

**LUXE**

AT WHITE HOUSE REAL ESTATE

LUXEBHM.COM



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**SELLERS**

THE ULTIMATE ROADMAP TO SELLING YOUR HOME







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# THE TEAM

We believe in an approach to selling your home as unique as you are.



CONNIE ALEXANDER JACKS, REALTOR®

Connie serves as the CEO of The LUXE Group and the Broker for White House Real Estate.

Connie brings 20 years of Real Estate Experience to the team.

Connie lives in Liberty Park with her husband, Steven, and her two sons, Amos and JonRoss.



STEVEN JACKS, REALTOR®

Steven serves as Trainer for The LUXE Group.

Steven graduated from Birmingham School of Law and brings a wealth of knowledge to the team.

Steven is passionate about helping hard working families in Alabama buy, sell, and invest in their future through real estate.

BRANDON SMITH, REALTOR®

Brandon serves The LUXE Group as Sales Manager.

Brandon has been a licensed real estate agent throughout Alabama for over 16 years and joins Connie and Steven as co-creator of White House Real Estate.

Brandon specializes in listing and marketing properties throughout Central Alabama and assisting first time home buyers navigate the process of buying their first home!



# LUXE

AT WHITE HOUSE REAL ESTATE



The LUXE Group at White House Real Estate is a collaborative of agents and coordinators from all backgrounds that bring a breath of fresh air to the real estate industry in Birmingham, Alabama. With over 50 years of real estate experience, The LUXE Group knows how to navigate clients through the process in any market.

Each member of The LUXE Group goes through an extensive on-boarding process and mentorship. The LUXE Group brings a special advantage to every client as they are the only team in Birmingham to be selected as coaching clients in the top tier of the #1 Real Estate Coaching Program in the United States. This collaboration means LUXE clients can expect service like they have never received before during a real estate transaction by Birmingham's top professionals.

Not only do our agents provide the best service in Birmingham, but what happens behind the scenes is absolutely amazing. From searching to signatures, our clients are walked through and notified of where they are in the process at all times.

And it doesn't stop there! The LUXE Group wants to be your real estate agent for life! That means that even after closing, we are following up with you, and always there whenever you need us!



SUSAN DRAIN  
REALTOR®



BETTY MATHEW  
OPERATIONS MANAGER



BENNY SCOTT  
REALTOR®



EMMA ARESTIZABAL  
REALTOR®



DYLAN CARR  
REALTOR®



MARSHALL REID  
REALTOR®



KELSI MARTIN  
REALTOR®



LEAH GRAVES  
REALTOR®



IAN REYNOLDS  
REALTOR®

# THE NUMBERS

A breakdown of our home selling numbers.



Voted Best of Zillow® in 2019 and 2020!

84

Number of home sellers we served last year.



Over 45 years of helping home owners sell their homes!



24 Returning Clients



# THE STEPS

Let's take a closer look at the steps to selling your home.





**CONNIE IS A FANTASTIC  
REALTOR. SHE HAS BEEN THE  
BEST REALTOR WE HAVE EVER  
HAD AND WORKS VERY HARD TO  
GET YOUR HOUSE SOLD.**

Brandy DiGiovanna

# THE MARKETING



## PROFESSIONAL PHOTOS

95% of home searches start online. Your home needs to look great in order to appeal to widest audience possible. We only use the best professional photographers.

## VIRTUAL TOURS/OPEN HOUSES

We can show your home virtually or in real time. Your comfort level is our priority.



## NEIGHBORHOOD FLYERS

We make sure your hood is informed first so they can spread the word to their families and friends.

We have a unique marketing system that takes all of your home's needs into consideration.

## SOCIAL MEDIA

Social media is a crucial step to getting your home sold and our social media presence is growing everyday which means your home gets in front of more eyes.

JUST LISTED

77 KING STREET

OPEN HOUSE

SATURDAY 2-4 PM

MODERN LIVING

77 KING STREET  
77KING.COM

## PROPERTY BROCHURES

We use professionally created brochures for your home, so potential buyers can walk away feeling more impressed with your home.

## STAGING DONE WELL

We assess your staging needs during our first meeting and get the job done regardless of whether you need a little spruce or a large overhaul.



# • THE APPROACH

How we go about selling your home from beginning to end.

## ASSESSMENT

We'll give your home a good once over, make a list of everything we think needs to be addressed before listing, including small and large renovations, landscaping, tidying and small updates that could mean a better return.

## PREPARE

Once we've agreed on the tasks that need to be done, we'll get to work on getting your home ready for sale. This usually includes staging, small repairs and storing personal items to make your home as neutral as possible.

## SELL

Once your home is in tip-top shape, we're ready to hit the market. Our unique selling strategy includes, open houses, social media marketing, virtual walkthroughs and print marketing that reach audiences far and wide.



**"WE HAVE JUST COMPLETED OUR THIRD TRANSACTION WITH CONNIE. SHE HELPED US PURCHASE LAND, SELL OUR HOME AND PURCHASE A NEW ONE. SHE WAS ATTENTIVE, AVAILABLE AND PATIENT "**

-Nicholas Walden

# THE STAGING



BEFORE



AFTER

from messy and cluttered to chic and modern



BEFORE



AFTER

A dark and dated kitchen turns into a clean and bright area



BEFORE



AFTER

A complete revamp took this unused room into a magazine worthy vision

# • THE PLAN

Our strategies to getting your home sold for the most money in the shortest amount of time.

## 5.5% PLAN

Full Service Marketing Campaign  
Professional Photography  
Reverse Prospecting  
Social Media Marketing

Just Listed Email Blast  
MLS Marketing  
Syndicate Marketing

## 6% PLAN

Everything in the 5.5% Plan

PLUS

Neighbor's Only Preview Party  
Video Tour & Drone Photography

Mega Open House  
Home Measurement and Floor Plan

## 7% PLAN

Everything in BOTH PLANS

PLUS

Designer/Staging Consultation  
Landscaping Refresh  
Custom Property Website

Pre-Listing Home Inspection  
3D Virtual Tour

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# • THE WORDS

What our clients had to say about our selling process



We are big fans of Connie and her Team. Her transaction coordinator also executed a flawless transaction and was prompt with all of our questions.

-Sarah Campbell

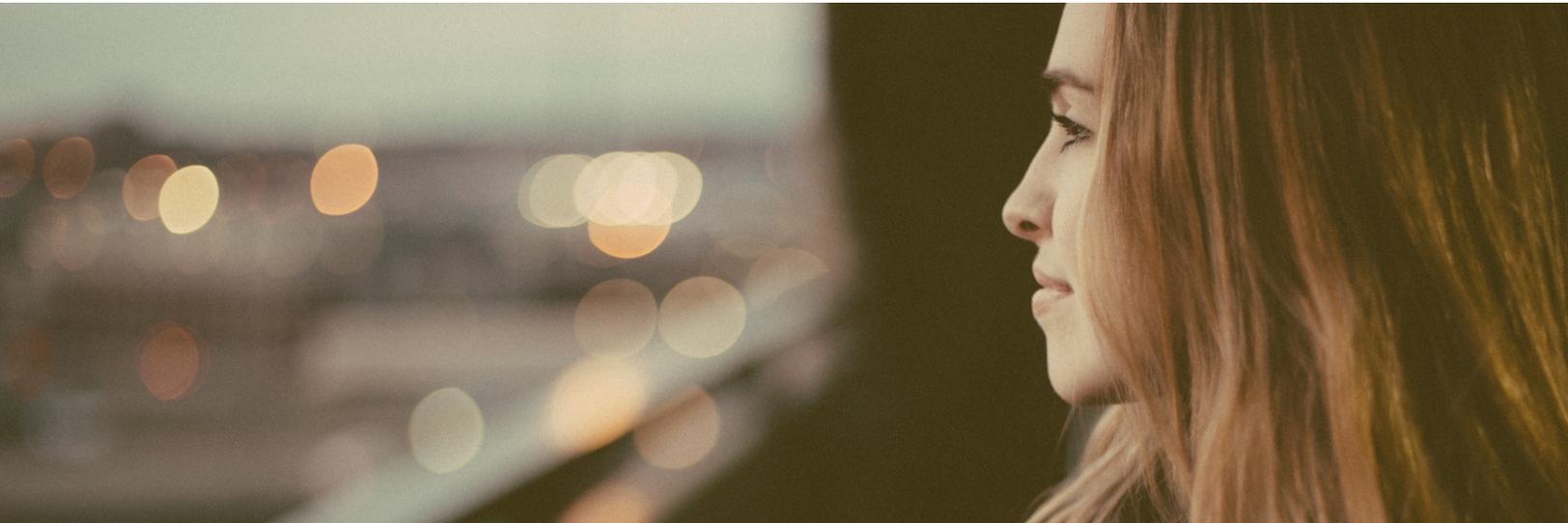
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This group is amazing! Our second transaction with the Luxe Group and I am sad that the experience is over. It was truly a delight to work with them.

-Aaron Ballou

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The Luxe Group worked super hard and stayed on top of things while helping to sell my home. Living three hours away, I felt like I was always kept up to date on all of the details.

-David Wilks

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Susan was willing to help us at the drop of a hat. She was also involved in making sure everything got addressed and taken care of.

-Jake Wood

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My mom needed to sell her home during the pandemic, everything from safety procedures to wonderful virtual marketing ads were perfectly executed. We didn't have to do anything or worry about too many people entering our home, as my mother is elderly it was very important to us to be as safe as possible.

-Carol Fuller



If everything goes how it should, any realtor will do but when things go wrong, you want the Luxe Group on your side.

-Ashraf Fauod



I loved working with Connie! Being a first time home buyer, Connie was so patient with me and walked me through every step of the process. She responded to all of my questions/concerns quickly and guided me in the right direction. She is professional but makes you feel like family. I highly recommend Connie and her team for all of your real estate needs!

-Lindsay Klein



We were so busy with kids, work and life! Connie and her team took care of everything and we didn't need to lift a finger. It was amazing and they sold our home in two days.

-Ashley Kinkaid



# • THE COMMUNITY

The ways we  
give back to  
our community



## CHARITY SPOTLIGHT

Every month The Luxe Group chooses a different charity to sponsor and spotlight. Proceeds from each closing during the month go directly to the spotlight charity.

## CELEBRATING YOU

Twice a year the Luxe Group hosts an event for all of our amazing clients and customers just to say THANK YOU for your trust in us, your referrals and for just being you.



## SERVE DAY

Each quarter The Luxe Group takes a day to serve the community. Through various outlets, our families take time to serve our community with our hands and our hearts.





# THE FAQs

All of your questions  
answered!

## HOW LONG DOES THE PROCESS USUALLY TAKE?

There are many factors which affect home sales, but our homes generally sell in less than 3 weeks on average.

## WHAT IS A BUYER VS SELLER MARKET?

A seller's market happens when there's a shortage in housing. A buyer's market occurs when there are more homes for sale than buyers.

## WHAT CAN I EXPECT WITH OPEN HOUSES?

We have strict systems in place where no one will be left alone in your home at any given time. Usually it's best if the seller's aren't present during an open house so buyers can feel more comfortable looking around.



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# THE BOTTOM LINE

## Seller's Net Sheet

The Sales Price \$ \_\_\_\_\_

**Estimated Closing Costs:**

Brokerage Fee ( \_\_\_\_\_ %) \$ \_\_\_\_\_

Termite Bond / Transfer \$ \_\_\_\_\_

Attorney Fee \$ \_\_\_\_\_

Title Service Fee \$ \_\_\_\_\_

Owner's Title Policy \$ \_\_\_\_\_

Tax Proration \$ \_\_\_\_\_

Miscellaneous \$ \_\_\_\_\_

Administrative Fee \$ \_\_\_\_\_

**Total Estimated Expenses** \$ \_\_\_\_\_

Mortgage Balance Total \$ \_\_\_\_\_

**Total Estimated Net** \$ \_\_\_\_\_

READY TO GET STARTED?

LUXE



**WHITE HOUSE**  
REAL ESTATE

205-637-0984 | TEAM@LUXEBHM.COM

LUXEBHM.COM

FOLLOW ALONG

