

Luxury Simplified

REAL ESTATE

benefits of a
**ONE STOP
SHOP**



LUXURY
SIMPLIFIED
REAL ESTATE



ONE STOP SHOP

We set out to be different from other traditional real estate firms in Charleston right from the beginning. First, as real estate investors, building a real estate portfolio of our own of homes on the downtown peninsula. We studied the market intensely, became experts at market value, opportunity, and investment potential in a growing Charleston real estate market.

Next, we founded a construction company to keep costs in control and deliver uncompromising customer service. We added a real estate brokerage in order to share our expertise with clients seeking a home in Charleston and we launched a vacation rental management company after our clients asked for a way to continue their relationship with us. All of this designed with only one thing in mind – to be a singular resource for our clients, and to deliver an exceptional experience for buyers in the Charleston real estate market.





Our Ethos:

“DARE TO BE DIFFERENT”

We embrace change and are constantly challenging the status quo because we have a strong desire to improve the way our industry operates. We do business differently to give you the edge.

Why We Do **WHAT WE DO**

*“We measure our success on the relationships that we build - this is the driving factor behind the “why” we founded our innovative company. So, whether you’re buying your first home or your last, renovating a kitchen, or building your forever home, we are here to ensure the experience is exceptional **EVERY STEP OF THE WAY.**”*

CHRIS & SEBRINA LEIGH-JONES

How do we do it? Here's the whole picture!

How It All WORKS

It's a combination of referrals from all our business divisions and past clients, our rank on search engines, various digital media campaigns, and our award winning marketing.

№ 01 Market Analysis:

We generate reports for our clients using the most advanced market analysis software

№ 02

Individualized Marketing:

Using the latest technology & marketing tactics, we will customize all of your marketing campaigns to ensure your property receives maximum exposure both on and off-line

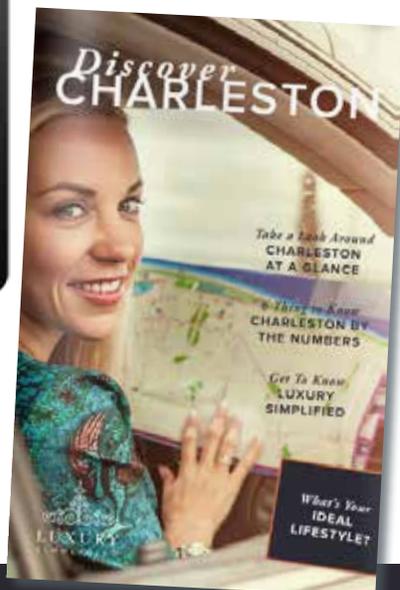
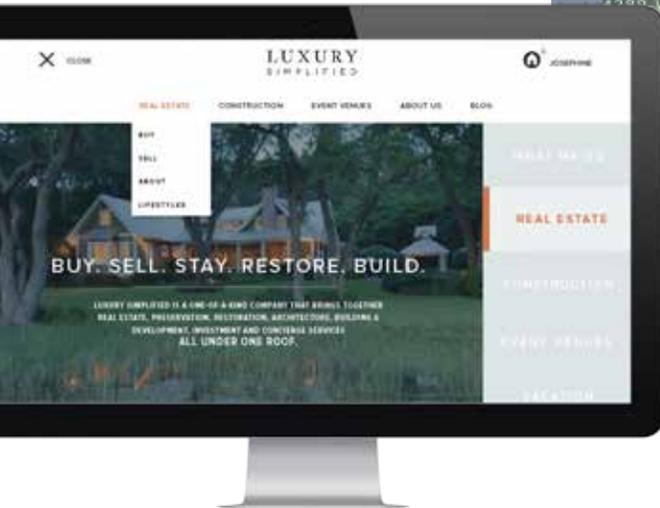


№ 03

Finishing Touches

Our team of construction experts will take care of minor improvements to help us get the highest value for your home

Our dedicated design team creates beautiful, high-end collateral



Why It All WORKS

№ 04

Interior Design & Staging:

We can provide a complete plan for sellers that will help give their home a fresh & updated look



Professional Photography:

Our agents utilize Charleston's top real estate photographers to capture stunning images of their luxury listings each and every time

№ 05



WE HANDLE EVERYTHING

Our teams work collaboratively so that your real estate experience is seamless and no detail is overlooked.



SHARED EXPERTISE

Within our integrated business structure we can quickly draw on the expertise of professionals in investment, construction, property management and design.



RELATIONSHIP BUILDING

Whether your experience with Luxury Simplified starts with just one of our services, we're here to build longterm relationships so that, as your real estate needs change, we have something to offer when you're ready for the next step.

Luxury Simplified REAL ESTATE

*The team's knowledge in the market and keen interest in getting to know our needs was key in making this process manageable. From the property search, purchase, closing, hiring a contractor, working with a designer, and now renting the property- the entire process **COULD NOT HAVE BEEN MORE SMOOTH.***

STEVE AND MICHELLE COX



Luxury Simplified Real Estate is a full service, boutique real estate company. Located on Broad Street in historic, downtown Charleston, we bring both our passion for the area and our real estate expertise in ways that are significantly different than traditional brokerages.

Our complete end-to-end service allows both buyers and sellers to relax in the knowledge that an experienced team of experts is taking care of everything in a swift and professional manner.

So, whether you're buying your first house or your third, restoring a historical building from the ground up or selling your most important asset, Luxury Simplified Real Estate is there to ensure that the experience is simple and positive – every step of the way.

Luxury Simplified CONSTRUCTION

*“These guys are awesome! From our initial contact to the end of the project they were **FRIENDLY, PROMPT AND DETAIL ORIENTED** on the work they did. We couldn’t be happier and will recommend Luxury Simplified to anyone that needs work on their home”*

JULIET ELIZABETH



Luxury Simplified Construction, recipient of Historic Charleston Foundation’s prestigious Whitelaw Award, has the experience, knowledge, and design expertise to help turn your clients’ house into the home of their dreams.

We have in-depth knowledge and experience in turning historic properties that face challenges with decay, neglect or poor design into stunning real estate while adding value.

In addition, the team at Luxury Simplified Construction have completed custom new builds and extensive renovation projects from Folly Beach to the peninsula.

Luxury Simplified RETREATS

*“The management went out of their way to take care of us and ensure that we had a **FIRST CLASS EXPERIENCE**. This was Charleston living at its finest and most luxurious.”*

GUEST REVIEW, THE OASIS



Luxury Simplified rolled out its newest service offering back in 2015, Luxury Simplified Retreats, founded on the principles of providing luxury accommodations, uncompromising personal service and impeccable attention to detail to the luxury vacation traveler. Since its inception, Luxury Simplified Retreats has garnered a “5-star reputation” among vacation rental property owners and vacation client alike.

You are entrusting us with a significant asset - your home. So we work tirelessly to maintain & secure your property. Our goal is to do whatever we can to make ownership of your investment easy and stress free.

Renting your property is a compelling way to make additional income, but you need to work with a company who can appeal to the right type of guests. With dedicated custom designed website and digital marketing strategies we have the tools to drive bookings and increase revenues. From arranging airport pick up to having the champagne chilled, we will go above and beyond to meet the needs of clients. Our guest’s testimonials rave about our exemplary service and attentive team.

Luxury Simplified EVENT VENUES

Historic Charleston Foundation
WHITELAW FOUNDERS AWARD for Preservation

“We worked tirelessly to restore this beautiful mansion and bring it back to its original glory. This award demonstrates that we’ve accomplished a great achievement.”

CHRIS LEIGH-JONES



Each of our distinctively different luxury service offerings are designed to begin or support the relationship you have with your clients and our Event Venue offshoot is no exception. The Best City in The World will host endless events and welcome an ever-increasing number of travelers throughout the year.

The Gadsden House, voted one of the “Top 100 New Event Spaces in The World” The Venue Report, 2015 will be one of the spaces welcoming these travelers.

In addition, we have seen a direct impact from bridal couples planning in-town or destination weddings that move effortlessly among all of our real estate services including the need for vacation rentals for bridal party and guests as well as becoming real estate clients, oftentimes as first time homebuyers.



BUY
SELL
INVEST
RENOVATE
RESTORE
BUILD
VACATION