family trying to use the only washroom is more than difficult. Sometimes a child will take longer on the toilet and hold up the whole morning routine. There is toothpaste everywhere. Toothbrushes and other toiletries are creating a mess on your bathroom vanity.

It's annoying to bring down toothpaste and toothbrushes to the powder room to brush your teeth. You wish you had a full washroom. It would be great if more than one person can shower at the same time. Imagine when your kids are teenagers. They could be in the washroom for over an hour.

The kids' stuff is everywhere. You're constantly picking up after them. They don't have a designated play area. You always hear the kids. You're on top of each other. There is only one space for the whole family. Playing in the bedroom is not realistic as the bedrooms are too small. There's no usable outdoor space.

It's a chore to pack things up and head to the park. The only time you get peace and quiet is when the kids are sleeping. By that time you're too exhausted to even talk to your partner. All you want to do is zone out and watch tv or scroll social media.

## **You're working on the kitchen counter as your partner works on a small desk in your living room.**

There are documents everywhere. Trying to find a place with a good background to do a Zoom meeting is next to impossible. You need quietness, and the only space will be your bedroom. But working in the bedroom is challenging as there's no good background for your Zoom calls. When you're making lunch, you have to put the office away. It's very messy. Your back hurts from working long hours on the kitchen counter. You feel overwhelmed by work stuff everywhere. You are mentally drained.



## **You see your spouse a lot as you share the same workspace.**

You both work on the main floor of the house. You love them but also need time apart. It's not very enjoyable. There are extension cords everywhere. When the kids are home from school, you are still living in the same space as your "office". When kids are home, you get distracted, so you have to put in more work hours when the kids are in bed. There is no separation between work and personal life. You wish there were dedicated areas for you and your partner to work. An office would be nice. Even having a desk in a big enough guest bedroom would suffice.

You think the problem is that you are not organized. You think you have too much stuff. You're too tired trying to keep the kids alive that you don't have time to create an organized household. You dream that Marie Kondo will come in and solve all your problems.

You have been trying to purge and get rid of stuff. You donate clothes and toys. You installed a better storage solution as there is not enough space to store things. You try to get organized but it seems like a never-ending cycle. There always seems like there's too much stuff. You don't have a lot of things but looking at your house it seems otherwise.



## But it's not really working.

You know that the home was a great size for a couple and maybe a baby. But the home wasn't meant to be for a growing family. Before the baby came along there was room to have nice things. Being minimal in design was easy. You also didn't own as much before having a baby. Then the baby came and also a whole slew of stuff came with them. Who would have thought that a baby would have more stuff than all of your things combined? Now the house is one big mess.

You didn't work from home when you moved in. Since Covid-19 is part of our lives you both work from home. You didn't plan to have a home office. There is no space no matter how much you try to create one. You need a **dedicated office space** with a desk and a door that you can close.

You and your partner are not on good terms as all you do is work, take care of the kids and do chores around the house. There's constant bickering between you. There is no alone time for you and your partner as your life is always chaotic. When you do talk, you are short with each other. There is no peace at home. You start to grow apart.

## Your relationship is on the verge of collapse.

The worst thing that could happen is that your family is not a loving and functional family anymore. Your kids grow up in a chaotic household. All they know is that they have stressed out and angry parents. When they are old enough to go to their friend's house, they will always be out of your house. You won't see your kids anymore. You don't have a good relationship with them.

When you have had enough of your current pains you finally decide to move. At this point, you can't afford to upgrade to a larger home in the neighbourhood let alone the city. Now you can only afford to move to Hamilton. There's nothing wrong with that except your work is still in Toronto. Your family and friends are also here. To uproot the family like this, you might as well move to another country. Now that you waited too long to make the move, your money only goes so far. Even Hamilton is getting expensive. You can only afford to look in up-and-coming areas there.

So how do you solve your problem? Welcome to my **Working for You Method**. We help a lot of people move up the property ladder. Buying and selling a home does not need to be difficult. We have tried and tested procedures to balance the selling and buying process.

**We make it seamless and organized.**

## Step 1: Discovery Process

We'll sit down with you and/or your partner to find out where and what you want to move to. We can help you get clarity on what you want. This is where we get to learn about you so we can create a custom strategy for you. We'll introduce you to our tried and tested efficient buying process.

We'll set you up with access to our real-time database. The advantage is that you'll see new listings before they hit Realtor.ca and other sites.

We need a clear understanding of where you want to go and decide if we can buy or sell first. The strategy we put in place will be dependent on the market. Markets can be different even if you are buying in the same city.



## Step 2: Home Visit

Our team will come to visit your home. We'll walk through your property and gather information. We can go over what areas of your house will need work. Our team creates a list of repairs. We'll decide if our handyman will be able to tackle the items on the list for you. We can refer you to the right professional if required. Our cleaning crew and moving team will also receive our notes and pictures.

The staging team tells you what you need to do with your space. They'll also note what size/type of furniture we'll use for the staging. Research shows staged homes sell for higher than those that aren't. These staged homes also sell quicker than their unstaged counterparts.

We need to have a plan to get your home on the market. The amount of time needed will depend on the state of your property. Our team of stagers, movers, cleaners and other trades need notes and pictures. They use this information to help us plan the prepping schedule. Some of our team need to know the timeline weeks in advance.





### **Step 3: Find Your Next Home**

Before you find your new home we will guide you to getting a pre-approval mortgage. This way when we do find your future home you'll be ready to make an offer. We use our funnel method to make your search as efficient as possible. Our team will shortlist homes that match your criteria and also budget. We do a lot of research and planning before going to see homes in person. This saves you a lot of time and energy.

When we find your next home, we'll do everything in our power to help you win it! There's a lot involved before making an offer. We'll try to find out as much information from the listing agent. If we know the Seller's plans we can create a strong offer. It's not always relying on the highest price. This helps us present the most appealing offer to the seller.

Buying a home can take a long time if you don't have a plan. Our home buyer process avoids frustrations. You need a great team supporting you to find your next home. You'll avoid disappointment if you don't have any loose ends. You'll find your dream home in no time!



## Step 4: Put the Listing Plan in Motion

We'll create a schedule on what the next few weeks will look like. Our team will schedule the trades, stagers & movers. You might need to move out during this time. We'll store your furniture and belongings at our storage facilities. Once you move out then the magic happens. Depending on the amount of work this can take from 2-5 weeks before we go live on the market. Our handyman will either work on items when you're in the home or when you move out. The cleaners will come in to make your home sparkly clean. If you need painting then the painters will be next in line.

Our staging furniture will come in once the home is ready. Our stagers work to make your home look like a showroom. We're now ready for pictures and videos. First, professional photos are taken. Shortly after our videographer will come to do an eye-catching video of your home. Our admin team creates attractive marketing pieces. Our ads target qualified buyers on many online platforms. As showings come through, you'll get notifications of them all.

Once an offer comes in we will coach you on the pros and cons of that offer. It's not always the highest price or best closing date. We look at any shared information on the buyer. If the buyer is not financially strong, we need to think twice about accepting the offer. Some buyers need to sell a home after buying ours. There are clauses in offers that we remove or adjust. We will review the above and more before proceeding.

There's a lot involved in getting a home onto the market. Our team is very aware of the timelines. We all work together to keep you on schedule. We act as your project manager to coordinate everything. Once we are live and ready for showings, we watch our listing and market. All the hard work will pay off as we now wait patiently for our buyer.





## Step 5: Finalize and Plan

We have an accepted offer. Yay! Now we help you firm up the deal. If there are conditions on the offer we'll work with the buyer's agent to fulfill all due diligence. The sale of your house is complete!

Our team will help you go see the home again where you can take pictures, measurements, etc. It might be a good time to show your friends & family your new home.

We'll continue to check in to make sure things are on track for you. Even when you have moved in, we're here as a resource for you. Don't think our relationship ends because we have sold and bought your homes. We will hopefully earn the position of being your realtors for life. One more thing. It's time to celebrate this momentous occasion!



## When working with us this will be your reality...

Both you and your partner have separate office spaces to work. Your laptop and paperwork have a permanent place. When you're on Zoom meetings you don't need to check if your partner is also having a Zoom meeting. When the workday ends you can close the door to your office. You don't even need to clean up the space if you don't want to. Now you are not working late as you have enough time and no distractions during the day.

There are enough bathrooms for everyone to get ready in the morning. You have an ensuite washroom while the kids share a large washroom between them. No more waiting to use the toilet now. Getting ready in the morning is more civil. You can have some peace and quiet when brushing your teeth. The kids don't fight in the morning. You have storage for your toiletries. When friends visit you don't have to clean your ensuite washroom.

Now that you own a larger home there is room to store all the kids' toys. They have a rec room in the basement. It's tidy down there. You can store your tires in your garage and other things in the shed in your backyard.

You can shop at Costco and save on groceries. You have a large pantry and cold room. You can buy cases of things. Shopping trips are not as frequent.

Your house is much tidier now. There is space for things to go into. You have neat closets. Marie Kondo would be proud.

Your new life will be amazing and you will be very proud of where you live. There is peace when you come home. Your new house will fix the issues you are experiencing right now. You can have guests over without having to spend hours cleaning and tidying. You will love your new home.



## Here are some words from our clients:

"Real estate in Toronto can be complex. Kevin and his team went above and beyond. Buying our new home and selling our previous one went smoothly. Kevin's team coordinated everything. Our buy and sell went like clockwork. Kevin used data and his experience in pricing for both our buy and sale. It helped to take a lot of the guesswork out of the process. Kevin and his amazing team put customer service and communication first. We were always well taken care of.

Thanks to Kevin and his team! We were able to find our dream home! Our family will be forever grateful for everything they've done for us."

SACHIN HINGOO

"My husband and I contacted Kevin Yu to see a house we had been eyeing.

After viewing the property my husband and I wanted to put in an offer that night. Kevin Yu worked diligently through the rest of the evening to draft an offer in time. We found ourselves in a bidding war that lasted until the very late hours of the night. We ended up winning! Once the new property was sold firm, we moved on to the next task to sell our condo. Kevin Yu and his team made the entire process effortless.

Kevin provided us with a detailed presentation. It contained relevant data and market trends. He guided us to set a strategic listing price. It resulted in a quick sale of our property. We sold it weeks ahead of most units on the market. We were very happy with the ultimate sale price. We know that Kevin's negotiation skills played a large role in the sale.

We were so impressed by Kevin's dedication to his clients. His team also showed the same passion. His team took beautiful pictures and videos of our home. His stager even brought fresh flower arrangements! Even though he had other clients, Kevin Yu and his team were there for us. We always felt well taken care of.

We're also grateful for the after-sale process. He has an attention to detail that most Realtors overlook. The team provided us with lots of handy info. They even provided us with moving boxes.

I would recommend Kevin Yu and his team to anyone. It is the best decision we made."

JESSICA PARISE

*The Next Step...*

**Book a call with me!**

**Book a strategy call with me to see if I can help you get into your next home.**



**CLICK HERE  
TO BOOK A  
CALL WITH ME**



**CLICK HERE  
TO START CHAT  
IN FB MESSENGER**



## ABOUT KEVIN YU

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My parents are from Hong Kong. With very little money but many hopes and dreams, they decided to leave their home. They came here to Toronto in the '70s. I was their firstborn, and my sister came a couple of years later.

I remember when I was 5 my parents bought their first house. My mom worked in a factory and my dad was a cook at a Chinese restaurant. They didn't make a lot of money. My parents had to be creative to buy a home. The house was renovated on the top floor to have bedrooms, a kitchen and a washroom. We lived on the main floor and basement. Our tenants lived on the top floor. My parents created a rooming house where we resided under the tenants. That house was the first experience that I remember about anything to do with real estate. They went on to buy another 2 homes after that first house. I now believe anyone should be able to create wealth and stability with real estate.

I was 30 and renting a house with 3 other roommates. My cash flow was amazing and I had a lot of disposable income as my rent was only \$500 per month. I was also dating my future wife at the time. We were living like most people in their 30's. Having a lot of fun and not thinking about investments and our future.

My Mom, understanding that real estate is a sound investment, insisted that I buy a condo. I didn't want the responsibility. But she persisted and gave me \$20,000 as a down payment.. I bought my first condo for \$200,000 in 2006. It was a struggle. It was hard giving up going out all the time. I had to stop ordering take-out and had to start buying more groceries. My wife and I didn't have any future plans. The one grown-up thing that we did was get married a couple of years later.

After 5 years of living at our condo, it appreciated by \$120,000. We'd recently had our daughter Olive. We outgrew that first home right away. We did some light renovations and staged our own condo. My wife has a great eye for design. With our teamwork, we ended up selling that condo for a record price for the building. I didn't know it at the time, but my wife was going to join me. We were about to create a real estate team together.

Owning real estate has given me and my family opportunities that we would never have had if we kept renting. We learned from owning and selling properties and applied it to our real estate business. We lived through a lot of the pain points our clients are currently experiencing. Every move had complexities that we had to deal with. But we solved them and incorporated them into our business.

Our goal is to help our clients do the same. We've been through it, we understand the need for more space. The desire to build wealth for their families. The pressure of completing all the little things to get the home on the market. We know how hard it is trying to find trades to help with repairs. We are a full-service team to help you with all the above. We know that moving is stressful. It doesn't have to be! Our "Working for you method" takes care of the small details.

