



LUXURY
HOMES OF TENNESSEE

PRESENTED BY
ARKENDRA JOHNSON



Arkendra Johnson

BROKER/REALTOR®

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If you want the best home-selling experience, you need a professional best-in-class real estate firm working for you. When you hire us, you can be confident that your home is in the hands of local experts with a proven track record who are well known, respected and trusted within the community.

ABOUT US

Founded in Franklin, Tennessee in 2019, Luxury Homes is a luxury real estate firm with a passion for excellence and a primary focus on providing the highest level of professionalism within our industry.

Our agents are entrenched in the community and ready to guide you through a smooth real estate transaction. With over \$500 million in recent real estate sales, our firm understands the responsibility we have to assertively and creatively find ways to help you accomplish your real estate goals. We bring expertise, warmth, and concierge level service to every interaction.

OVER \$500 MILLION IN RECENT SALES

LEADERSHIP WITH OVER 100 YEARS OF EXPERIENCE

PRESENCE IN 5 STATES AND 12+ MAJOR CITIES

Luxury Homes Corporation
Corporate Office
231 Public Square Suite 230
Franklin, TN 37064
www.luxuryhomes.ai

Luxury Homes of Tennessee
231 Public Square Suite 230
Franklin, TN 37064
Firm Licenses: 264482, 264824 & 265221
615.472.8961

Commercial Properties of Tennessee
231 Public Square Suite 300
Franklin, TN 37064
Firm License: 265221
615.472.8961

Luxury Homes of Florida
5306 Cortez Road W
Bradenton, FL 34210
Firm License: CQ1068114
866.758.9466

Luxury Homes of Georgia
300 Colonial Center Parkway Suite 100N
Roswell, GA 30076
Firm License: 80596
866.758.9466

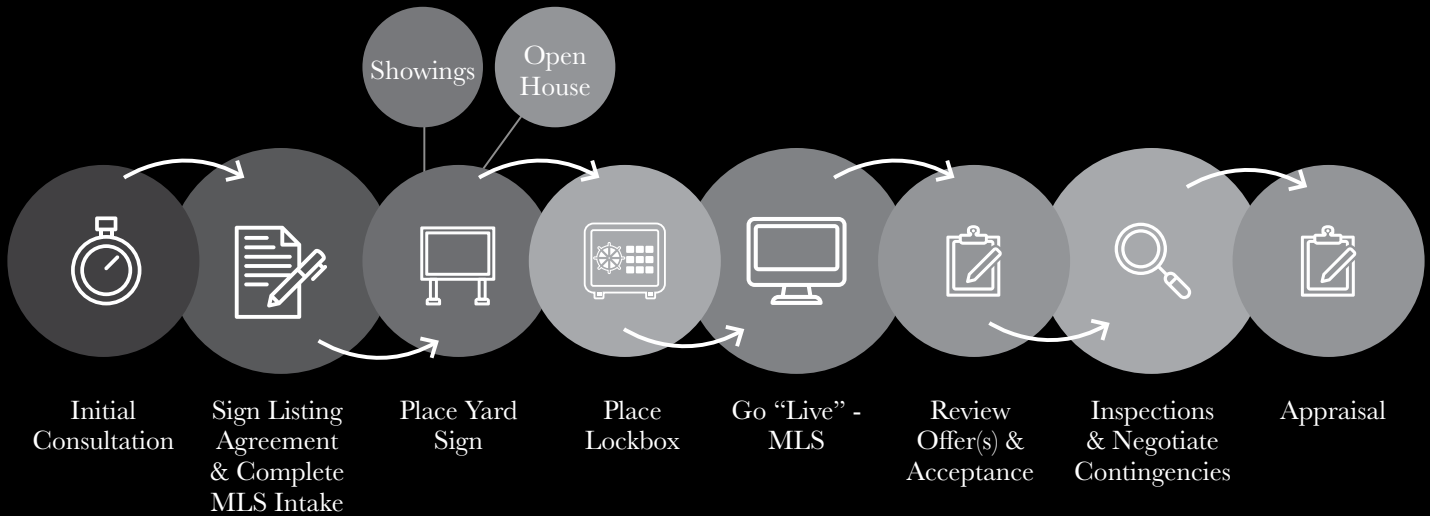
Luxury Homes of Texas
8000 Research Forest Dr Suite 114-348
The Woodlands, TX 77382
Firm License: 9012261
615.472.8961

Luxury Homes of Alabama
231 Public Square Suite 230
Franklin, TN 37064
Firm License: 160357
866.758.9466

Luxury Homes of Tennessee Leiper's Fork
4208 Old Hillsboro Rd Suite 5
Franklin, TN 37064
Firm License: 265915
615.472.8961

THE PROCESS

FOR SELLERS



YARD SIGN

A distinguished and noticeable Luxury Homes sign will be strategically placed in your yard prior to showings and then removed once your home is sold.

LOCKBOX

A secure digital lockbox will be provided and placed in a convenient location of your choice. We'll track the showing data and relay it to you regularly.

SHOWINGS

We coordinate all showings with respect to your schedule and availability. We'll either be present or provide the showing agent with all of the necessary information to best present your home.

OPEN HOUSES

We'll design and market each Open House event with high exposure to local brokers, agents and buyers via targeted email and digital media campaigns to ensure maximum participation.



SIGN LISTING AGREEMENT &
COMPLETE MLS INTAKE



PREP HOME FOR PHOTOS & SHOWINGS



MLS GOES LIVE



SHOWINGS



REVIEW OFFER(S), NEGOTIATE & ACCEPTANCE



INSPECTIONS



APPRAISAL



CLOSING & FUNDING

THE ACTION PLAN

PREPARATION

Prepare Comparative Market Analysis
Evaluate Curb Appeal
Provide Staging Advice

MARKETING

Arrange Professional Photography
Provide Executive Marketing Plan
Host Open House Events

FACILITATION

Review Offers and Propose Counter Offers
Negotiate Contingencies
Coordinate Entire Transaction Process
Finalize the Sale In Closing

STEPS TO SOLD



Market Analysis



Photography



Listing Syndication



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 creating a comparative market analysis (CMA).

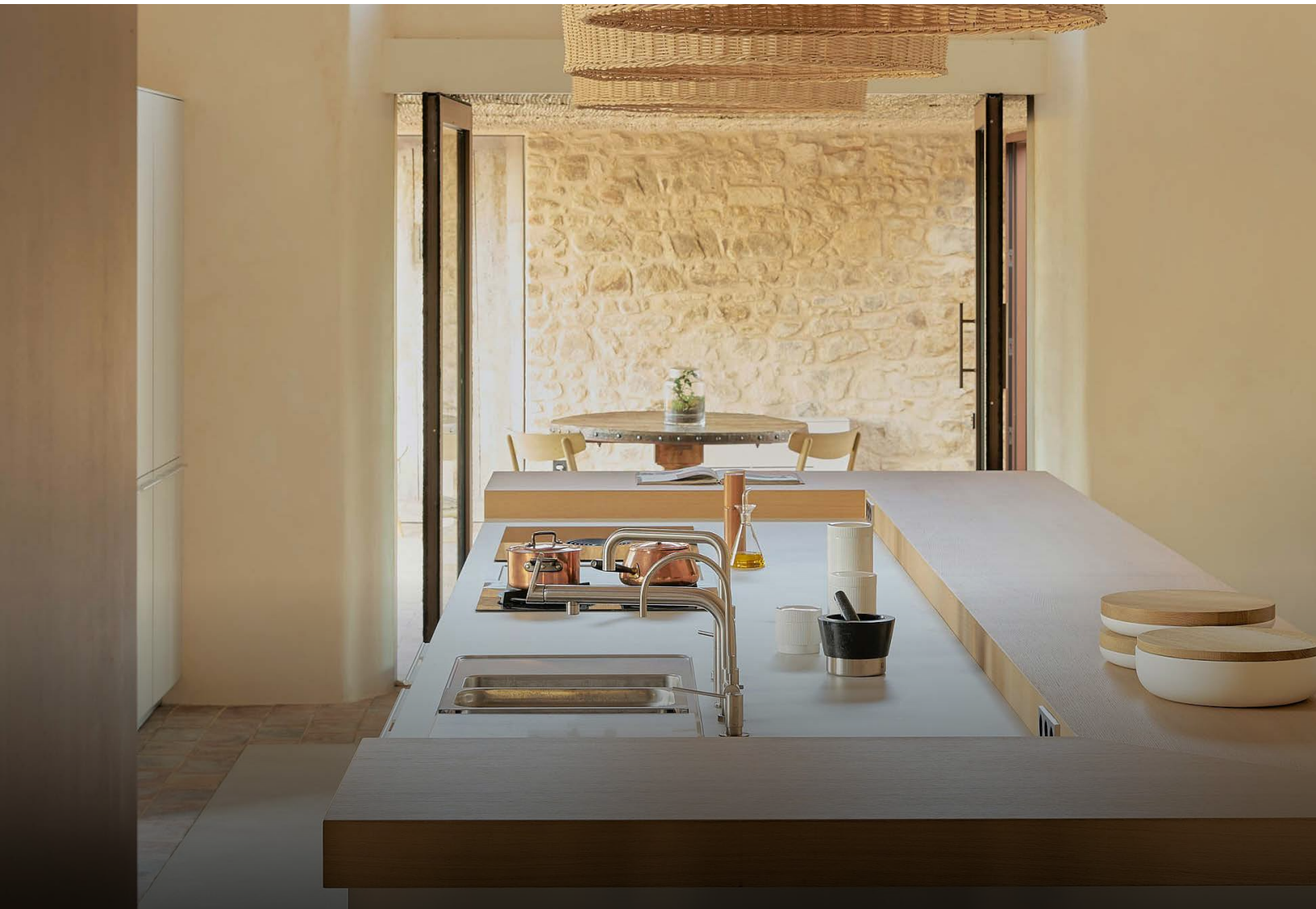
WHAT IS A CMA?

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 current market factors that will help you set the right price for your home.

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PROFESSIONAL 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.



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LISTING SYNDICATION

Listing syndication is a process in which your listing is marketed on more than 35 real estate platforms and social media to increase your home's exposure. Luxury Homes 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



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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](https://www.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 advertising campaigns are locally focused and 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 their representatives and guarantees that your home rises above the competition.



OPEN HOUSES

Photos are powerful when it comes to selling a home- seeing it in person truly brings it to life. That's why hosting stellar open house experiences are highly impactful for your success as a seller.



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.

During the feedback process we determine how buyers are evaluating your home so we can adjust as needed to get the best outcome for you.

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NEGOTIATION

Review the agreement.

Evaluate contingencies.

Establish your priorities.

Decide on counteroffer,
acceptance or rejection.

Obtain signatures from all
parties.

Facilitate transaction through
successfully closing on your
home.



TESTIMONIALS

“Arkendra made the complicated process of selling and buying a home in a historically fast market a pleasant experience. She was responsive, courteous, and understanding, but yet still aggressive when needed for us to achieve our goals. Her transparency and honesty made us feel very comfortable with each turn throughout the entire process. I would **STRONGLY** recommend her for anyone who is considering buying or selling a home.”

Brett and Nicole Belanger

“Partnering with Arkendra to find our first dream home was excellent from choosing the home, the communication all the way to closing. She offered many options that were perfectly tailored to our likes. Her communication was always so clear and consistent. She encouraged us throughout the whole process. I know many say the house buying process is difficult and stressful, but because of Arkendra I can claim the opposite. We’re excited to have her as our forever realtor!”

Andario & Danielle Howard

“Mrs. Johnson has helped us with our first sale and purchase in mid 2017 then again in 2020. Everything was really good, she is a real great realtor and knows what she is doing! She would recommend people that she thought were the best to also help you! We will always use her and we recommend her for anyone! Highly the best!!”

Saul, Destiny, Marcos, Zhayne & Skarlet

“Buying and selling homes is very time consuming and stressful. Arkendra Johnson provides the perfect balance of guiding her clients through all the hard work and decision making while keeping a calm demeanor and making it seem easy. She is constantly available, for questions or visits and responds immediately by phone, text, or email. We loved working with her, we have no regrets, and we would definitely recommend Arkendra Johnson without a doubt.”

Yash & Baljeet

“We had the privilege to work with Arkendra Johnson as our realtor. Ms. Johnson is extremely professional and knowledgeable in the industry. She was always available and provided her expertise from start to finish. Consider my wife and I life time clients. Thank you Arkendra.”

Douglas and Temicula Allen

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“We’d been looking to purchase a new home for quite some time, and finally decided to go for it. The next day — a Monday— we chose Arkendra to help us on the journey, which was nothing like our previous purchase process. Within 36 hours, we’d gained our preapproval from the lender and had our list of requirements in to Arkendra. She put in so much work to check out our suggestions and to make a solid list of 5 must-see houses on a Saturday. By Sunday, we’d made a decision and submitted an offer and it was accepted the next day (below asking and quite a bit below our initial budget). We closed in 21 days! Even the lending team was surprised it happened so fast! If you want someone who will truly consider your desires and keep the lines of communication open, choose Arkendra. You won’t be disappointed.”

Alonzo & Mealand Hudgins

“Arkendra is the real estate agent you want to work with to find your next dream home. Even more she kept in touch with me over the years before I could make a decision to find another home closer to the downtown area of Nashville. Do not waste your time on anyone else give Arkendra a call. Thank you, Arkendra!”

Trudie Condra

“I am incredibly grateful to have had Arkendra Johnson as my realtor during the sale of my home. From beginning to end, she was patient, thorough, knowledgeable, and always available whenever I had questions or needed guidance.

Selling a home can be an emotional and stressful experience, but Arkendra made the process feel much more manageable. She took the time to explain things clearly, kept me informed throughout the entire process, and consistently went above and beyond to make sure everything was handled properly. Her dedication and willingness to do whatever was necessary to get the deal across the finish line truly stood out to me.

What I appreciated most was that I never felt like just another client. Arkendra genuinely cared about my situation and worked hard to make sure I felt supported every step of the way. Her professionalism, compassion, knowledge, and commitment are qualities that I believe make her an exceptional realtor.

I would wholeheartedly recommend Arkendra Johnson to anyone looking for a realtor who will truly advocate for them, communicate with them, and put in the work to get the job done. I am so thankful she was the person by my side throughout this journey!”

Erin Baker

CHECKLISTS

PREPARE YOUR HOME

☐ Declutter & depersonalize

☐ Minimize furniture

☐ Deep clean

☐ Use natural lighting

☐ Eliminate odors

☐ Have another set of eyes
review your home

CURB APPEAL

☐ Update and trim landscaping

☐ Pressure wash the sidewalks

☐ Use seasonal decor

☐ Clean or install new hardware

☐ Fill cracks in the pavement

☐ Fresh lawn care

TIPS TO PREPARE

Create a neutral space that buyers can envision themselves in. Also, creating a warm and inviting space makes a home more attractive to potential buyers.

Avoid overcrowding your front yard.

Decorate in a way that allows the buyer to imagine themselves using the spaces.

Arkendra Johnson



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