

LH | LUXURY
HOMES OF TENNESSEE



All you need to *know*

1. LHOTN HOTN
2. LUXURY HOMES OF TENNESSEE INFOGRAPHIC
3. LUXURY HOMES OF TENNESSEE APP
4. LH MARKETING AT A GLANCE
5. BUYER REPRESENTATION
6. SELLER REPRESENTATION

Luxury Homes Corporate Office
231 Public Square Suite 230
Franklin, TN 37064

Luxury Homes of Tennessee	615.472.8961	License: #264482
Homes of Tennessee	615.567.6460	License: #264824
Luxury Homes / Commercial	615.472.8961	License: #265221

LUXURY
HOMES OF TENNESSEE

HOMES
OF TENNESSEE

A firm that works for you.

A Dual-Branded Company



BENEFITS

- Luxury real estate is a special category of our local market that requires specific and protected branding.
- From high dollar yard signs, to center spread ads in Luxury Home Magazine, luxury marketing materials, to custom home websites, we have you covered!
- Our concierge services have also been designed to cater to your luxury clientele.

BENEFITS

- You can sell at any price-point without giving up any commission!
- You can then control what you share with your followers.
- We wanted our agents to be able to help any client that they chose to, so being dual-branded allows just that.
- We use the same vendors for both brands, so rest assured, your clients' needs are covered!

We Cover *The Cost*

By covering the cost of the essential marketing materials, we provide our agents with:

CONFIDENCE

Covering the cost for everything needed, allows our agents to feel confident that their firm is truly invested in their business.

BRAND INTEGRITY

We relieve the burden of needing to be a part-time designer, so we cover all the marketing materials to save you money and time!

PEACE OF MIND

Knowing that everything is being covered behind the scenes allows our agents peace of mind to focus on their main goals.

We Cover *The 80%*

By covering 80%, we are able to:

COVER FOR AGENTS

We focus on the daily tasks needed, so you can have the freedom to choose where you spend your extra time!

COVER FOR CLIENTS

Our agents can focus more on what really matters; helping their clients!

YOUR 80% BACK

How do you want to spend your 80%?

- A. Have time to do the same amount of business, and spend more time with family and friends?
- B. Do more business by helping more clients?
- C. Have more time to focus on the Luxury Market?

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Franklin Office - Public Square Building
231 Public Square Suite 230
Franklin, TN 37064
615-567-6460 HOTTN | 615-472-8961 LHOT
Firm License #264482



We're on a mission to give Real Estate Agents their most valuable asset back - TIME

1 Technology

- **Conduct your business within one application**
- Direct line of communication with your broker
- Schedule your property photos directly from the app
- Personalized marketing delivered right to you



2 Support

- **In house transaction coordination at no charge to you**
- Or internal team of professionals streamline your transaction management, marketing, and all other day-to-day operational activities allowing you to do the things that really matter!

3 Marketing

- **In-house marketing and design team**
- Branded email marketing happens with your open houses, listings and price improvements
- Digital and postal marketing is provided to you at no cost
- A dual-branded company- Sell mid-range homes without diluting your luxury brand

4 Your Total Value

We take the risk so you don't have to

- **We cover the cost on your:**
- Transaction Coordination
- 24/7 Sales support
- All yard Signs
- All Business Cards, etc
- Digital Marketing
- Print Marketing
- Social Media Ads
- Direct Mail Campaigns



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App Overview

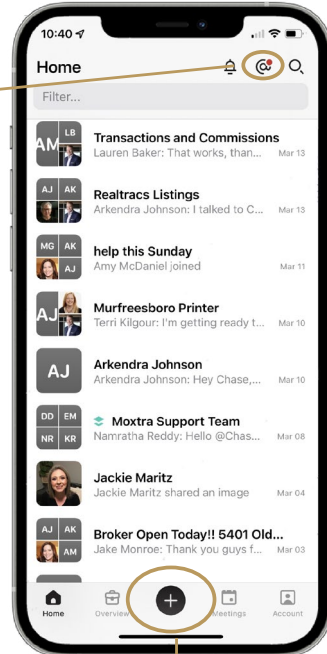
LUXURY HOMES OF TENNESSEE APP OVERVIEW

We're on a mission to give real estate agents their most valuable asset back - **TIME**

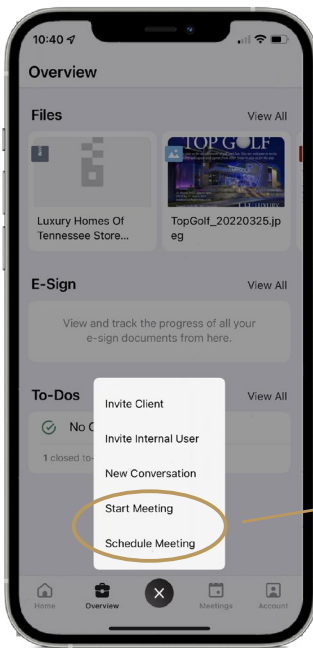


Log in with the information provided by your broker/admin

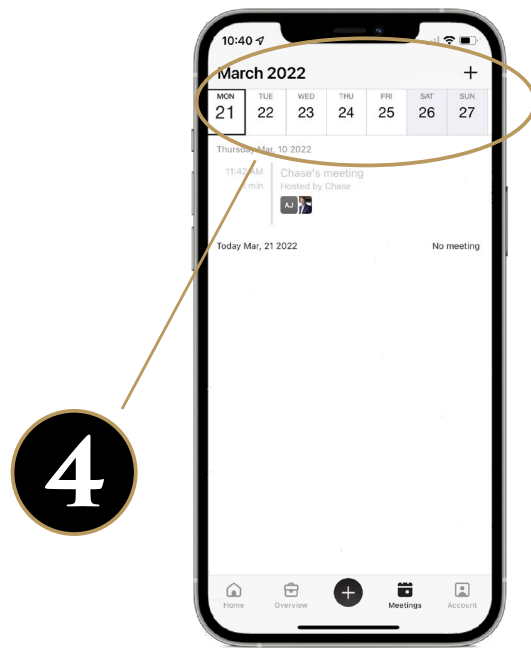
all your mentions are consolidated under the @ symbol



Click the + button TO start a new conversation



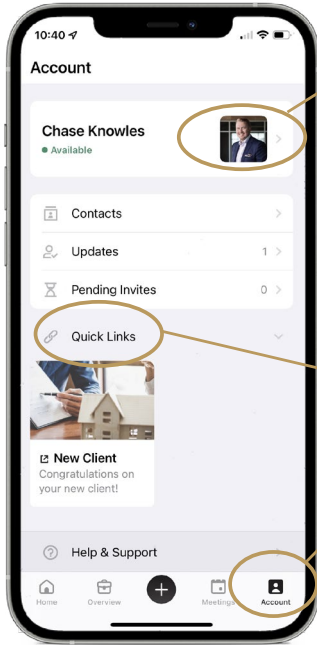
You can also start or schedule a meeting by using + button



You'll be prompted to pick a date a time for your meeting

LUXURY HOMES OF TENNESSEE APP OVERVIEW

New client (listing or buyer under contract)



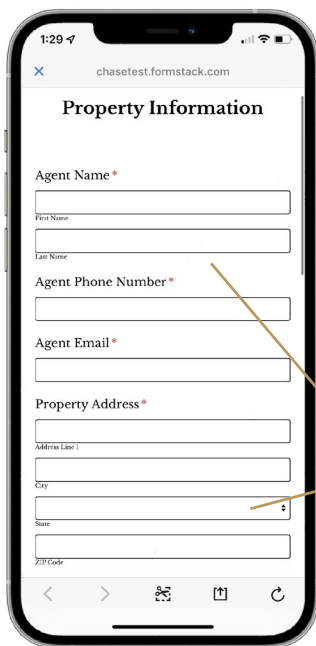
Update your password, set your out of Office or change your photo

New client is for a new seller (Listing agreement signed) or buyer under contract

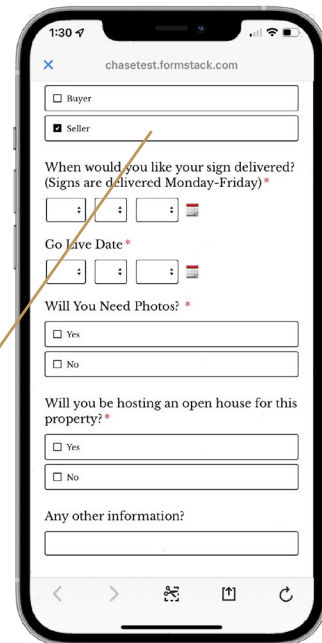


Quick Links > new client and it opens up photos and marketing

Congrats on your new client. Just tap the screen



If you're representing the buyer, you will not get the option to request photos.



Fill out your information and property information

Select if you're representing the buyer or the seller

LUXURY HOMES OF TENNESSEE APP OVERVIEW

New client (listing or buyer under contract)

Will You Need Photos? *

Yes

No

Choose Appointment Your Info Confirmation

Returning? Log In

Need help?
info@domophotos.com | (615) 669-0317

Redeem Coupon

Luxury Homes of Tennessee Media Package

35 High-end HDR Photos
Drone photos + video
Video Walkthrough
Sky Replacement included
Luxury Homes of Tenn**

March 2022

5

Select your photo package and a date for your photography

Luxury Homes of Tennessee Media Package
March 26, 2022 10:00am
Change

Name *

First Name

Last Name

Phone *

Email *

Listing Info

Property Address (street, city, state, zip code) *

Is your listing occupied or vacant? *

How do we access the property on the day of the shoot? *

6

Fill out your information and the listing information

Type of Listing *

Any notes or special instructions?

Terms & Conditions

Terms and Conditions:
<https://www.domophotos.com/terms-and-conditions>

Shoot Prep Guide:
<https://www.domophotos.com/sprep-guide>

I have read and agree to the terms above *

Redeem Coupon

Complete Appointment *

7

Tap complete appointment, and scroll down

Once your form is submitted, it routes to marketing, Transactions, and commissions

Closing Date *

Your Commission % *

Title Company Contact Information (Name, Email and Phone) *

Referral Information

Was this a referral? *

Yes

No

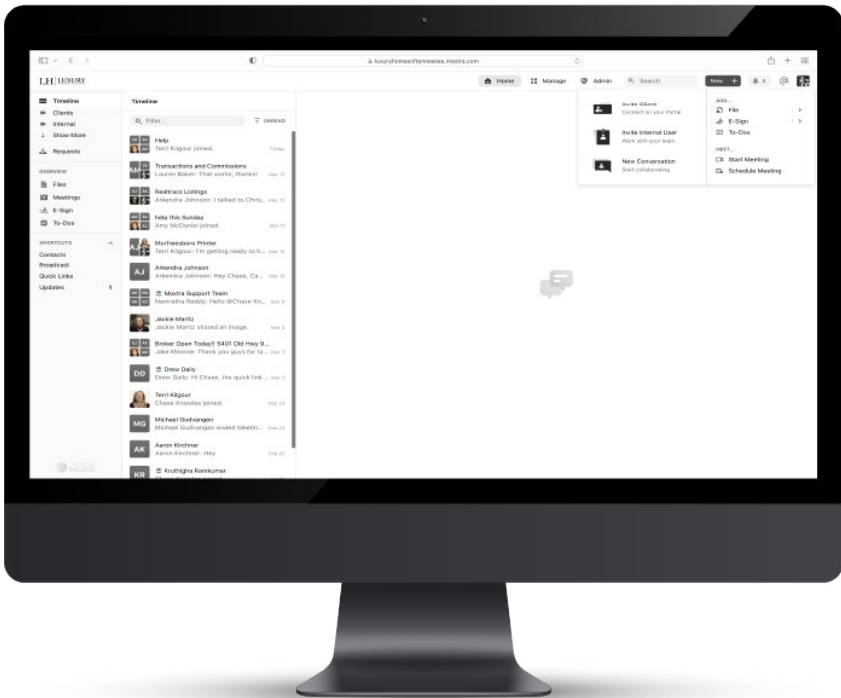
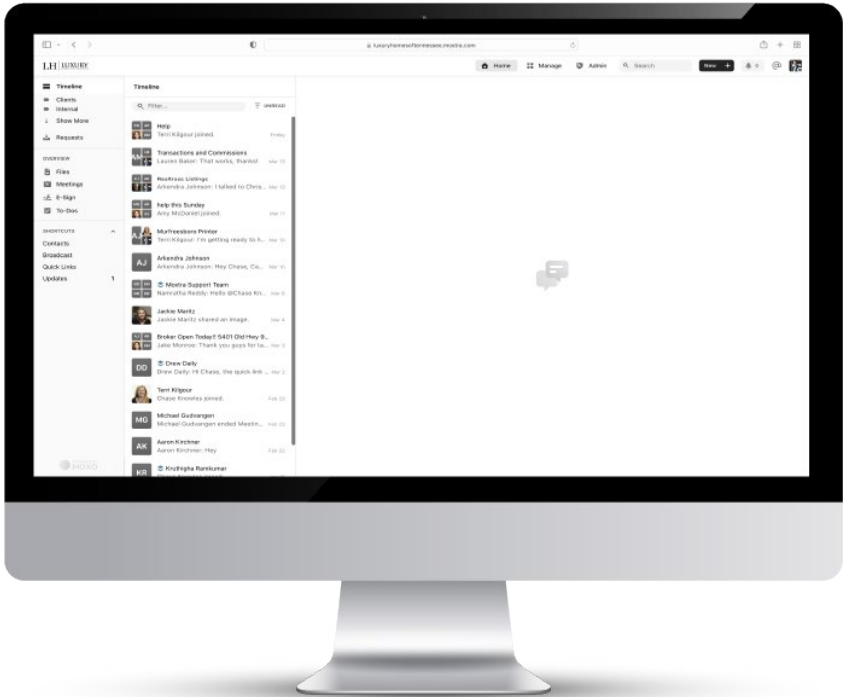
Submit Form

8

Select your closing date, commission, and submit

LUXURY HOMES OF TENNESSEE APP OVERVIEW

We're on a mission to give real estate agents their most valuable asset back - **TIME**



SAME GREAT EXPERIENCE AT
[LUXURYHOMESOF TENNESSEE.MOXTRA.COM](https://www.luxuryhomesoftennessee.moxtra.com)




9:41

LH | LUXURY
HOMES OF TENNESSEE

Log In

Sign Up

 Sign Up via QR Code



LUXURY
HOMES OF TENNESSEE

**COMMERCIAL
PROPERTIES
OF TENNESSEE**

HOMES
OF TENNESSEE

Top-Tier Service

MARKETING AT A GLANCE

START

1

New Client

As soon as you secure your new listing or buyer, fill out the new client form in the Luxury Homes App.

2

Photography & Signs Scheduled

The Marketing Department will schedule your photography & have a courier place your sign and rider(s).

3

Receive Marketing

Once photography has been completed, your graphics will be created and shared with you.

4

Under Contract

As your listing goes Under Contract, share your contact documents with transaction management team.transactions@homestenn.com

5

Promote Closing

Once your listing has closed, we promote on your behalf through digital & print marketing!

6

Signs Retrieved

Our courier will go back out to your listing to retrieve your yard sign and riders(s).

7

Call For Review

FINISH

Our Marketing Department will follow up to review how the deal went from start to finish and find out where we have room for improvement.



LUXURY HOMES OF TENNESSEE

WHAT WE DO BUYER REPRESENTATION

	OWNER	ACTION	NOTIFICATION
✓	MARKETING	Create Under Contract social medial graphic	Google Drive, Email and LH App
✓	MARKETING	Create Just Sold social media graphic	Google Drive, Email and LH App
✓	MARKETING	Create and distribute Just Sold direct mail campaigns	Google Drive, Email and LH App
✓	MARKETING	Create Under Contract social post and deliver to LH social pages	Follow Luxury Homes social pages
✓	MARKETING	Create Just Sold social post and deliver to LH social pages	Follow Luxury Homes social pages

LUXURY HOMES OF TENNESSEE

WHAT WE DO SELLER REPRESENTATION

	OWNER	ACTION	NOTIFICATION
✓	MARKETING	Arrange photography and videography of your listing	Email Notification
✓	MARKETING	Create Coming Soon and New Listing Social Graphic	Google Drive, Email & LH App
✓	MARKETING	Create Open House social graphic	Google Drive, Email & LH App
✓	MARKETING	Create Under Contract social graphic	Google Drive, Email & LH App
✓	MARKETING	Create Just Sold social graphic	Google Drive, Email & LH App
✓	MARKETING	Create Coming Soon email blast	Google Drive, Email & LH App
✓	MARKETING	Create Just Listed email blast	Google Drive, Email & LH App
✓	MARKETING	Create Open House email blast	Google Drive, Email & LH App
✓	MARKETING	Create Broker Open (if applicable) email blast	Google Drive, Email & LH App
✓	MARKETING	Arrange Coming Soon yard sign delivery	Email & LH App
✓	MARKETING	Arrange For Sale rider delivery	Email & LH App
✓	MARKETING	Arrange Open House rider delivery	Email & LH App
✓	MARKETING	Arrange Under Contract rider delivery	Email & LH App
✓	MARKETING	Arrange Sold rider delivery	Email & LH App
✓	MARKETING	Create and distribute New Listing direct mail campaigns	Google Drive, Email & LH App
✓	MARKETING	Create and distribute Just Sold direct mail campaigns	Google Drive, Email & LH App
✓	MARKETING	Create social posts and deliver to Luxury Homes social pages	Follow Luxury Homes social pages

THE PROCESS

01

Evaluate Curb Appeal
Declutter
Depersonalize
Take Professional Pictures
Stage Your Home

02

Market Analysis
Analyze Competition
Executive Marketing Plan
Host Open Houses
Negotiate

03

Review Offers and Propose Counteroffers
Submit Selected Offer to Escrow
Coordinate Home Inspections
Prepare for the Appraisal
Negotiate Contingencies
Settle on a Move-Out Date



LH | LUXURY
HOMES

A firm that *works for you*

STEPS TO SOLD



Market Analysis



Listing Syndication



Photography



Social Media Strategy



Marketing Rollout



Open Houses



Scheduling & Feedback



Negotiation



MARKET ANALYSIS

One of the most important tasks before selling your home is to establish the right price. This is done by running a comparative market analysis (CMA).

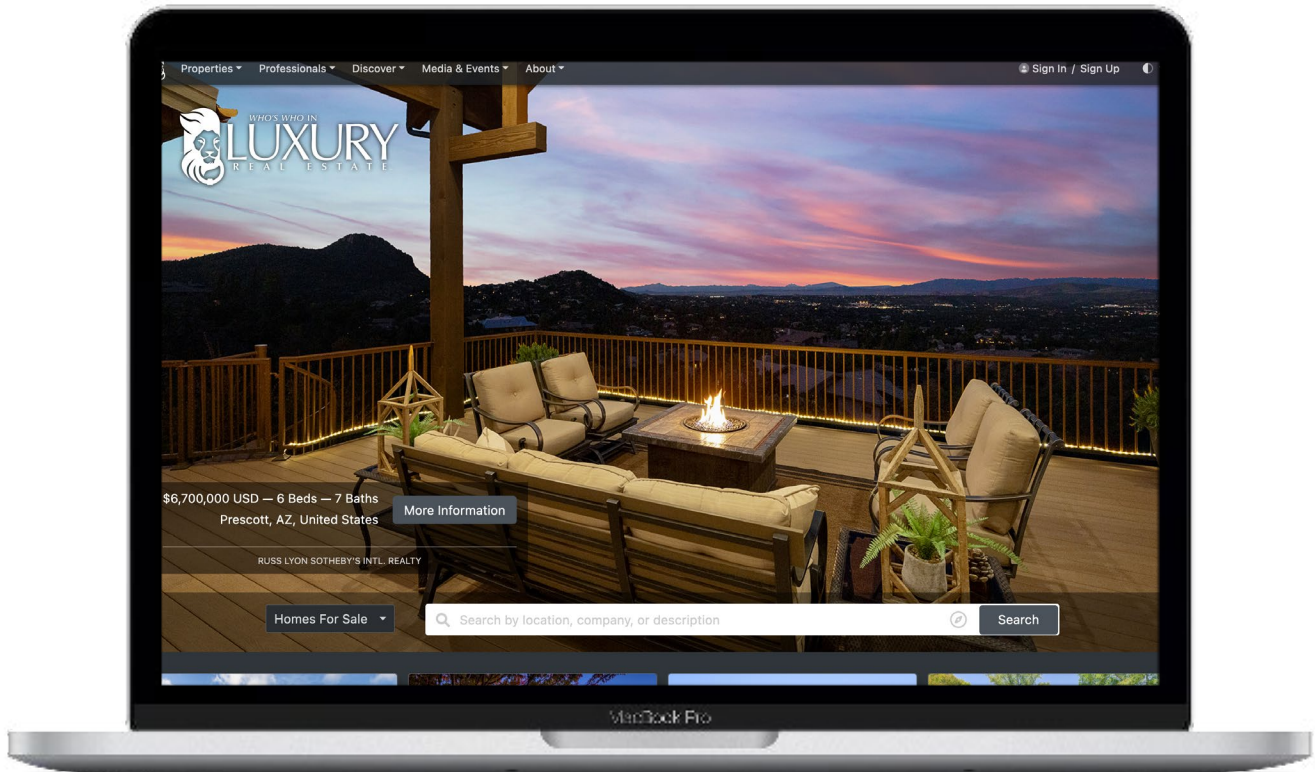
WHAT IS A CMA?

A CMA is a detailed report on homes recently sold in your area, which includes information such as home size, age, condition, location, price, and the current market conditions that will help you set the right price for your home.

02

LISTING SYNDICATION

Listing syndication is a process in which your listing is marketed on multiple real estate platforms to increase your home's exposure. Luxury Homes of Tennessee is an exclusive member of Who's Who in Luxury Real Estate, a worldwide collection of top brokerages representing the finest luxury properties across the globe. This hand-selected group with properties in more than 70 countries, collectively sells over \$300 billion of real estate annually, making it the most elite and comprehensive luxury real estate network in the world.



SYNDICATION PLATFORMS





PHOTOGRAPHY

First impressions are everything when it comes to real estate, and usually they start online. We'll have world-class photos taken of your home to create a listing that stands out from the competition. The result is a lasting impression on potential buyers and more interest in your home.

04

SOCIAL MEDIA STRATEGY

While we follow traditional marketing protocols, we'll also implement the latest social media strategies to ensure your home receives maximum exposure. A modern strategy combined with striking images and videos of your listing guarantees that your home will stay ahead of the competition.

We'll not only advertise your home on the No.1 portal for luxury properties online, LuxuryRealEstate.com, but also across LH and LRE social media.



378,000+



10,000+



20,000+



2,600+



2,800+

- Ad campaign
- Social media shares
- Strategic and timely posts
- Listing videos
- Blog posts





MARKETING ROLL-OUT

Your ad campaigns are focused on Tennessee but also extend to the other states and cities that have a high volume of inbound buyers. Our strategy of campaigns distributed across social media, websites, partner portals, and high end magazines ensures your home receives maximum exposure to potential buyers and buyers representatives and guarantees that your home rises above the competition.



OPEN HOUSES

Photos are powerful when it comes to selling a home, but nothing compares to seeing it in person. That's why hosting stellar open house experiences are crucial for your success as a seller.

TIPS TO PREPARE

- Freshen up faded and chipped paint
- Declutter and depersonalize
- Update your curb appeal
- Deep clean
- Craft a marketing plan



SCHEDULING & FEEDBACK

Auto-scheduling technology allows buyer's agents the opportunity to schedule showing appointments efficiently. By using automated scheduling, we ensure all parties are notified of the appointment request immediately and showings are confirmed quickly.

Receiving buyer feedback on your home; In the feedback process we determine how buyers are evaluating your home so we can adjust as needed to get the best outcome for you.

08

NEGOTIATION

Review the agreement.

Review contingencies.

Establish your priorities.

Decide on counteroffer,
acceptance or rejection.

Obtain signatures from all
parties.



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