Peter
ESTEPHAN
REAL ESTATE GROUP

A GUIDE FOR GROWING EDMONTON FAMILIES

Stress Free Moving **Blueprint**

Peace of mind for families who are upsizing, with a home and a process that fits your needs.

PETER ESTEPHAN · REALTOR® · KIC REALTY



It feels like just yesterday

YOU MOVED INTO THIS HOME

Maybe you were newlyweds, expecting your first child, or just starting out as homeowners, full of excitement and big plans. Back then, this place fit your life perfectly.

But over time, things changed. Two people became a busy little crew of four or five… plus a dog… maybe even a cat. And now, **what once felt spacious might be starting to feel a little tight.**





Overcrowding

DUE TO EVOLVING FAMILY NEEDS

Your family is getting bigger, but your house feels too small. You think you just need more bedrooms and bathrooms for everyone.

The kids have to share rooms, and there are fights over the bathroom every morning. You wish you had more space so everyone could have their own place to be.

A bigger house with more rooms seems like the answer to your problems.

Increased family stress

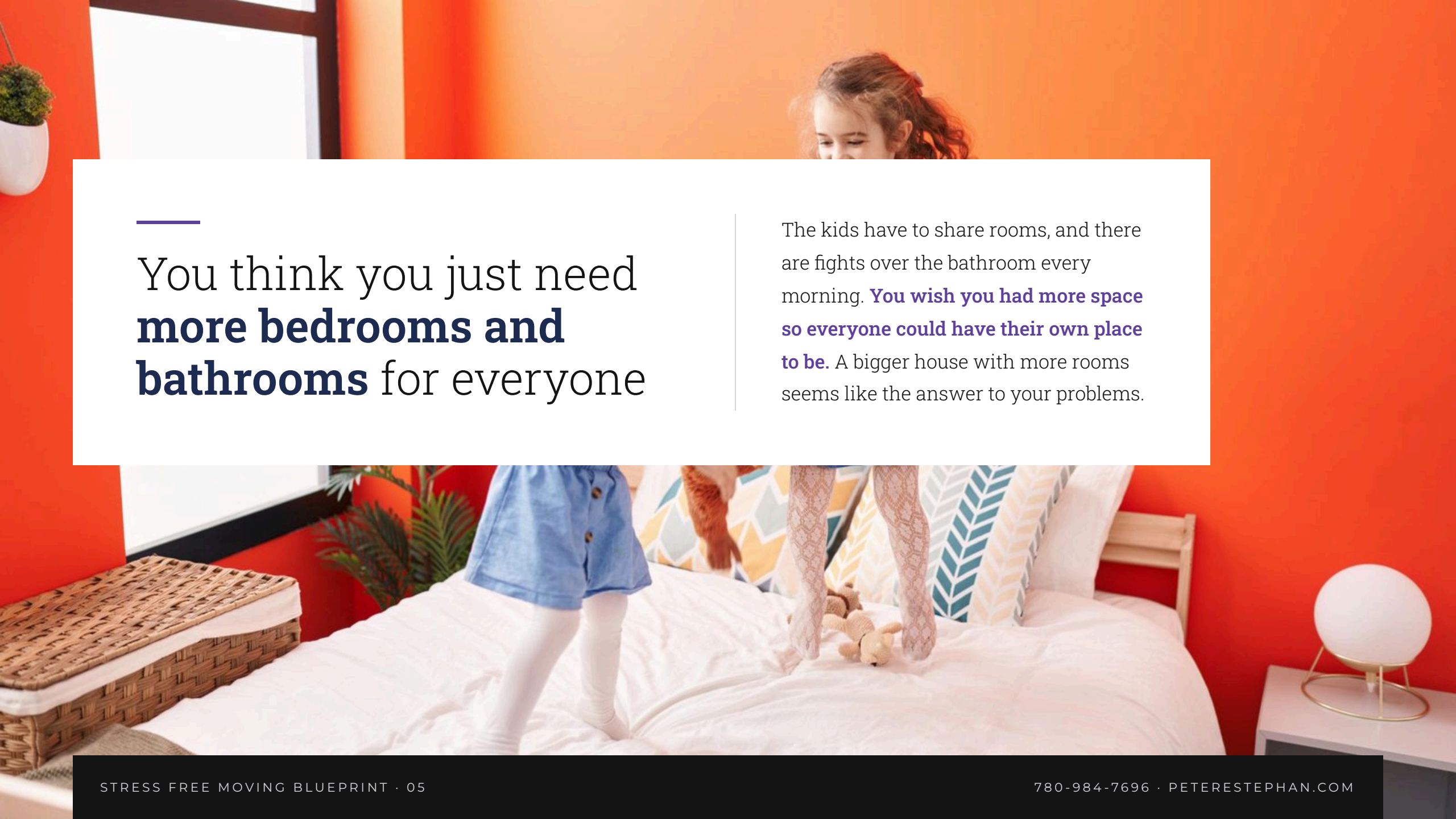
DUE TO CRAMPED CONDITIONS

The small space is making everyone grumpy. People get mad over little things. The kids fight more than ever. It's hard to find a moment of quiet.

You and your partner get snippy with each other. You're all stressed from the constant noise. It feels like the walls are closing in, and the bad moods never go away.

You worry this is hurting your family's happiness.





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You've tried to make it work

BUT NOTHING HELPS MUCH

You put the kids in bunk beds to make more room, but they still argue all the time. You made the den into a bedroom, but now there's nowhere to relax or work. You've tried to fix things yourself, but it takes a long time and doesn't look quite right. You even worked more hours to save for a bigger place. But you're tired and stressed, and it feels like you're stuck.

The real problem is, it's not just about having more space. Your house doesn't work for your family anymore. The kitchen is too small, there's nowhere to put things, and you're always bumping into each other. The real problem is that your house doesn't fit how your family lives now.

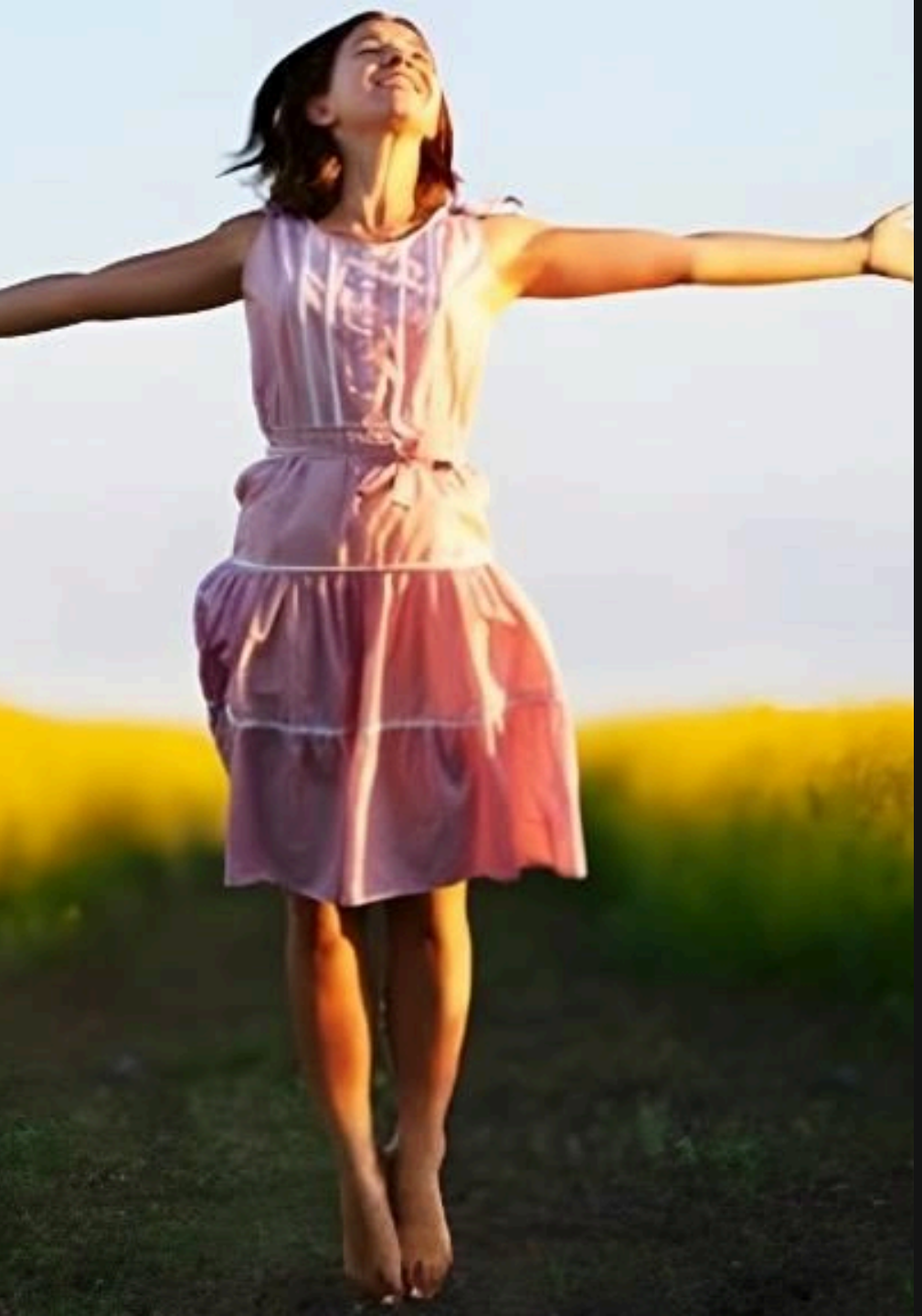
If you stay in your too-small house, things will only get worse. You worry about how much a bigger place will cost. You don't know when to sell or when to buy. The thought of moving is scary when you don't know what will happen with prices, and you're afraid you'll make a mistake.

If you don't do something soon, your family will keep feeling stressed. Your kids might not have the space they need to grow and play, and you could miss out on a home that really works for you.

The truth is, you need someone to guide you. You know something has to be done, and a million questions are running through your mind. **Trust me, I get it. I've been there myself!**

THAT'S WHY I BUILT IT

My **Stress Free Moving Blueprint** is a 5-step process that lays everything out in simple, logical steps, so you know exactly what to expect.



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THE STRESS FREE MOVING BLUEPRINT

Here's how it works

01 **Breaking the Ice**

02 **The 3 P's: Prep, Price, Photos**

03 **Strategic Sale & Service**

04 **Let's Go Hunting!**

05 **To New Beginnings!**

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01

STEP ONE

Breaking the Ice

In our initial meeting, we take the time to really listen and understand all of your wants and needs for your new home. We discuss your ideal timeline and expectations for the process.

At this stage, many clients feel unsure about finding the right home or even knowing where to begin. Concerns about having enough funds for the down payment after selling your current home are also common.

To help bring clarity, we guide you through a vision board exercise. This lays out your next steps and the path to achieve your goals. We also share our expertise on approximate sales prices and home values in your target areas.

By the end of this first step, you'll have a detailed timeline of what to expect. With a clear roadmap in place, you can feel confident and at peace, knowing you have a knowledgeable guide to navigate any obstacles ahead.



02

STEP TWO

The 3 P's: Prep, Price, Photos

In this crucial step, we focus on the 3 P's to set your home up for a successful sale.

Prep

We help you get your home ready for the market. Our team answers your questions and helps with everything from repairs to decluttering and cleaning. Years of belongings can feel overwhelming, so we break it into manageable tasks. My full-time assistant is on hand for extra guidance and reminders.

Price

We use in-depth market knowledge and proven pricing strategies to set the optimal listing price. Setting the right price from the start is key to attracting serious buyers and maximizing your sale price.

Photos

Our professional photography team creates a complete digital marketing package: high-quality photos, video and 3D tours that show your home in its best light on the MLS and across our targeted social media campaigns.

By nailing these 3 P's, you can feel confident you've done everything possible to make your home irresistible to buyers, and you're well on your way to a stress-free sale at top dollar.

> *"We should have listened to Peter from the start! He knows his stuff!"*



03

STEP THREE

Strategic Sale & Service

With your home prepped to perfection, it's time to launch our strategic marketing plan. We promote your property across the top social media platforms, reaching a wide audience of buyers. Our online campaigns build excitement leading up to the first open house, for maximum exposure and foot traffic.

When the offers start rolling in, we're by your side to navigate the negotiations. We review all the options together, so you can make confident decisions aligned with your goals. Having discussed the offer process in advance, you'll feel prepared and in control.

Keeping a home "show ready" can feel overwhelming. We minimize that stress by coordinating the details, from scheduling to paperwork to communicating with buyer agents. **Our dedicated listing coordinator keeps everything on track, so nothing gets dropped.**

You can relax knowing you have an expert partner in the driver's seat, helping you make the best decisions for your family.

04

STEP FOUR

Let's Go Hunting!

With your current home sold, it's time for the exciting part: finding your dream home for this next chapter. We refer back to your vision exercise to get crystal clear on your goals for budget and lifestyle. Knowing what your home sold for, we have a solid understanding of what you can comfortably afford.

Some clients aren't entirely sure what they want: a bigger home with a different layout, a 55+ community, or a worry-free condo that lets them travel half the year. That's okay! We patiently explore the options together until you have clarity.

We narrow down the ideal neighbourhoods and property types for your criteria. **When we find "the one," we move swiftly to craft a compelling offer**, backed by strong relationships with listing agents.

Throughout, my admin coordinator manages the paperwork, timelines and communications, and we align your sale and purchase for a smooth move day. You can feel confident in a decision that fits your long-term happiness.





05 STEP FIVE

To New Beginnings!

As we approach the finish line, we wrap up every detail so you can move smoothly into your new home. We review all the paperwork and coordinate with your lawyer, mortgage broker and the other party, so every "i" is dotted and every "t" is crossed.

Moving day is here at last! We provide checklists and resources to keep you organized, from forwarding your mail to setting up utilities. Need movers or packers? We're happy to connect you with our vetted partners.

Our relationship doesn't end at closing. You become part of our client family for life. We host appreciation events throughout the year, from a summer BBQ to a holiday party, and we look forward to seeing you!

Raise a toast to new beginnings. We're always here if you need us, for real estate advice, local recommendations, or just a friendly check-in. Cheers!

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Imagine! Your new life is just around the corner

You can finally breathe and relax. The kitchen is big and bright, perfect for family meals and happy memories. You feel proud to invite friends over to your beautiful, welcoming space.

You can't stop smiling as you walk in. There's room for everyone to live and grow, and the kids are laughing and playing in their own rooms.

You wake up excited for the day in a home that truly fits your family. This is the fresh start you dreamed of.



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What clients are saying

REAL EDMONTON FAMILIES

"This was my second home purchase with Peter, and once again, he was fantastic to work with. He's honest, straightforward, and truly looks out for your best interests… Peter makes the process easy and stress-free, and he genuinely cares about finding the right fit for you."

BRIAN & MARIA

"We had a great experience working with Peter and his team. Peter visited with the property a few times while we were renovating for the sale. He helped us confidently price the home for a quick sale. **12 days on market and sold for nearly $10k more than asking.**"

TREVOR & JEN

"Outstanding performance from Peter Estephan! … He will professionally guide you through the process whether listing, selling or buying. Peter is a very confident person who removes any doubt you may have in the transaction process. If you want results, Peter is your go-to agent."

JOE & ZUREENA

"'Estephan', as I call him, was pretty patient since day one, always gave us his honest advice and suggestions. The process once we found our house was smooth and stress free. I highly recommend him for anyone looking for a nice and efficient realtor."

MARCELO & LINDA



My Story

HI THERE, I'M PETER ESTEPHAN

I grew up in Castledowns as the youngest of four boys. My days were full of bike rides, soccer games, and street hockey with my brothers. We spent hours outside or fishing as a family. Home was always the place I felt happiest.

As a kid, I dreamed of playing soccer professionally. But as I got older, I found a new dream: helping people buy and sell homes and businesses. Something about real estate grabbed my attention and never let go.

After working in fast food and running my own restaurant, I still felt a pull toward real estate. I knew it was time to go after it. **But then, life changed in a big way: my daughter was born with special needs.**

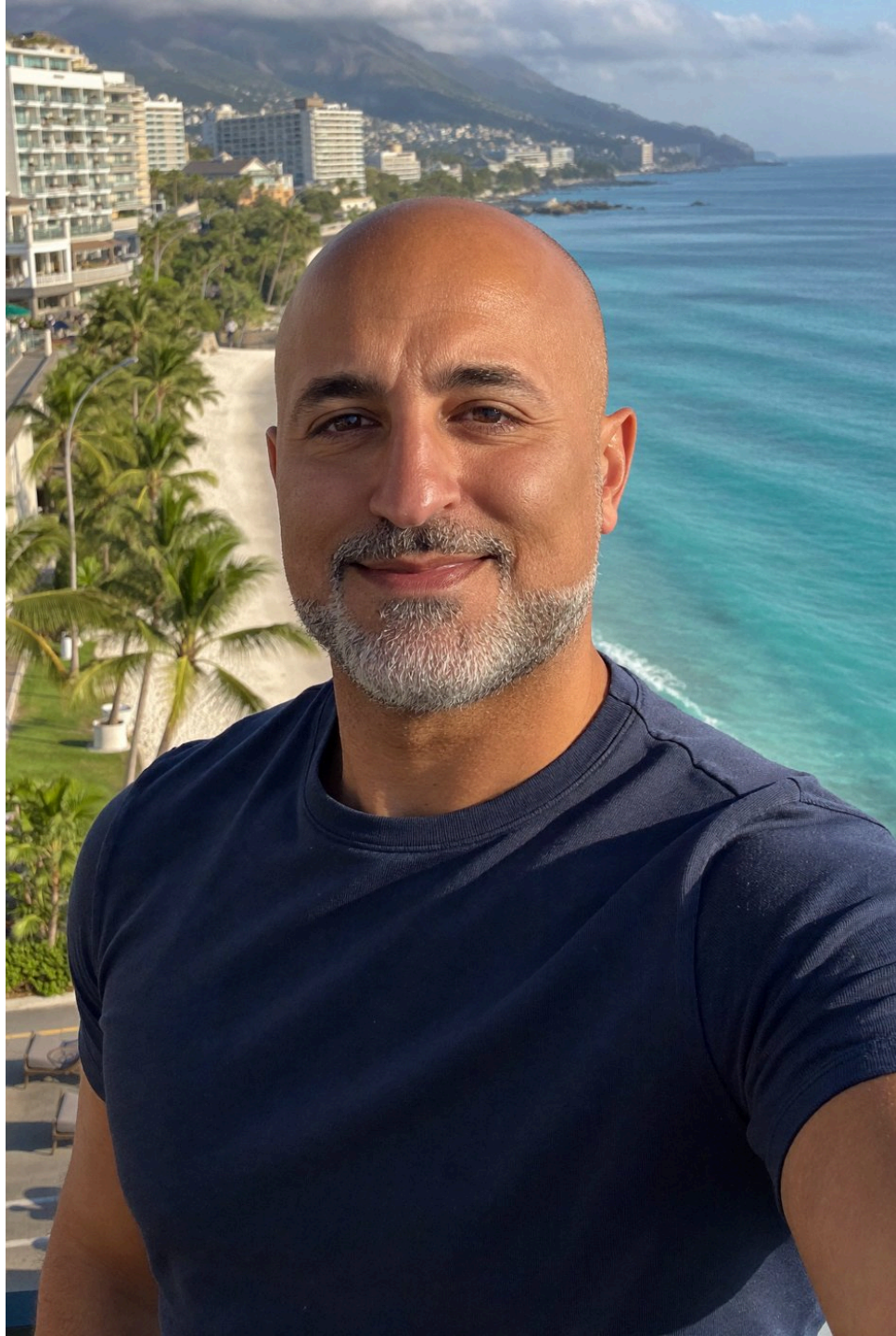
That moment shifted everything. Our days were filled with doctor visits, therapy appointments, and long nights. It was hard, but my faith and my family gave me the strength to keep going.

I realized my heart was in helping others, and real estate gave me the chance to do that. It felt like stepping back onto the soccer field after sitting out too long.

Helping families find the right home became more than a job. It became my purpose. Life taught me how to stay strong, keep going, and always show up with care.

Today, I help Edmonton families upsize with my Stress Free Moving Blueprint. I start each morning at the gym to stay sharp for my clients. Evenings are for family dinners and cheering on my kids at their games.

> In both life and work, I lead with kindness, honesty, and heart. Let's find your next home, together.



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Let's talk about **your move**

No pressure, no obligation. Just a conversation about where your family is headed and how to get there, stress free.

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BOOK YOUR FREE CONSULTATION

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