



YOUR PERSONAL LISTING CONSULTATION

With

Mary Collandra



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WHAT TO EXPECT AS MY CUSTOMER

Communication

Your needs will ALWAYS come first and we listen to you. We will communicate with you regularly when new information regarding your property becomes available. From listing to closing, you will know the status of our marketing efforts, offers received, and the next steps that lead to a successful closing.

Experience & Expertise

In today's housing market, real estate transactions can be very complex. Our professional expertise and experience can buffer and/or remove the challenges that may arise during the transaction process.

Marketing & Exposure

Your property will receive the marketing exposure it deserves. Our marketing strategy will ensure your home gets in front of the right qualified buyers.

Pricing & Presentation

We will guide you in pricing your home appropriately and ensure that your home is presented in the best light for potential buyers. Our pricing methods provide you with a range from which your home can be sold and which the current market will bear.

Honesty & Credibility

We will always provide truthful and reliable advice to you to get your home sold. Everything we do and say will be with your best interests in mind.

Satisfaction

Our goal is to ensure that you are completely satisfied with our services and that you can confidently recommend us to others.



LOCAL, VETERAN OWNED AND OPERATED SINCE 1939



A PERSONAL MESSAGE FROM David C. Eckel, Wagner Realty President & Broker/Owner

OUR RICH HISTORY

Wagner Realty opened its first office on Anna Maria Island in 1939. For more than 80 years, our company has been an established leader in the local real estate industry.

It takes a team of trained professionals to maintain the position of leadership that Wagner Realty enjoys. Our team is committed to contributing to the well-being of the region on civic, social and professional levels.

Our agents and brokers serve on local non-profit boards, organize fundraisers, and volunteer for many charities. We celebrate the true meaning of community, whether in donations, time or talents. We care about our neighbors.

WE ARE A FULL SERVICE REAL ESTATE COMPANY

With 8 office and more than 200 exceptionally talented agents, Wagner Realty offers the highest level of customer service to buyers and sellers throughout the Sarasota-Manatee region, and beyond.

For years, Wagner Realty has been chosen as a local member of the largest relocation network in the world (Leading Real Estate Companies of the World). We are poised to facilitate your move, no matter where in the world you are planning to go.

We look forward to providing you with our signature service.

Sincerely,

David Eckel
David Eckel



**CONSISTENTLY
VOTED PEOPLE'S
1 CHOICE FOR
MORE THAN 20 YEARS!**

THE SECRET TO OUR SUCCESS

We set high standards and work diligently to provide our customers with exceptional, memorable service. Our customers tell their friends and families and people remember us when it's time to move.

We have the best resources and value our long and established relationships with lenders, title companies, home inspectors, home stagers, licensed contractors and more.



OUR CARING PHILOSOPHY

**WE MUST GIVE MORE TO THE COMMUNITY WE
SERVE THAN WE TAKE FROM IT.**

OUR OFFICES



3639 Cortez Rd West Ste 200
Bradenton, Florida



3403 El Conquistador Pkwy
Bradenton, Florida



7411 Manatee Ave W, Ste 100
Bradenton, Florida



5215 SR 64 East
Bradenton, Florida



8141 Lakewood Main Street, Ste N106
Lakewood Ranch, Florida



2217 Gulf Drive North
Bradenton Beach, Florida



5360 Gulf of Mexico Drive, Ste 101
Longboat Key, Florida



1440 First Street
Sarasota, Florida



**A LOCAL AND
INTERNATIONAL
NETWORK LIKE
NO OTHER**

**THE WORLD IS
YOUR AUDIENCE
FOR YOUR
PROPERTY**

**LOCAL EXPERTISE
GLOBAL CONNECTIONS
POWERFUL MARKETING**



Leading
REAL ESTATE COMPANIES
OF THE WORLD

**WE'RE LOCAL
WE'RE GLOBAL®**

As an affiliate of Leading Real Estate Companies of the World, Wagner Realty has the resources to market your property to the highest possible number of potential buyers. With 150,000 talented associates around the world, we expose your property to buyers on six continents ensuring more eyes on your property. In addition, we receive inbound customers from other affiliates around the globe who are interested in purchasing a home.



1.3 MILLION
GLOBAL TRANSACTIONS

70
COUNTRIES

550
COMPANIES

150,000
SALES ASSOCIATES

4,600
OFFICES



The **STEPS OF** Winning **SELLING A HOUSE**

Personalized Consultation and Listing Agreement

1

After review of CMA (Comparative Market Analysis) the listing agreement is signed and the best sale price is determined.

Home Review & Staging

2

Home recommendations may be suggested to enhance both the interior and exterior, such as staging, painting, making repairs and cleaning.

Collaborative Marketing

3

Print, digital, & virtual marketing work together to make your property shine. Attracting the right audience at the right time is key to a successful marketing strategy.

Photography and Video

4

Showcasing your property is done with professional photography and videography.

Syndication & Exposure

5

Local & global distribution of your listing reaches nearby targeted audiences as well as worldwide agents, investors, & buyers.

6

Outdoor Signage

If permissible, our installation professionals will place an attractive For Sale sign in the best possible locations.

7

Extensive Listing Launch

The listing goes live very quickly through the Multiple Listing Service (MLS) with a distribution network of more 60,000 Florida agents.

8

Seller Communications

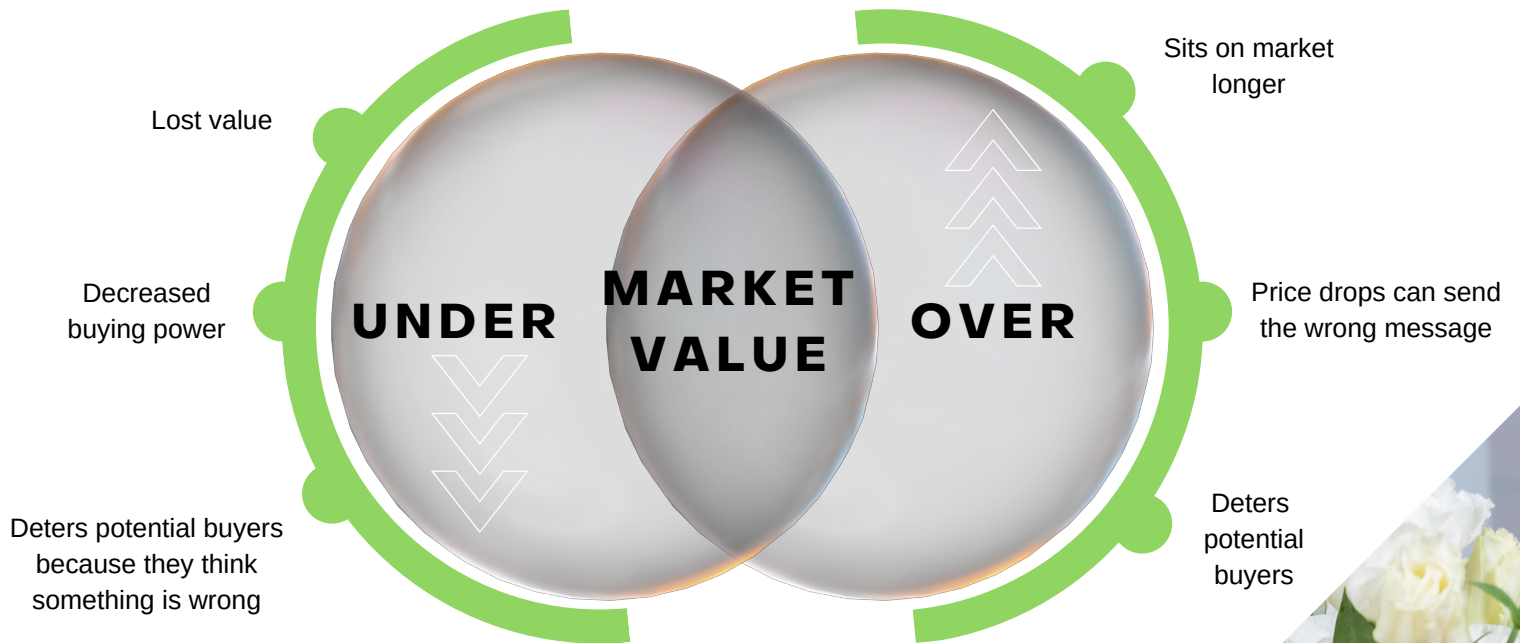
Communication is our top priority. A comprehensive accounting of all property activity is compiled regularly and communicated to customer.

WE PROVIDE EXCEPTIONAL EXPERIENCE DURING EACH STAGE OF THE SELLING PROCESS.



The Art of Pricing

YOUR PROPERTY



Pricing your home correctly from the 1st day on the market is critical to your success as a seller.

More prospective buyers are brought in when a house is listed at a fair market value rather than a higher than market value.





SUPERIOR MARKETING THAT GOES THE DISTANCE

We meet the challenge of creating a demand for your property that attracts more buyers and gets you optimum results.

This requires a precise mix of marketing strategies including:

- intensive local, national, and international networking
- aggressive print marketing
- expansive multi-media online exposure
- customized direct mail advertising & marketing materials



PRINT MARKETING



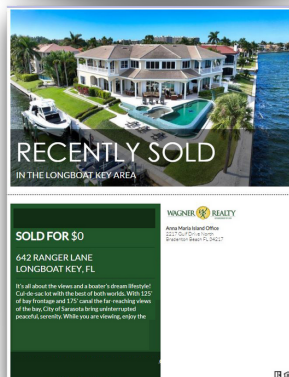
Your home and open houses will be featured in local print publications.



QR codes give direct access to promote engagement through the mobile phone. One small area on any print collateral, when scanned, can lead to unlimited information.

- Direct customers to your property
- Display Open House information
- Launch a Video, and more!

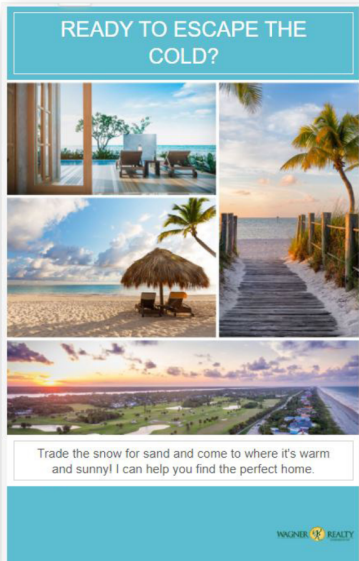
Custom Property Flyers are designed to promote your property utilizing professional photography. These will be available at the property during showings and Open Houses.



Postcards are immediately sent to announce your property is on the market.



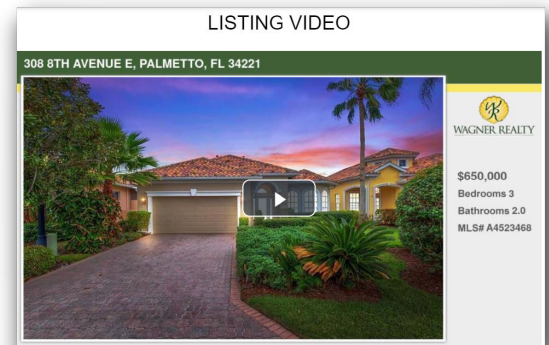
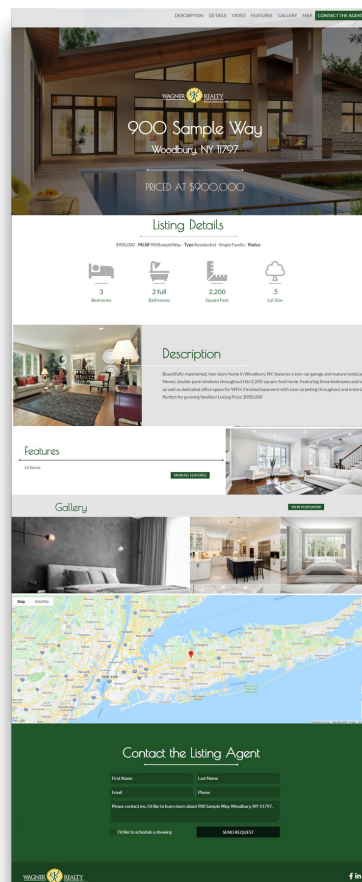
MULTI MEDIA MARKETING



Your listing will immediately be sent out to more than 10,000 agents in our region as well as my contact list of potential buyers. The more people that get to view your property, the more likely we are to find a buyer fast.

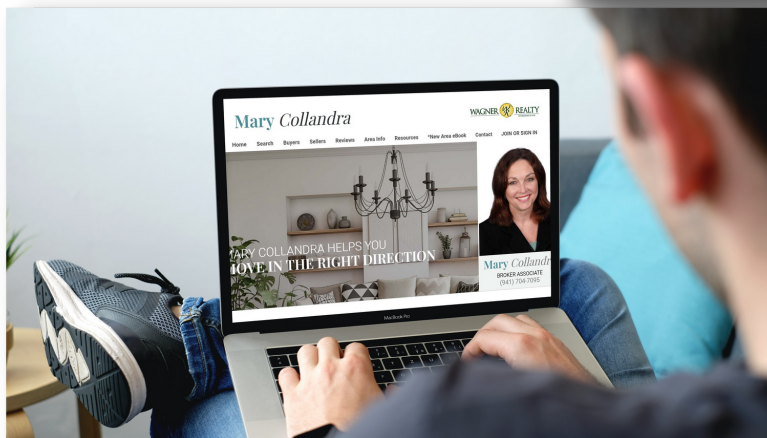
- Email campaigns
- E-Cards
- E-Blasts
- Social Media Posts
- SINGLE PROPERTY WEBSITES
- Worldwide Listing Syndication
- Associate Website Exposure
- Properties in Motion

Properties in Motion is a listing video solution with voice over that gets properties on Google's page one rankings quickly.





SOCIAL MEDIA HAS CHANGED THE WAY REAL ESTATE IS SOLD TODAY. WE USE EXCEPTIONAL NETWORKING SKILLS TO GET THE WORD OUT AND CREATE A BUZZ ABOUT YOUR PROPERTY.



QUICK FACTS

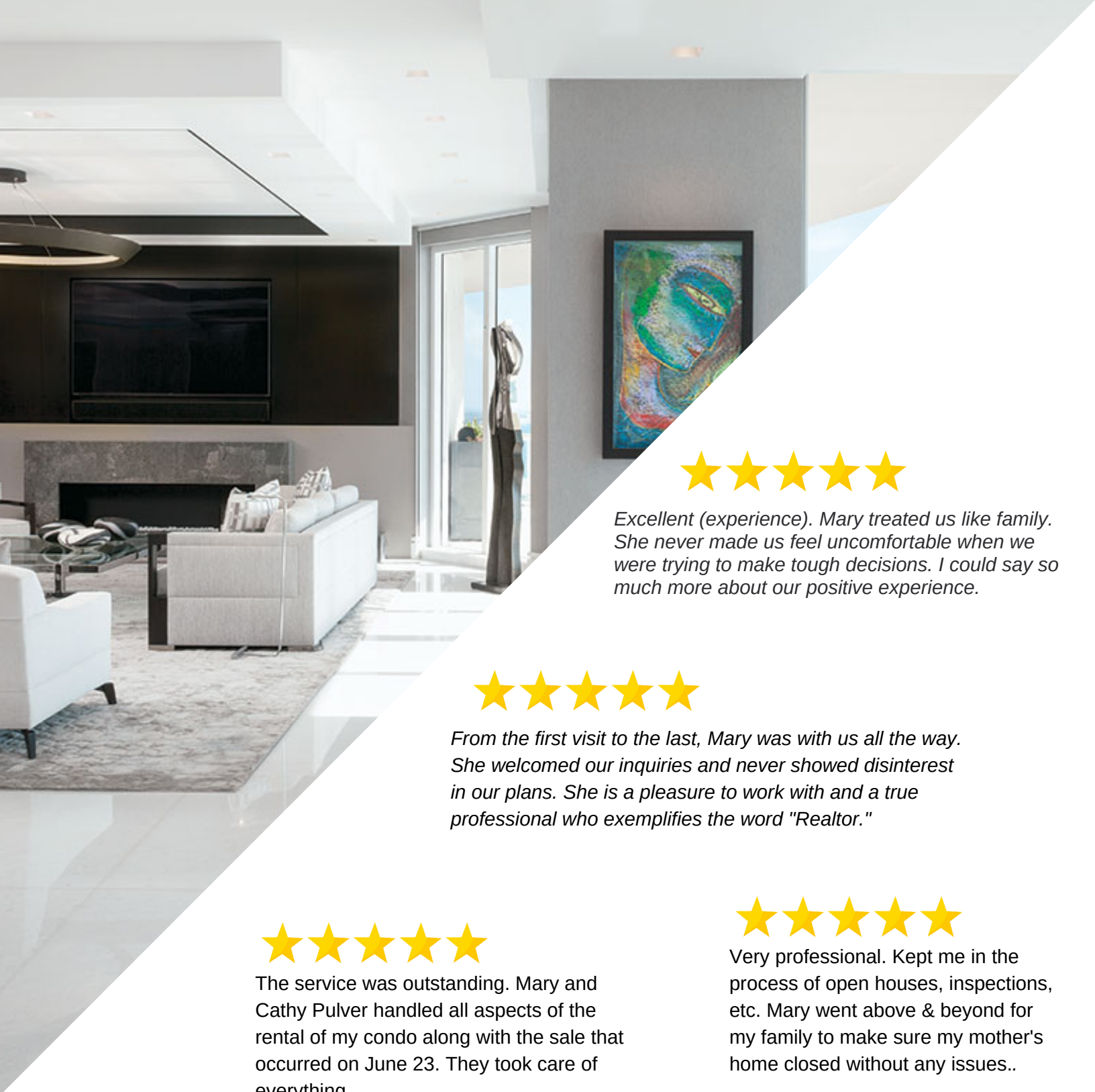
- 7.8 Billion people in the world on mobile
- 4.8 Billion Internet users
- 3.78 Billion active Social Media users
- 5.15 Billion unique Mobile users
- 3.8 Billion active Mobile Social users



MOBILE-RESPONSIVE

WE PUT SOCIAL MEDIA TO WORK FOR YOU





Excellent (experience). Mary treated us like family. She never made us feel uncomfortable when we were trying to make tough decisions. I could say so much more about our positive experience.



From the first visit to the last, Mary was with us all the way. She welcomed our inquiries and never showed disinterest in our plans. She is a pleasure to work with and a true professional who exemplifies the word "Realtor."



The service was outstanding. Mary and Cathy Pulver handled all aspects of the rental of my condo along with the sale that occurred on June 23. They took care of everything.



Very professional. Kept me in the process of open houses, inspections, etc. Mary went above & beyond for my family to make sure my mother's home closed without any issues..



Mary is a true professional. My wife and I were kept informed every step of the way and our sale was flawless. We would highly recommend Mary and Wagner Realty for your real estate needs..

TESTIMONIALS



Mary went above and beyond what was expected of her. We felt a real connection with her. She is an asset to your company. We not only consider her our Realtor but a friend.



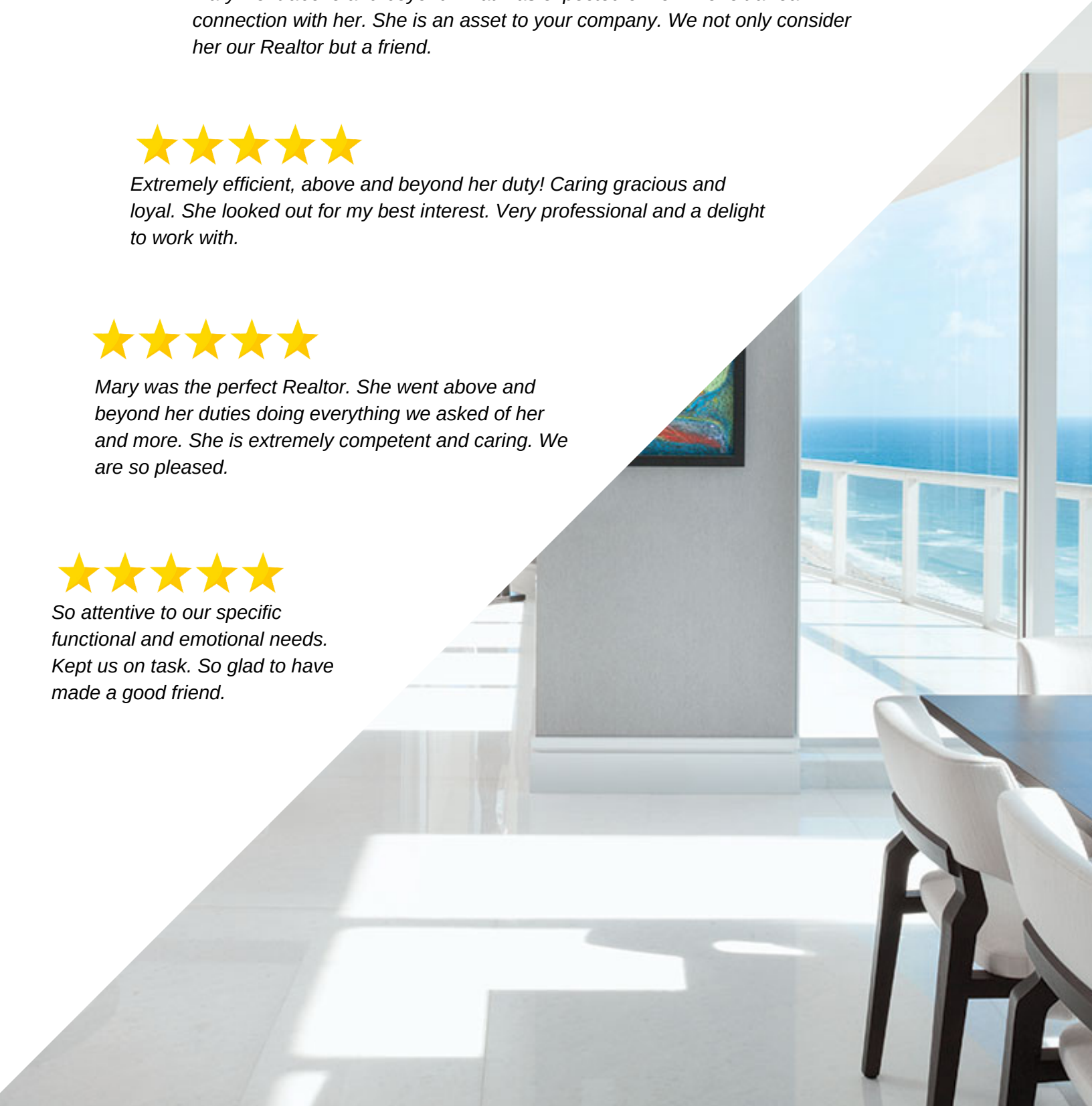
Extremely efficient, above and beyond her duty! Caring gracious and loyal. She looked out for my best interest. Very professional and a delight to work with.



Mary was the perfect Realtor. She went above and beyond her duties doing everything we asked of her and more. She is extremely competent and caring. We are so pleased.



So attentive to our specific functional and emotional needs. Kept us on task. So glad to have made a good friend.





Thank you for taking the time to preview this seller's package. This information was prepared to answer any questions you may have and to avoid any future misunderstandings.

When you decide to enlist my services, please keep this seller's package handy.

I look forward to working with you in the near future and feel certain that you will be happy with my services.

Mary Collandra, Broker Associate, Branch Manager
3403 El Conquistador Pkwy., Bradenton, FL 34210
marycollandra.com
marycoll6@gmail.com
941-704-7095

