

The **Blue Orchard Method**

By Chris Shebib



BLUE ORCHARD
PROPERTY GROUP

Your current dilemma

You come home from work and have to shove the door open. A tiny shoe is in the way ... *again*. You've asked the kids to put their things in the entryway closet and on the shoe rack. Nice in theory, hard in practice.

There just isn't enough space for everybody's stuff.

Getting coats and boots and shoes away feels like a wrestling match more than tidying up at this point.

But it's not just the entry. Stuff is everywhere. Laptops on tables. Sports gear in hallways. Grooming supplies left around. There's no escape. Even if you clean, it somehow seems to come back. You're tired of having a messy house. You're embarrassed to invite people over at this point.

Your basement is now storage. Not quite the cool lounge area you'd planned. It's an archive for sporting equipment, trophies, and "someday" items. Maybe someday, you'll use that ugly decanter you got as a present. So far, you just trip over the box every time. When you bought the house, you thought it'd be more than a glorified closet. The dreams you had for the space have been long abandoned.

And the elephant hasn't even been mentioned ... the toys. They've taken over. Your house is a toy store that you just happen to live in. The office got converted to a playroom. But even then, it's not enough space. Toys are too big and there are too many of them to fit in one room. And the kids don't have enough space to play, so they take things to other parts of the house. Kids being kids... they never seem to put them back.

So you're constantly stressed. Coming home isn't something you look forward to. You know it's just more yelling and more fights. It wasn't always like this. You used to be happy. You remember laughing with the kids. But now, the laughter's been replaced by short tempers. You're not sure how it got to this point. And you don't want it to get worse. It can't get worse.

But the problem's not just what's happening inside the house. It's also the surrounding area. Your neighbors are fine, sure. But you don't have a lot in common. Your kids don't have friends their age to play with. You feel like lone ducks. There's also too much traffic for your kids to play. That means they either have to stay indoors or you have to supervise. And let's face it... you don't really have the time to play street cop.



You've convinced yourself that everyone just needs to pitch in more. If the kids could pick up their toys. If your partner could work in one tiny corner. If the basement could stay clean. If shoes could end up on the shoe rack. If, If, If. Your life revolves around them ... but even you have trouble doing your part. No matter how hard you try, somehow your home looks like a tornado hit it at all times.

It's not like you haven't made an effort. You made a downstairs closet. You got bins for the kids' toys. You cycle winter and summer clothes. You declutter all the time. You've watched that Marie Kondo show on Netflix. You've read 1000 blog posts.

And it works for a day or two.

But then **bam!** Chaos again within a few days.

I want you to know that it's not you. It's not your partner. It's not even your kids.

It's your house. While your family grew, it didn't. The square footage? It stayed the same. The number of rooms? It stayed the same. The other neighbors you used to like? Moved out two years ago. How dare they.

The simple fact is this: One simple change – your home – can shift everything.

Now is the time to do it.

Before things get worse.

Let me paint you a picture.

Your eldest's about to start school. You're not sure about whether you're really "ready" though. So they make friends. In a year, things have gotten worse at home. And now you tell them that they're moving. The first

question becomes "Do I have to change schools?" When you say yes ... another fight ensues. There are lots of tears. They don't want to leave their friends. The guilt sets in.

And in that year, fighting has become your family's new normal. It started about toys. But now it's moved to fighting about everything. Not just you and the kids. The fights with your partner have also started. And they've been getting more and more frequent. Every day, there's something that gets on your nerves. It wasn't always like this. You don't want it to be like this. But you don't know what to do.

To make matters worse, the last neighbor you actually liked moved away. This young couple moved into their home. They constantly have parties. The music is loud. Their friends are loud.



**Choices that set
your family up
for success.**

They got a dog that barks all the time. Don't they have work? Don't they ever like to just be quiet sometimes? You don't need beer bottles and cigarette butts on the street. You don't like random cars parked in front of your house at all hours. None of you can get to sleep. It's awful.

You're afraid that you're not giving your kids the childhood they deserve. You want them to have friends next door. You want carpools to activities. You want them to play street hockey safely. Basically, you want them to have the kind of childhood you had.

You don't want to be that family that's always fighting. You want your kids' memories to be happy ones. You pushing them on a swing in the backyard. A dip in the pool on summer nights. Happy car rides to activities. Fun family vacations. Embarrassing cheering in the stands. Iconic prom photos.

Otherwise, in 20 years, when the kids start their own family, they could be those kids. The ones who say they don't want to be like their parents. The ones who move away. The ones with grandkids you see twice a year. If that.

I designed the *Blue Orchard Method* specifically for families like yours. Families who need to move but want to make smart, sustainable choices. Choices that set your family up for success.

The Blue Orchard Method



STEP ONE. *Planting the Seeds*

Your family home is one of your largest investments. It's my job to ensure that it yields the highest ROI (return on investment). That means making smart decisions that will yield as much fruit as possible in the future. How does real estate fit into your goals? We make a data-driven plan customized to you. We balance your needs in a new home with long-term equity building. I also connect you with a lending partner. I have several recommendations based on your specific situation.

We then go through my Orchard Expansion exercise. This starts with a tour of your home. I need to know where your current home is falling short. We then establish which KPIs (key performance indicators) are important to you moving forward. This exercise also helps me know what to search for. It also ranks your priorities so we can keep them top of mind.

As a father, I always want to make decisions that move my family forward. It's important for me to help you do the same. Real estate can help build generational wealth. This early

work sets the foundation for that to happen. Let's leverage your situation for long-term growth.

STEP TWO. *Expansion*

It's time to find your next home. In the current market, it's better to purchase first. We'll use your pre-approval to determine your budget. Taking the KPIs from the previous step, we also create a property scorecard for your family. We use the scorecard to rank the properties we see on a scale of 1 to 5 for each criteria.

Renovations and staging maximize market value.

When I find ones that I think you'll like, we visit them together. You can use the scorecard to rank properties and to send me, too. The scorecard keeps us on track when during the purchase process.

When we find a winner that ranks favourably and your family loves, it's offer time. We use our proprietary Blue Orchard Perfect Price framework to determine the offer price. I don't believe in pulling out random numbers. We'll look at key market data to make the decision. But that doesn't mean we can't sweeten the deal! With every offer, we'll create a letter, written by you to the seller. It'll speak to your vision in this new property and why you would be an amazing new owner. The first time we used

a buyer's letter was years ago when we purchased it in California. They work! This is a great, zero-cost way of doing that. Remember it doesn't always come down to the price! We'll then have a few weeks to clear conditions, and I'll oversee your closing.

Emotions can cloud the purchasing process. The scorecard helps us stay on course. And then, once we've found the right home, we want to stand out in the market and give you an edge.

STEP THREE. *Potential Maximization*

It's time to roll up our sleeves. We start with my *Profit Potential Maximizer*. This is a list of small, medium, and more large-scale repairs. We pick the right option to

get your home the best ROI. Following that, we create a staging plan.

As a former contractor and investor, I have several trusted contacts that can help. We schedule them and help you stay on track. This is about creating an emotional experience for buyers when they view your home. We want them to feel like it's home when they walk in. We want them to envision themselves living stress-free with their family.

I'm a former contractor have been flipping houses for decades. I know that the market value of your home can be greatly increased with a few simple tweaks. Renovations and staging will maximize its value on the market.



STEP FOUR. *Take to Market*

It's time to put your house on the market. Our data-driven pricing strategy helps us set the right listing price. No guesswork needed. We want your home to sell fast with the right strategy. I then customize our Blue Orchard Master Marketing Method to you. As a former digital marketing tech exec, I have extensive digital marketing knowledge. I leverage this to get targeted traffic to your home. It's not about getting the most people to your home, but the right people.

When we receive offers, we want to consider each. The strongest offer doesn't always mean the highest price. We'll consider the "quality" of the offer. This includes conditions, cash, and calendar dates. I walk you through each one and we rank them. The most favorable offer is the one we'll accept.

Pricing your home and picking a listing strategy is a science. We need to use data to make decisions and market. Every home has a specific buyer. My goal is to find you that perfect person as quickly and effectively as possible.

STEP FIVE. *Maintaining Your Orchard*

Moving in is just the beginning. You'll want to ensure that you're making strategic repairs. That will keep your equity high so that you're maximizing your market position. It also lowers costs when you move again.

Based on the plan we created in step one, we'll have a yearly review by phone or at your home. This will help you stay on top of the market and ensure that your home still meets your needs. If you're considering a home modification, I can also let you know whether that makes sense. Not every repair will yield a positive ROI later on. Need some names? No sweat. I have lots of colleagues I can refer you to.

*It's important to me
that you're supported
not just when you're
moving, but in between.*

This ensures that you always have someone on your family's side. I'm always just a phone call away. Whatever you need, I'm here!



**Happy memories
are the new
normal again.**

Here's what happens when you use the *Blue Orchard Method*:

When you do your inspection, one of the neighborhood moms comes over to say hello. Your kids are in the same activity.

She offers to carpool and gets your number. Your kids ask to play with hers and already, friendships are forming. You haven't even moved in yet.

Your neighbors are so nice. They have kids around your age and while they use the neighbor's slip n' slide, you

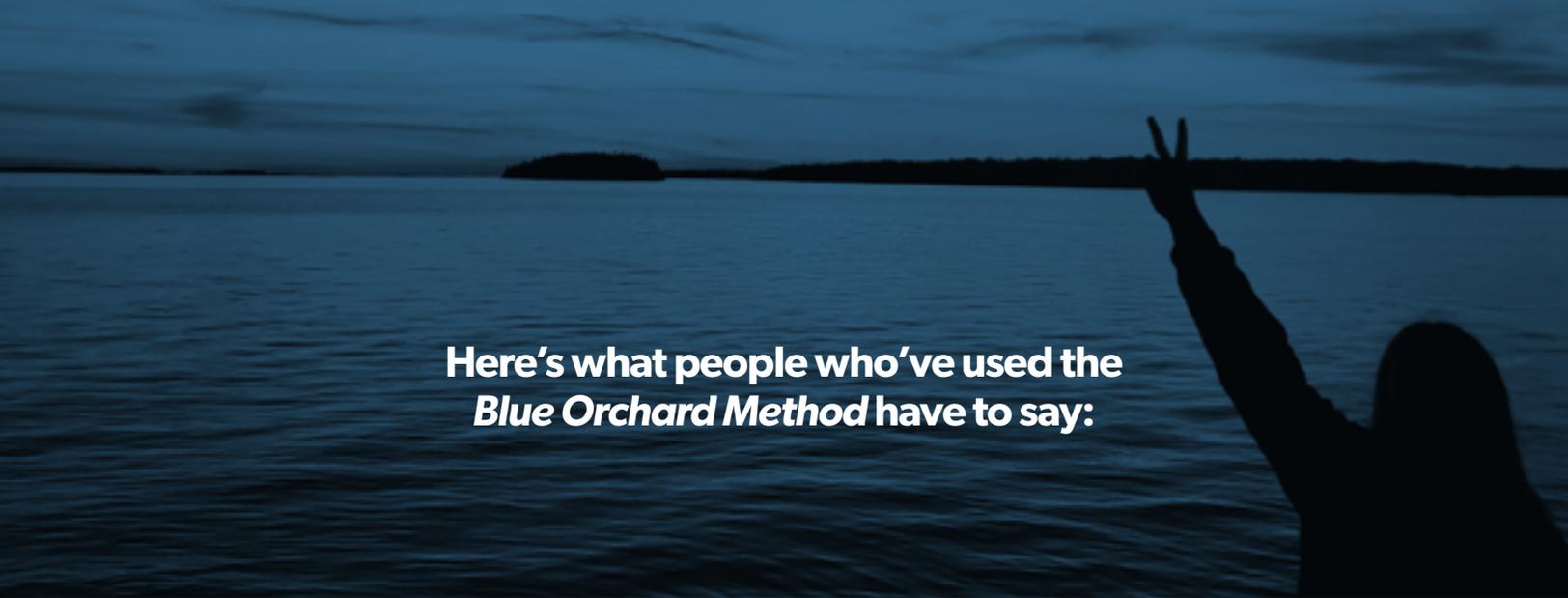
all have wine. You're in similar industries and you have a lot in common. You like spending time with them. When one of you is doing a project, the other family always offers to help.

You register your kids in one of the best schools in the area. It's got a ton of support and the teaching staff is top-notch. You tour with your child and they're excited to make friends and learn. They can't wait to get started.

When you get back home, the large entryway is perfect for your family. There's enough

closet space. The shoe rack fits in the closet. Sure, a shoe still somehow ends up on the floor, but you pick it up easily. When you walk in, you feel spacious and light. You can hear everyone laughing and you smile.

Your new playroom is big enough for all the kids. You can close the door and nobody sees the mess. Your spaces are yours again. And that makes you happy. You play board games with the kids. You watch TV together. You actually talk over dinner. Those happy memories? They become your normal again.



**Here's what people who've used the
Blue Orchard Method have to say:**



"Honestly Chris, you have made what we felt like was so overwhelming on our own, so stress-free! Your hard work is truly appreciated and we are excited to continue to work with you."

- T, Oshawa

"Chris has experience in residential as well as commercial real estate, and his bigger picture view helped me understand my options and make sure I was positioned right."

- O, Toronto

"Chris is the person that I trust to advise me on real estate. I've known him for almost 20 years and trust him and his judgment completely."

- S, Whitby



If you're ready to take the next step for your family, visit BlueOrchardRealty.com, send me a message on Facebook Messenger, book a 15-minute call with me below or call 647-931-5598. We'll talk about how the *Blue Orchard Method* can work for you.

Book a free consultation call at 647-931-5598





About Chris Shebib

I met my wife, Theresa, when I was 18 at a Halloween party. Funny enough, she was dressed as an old man (yet I still found her attractive....it wasn't a good costume) and I was dressed as a zombie. We've been together ever since.

We've been through a lot together since then. I do mean a lot... 3 careers, a move to California for 5 years, 3 daughters... I'm a totally different person now.

I've really never been afraid of hard work. In fact, it's been a huge part of my path. I started out as a carpenter and contractor building homes and additions, followed by doing commercial work. This was the first time in my life that I was recognized for my work ethic. Architects started knocking on my door. Unfortunately, I realized it wasn't what I really wanted to be doing long term.

I went back to school at Trent University and did a double major in Computer Science and Psychology.

After a year in tech consulting, we decided to move to California where I continued my work in technology. The stories I have from that time would blow your mind. That was many fun, and at times, very stressful years of my life (and I have 3 daughters don't forget).

For example, I once stayed awake working for 96 hours in a 110-hour period!

During all of this, (contracting and tech) we were also flipping homes. We'd just finished our most successful flip ever (with over \$280k in profit) at the market peak.

To top all of this off, we'd just had our first daughter, Kate, and my wife had made it VERY clear that we were moving home to be closer to friends and family. After moving back home, I continued working in tech and digital marketing. While I enjoyed tech, my corporate life was changing and I lived in constant turmoil. My job was always being "evaluated." The perceived security was a facade.

With our background in real estate (it was working well for us) it was a natural fit. So this was when my final transition into real estate happened.

All of my previous lives served my real estate decision perfectly. Contracting, technology, business strategy, project management, financial modeling, systems, and flipping... this is what I was made for!

I'm a bit unique in that I'm driven by people, but also by data. My tech background has set me up to help people make the smartest decisions truly backed up by objective data.

I've chosen to specialize in upsizers because I've gone through exactly that. We came back here with one daughter and now we have three very different girls that we're raising.

Kate's enjoying most sports, and is always game for anything, smart, funny and full of love.

Ava is my homebody, naturally artistic, razor sharp, she knows ALL the best snuggle spots in the house.

Natalie is a natural performer, writing songs and performing she now has her sights on musical theater.

All of them, as well as Theresa and I, have different needs in our home. The way we use it is different. So I love working with families to make sure that everyone has what they need! I've gone through the growth myself. I know how to get you to the other side.