

LUXURY LIVING IN MICHIGAN



LOGAN SMITH

LUXURY REAL ESTATE AGENT

Meet Your Agent

LOGAN SMITH

Logan is blessed with having sales engraved in his DNA - coming from a family of builders, Division I athletes and entrepreneurs across multiple industries, he knows what it takes to be the best. Growing up Logan dealt with a lot of adversity that shaped him into the poised and well balanced person that he is today. Working with Logan you can expect someone who is not only well equipped to navigate any obstacles throughout the process of buying or selling a home but someone who will be there for you every step of the way and beyond!



2

YEARS IN REAL ESTATE

28

CLOSED SALES

\$13M+

IN SALES

RECENT SALES



REVIEWS





"I've knew Logan since he was in 2nd grade, he's an absolute joy to be around and has always been an extremely smart, loyal and honest person. I'd highly recommend using Logan for any of your real estate needs, you will be in great hands."

- KATHRYN NARAYAN



"Great experience working with Logan. He truly understands the market. Very patient and really listens to find the right solution for his clients. Would definitely work with him again."

- VINCENT TOMINA 1



"Logan called me one day and asked if I wanted to sell my home in Bloomfield. I said sure why not. He listed it and got me over 20 showings in 3 days, 6 offers, and it ended up selling for \$55,000 over asking 4 days after we listed. He is diligent, timely and always on point. I highly recommend Logan."

- BRIAN BABCOCK 1



"I recently purchased a home with Logan's help. Logan is amazing – he helped us every step of the way, he cares about his clients and he gets the job done. His response to every phone call/text was within minutes! Even after the purchase was complete, he still reached out and asked us how we are doing. The best – not only Realtor but person you can come across! Thank you, Logan, for everything that you do!"

- ENITA H



"Working with Logan was an absolute pleasure from the start. From our first conversation, it was clear that he genuinely cared about helping us find not just any home, but the right home. His knowledge of the market, attention to detail, and constant communication made the entire process feel smooth and stress-free.

What really stood out to us was Logan's patience and honesty. He never rushed us or pushed us in a direction we weren't comfortable with. Instead, he listened, gave thoughtful advice, and always had our best interests at heart. I felt supported and confident every step of the way.

I couldn't be more grateful and would highly recommend him to anyone looking to buy or sell. You'll be in great hands!"

- TARA DAVIS



Logan met with us to discuss listing our house. He had done his research prior to meeting with us and then changed his estimates based on the work we had done on the house. He listed the house on Friday, had an open house on Saturday, and we had an acceptable offer Saturday night. Through the selling process, Logan kept us updated on all the proceedings and gave us good advice on inspection results and concessions. We were very pleased with the selling process and with the job that Logan did for us.

- SHELBY TOWNSHIP



MARKETING PLAN OF ACTION

PHASE 1

Defining A Win

- Outlining your objectives
- What is your motivation?
- What is your ideal moving date?
- Where are you moving?
- What is most important to you?

Knowing The Market

- Market Dynamics: Macro v. Micro
- Market Forces: Supply v. Demand
- The Numbers: Where is the market going?
- Analysis of actives, pendings , solds

The Strategic Plan

- Outline features and benefits
- Determining your key differentiators
- Establish the target market and buyer profile
- Our buyer attraction strategy



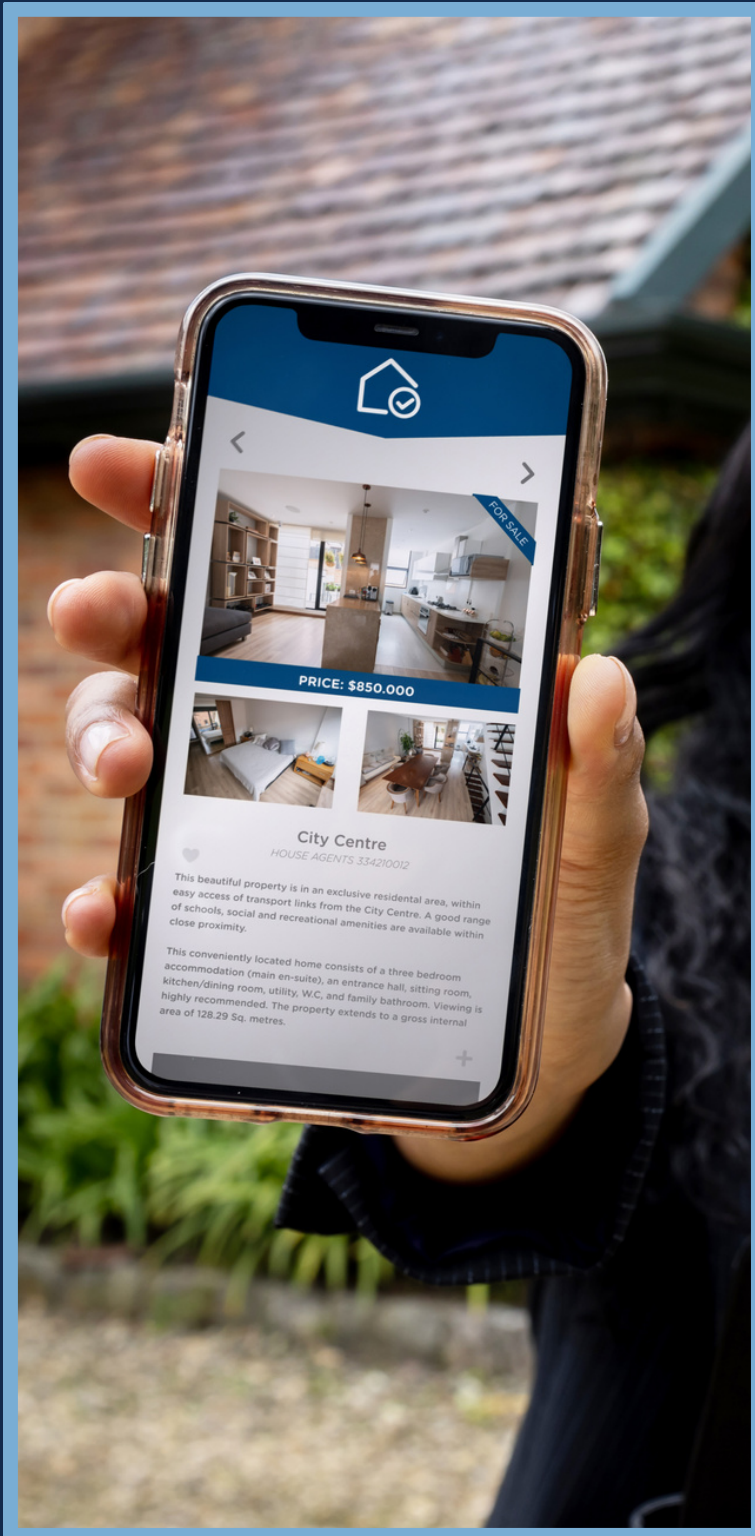
PHASE 2

Listing Details

- Complete documentation & agreements
- Discuss property improvements
- Our staging strategy
- Photography and media
- Working backwards from launch

Preparing for Launch

- Property launch materials
- Traditional advertising
- Our digital plan
- Social media strategy
- Open house strategy
- Direct mail and community approach



PHASE 3

Introducing The Property

- Launching the marketing plan
- Identifying your potential buyer
- Showing the property
- Monitor interest and feedback
- Weekly reports, updates, & strategy
- Adapting to changes in the market place

The Negotiation Process

- Collect written offers
- Deep offer analysis
- Strategically respond to offers
- Negotiate to optimize price and terms
- Our multiple offer process
- Back up strategies





PHASE 4

The Closing Process

- Execute the contracts
- Complete disclosures
- The contingency periods
- Fulfill duties & responsibilities

Closing

- Transitioning from the property
- Final documentation
- The final 10 days
- Closing and celebration

Working Together Again

- Following up & keeping in touch
- Second homes & investment properties
- Providing resources
- Feedback, testimonials, & referrals



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