



# THE ROULEAU READY METHOD

We help busy Ottawa families to move up to their next home with the Rouleau Ready Method.

When you moved into this home, you couldn't believe the space you had. The kids were little and you never thought you'd run out of closet space. But life never goes how we think and now you're finding yourself in a similar situation from before you moved here.

## NO PLACE IS SAFE... FROM TOYS.

Toys in the living room. Toys in the bedrooms. Toys in the kitchen. It feels like there is no space left untouched by toys. You want a space that you can relax in and feel like it's your own.

## WORKING FROM HOME IS NOT IDEAL

You're crammed into one small section of the basement or your bedroom. You dread getting any video calls from work because it's near impossible to hide the mess in the background. Your noise canceling headphones are your savior but they're just not enough anymore. You want a room where you can shut the door and leave the chaos behind.

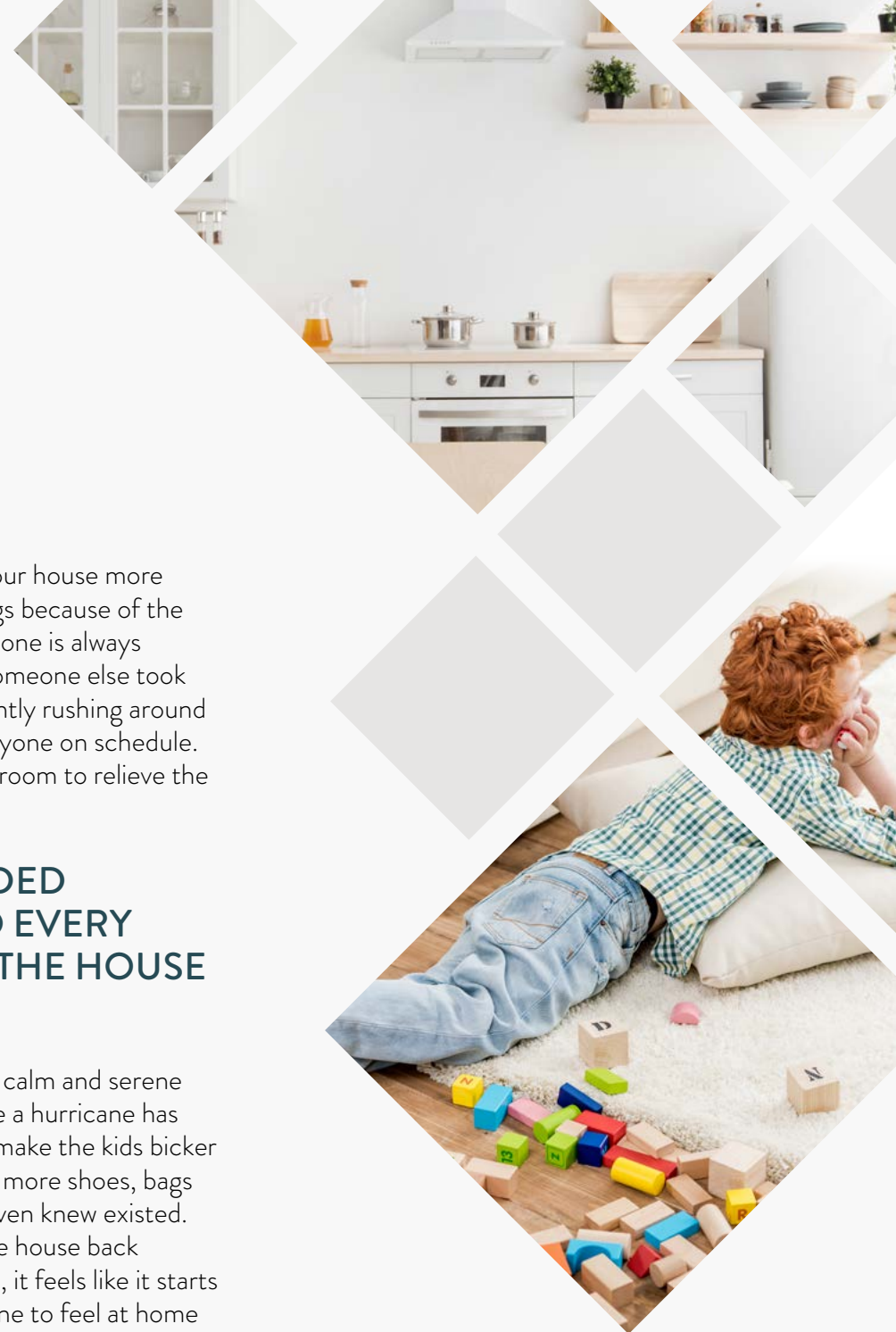
## MORNINGS ARE CHAOS AS EVERYONE GETS READY

Your house is a battlefield every morning when the kids are getting ready and sharing the

bathroom. You leave your house more stressed in the mornings because of the yelling and tears. Someone is always running late because someone else took too long. You're constantly rushing around and trying to keep everyone on schedule. You'd like an extra bathroom to relieve the pressure.

## YOU'VE BLENDED FAMILIES AND EVERY OTHER WEEK THE HOUSE IS TOO SMALL

One week the house is calm and serene and the next it feels like a hurricane has struck. Sharing rooms make the kids bicker and suddenly there are more shoes, bags and clothes than you even knew existed. By the time you put the house back together and organized, it feels like it starts again. You want everyone to feel at home but also have their own space.



## THE NEIGHBOURHOOD ISN'T AS SAFE AS YOU WOULD LIKE IT TO BE.

You are stressed about the security of your home and car. You don't like to be out at the park too late with your kids and have felt uncomfortable when you're out past dark. You don't go for walks around the neighbourhood with your dog anymore because you don't love the feeling you get from being out alone. You want to be able to enjoy your neighbourhood as much as you enjoy your house.

## YOU JUST THINK YOU'RE NOT ORGANIZED ENOUGH.

If you have the fancy baskets and filing systems, you'll finally be able to have your house together and not feel so overwhelmed. You research minimalist options and try to get rid of the clutter so you're not constantly tripping over toys/books/clothes.

You feel like it's a "you" problem and that if you could just be more disciplined/tidier/organized, you wouldn't be in this situation you're in now. You have a lot of guilt associated with this because you think it's a reflection of how you maintain your house.

You don't want to be seen as ungrateful since you know that a lot of people in the past few years have struggled to get into the market. You view it as a privilege to have a larger house and you don't see yourself as "those types of people". You have humble roots and don't identify as "high class".

## THE REAL PROBLEM IS THAT THIS HOME NO LONGER SUITS YOUR CHANGED CIRCUMSTANCES.

If nothing changes, nothing changes. Your house still feels too small. You still feel unorganized and in chaos. Your work will suffer. Your family will still be at odds with one another. You're not sure how long you can "put up" with this before something snaps! If you can relate, you're not alone! That's exactly why I created my 5 step process, The Rouleau Ready Method . It's designed to help busy Ottawa families like yours to move up to their next home.



# 1

## STEP ONE: REALIZING YOUR DREAM

Coordinating the sale of your house while you are hunting for your next home can be overwhelming, stressful, and a bit frightening. That's where we come in! Each client has different needs and desires. We want to make sure we know exactly what you need in your next home and what your current home isn't providing for you. A goal without a plan is just a wish- and this helps keep us on track!

We start this process by walking through your current home. Point out everything that frustrates you and highlight the things you love. Using this information, we tailor your house hunting experience to only homes that are what you are looking for. We don't want to waste your time going into homes that are not what you need! We review what equity you currently have in your home and discuss your options. We take a long term approach to Real Estate and help ensure we are working in line with your goals.

Finding the right fit is a process of elimination of everything that doesn't work. Starting here helps us focus on the houses and neighbourhoods that don't work and allow us to jump in with both feet. We're able to narrow down what works and what won't. We also put ourselves in the best position to secure the house as soon as it comes on the market.

**WE NEED TO LAY A SOLID  
FOUNDATION THAT WE CAN  
THEN WORK OFF OF TO  
ACHIEVE YOUR GOALS.**

# 2

## STEP TWO: ENCHANTING YOUR HOME

By now we know what your current home needs to stand out from the rest. We use our trusted contractors and professionals to help prepare your home for the Market so we can put our best foot forward. We do the heavy lifting to get the house prepared. This includes coordinating painters, repairs, cleaners, stagers, and professional photographers. We only have one chance to make a good impression so we need to make sure we're an undeniable choice for any Buyer in the Marketplace.

While we're hunting for your next home, we make sure that your current home will be ready for market as soon as needed!

Preparing your home for the Market takes more than just a For Sale sign! We need to make sure that the Buyers that are in the Market sit up and take notice when we're ready to go live. We know that you have a busy life with lots going on so we aim to make it as smooth as possible for you. Sit back and know that we have you covered!



# 3

## STEP THREE: ACTION AND APPLICATION

We review the current Market conditions and make sure we have a clear picture of your sub-market. We review the competition on the Market and learn from their mistakes. We offer you a personalized strategy that lines up with your goals and timeline. We aim to get you smoothly through the Selling transition. We use our Tailored Marketing Plan to ensure that we're reaching the right Buyer. We position us as the best option for Buyers in the Marketplace. This includes pricing strategy, launch date strategy, and social media strategy. We will review and revise these strategies as needed to suit the changing market.

Once we receive an acceptable offer on your house, we'll make sure all the pieces are in place for your next home. We'll complete anything that is outstanding and keep track of the important dates so that you don't need to.

Once we are ready to hit the Market, we only have one chance to make a good first impression. We aim to make every potential Buyer in the Marketplace sit up and take notice. Our first two weeks on the Market are the most impactful. It's important to have a solid social media and marketing plan in place.



# 4

**STEP FOUR:**

## DRAFT THE OFFER

Once we find the next great fit, we work with you to negotiate a deal with the Sellers that will meet your needs. Our House Inspectors will go through the house with you by their side. You're able to ask all the questions you may have. We want you to have a clear understanding of what work the house may need. We also work side by side with your trusted Mortgage Broker to ensure they will be able to provide you with the best rate available. When we are complete with our due diligence, we will move forward with the house and you can start packing!

Juggling buying a new home and selling your old one at the same time can be confusing. There can be different timelines, different conditions, unique terms, and many parties needing to stay in the loop. We take care of all these details so that you can focus on packing and getting ready for the next step.



# 5

## STEP FIVE: YIPPEE! ONTO YOUR NEXT CHAPTER

The actual move! While you're busy packing and organizing for the next house, we'll take care of the paperwork and last minute details. We'll make sure your Mortgage Broker and Lawyer have everything that they need to make the transition a smooth one. We coordinate the final walkthroughs for your new home and your existing one.

We help you manage the coordination of movers, cleaners, and any repairs needed. Then we toast to your new chapter! This isn't the end of us however! We strive to be your Trusted Real Estate Professional for life. We will stay in touch and provide annual Equity Reports for you so you can stay on track with your long term Real Estate goals.

We like to celebrate what we've achieved! Moving into your next chapter is an exciting time and we're thrilled to be a part of it. Even though the heavy lifting of finding the home is over, we still have work to do. We make sure you can focus on the actual move while we do the preparations in the

background. We are on hand to coordinate appraisals, provide paperwork to your Lawyer and Mortgage Broker, and complete a Final Walkthrough of the home with you. This ensures everything is in working order and there are no surprises on closing day!

**CLOSE TO CLOSING YOU'LL  
GET A CALL FROM THE LAWYER  
AND ALL YOU'LL NEED TO DO  
IS GO SIGN. IT'S THAT SIMPLE!**

# Simplicity, Organization, Growth, Security... All in your future once you make the move.

- Everything has its place. You are not stressed out over lost items. You are at peace.
- There are no longer toys strewn around the house. You're not drowning in kids items. You feel like you have space to have an "adult" room.
- You embrace your neighbourhood and enjoy it. You do not feel restricted to just your house and yard. You enjoy walks through the streets and don't worry about the time of day when you are out.
- You each have room to have your own personal space. You aren't fighting over bathrooms or bumping into each other in the kitchen. You have the ability to separate and have your own space.
- You know that you can put down your roots and not have to move again for a long time if you don't want to. You have the space to expand and grow and the house has the ability to meet your needs.



# Here's what my clients are saying:

” Working with Michelle and her team was a great pleasure. My partner and I were finishing up school and have just started our professional careers. At that time, moving out of our parents' places and purchasing a home seemed like a pipe dream. Michelle and her amazing team were able to guide us into making both financially responsible decisions and choosing a first home that fit our needs and lifestyle. It was such an easy and fun time looking at homes with Michelle. Her honesty and knowledge of the market was something we truly leaned on throughout our home buying experiences and we cannot thank her enough for all that she has done for us. She is hands down the best in the business.

- **Brian and Natalie**

” I was recommended to Michelle. When I first met her I felt very comfortable. She listened to my wants and needs for selling my property/buildings which was very unique. She asked questions to clarify and understand the uniqueness of this sale. Michelle has such a pleasant and calm personality. I trusted her right at the beginning. She did not try to push me whatsoever into any sales pitch. Michelle had her job cut out for her given the COVID circumstances and the uniqueness of the property. All in all Michelle's extensive knowledge and professionalism in real

estate is what sold my property faster than I expected. I highly recommend Michelle from Royal LePage.

- **Shirley**

” Great to work with! Michelle is very friendly and knowledgeable as you can really tell she loves her job. She answers our calls quickly, is able to answer all our questions, always available to book a house visit and not being rushed, and go through the houses in order for us to see it was a right fit. Selling and buying is quite stressful and thankfully Michelle was there to help us along the way. Thank you!

- **Alex and KerryAnn**

” We recently had the privilege of working with Michelle Donaldson Rouleau the third time. After our move from New Brunswick to Ottawa, when we were looking for a house to rent we knew we would always go back to her. Michelle Donaldson Rouleau definitely knows the real estate business. She was able to answer all of our questions, get any information that we needed and is fun and personable to work with. Being out of state she made the process much easier than we had thought possible. Thank you for always being there for us, Michelle Donaldson Rouleau !!

- **Britta and Thomas**

# Our Story

When Bev, the founding member of the Rouleau Team, was watching her father transact in Real Estate growing up, she never thought she would fall in love with it as she got older. Transitioning from retail into real estate was a natural progression for her. Her sons Jason and Ryan watched as she dedicated herself to helping her clients secure their dream homes and transition into a new chapter of their lives.

When I married Jason, I had never been around Real Estate before. My parents still live in the home that they brought me home to. And both of my Grandparents lived in their homes until the end. I was in awe of Bev's dedication to her work and watched as she treated every client as a member of her own family.

I had a similar path as Bev and was working in Retail Management. I loved helping customers but wanted to make more of an impact on my community around me. I was at a crossroads and unsure what my next steps would be. I knew I wanted to have a similar impact that Bev was making with her clients. So I started working with Bev as her unlicensed assistant while I studied to get my license.

## WE WORKED CLOSELY TOGETHER WHILE I GREW MY OWN REAL ESTATE BUSINESS.

Having a seasoned Agent to brainstorm with and bounce ideas off of was so crucial to my success. As we both progressed in our careers, we slowly transitioned from Mentor and Mentee to business partners.



When Ryan decided to join the business as well, Bev and I knew there was no better support for our clients than our own team which is like a family. We meet regularly to discuss our clients and help them find what they need. We're there to help each other out when needed. It's a seamless transition between us because we know our clients continue to get quality assistance even if we can't be there ourselves.

We are honoured to be in the Top 10% of Royal LePage Agents across Canada. Bev is also a recipient of the Lifetime of Excellence award from Royal LePage. We are humbled to have helped hundreds of families across Ottawa transition their lives through real estate.


**AFTER ALL THESE YEARS, WE TRULY LOVE WHAT WE DO AND ARE STILL ENTHUSIASTIC ABOUT EVERY CLIENT WE DEAL WITH. WE APPRECIATE THAT OUR CLIENTS NEED US AS ADVISORS MORE THAN ANYTHING ELSE.**

We believe it's important to treat our clients like they're a member of our family and help them make a smooth transition into their next chapter. Using our combined experience and deep understanding of the markets, we'll continue to protect and advocate what's best for our clients for years to come.

IF YOU'RE READY TO TAKE THE NEXT  
STEP, BOOK A STRATEGY CALL WITH  
ME TO SEE IF I CAN HELP YOU FIND  
YOUR NEW HOME SUITABLE FOR  
YOUR NEXT PHASE IN LIFE.

CLICK HERE TO BOOK YOUR 30 MIN CALL OR  
CHAT WITH ME IN FACEBOOK MESSENGER.

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BOOK A CALL 

START CHAT IN FB  
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