

# SELLING YOUR HOME



  
*Mary Collandra*  
*Broker Associate, Office Manager*

**WAGNER**  **REALTY**  
ESTABLISHED IN 1939



 (941) 704-7095

[www.MaryCollandra.com](http://www.MaryCollandra.com)



## Mary Collandra

Broker Associate, Branch Manager

### WHAT YOU CAN EXPECT

- Honesty & Transparency
- Timely Communication
- Experience & Expertise
- Customer Satisfaction

### LET'S CONNECT



**941-704-7095**



MaryColl6@gmail.com



www.MaryCollandra.com



Facebook.com/BradentonLifestyle

*Hello!*

*I've had the privilege of growing up on beautiful Anna Maria Island, which has shaped my deep connection to this area. With over thirty years in real estate, starting in Longboat Key and Holmes Beach, I've come to cherish Manatee County—it's truly home to me.*

*My ultimate satisfaction comes from seeing happy buyers and sellers at the closing table, and I'm dedicated to going the extra mile to ensure my clients' needs are fully met.*

*My lifetime residency and extensive experience in the local real estate market provide me with the tools and knowledge needed to deliver exceptional service.*

*Mary*

Our El Conquistador Office is just 1 of 7 offices in Manatee & Sarasota Counties.



3403 El Conquistador Pkwy  
Bradenton, FL 34210

LOCAL, VETERAN  
OWNED & OPERATED  
SINCE 1939



**David Eckel**

President & Broker Owner



## OUR COMPANY & COMMITMENT



**VOTED PEOPLE'S  
# 1 CHOICE  
FOR MORE THAN  
26 YEARS!**

*For more than 85 years, Wagner Realty 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.*

*With seven 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. We are committed to exceeding your expectations as we provide you with our signature service.*

*David*

## AFFILIATE PARTNERS

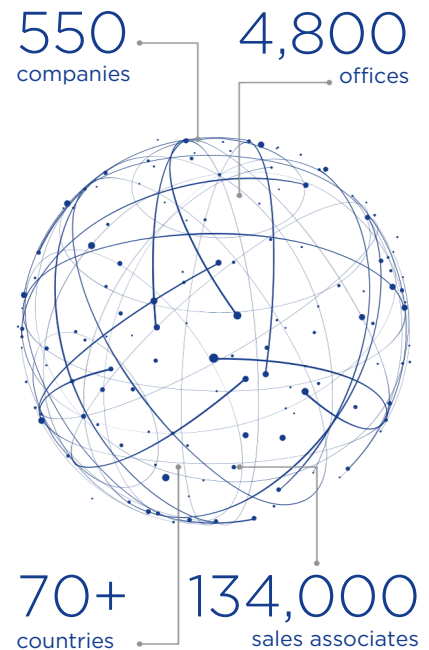




## As an “Invitation Only” Affiliate, We Market YOUR PROPERTY TO THE WORLD.

When selling your home, you need global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World,<sup>®</sup> we have the resources to market your property to the highest possible number of potential buyers. With 150,000 associates around the world, we expose your property to buyers on six continents. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.

Leading Real Estate Companies of the World<sup>®</sup> is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website and connected to the websites of 550 of our affiliate real estate firms.



# I'M LOCAL I'M GLOBAL<sup>®</sup>

550  
companies

4,800  
offices

134,000  
sales associates

70+  
countries

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD

# Through the International Listing Services, Your Property has OPTIMAL SYNDICATION

Using multiple listing services (MLS) and online portals significantly increase the exposure of your home. By listing your property on MLS platforms, you ensure that it reaches a vast network of real estate agents and brokers who actively search for properties on behalf of their clients. Simultaneously, online portals such as Zillow, Realtor.com, and others broaden visibility to an audience of potential buyers, including those searching independently. The combined reach of MLS and online portals maximizes exposure, increases buyer interest, and ultimately shortens the time your home spends on the market, optimizing the selling process.





*The*  
*Winning* **STEPS OF**  
**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**

Digital, Print, & 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 best 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.

***Outdoor Signage***

**6**

If permissible, our installation professionals will place an attractive For Sale sign.

***Extensive Listing Launch***

**7**

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

***Seller Communications***

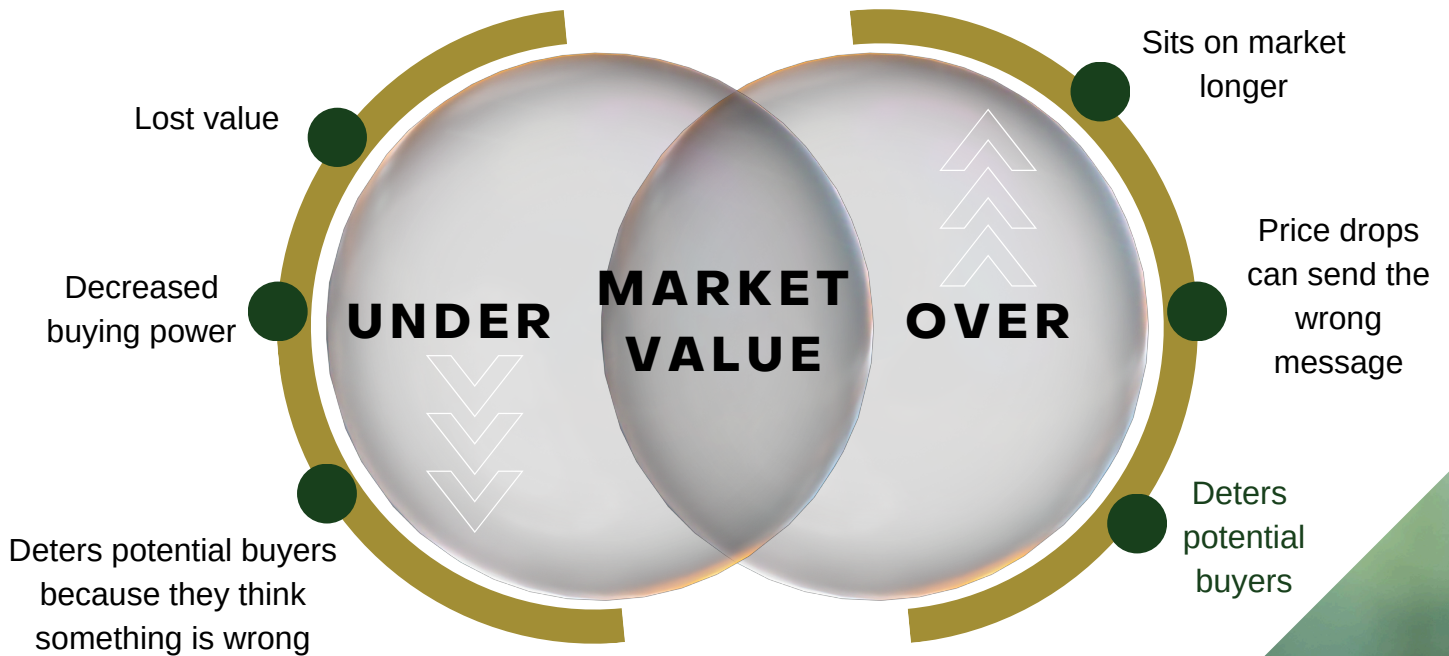
**8**

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

***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.



# MULTI MEDIA ONLINE MARKETING

READY TO ESCAPE THE COLD?

Trade the snow for sand and come to where it's warm and sunny! I can help you find the perfect home.

WAGNER REALTY

- E-Cards & E-Blasts
- Social Media Posts
- SINGLE PROPERTY WEBSITES
- Worldwide Listing Syndication
- Associate Website Exposure
- Properties in Motion Video<sup>®</sup>

LISTING VIDEO

308 8TH AVENUE E, PALMETTO, FL 34221

WAGNER REALTY

\$650,000  
Bedrooms 3  
Bathrooms 2.0  
MLS# A4523468

Properties in Motion is a voice-over listing video that boosts Google search priority.

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 to find a buyer fast.



**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 AROUND YOUR PROPERTY.

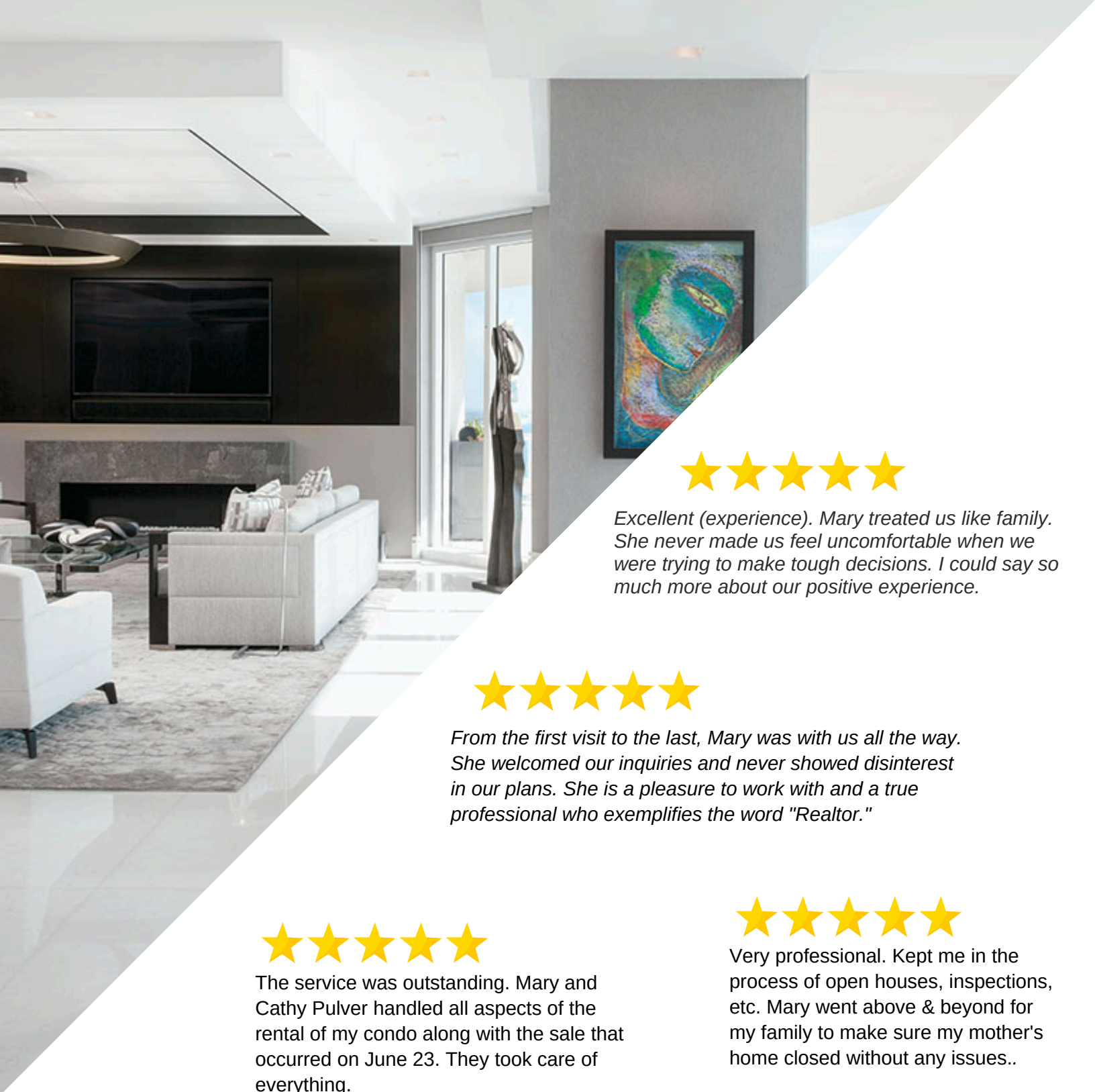


**WE PUT SOCIAL MEDIA TO WORK FOR YOU**



## **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



*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.*



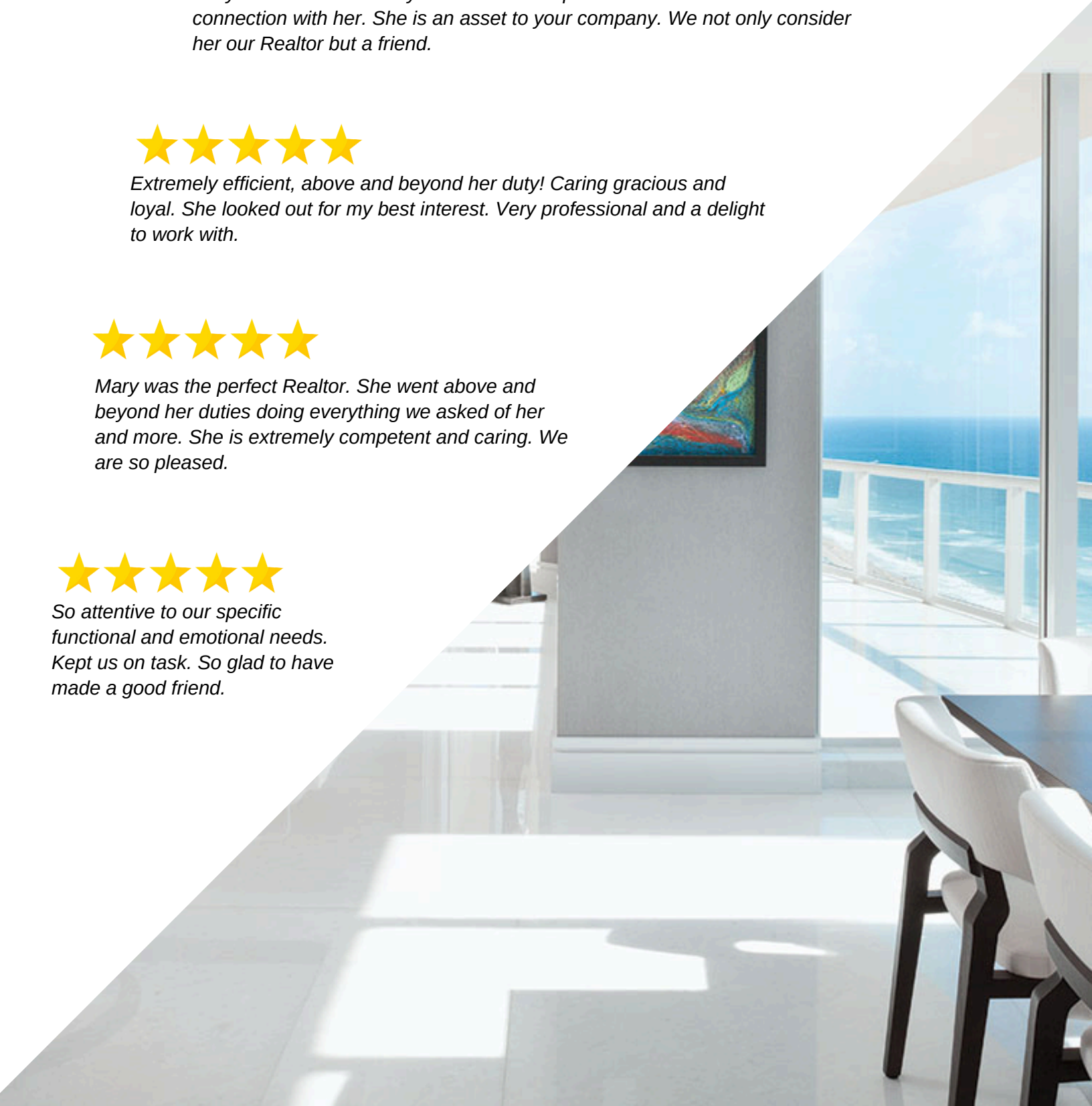
*Extremely efficient, above and beyond her duty! Caring gracious and loyal. She looked out for my best interest. Very professional and a delight to work with.*



*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!



Thank you for taking the time to preview this preliminary seller package. When we meet, I will go through, in detail, the Comparable Market Analysis (CMA) and answer any questions you may have. If you need to reach me prior to our appointment, feel free to call me at 941-704-7095.

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

## *Mary Collandra*

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