

real

LUXE

AT THE REAL BROKER, LLC

SELLERS

The ultimate road
map 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 at The Real Broker, LLC. Connie brings 23 years of Real Estate Experience to the team.

"Your goals are my goals! Whether it's watching my clients find the home of their dreams or watching an agent find success on the team, there is nothing more satisfying than being a small part of someone's success story."

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



STEVEN JACKS, REALTOR®

Steven serves as The Director of Luxury Sales 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 agents develop their skillset on the team and helping families in Alabama buy, sell, and invest in their future through real estate.

LUXE

AT THE REAL BROKER, LLC



The LUXE Group at The Real Broker, LLC 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 30 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 onboarding 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!

THE NUMBERS

A breakdown of our home
buying numbers.



Voted Best of Zillow® in
2019, 2020, 2021,
2022, and 2023!

677

Number of families
served at The Luxe Group



Over 30 years of
helping home owners
sell their homes!



Over 4K followers on
social media



LUXE
AT THE REAL BROKER, LLC

real
Brokered by: Real Broker, LLC

THE STEPS

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

start
here



STEP ONE GET IT READY

Make repairs and updates and give your home a thorough cleaning so it shows well.



STEP TWO SET THE PRICE

We will review comparable listings together and arrive at a price you feel comfortable with.



STEP THREE SNAP SHOTS

Professional photos are crucial to show your home online. We have a great photographer that will make your home look its best!



STEP FOUR SHOWINGS

This is often the hardest part as your home has to remain presentable and in tip-top shape every day.



STEP FIVE REVIEW OFFERS

We will negotiate on your behalf and review all offers with you.



STEP SIX CLOSING DAY

Schedule the closing, hand over the keys, and collect the check!

SOLD!



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

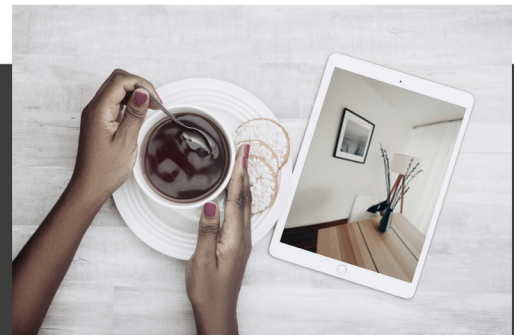


PROFESSIONAL PHOTOS

95% of home searches start online. Your home needs to look great in order to appeal to the 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 neighbors are 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 every day which means your home gets in front of more eyes.

JUST LISTED

77 KING STREET

OPEN HOUSE

SATURDAY 2-4 PM

MODERN LIVING

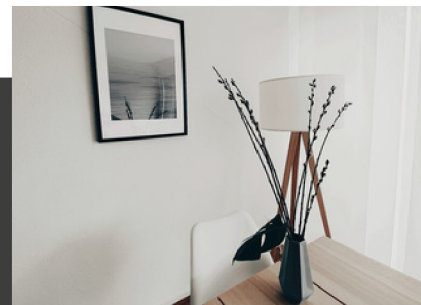
77 KING STREET
77KING.COM

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 will 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.

THE STAGING



▲
BEFORE



◀ **AFTER**

from messy
and cluttered
to chic and
modern

AFTER ▶

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



▲
BEFORE



▲
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
Floor Plan

Mega Open House
Home Measurement and

7% PLAN

Everything in BOTH PLANS
PLUS

Designer/Staging Consultation
Inspection
Landscaping Refresh
Custom Property Website

Pre-Listing Home
3D Virtual Tour

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



Darius was wonderful to work with when selling our daughter's townhouse. He was professional, courteous, and kept us well informed throughout the entire process. It was on the market for less than two weeks before we received an accepted offer.



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



Jaidyn was absolutely wonderful to work with. It's like having a friend on the "inside" that is working for you. She really cares about her clients.



My mom needed to sell her home during the pandemic, and everything from safety procedures to wonderful virtual marketing ads was 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



"As an out of state seller I interviewed several realtors, Connie immediately separated herself from the others with her experience & knowledge of the real estate market in the Birmingham area. Distance was never an issue, I was confident in relying on her guidance & expertise throughout the whole process."



If you are looking to buy or sell a house, Steven Jacks is the guy to see. He worked super hard and stayed on top of things when I was in the process of selling my home. Living 3 hours away, he always kept me updated with everything involving my house. So if you are looking for someone reliable and insists on getting you the best possible outcome for your home, I would definitely recommend Steven for your next real estate purchase or sale.



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 year The Luxe Group chooses a 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 that 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 of 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 sellers aren't present during an open house so buyers can feel more comfortable looking around.



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?



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LUXEBHM.COM

FOLLOW ALONG

