



High Roller Method



A GUIDE TO HELP FAMILIES UPSIZE TO THE NEXT PHASE OF THEIR FAMILY.



You bought this home when the kids were small.

You imagined them graduating high school here and coming back to visit after they'd moved out on their own.

It's served you well over the years but lately you've been feeling anything but comfortable and content....

At first you could never have imagined there'd be a time when all of you wouldn't all fit in this living area. But now, you can't even let the kids invite friends over to hang out. Between the dogs and all the children, there's no room for your family, let alone extra people. You can't even fit everyone at the table, so

everyone spreads out.. On their own. Disconnected.

You remember thinking you'd never be able to fill all the cabinets and closets. There was so much storage. Oh, boy, were you wrong. That was before kids and pets. No one ever tells you how much crap kids have.

Now, every space is full of toys, clothes, much-needed, never used gadgets, and gizmos.

And you've held onto all the baby gear in case the fog ever lifts, and you decide to do this all over again. And you thought that when they get older, it'll get better. NOPE! They get bigger, and so does the shit they need.





When you moved into this neighborhood, you loved the vibe. Now you can't remember what you loved about it. You never even thought twice about street parking. But now that the kids are always outside, when you see the cars parked on the street, all you can see is a potential danger. The cars block the view. Not to mention, a few neighbors drive their cars like they stole them. It's not safe.

Who thinks about schools before you have kids? Not you, that's for sure! Now you are considering a move because the star rating isn't high enough. And the drive to your ideal school would keep you stuck in the car all day. You'll be in the car all day between the drop-off and pickup line and the sports practices. It will feel like your full-time job.

Sometimes, you feel like you've let your kids down.

When you were young, there were always friends at the house. Having sleepovers or playing in the backyard.

Now, since you don't have the space to let them enjoy those things, you feel like you're depriving them. It hurts to say no.

Until now, if they want a sleepover, they must go to a friend's house. If they want to go swimming it's either a swimming park or a friend's house. Missing out on this part of them growing up feels like you're missing out on so much.

The problem is you just don't have the space.

The kids are constantly with families other than yours. Is this all they're going to remember? You want to be there for the memories of sleepovers and cookouts. You need to make a change.

Before you had kids, there was extra everything. Extra money, time, and energy. And now you realize how much "extra" you don't have. No extra space in the house. No extra time because you carpool all day. Driving everywhere sucks your energy and leaves you with nothing fulfilling. Clutter and lack of space create mental and physical chaos. You never realized the drain this house was having on you.



Until now. Now you see it. You can't unsee it. Now a change has to happen.

So many things are happening at one time. It feels overwhelming. You are managing more stress than ever before. If there isn't relief you're afraid you're going to lose it. Lose it on the kids. Lose it on your partner. Lose it on the grocery cashier. You cannot continue this way.

Well it doesn't have to be this way. That's why we created our High Roller Method. It's designed to help busy families like yours upsize to their next phase with as little stress as possible. Here's how it works in 5 simple steps.



High Roller Method

1

STEP ONE:

DISCOVERY CALL

Our discovery call sets the tone for everything we'll do together. Our goal is to avoid overwhelm, and we do that by planning ahead.

The first thing we do is walk through how you use your current home. What's working for you, and what isn't? We also want to consider the needs of the kids, pets, remote work, and guest spaces. Anything that in the future could impact the new home you're looking to buy.

Next is the timeline with which you need to make this move. Do you want to be in the new house before the new school year? Do you want to ensure you're not moving in the summer because you have a big family trip planned? These answers will help us as a team determine what the best course of action would be.

We discuss financing last. Knowing the financial aspect gives you peace of mind that we will be able to achieve the plan. There are many options, and we will walk you through them all.

If we fail to plan, we plan to fail. We want to take as many of the unknowns off the table as possible at this stage, so we don't run into problems down the line. If we can handle objections, timelines, showings, etc. beforehand, we take some of the stress involved out of the equation.





2

STEP TWO:

PREP CURRENT HOME

The truth is real life happens in our homes. We don't worry about everything looking perfect except if grandma is coming over. But when selling a home, everything needs to be show ready. But don't worry, we have solutions for you.

Our staging expert will show you how to maximize the appeal of your home with a few simple steps. Many times you only need to rearrange the furnishings you already have. Paint a wall or two. Or take down some old drapes.

Next up is decluttering. Our goal? Make every area of your home look as open as possible. If we remove everything not currently in use, pack it, and store it...suddenly your home looks larger! And you needed to start packing anyway.

The last step is depersonalization. Removing any trace of who lives in the house. Pictures, your kids' names above their beds, everything that shows your family. This allows buyers to picture themselves and their family living in that home.

Now we're ready for photos and video. All this prep is to show your home in all its glory. These few steps will go a long way.

3

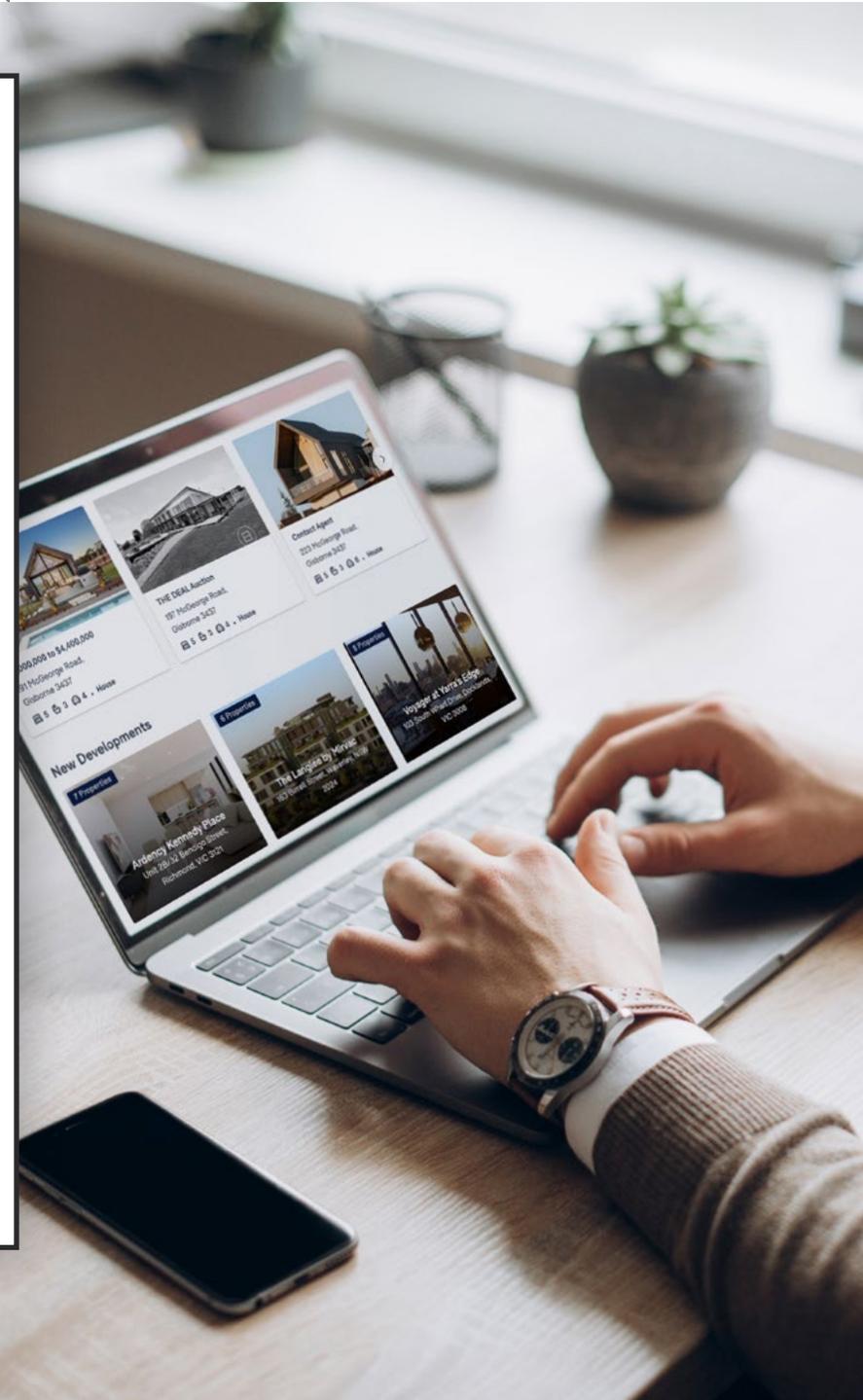
STEP THREE:

BUY NEW HOME

Let's go shopping! Since our discovery call, you've been able to narrow down the area, must-haves, and wants for your new home.

Now we get to go see the homes you fell in love with online in person. I'll schedule the showings for a time when all the decision makers can be there. When you walk through these homes IRL we'll rate them. For example, does the kitchen work for your chef husband? Are the kids' rooms too small and close to yours? Do you have enough storage?

Once you find the one that hits all the feels, we can start the offer process. First, I talk with the seller's agent to see if there's anything specific the seller wants. Once we know the sellers' motivation, we can write your strongest offer. Why do we submit the strongest offer first? Because if you fell in love with this home, chances are others did too. So we want our offer to be the best. After the seller tells us their wants, I look up the comparable sales in the neighborhood. Then we know where your offer should be. Then we write your offer to submit to the listing agent.





4

STEP FOUR:

LIST & MARKET CURRENT HOME

The Las Vegas market has shifted. Our job is to ensure your home outshines its competition. The prep work you did to get your home ready is about to pay off. But, pricing your home high in this current market won't work. That strategy will only have your home chasing the market in the wrong direction.

We want your home to look beautiful and priced below the others in your neighborhood. Here's what we know. If you're the lowest priced, best-looking home, you're going to get the most activity.

Online, we use Facebook & IG ads. TikTok, Google My Business, and Youtube posts. We also optimize our SEO. And our monthly newsletter will feature your home.

We hold two types of open houses. A private one for your neighbors, so they know your home is for sale. In case they know someone who'd love to live in your neighborhood. And a public one for any other potential buyers.

Congratulations, we've got offers! You get a net sheet for each offer, and I follow up with each buyer's lender to verify their qualifications.

5

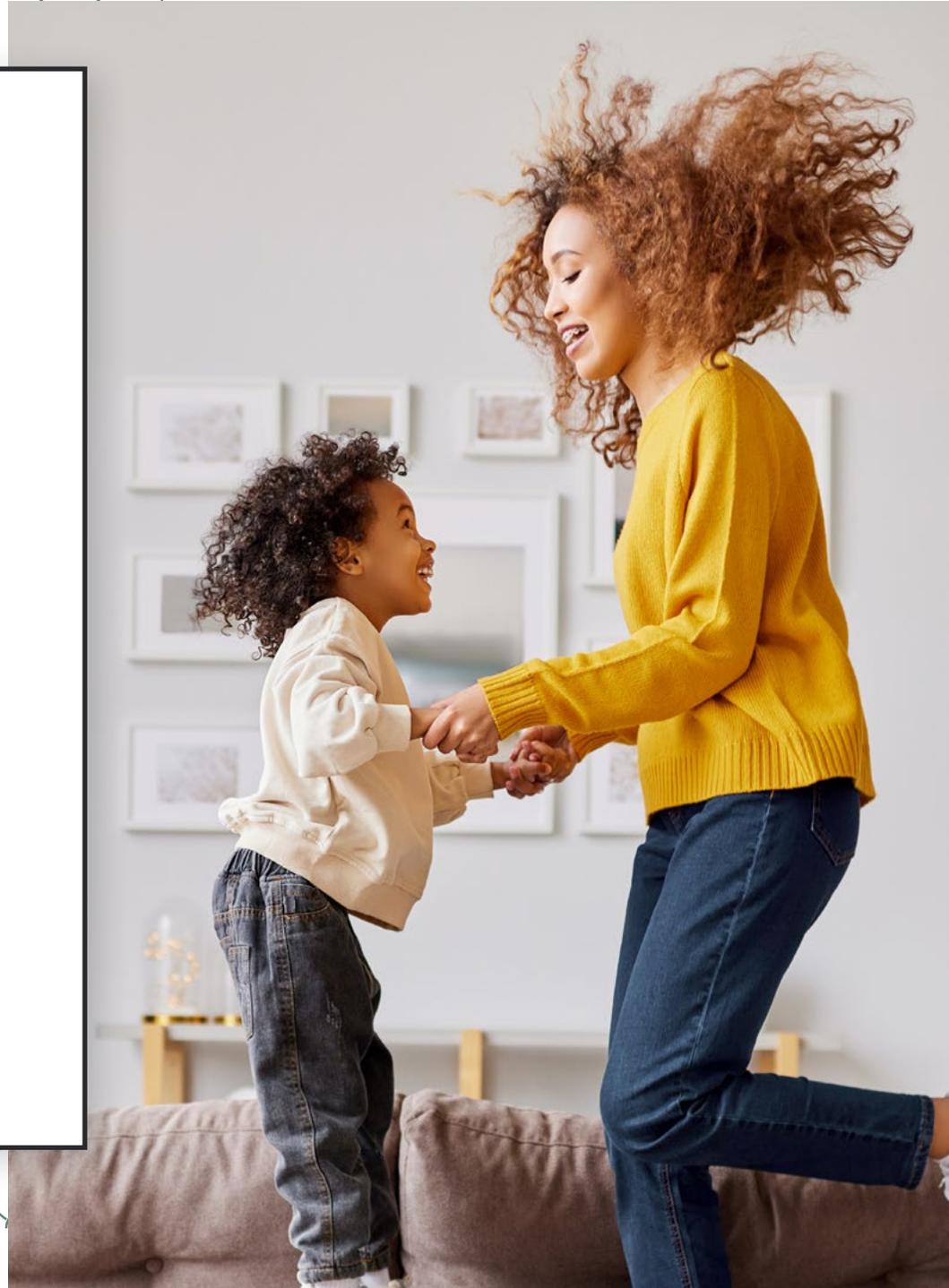
STEP FIVE:

CELEBRATE CLOSING

Closing day! Time for a celebration. You did it! And now you can finally relax and settle into your new normal.

Once you're ready, we'd love nothing more than to be able to celebrate with you.

What better way to do that than for us to throw you a housewarming party? You send us the guest list. You pick the date, we send out the invites and order the food. Then, all you have to do is open the door greet your friends and family and enjoy the celebration.



Here's what you can expect next..

Your morning routine has now become less nuclear. And more tranquil. In fact, all your daily routines are so much smoother. There's plenty of storage and less clutter to trip over. There's extra toilets. Who could ask for more?! And everyone is able to fit in the dining room at the table. You can even have everyone's friends over and there's still room for games and conversation. And you're happy to get peace back.

It's more than that though. You have your family back.

And time. Time to enjoy your kids. Time to have downtime with your husband. You want a connection with those you love. With time back from being in the car all day with the kids, you can do so many other things. Go to the gym. Go with friends to lunch. Plan a date night with your husband. This is what life is all about, and you're so ready for this chapter.

What our clients are saying...

- “ Eileen was super patient and very honest during the whole process. We sold our house and bought another and she had our best interest as her top priority. She is hands down the best realtor I've ever worked with and would recommend her to anyone and everyone. - **Savannah Palmira**
- “ Eileen was the best agent we have ever had. We would never use anyone else. We were moving from out of state to our new home. She went above and beyond accommodating us. She walked us through multiple tours on FaceTime. She answered a million questions and made sure our house was in perfect order when we arrived. She was honest, upfront and fought for us every step of the way. This proved to be a trying, process moving from out of state but we would not have been able to do it with out her help. In fact at one point I almost threw in the towel completely, Eileen responded with our best interest in mind even though she might have lost the sale. Her customer service, kindness, knowledge and sincerity far exceeded any expectation. We are so grateful to have worked with her. She is truly a fantastic human as well as realtor. - **Dee Mattera**
- “ Eileen and her team are amazing. We were so thankful to have her during both our buying and selling process. Patient with all of my questions and remembering every bit of what we wanted in our new lifestyle. Thank you Eileen for all you did for us during this significant life change. - **Amy Frawley**
- “ Eileen got the job done for us, not once, but twice! We were very hesitant about selling our current home and purchasing a new one, especially during Covid. Eileen walked us through the whole process and never once pressured us. She was there for information and help. Our first experience purchasing a home was a nightmare. Eileen made it a daydream! I would highly recommend her to anyone in need! - **Katie Johnson**
- “ Eileen is a wonderful agent. She is incredibly dedicated and efficient and stops at nothing to ensure a quality experience for her clients. Eileen went above and beyond for us and for that we truly appreciate her. When we sell this property and buy another we're definitely going through Eileen, again. - **Jeff Baker**

About Eileen

We got married young. He was 22, and I was 19. We rented a few apartments, then a few houses. And right before I gave birth to our first child, we bought our first house. It was July in Las Vegas; saying it was hot does not do justice to the word hot. Especially not when you're six months pregnant. After the first 5 or so homes we looked at, I gave up complete house hunting control to my husband. As a very Type A person, those pregnancy hormones must've been raging for me to relinquish control. In fact, I didn't even see the home we purchased until the day we moved in. But he did great, and we lived in our dream home for 15 years.

We brought each of our 4 babies (at the time) home from the hospital to grow within the loving walls of that home. We loved that house. So much so that one of our children threatened not to leave. We remodeled every bathroom. We painted every room, replaced the flooring, we refinished the cabinets. We put in a pool and redid the plants in the yard more times than I could count.

Even though we loved that house, our family of 6 was feeling cramped. So in 2009, we bought a new home. We

had never sold a home before. In fact, we had only bought one home prior. Since we couldn't bear to sell it with all the memories it held,- we made plans to rent it out after we moved into the new one. Little did we know the housing recession would get much worse before it got better. We tried renting for a little bit but with no success. We struggled with what to do but received no guidance from the agents we had used. It broke our hearts, but in the end, we had to short sale it. But not before we paid two mortgages for a year.





We were close to financial ruin. The stress was unimaginable, and to top it off, when I questioned our agent, I didn't get a response. That's right, for close to 6 months, she didn't respond. So I did the next best thing, I called her broker. What a mistake that was. I immediately heard from her. Through a barrage of threats of how my house would never sell if I kept interfering. The home where we had raised our family had now become a point of contention, frustration, and sorrow. We were heartbroken!

Around this time, I'd decided to go back to school. I was having a difficult time deciding if I was going to get my real estate license or go to law school. In the end, my decision was an easy one. Shortly after moving into our new home, we found out I was pregnant with baby number five.

And so began my real estate career. I wanted to lend my voice to others who felt helpless navigating their home buying or selling.

To be a consultant for those that needed experience, compassion, and hope. That they, too, can achieve the dream they have for their family. We look forward to helping you and your family sell your current home. And make your next home a natural step in your family's journey.



If you're ready to take the next step
to upsize your home,

REACH OUT AND LET'S CHAT!

CLICK HERE TO
BOOK A CALL 

START CHAT IN FB
MESSENGER 

