BuySmart . Philly

MEDIA KIT

Jasmine "Jaz" Williams

Strategist · Philadelphia Realtor · Investor

Helping Philly women buy the house that pays them first.



17+	400+	$33M+	10
years licensed	clients helped buy	in closings	rentals of her own

SHORT BIO

Jasmine "Jaz" Williams is a Philadelphia real estate strategist, Realtor and investor who helps women buy their first home the smart way: a duplex where a tenant helps pay the mortgage. She bought her own first duplex in East Oak Lane at 26, as a single mom of two, when her tenant covered $800 of her $1,200 mortgage. Seventeen years and 400+ clients later, she teaches the Buy Smart Method™ through BuySmart.Philly and the Wealthy Women Circle.

Her philosophy: decision over hustle. A plan, not a pitch.

AT A GLANCE

- Licensed Pennsylvania Realtor since 2009, Realty ONE Group Focus
- Member, Greater Philadelphia Association of Realtors
- Member, National Association of Real Estate Brokers
- Licensed Pennsylvania contractor
- Founder, BuySmart.Philly and Wealthy Women Circle
- Born and raised in Philadelphia

(267) 707-6487 · jwilliams@gremom.com · @greenrealestatemom

FULL BIO

A strategist first, and a realtor second.

Jaz started her real estate career in 2009 at Coldwell Banker Preferred, building her business on cold calls and open houses. By 2019 she closed 80 deals in a single year, and the same year she bought her first rental. Today she owns ten.

In 2025 she rebuilt her business around one idea, decision over hustle, and the Buy Smart Method™: Buying Power, Deal Structuring and Confident Acquisition. Her clients find out what they can really buy, stack grants and seller help so most bring under $2,000 to closing, and check that a property is legal and the numbers work before they ever make an offer.

As a licensed contractor, she also helps sellers prepare their homes before listing. Her work centers Black women and first-generation buyers in Philadelphia, closing the wealth gap one door at a time.



Jaz with Kenya Matthews of her team

AS SEEN IN

- InvestHer Con
- The InvestHer Podcast
- Women in Real Estate Summit 2023 (speaker)
- Philadelphia Real Producers (cover story, Sept. 2020)
- Philly Real Estate Week
- Hard Money Bankers

COMMUNITY

- Enon Tabernacle Financial Wellness Expo
- From Walkthrough to Wealth™ workshop
- Women, Wealth and Impact podcast

TALK TOPICS

The house that pays you first

How first-time buyers use a duplex to let a tenant help pay the mortgage.

Keep your savings in the bank

Stacking city grants, lender grants and seller help to bring less cash to closing.

Protect yourself from the wrong house

Zoning, real rents and real repair costs: the checks to do before you fall in love.

Decision over hustle

Building wealth in real estate as a working mom, without burning out.

QUOTES YOU CAN USE

"My job isn't to push you into the right house. It's to protect you from the wrong one."

"You don't have to hustle harder. You have to decide earlier."

Book Jaz

Interviews, panels, workshops and podcasts

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BRAND ASSETS

Logos, colors and fonts

Please use the logo files as provided. Don't stretch, recolor or add effects. **Click any logo to download the full logo pack.**

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Stacked logo for light and dark backgrounds (top). Horizontal logo for headers and banners (bottom).



Profile marks, for social media avatars and small spaces.

COLORS

Teal #006462	Orange #F2631D	Amber #E39747	Forest #41643C	Cream #E1DCCB	Ink #1E2B2A

FONTS

League Spartan

Headlines

Lora

Body text

Mulish

Labels and buttons