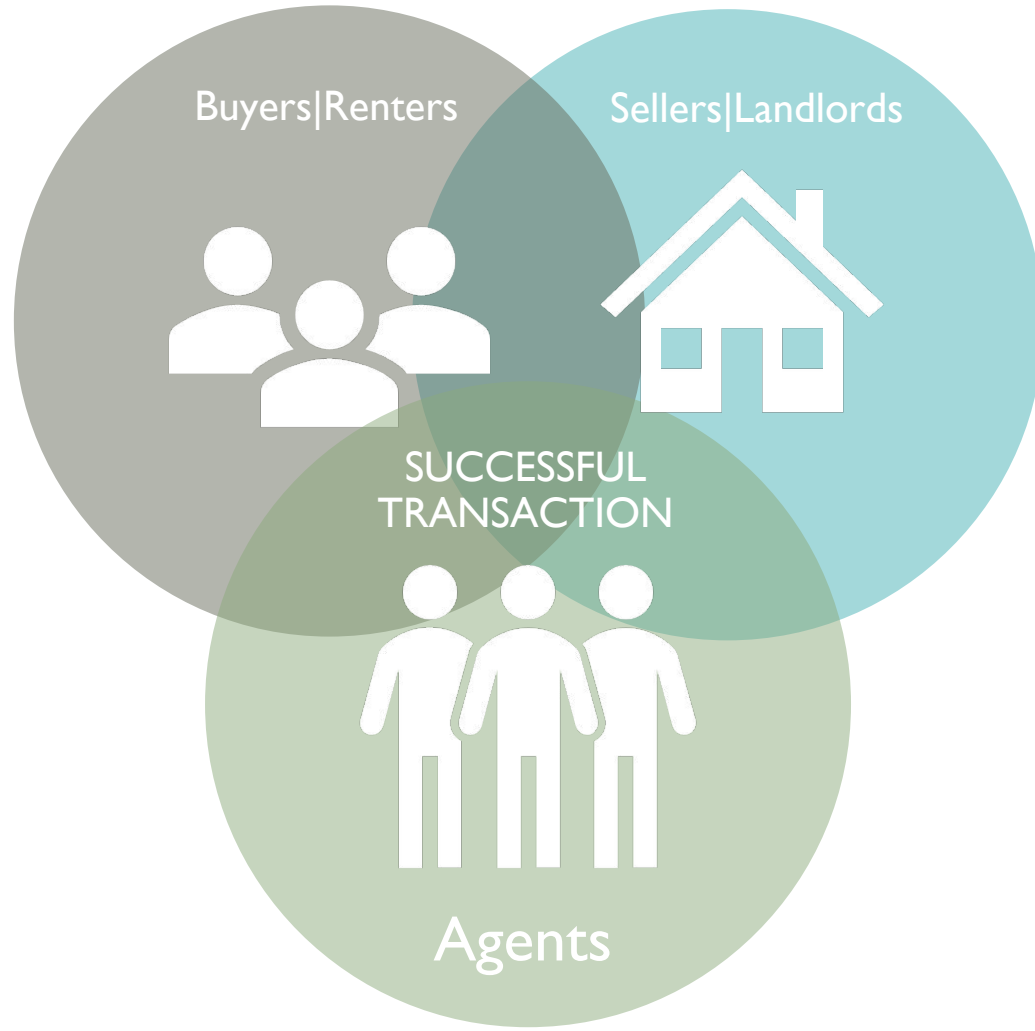


# THE BRAND:

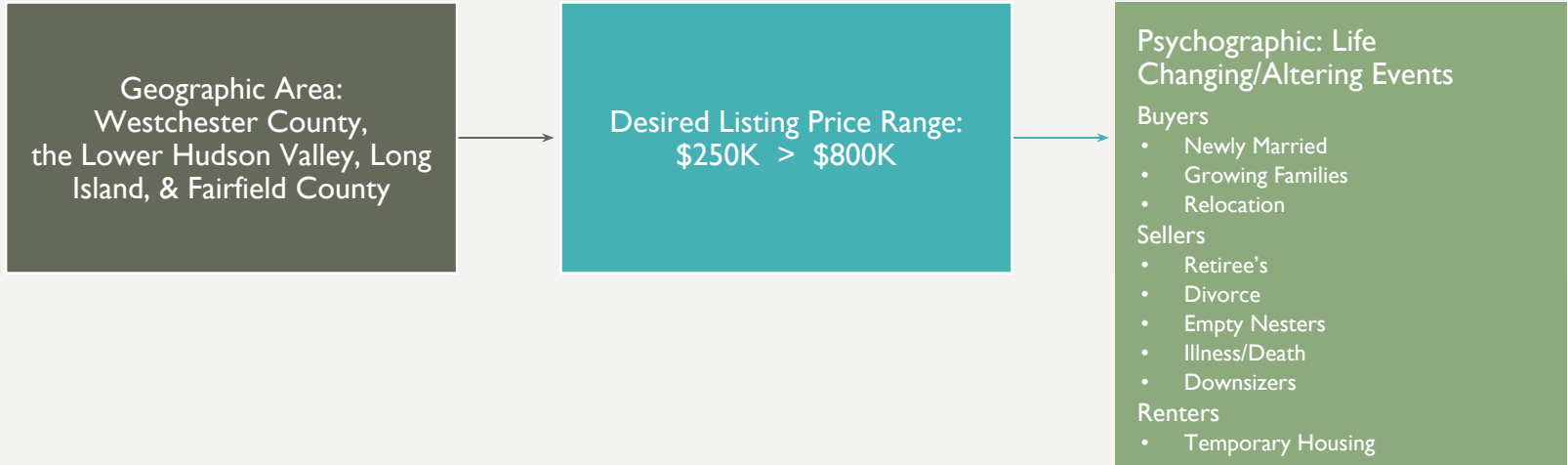
## Grand Lux Realty

“Connecting Buyers & Sellers with Golden Glove Service”

# CORE 3:



# The Sweet Spot:



# The Sweet Spot:

(con't.)



# Mission Statement:

(who we are & what we do)

Locally owned & operated, Grand Lux Realty is a family-owned business that treats sellers, buyers, & agents like part of our family.

“From our family to yours.”

Our Mission is to connect sellers, buyers, & renters with Golden Glove Service.



# VALUE PROPOSITION:

(the results of what we do)

## Golden Glove Service:

Customers (sellers, buyers, & renters) have a knowledgeable, reliable partner to help them make well informed decisions.

We work as a team/family to create a hassle-free experience to help you on your life's journey. Connecting people, we pay attention to every detail to make sure you get the results that you expect from a luxury brand.

**#FamilyOwnedAndOperated | #LocallyOwned**

Simplicity...Friendliness...Minimalism...Precision...Focus

- **Sellers:** faster...less hassle...more money
- **Buyers:** find your new home...to match your journey's needs...start your new life
- **Agents:** no fees...more leads...great training...generous splits...team oriented

# BENEFITS:

(advantages)

## #ConnectingFamiliesConnectingDreams

A place for **Sellers** to list their home with expert staging, price-positioning advice, & marketing. **Sellers** feel confident that they're using the right strategies & getting the best price.

A place for **Buyers** to be consulted to help them find the right property to match their needs on their life's journey. **Buyers** feel confident that they're using the right strategy to be able to choose correctly & get the best deal.

A place for **Agents** to keep more of what they earn & pay no fees. **Agents** feel confident that they are with the company that puts them first.