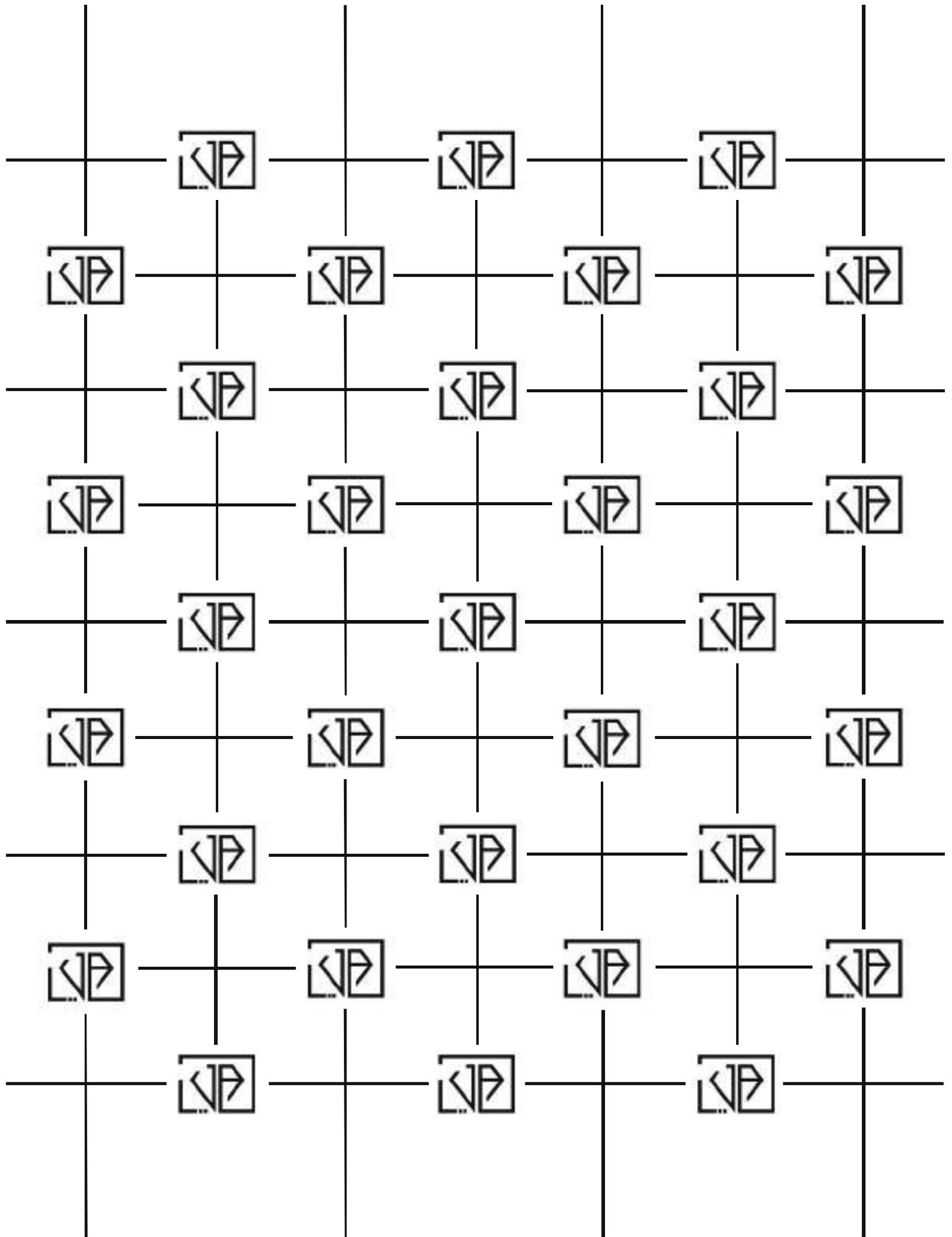




J ALEXANDER  
G R O U P

EXPERIENCE A HIGHER STANDARD OF  
REAL ESTATE REPRESENTATION

BROKERED BY  
**exp**  
REALTY





**This book is designed to provide a background on our experience and qualifications to market your property. We are honored to have the opportunity to be of service and offer you our professional expertise, experienced market knowledge and focused attention in an effort to facilitate the sale of your home.**

**Learn more about our use of the latest marketing, our tried and tested systematic method, our network of industry professionals; and what our past clients have to say about us.**

**Jonathan Alexander  
Founder / Team Leader / REALTOR®**

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MARKETING



**No° 1**

**OUR STORY**



# *client commitment*

## **WE FOLLOW-UP AND FOLLOW-THROUGH**

Our relationship with you does not end when the transaction ends.  
Our commitment is to keep you connected with our network.  
The highest compliment you can give us, is trusting us with your friends and family.

## **WE WORK WITH HONESTY**

We will disclose all of our relationships in the transaction.  
We will show all properties available in your price range.  
We won't mislead you to make you feel good.  
We will advocate for you with integrity and professionalism.

## **WE LISTEN**

We seek to understand your challenges, goals and needs to develop a customized strategy to achieve it.  
We work as your guides to navigate and make sure you're comfortable every step of the way.  
We will not disclose or share personal or financial information with anyone.  
We promise not to push you outside your comfort zone or your maximum budget.

## **WE THINK OUTSIDE-THE-BOX**

We create community events, opportunities to give back and other unique ways to connect buyers and sellers.  
This market requires constant innovation, adaptation and a creative approach to finding you opportunities.  
We utilize our team's diverse backgrounds in finance and design to leverage the best results for you.

## **WE PUT YOU FIRST**

We work for you because this is your transaction, your money, your home and your decision.  
Our job is to facilitate, assist and advise you through the process.  
We will not put our commission ahead of what's best for you.  
Our job is done when your goals are met!

## **WE EDUCATE**

Our goal is to provide you with accurate price valuations, market knowledge and understanding.  
We map the process so you know where you're at and what your next steps are.  
Our approach is hands-on to teach you how to identify value.  
You will understand what you are signing.





## Jonathan Alexander

FOUNDER | REALTOR

J ALEXANDER GROUP | EXP REALTY

561.609.1345

[JONATHAN@JALEXANDERGROUP.COM](mailto:JONATHAN@JALEXANDERGROUP.COM)

*meet your listing partner.*

Jonathan has been a licensed REALTOR® since 2005 and has over 17 years of real estate experience as a consultant, investor and homeowner. He is proud of his achievements as a multimillion-dollar producer, recognized by the REALTOR® Association of Palm Beach since 2005.

Jonathan has developed long-lasting relationships with buyers and sellers, many of whom become friends and referrals. With more than 850 sales under his belt, his track record remains spotless, a record he attributes to always placing his clients' interests ahead of his own, providing attentive one-on-one service and knowing the contracts and procedures extremely well. Jonathan is currently ranked in the top 1% of all Realtors in South Florida.

Jonathan holds a bachelor's degree in business and management, with an emphasis in finance and marketing, from Florida Atlantic University. An active member of the community, Jonathan volunteers his time when possible with organizations like Habitat for Humanity, Big Brothers Big Sisters and Hope for Paws.

A confirmed "health and happiness addict," Jonathan is committed to promoting a healthier and happier lifestyle. Giving back to the community and being charitable is a priority in his life. Jonathan's passions include exercise, travel, reading, photography, movies, graphic design, sports and spending as much time as possible with his wife Lily, daughters Jade and Ruby and their 2 dogs Sumo and Kiwi.

## **THE VALUE OF A TEAM OVER AN INDIVIDUAL**

**At the J Alexander Group, teamwork is everything. Our innovative design results in a streamlined process that enables us to strategically implement highly specialized aspects of the listing management, marketing, research, and sales processes. Our ongoing commitment to invest more time, energy and capital on the selling journey allows us to achieve superior results for our clients creating a world class real estate experience that lasts forever.**



## SALES

When you choose The J Alexander Group to represent you for the sale of your home or condo, you get our entire sales team working on your behalf, not just one solo agent. We are all full-time (that's a big deal, ask us why) sales representatives, with a strong track record in sales, negotiation and marketing. Combined, we have over 50 years of experience.

## OPERATIONS

The J Alexander Group Operations Team is responsible for ensuring that your sale is as seamless (and stress-free!) as possible. From start to finish, they will act as your personal concierge service through the entire process. Our team includes full-time Client Service Coordinators, Marketing and Management staff that facilitate a robust technology based platform customized to each client experience.





**exp**<sup>®</sup>  
REALTY

## EXPERTS WITH THE RIGHT GLOBAL CONNECTIONS



Tapping the global scope and phenomenal presence of the SUCCESS network gives eXp Realty a unique and powerful advantage over any other real estate company in the world. Having access to thousands of international referral sources is key to finding qualified buyers and sellers. Through a network of over 80,000 associates in over 21 countries, eXp Realty has the inside track on buyers and sellers around the globe.

*Fastest-growing global real estate brokerage in the world*

*Recognized as No. 1 Growth Leader in Year-Over-Year Sales Volume, Transaction Sides and Agent Count by T3 Sixty's 2022 Real Estate Almanac*

*Named No. 1 Independent, No. 1 Mover in Transactions, No. 1 Mover in 5-Year Sales Volume Percentage in 2022 RealTrends 500 Report*

*Ranked No. 3 on RISMedia's 2022 Power Broker Report*



**200+ GOOGLE REVIEWS ABOUT WORKING WITH THE J ALEXANDER GROUP**

The J Alexander Group is more than a group to us now, they are family. They sold our home in 3 days. Then assisted us in finding our Dream Home a short time later. We were blown away with their expertise, professionalism, wisdom, knowledge & passion for what they did time and time again. We are incredibly grateful for everything they have done for us through this amazing journey. We can truly say, they went the extra mile day after day to make sure we were always happy. Their honesty as well as their genuineness were paramount for us. We are believers in doing everything decently and in order and that's what Jonathan, Hannah and Franchesca executed the entire time. We would not be in our LOVELY home right now if it was not for the EXCELLENT SERVICE rendered by the J Alexander Group. Thank You! Thank You! Thank You!

**- NATE & SHARON ADAMS**

Jonathan was fabulous. Steered me in the right direction and kept me informed as often as needed. Got me just under what I was asking for. If anyone needs to sell or purchase a home, they are the best by far. Thanks Jonathan.

**- FRED VAILLANCOURT**

Jonathan is professional and very industry savvy. He advocates for you and is not pushy, lending his expertise but allowing the client to lead. Most importantly, he and his team was always accessible and worked around my schedule - which made working with him very easy!

**- ERIN BOSWELL**

The experience of selling my home with the J Alexander Group was superior!! After buying and selling 11 houses in the last 40 years, working with Jonathan and Franchesca was the BEST experience ever. Not only did they bring me 2 buyers in the first 2 days, but they negotiated, and finalized every detail...during the Pandemic. Jonathan used his magical video skills detailing every upgrade and special features of my home and Franchesca kept me apprised of each potential buyer and cemented the deal, flawlessly. I couldn't have asked for a better team of knowledgeable people with an attention to detail. The courtesy they extend after the sale is remarkable and each referral is appreciated with a gift! They are the BEST!!

**- PATRICIA LEWIS**

We were extremely happy with all services provided by Jonathan and his team. Jonathan helped us stage our home to look its best. The photos and marketing material looked professional and stylish. Our house was under contract only 2 weeks after we put it on the market, and closed within 6 weeks. We would recommend Jonathan Alexander Group to anyone looking to buy and sell in the Boca area!

**- ASA GUILAMO**

Jonathan, Franchesca and Hannah are incredibly professional, friendly and helpful. They devised and executed a plan for selling our house that worked great. They really know the business and the market and how to navigate the ins and outs of selling your house. They provided professional advice and support throughout the entire process and made it quick and painless. Highly recommend.

**- TOM PATRICK**

Jonathan and his group have helped us with 3 real estate transactions over the last 4 years. They care, are professional, and can't be beat getting the best offers for a buy or sell. I would rate them a 6 out of 5!

**- DENNIS MAGARRELL**

If I could give Jonathan's group 10 instead of 5 stars, I would. My husband and I had the pleasure to work with Jonathan, Franchesca, Hannah and Richard selling our home and purchasing two new houses. They are extremely professional, friendly, on top of everything, from beginning to end. Jonathan got our home under contract within the first 2 weeks and sold it for top dollar. Easy peasy. Thanks so much Jonathan and team! You are the best realtor ever!

**- SANDY WEBB**

Absolutely fantastic experience with Jonathan and Franchesca. My house sold in 2 days and for the highest price EVER in my neighborhood. The team was exceptional, responsive, and went to bat for us when it came time to. They handled everything. Really couldn't have asked for more from a seller's agent.

**- BRYCE CONTENTO**

No° 2

PROVEN SUCCESS



# Statistics, Awards and Accolades

## As Featured On

### **SOUTH FLORIDA TOP AGENT MAGAZINE**

Featured Agent on cover of issue

### **TOP AGENT: STORIES OF SUCCESS FROM INDUSTRY LEADING REAL ESTATE PROFESSIONALS**

Interviewed and featured in Top Agent book (on Amazon)

### **BUSINESS INNOVATORS MAGAZINE**

Interviewed and broadcasted on iTunes Radio and BusinessInnovatorsMagazine.com

### **COACH & NATIONAL SPEAKER**

Real estate coach, marketing specialist who travels throughout the U.S. teaching agents

### **OVER 200 GOOGLE REVIEWS**

200+ positive online reviews from past clients

### **TOP 1% OF AGENTS IN FLORIDA**

All Realtors in Palm Beach and Broward County

### **TOP 100 REAL ESTATE AGENTS IN FLORIDA**

Selected based on sales volume, luxury home sales, efficiency rating for closing sales, lifetime professional experience and client satisfaction ratings

### **REALTRENDS AMERICA'S BEST**

Nominated to Real Trends America's Best Real Estate Professionals in Florida

THE WALL STREET JOURNAL

BUSINESS  
**INNOVATORS**

AMERICA'S BEST  
REAL ESTATE PROFESSIONALS

**TOP AGENT**  
MAGAZINE

iTunes Radio

**Zillow**  
PREMIER AGENT

amazon

REALTRENDS  
THE TRUSTED SOURCE



WE SELL

15x

**MORE HOMES** THAN  
THE AVERAGE AGENT

WE SELL  
OUR LISTINGS

30%

**FASTER** THAN THE  
AVERAGE LISTING

OUR LISTINGS  
SELL FOR

5%

**HIGHER** THAN THE  
MARKET AVERAGE

# *all in the numbers*

## ANY HOUSE AT ANY LEVEL, THE J ALEXANDER GROUP HAS THE EXPERIENCE YOU NEED FOR YOUR NEXT REAL ESTATE TRANSACTION

3350 NE 6th Dr | \$4,100,000  
698 Carriage Hill Ln | \$3,712,000  
631 Pelican Way | \$3,150,000  
355 Mizner Lake Est | \$3,000,000  
200 SE Mizner Blvd 916 | \$2,950,000  
2330 NE 32nd Ct | \$2,900,000  
621 Golden Harbour Dr | \$2,800,000  
3730 NE 26th Ave | \$2,580,000  
4 18th Ave S | \$2,340,000  
7432 NE 8th Ter | \$2,037,500  
628 SE 5th St #2 | \$2,030,000  
12080 NW 67th Ct | \$2,000,000  
313 NW 1st Ave | \$2,000,000  
1120 Ocean Ter | \$1,600,000  
1228 Crestwood Dr | \$1,525,000  
217 NW 16th St | \$1,325,000  
1520 SW 21st Ln | \$1,320,000  
2600 S Ocean Blvd 15-F | \$1,310,000  
1000 SW 16th St | \$1,301,000  
1460 S Ocean Blvd #501 | \$1,300,000  
820 Forsyth Street | \$1,275,000  
1301 N Swinton Ave | \$1,250,000  
4101 N Ocean Blvd 509-D | \$1,200,000  
17563 Middle Lake Dr | \$1,200,000  
3332 Indian Trl | \$1,125,000  
3630 S Ocean Blvd | \$1,115,000  
8222 Bradford Way | \$1,100,000  
695 NE 15th Place | \$1,100,000  
2407 N Riverside Dr | \$1,050,000  
7184 Montreal Path | \$939,950  
7190 Montreal Path | \$912,720  
1158 Lowry St | \$875,000  
1142 Grand Cay Dr | \$850,000  
1400 Lake Dr | \$845,000  
132 NE 29th St | \$835,000  
807 Estuary Way | \$832,000  
4748 S Ocean Blvd #905 | \$830,000  
2917 S Ocean Blvd 905 | \$820,000  
6463 NW 30th Ave | \$820,000  
111 N Pompano Beach Blvd #PH9 | \$810,000  
116 Magic Way | \$800,000  
11430 NW 43rd St | \$800,000  
4431 NE 18th Ave | \$750,000  
2717 Cooper Way | \$742,500  
7024 NW 70th Ter | \$740,000  
140 Las Brisas Cir | \$740,000  
9571 Erica Ct | \$706,000

11116 Meridian Dr | \$690,000  
1961 Tropic Isle | \$690,000  
8290 Alatoona Pass | \$685,650  
1585 SW 4th Avenue | \$685,000  
324 NW 15th St | \$675,000  
1132 SW 21st Lane | \$675,000  
2990 NE 14th St Cswy #905 | \$663,000  
3820 NE 28th Ave | \$652,000  
10230 NW 60th Pl | \$650,000  
8314 NW 51st Ct | \$645,000  
482 Fairmont Lane | \$630,000  
23380 Butterfly Palm Ct | \$628,000  
681 SW 18th St | \$625,000  
10241 SW Visconti Way | \$625,000  
3900 N Ocean Dr #3B | \$625,000  
1043 S Riverside Dr | \$620,000  
6838 Lake Nona Dr | \$615,000  
8362 Vaulting Dr | \$615,990  
15346 Goldfinch Cir | \$611,500  
3111 NE 42nd Ct | \$610,000  
761 NE 69th St | \$599,900  
6544 Via Benita | \$599,000  
4674 Carlberg Dr | \$593,590  
541 Anchor Point | \$585,000  
6031 NW 66th Pl | \$575,000  
498 Deer Creek Run | \$565,000  
5026 Marina Cir | \$560,000  
8816 Club Estates Way | \$564,000  
8093 Pelican Harbour Dr | \$560,000  
4811 NW 96th Dr | \$560,000  
9518 Karlberg Way | \$558,780  
12123 NW 52nd Ct | \$557,500  
3419 NE 4th Ave | \$550,000  
1371 SW 26th Ave | \$550,000  
100 NW 69th Cir #112 | \$545,000  
5010 Northwest 112th Dr | \$540,000  
4926 NW 107th Ave | \$540,000  
8390 NW 105th Ln | \$537,000  
7965 NW 109th Ln | \$535,000  
7574 NW 113th Ave | \$535,000  
2584 Cooper Way | \$535,000  
12323 Antille Dr | \$525,000  
498 NE 30th St | \$520,000  
1650 Corsica Dr | \$519,000  
4523 San Mellina Dr | \$510,000  
9627 Bergamo St | \$507,000  
8090 NW 126th Ter | \$505,000

965 SW 13th Dr | \$500,000  
5840 Wind Drift Ln | \$500,000  
146 SE 28th Ct | \$500,000  
15299 Goldfinch Cir | \$485,000  
6330 NE 19th Ave | \$480,000  
8501 Calabria Lakes Dr | \$479,000  
1200 Scotia Dr #604 | \$479,000  
232 S Latitude Cir | \$475,000  
158 SW South Danville Cir | \$465,000  
4973 SW 168th Ave | \$460,000  
8152 Santalo Cove Ct | \$465,000  
210 Captains Walk Apt 717 | \$455,000  
938 SW 149th Ter | \$450,000  
348 Plymouth Rd | \$449,700  
7598 Fairway Trl | \$440,000  
5614 Bermuda Dunes Cir | \$433,000  
943 SW 149th Way | \$433,000  
1101 NW 3rd Ave | \$425,000  
1250 Johnson Ct | \$425,000  
13644 Weyburne Dr | \$422,500  
1180 S Ocean Blvd 14C | \$420,000  
631 Lakeside Harbour | \$415,000  
4765 Sherwood Forest Dr | \$410,000  
1260 Johnson Ct | \$408,000  
3786 Coco Lake Dr | \$408,000  
12957 NW 56th St | \$405,900  
227 Sherwood Forest Dr | \$400,000  
30 Tam O Shanter | \$400,000  
4880 Swans Mnr | \$400,000  
5711 Willow Creek Ln | \$400,000  
1730 SW 8th Ave | \$400,000  
8343 NW 8th Ter | \$395,000  
12205 Colony Preserve Dr | \$390,000  
640 NE 15th Pl | \$380,000  
8418 Lakeview Trail | \$377,000  
460 NE 24th St | \$375,000  
3127 Waterside Cir | \$375,000  
4880 Sherwood Forest Dr | \$372,500  
7819 Villa Nova Dr | \$368,000  
23107 Sunfield Dr | \$362,000  
2915 NW 70th Ave | \$360,000  
5029 Heron Pl | \$358,000  
23 Tam O Shanter Ln | \$357,000  
7029 Golf Pointe Cir | \$355,000  
7236 Veneto Dr | \$355,000  
10094 Aqua Vista Way | \$350,000  
3050 Waterside Cir | \$350,000



No° 3

OUR PROCESS

## IMPROVE YOUR HOME'S APPEARANCE TO SELL FASTER & FOR MORE MONEY

### CREATING A POSITIVE MOOD

- Open the draperies, pull up the shades, and let in the sunlight
- Turn on all lights, day or night, install higher wattage light bulbs to show bright
- Use plants in transitional areas of your house
- Create the feeling of a spacious entry area by removing unnecessary furniture
- Paint all interior walls a neutral color to brighten the home, make it look bigger

### CLEANING AND FRESHENING UP

- Remove clutter from each room to visually enlarge them
- Keep your home dusted and vacuumed at all times
- Replace carpet if it does not clean up well
- Air out your home an hour before showings, if possible
- Lightly spray the house with air freshener before buyer arrives
- Improve traffic flow through every room, remove unnecessary furniture
- Putty over and paint any nail holes or other mishaps in walls
- Repair or replace any loose or damaged wallpaper
- Clean all light bulbs and light fixtures to brighten the home
- Wash all windows inside and out

### IN THE KITCHEN

- Microwave dish of vanilla 20 minutes before showing and hide out of way
- Highlight an eat-in area in your kitchen with a table set for dinner
- The kitchen and bathrooms should always be spotlessly clean
- Expand your counter space by removing small appliances

### IN THE BEDROOMS

- Depersonalize bedrooms and decorate in a neutral scheme
- Move all family photos throughout the house to storage
- Make sure that the beds are made and the linens are clean
- Organize your closets, remove unnecessary items and put them in storage

### IN THE BATHROOMS

- Do not leave towels around, wipe down sinks and shower after each use
- Re-caulk the tub if the caulk is not sparkling white
- Repair or replace broken tiles in the shower/tub
- Replace shower curtains and keep them clean
- Put out fresh towels and decorative soaps

### OUTSIDE

- Keep the yard mowed and raked at all times
- Use flowering plants to dress up the yard, walkway and patio
- Remove bicycles, tools, unsightly patio furniture and trash from the yard
- Porches, balconies, patios should be swept, kept in good condition
- Paint all entrance doors
- Clean and shine door knobs, lamps and all other hardware & accessories
- Use a new doormat

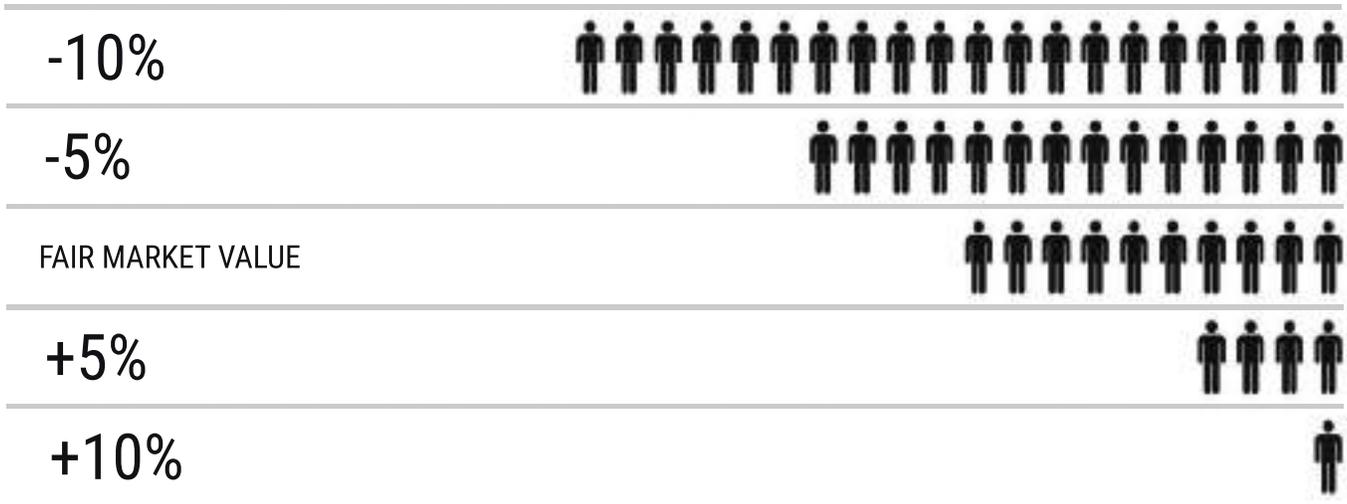
# Home Listing Process



# Pricing Strategy

USING MARKET-TESTED RESEARCH TO FIND THE RIGHT LISTING PRICE FOR YOUR PROPERTY

## PERCENTAGE OF BUYERS WHO WILL VIEW PROPERTY

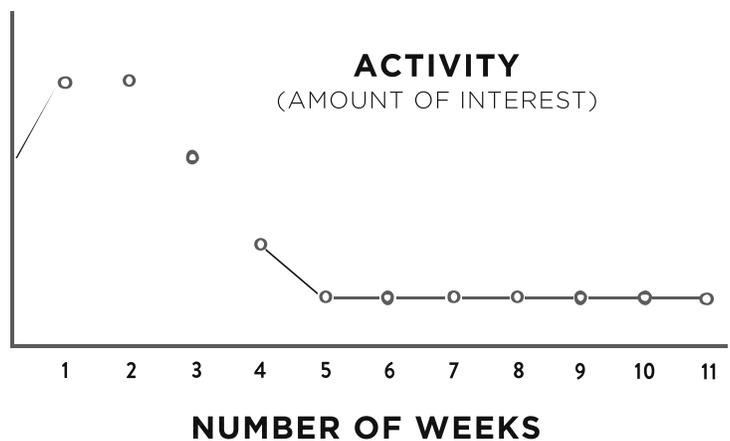


Asking Price in Relationship to Fair Market Value

Percentage of Prospective Purchasers Who Will Look at Property

## WHY THIS STRATEGY WORKS

- Properties priced at market levels indicate proper appraising, assisting in the buyer's ability to secure a loan
- More buyers are attracted, and more serious offers are received
- Marketing time is shortened, with immediate activity from the moment the property becomes available
- Increased activity on the property can often cause it to sell at or above asking price



No° 4

MARKETING



# Tailored marketing approach

## 1

### PROFESSIONAL PHOTOGRAPHY

Photography must reflect your property. Whether print or web, these photos are often the first impression that a potential buyer will receive.

Take advantage of new technology to create lifestyle videos, which can showcase the true essence of your property within its environment and provide a realistic depiction of the internal space and livability of your home, since your buyer could be from outside your local area.

A photo shoot is the time when a home must shine -- both figuratively and literally. A fully prepared home, clean, tidy, with clear sight lines, and shot in its best natural light, will speak volumes to the viewer before and after the home is visited.



## 2

### PROFESSIONAL VIDEOGRAPHY

Real estate relies heavily on visual motivators. There is no better way to show off the virtues of a home than through video (apart from doing an actual, in-person walk-through, of course!). Video gives the prospective buyer the feeling of moving through the home, and is far more descriptive of the space than still images can ever hope to be. Real estate video marketing conveys information effortlessly and quickly. Viewers can see how rooms and spaces connect and get a feel for the flow of the house or property. Video is also a great way to show accurate room size and home features.



# 3

## MATTERPORT 3D VIRTUAL TOUR



For years, the real estate industry has offered “virtual tours”. These tours were comprised of individual still images faded in and out with added motion caused by zooming in or out of the image and set to music. However, in today’s market buyers and sellers desire more, especially when it comes to interactivity.

Matterport’s cutting edge camera uses not only 2 and 3-dimensional images to create these virtual environments, but also depth sensing lasers in order to provide accurate and immersive renderings of every angle of a home’s interior.

# 4

## PROPERTY WEBSITE

A custom website dedicated to a single property, complete with high resolution photo gallery, video, floor plan, 3D virtual tour and details of the listing. This powerful online marketing tool impresses viewers and, when advertised in print or online, gets interested buyers to the information they want faster and more efficiently. Our intention is to make your home the star!



# 5

## SOCIAL MEDIA CAMPAIGN

Social platforms help you connect with buyers, increase awareness about your listing, and boost leads and sales. With more than three billion people around the world using social media every month, it's no passing trend. We will market your home using several proven approaches, including highly-targeted ads, videos, photos and more. Your listing will be fully integrated throughout all numerous social media channels maximizing your exposure.



@jalexandergroup

# 6

## EMAIL MARKETING

Despite the rise of social media, email remains the most effective way to nurture leads interested in your listing and turn them in customers. Our personalized emails are sent to over ten thousand agents and prospective buyers on a weekly basis and are showing an impressive 25% more open rate compared to the industry.



# 7

## PRINT MARKETING

Professionally designed and meticulously crafted, our property marketing collateral is available in a variety of sizes to accommodate the needs of any home. These property flyers are created with the highest graphic standards and designed by our marketing department, who have years of real estate marketing experience.

Our company standard is to always use professional photography and printing. The quality of these photographs, print, and layout enhance a buyer's perception of value and help create a strong lasting impression for your property.





# 8

## STAGING & VIRTUAL STAGING

One of the major advantages of utilizing virtual staging is that it allows potential buyers to fully visualize what each room of a home looks like with furniture and décor. One of the best ways to sell a home is to make potential buyers feel as if the home is perfect for them. This is hard to do when you either have any empty space to show or a space with minimal belongings in it. Virtual staging not only allows you to furnish each room that will attract more buyers but it allows these home seekers to see just how the space can be used if they lived there.

You only get one opportunity to make a great first impression with potential buyers. Well staged homes look better, photograph better, show better and sell faster than non-staged homes. When you list your home with the J Alexander Group, we will come to your house, provide a walk-through consultation and recommend what's needed to get you top dollar.

## THE JOURNEY YOUR HOME WILL MAKE

The exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. Our global property marketing partners include the most authoritative news, lifestyle and financial voices, as well as real estate centric websites. Additionally, once a home is showcased on our website, it is exclusively marketed on more than 500 affiliate websites around the world. Results are measured with a variety of analytics and reporting tools, which enable sales associates and clients to define a marketing campaign's impact.



## LEVERAGING OUR AGENT NETWORK TO SELL YOUR HOME

As part of a network of the nation's top producing agents, I am strategically positioned to connect your home with qualified potential buyers everyday.

### *exp network tool*

---

EXP has developed an industry-first network tool that analyzes your property to identify and connect us with agents that have sold similar homes in your area.

### *workplace*

---

Workplace is a national EXP platform where we can promote new listings and chat with EXP agents nationwide.



# curbio

LISTING CONCIERGE

RENOVATE NOW | SELL FOR MORE | PAY AT CLOSING

## ATTRACT MORE BUYERS

80% of Americans prefer to buy a move-in ready home over one that requires updating. Instead of eliminating a huge portion of potential buyers or selling cheap, let Curbio help.

## SELL YOUR HOME FASTER

Homes that are outdated or in need of repair sit on the market longer. Homes updated by Curbio sell 50% faster because they appeal to more buyers and breeze through inspections, avoiding common delays to closing.

## MAXIMIZE YOUR PROFIT

Curbio achieves a 113% ROI on home improvement costs. By making smart home improvements before listing, you'll not only increase your sale price but also, more importantly, your net profit from the sale.

### *turnkey experience* —————

Your Curbio Project Manager will manage and execute every aspect of your home improvement project from beginning to end. You'll get frequent text, photo, and video updates of project progress via the Curbio app so you're never left in the dark about what's happening.

### *hassle-free* —————

At Curbio, we eliminate delays, unexpected changes, and cost overruns through our supply of materials, simple technology, and network of five-star subcontractors.

### *efficient* —————

We only make improvements that will help your home sell faster or put more money in your pocket after closing--because who wants to waste time on updates that won't get you the results you want?



## **EXPERIENCE EXTRAORDINARY**

Our mission is to change the lives of those we serve by providing world class service, first class marketing and expert counsel creating experiences that last forever. Our team is ready to assist and provide answers to any of your questions, regarding buying and selling homes. Experience a seamless and concierge-style service that makes buying or selling your home simple and easy.



THANK YOU FOR YOUR CONSIDERATION



**JONATHAN ALEXANDER**  
**561.962.2865**

[www.JAlexanderGroup.com](http://www.JAlexanderGroup.com) | [Jonathan@JAlexanderGroup.com](mailto:Jonathan@JAlexanderGroup.com)



J ALEXANDER  
GROUP

CURATED BY

*Jonathan Alexander*

exp<sup>®</sup>  
REALTY

JALEXANDERGROUP.COM | 561.962.2865