



# LISTING CONSULTATION

with

Sandy Price



WAGNER  REALTY  
ESTABLISHED IN 1939

**SANDY PRICE**

REALTOR® - LRE SALES SPECIALIST - CERTIFIED WATER SPECIALIST

**941.447.9379**

**SANDYPRICE@WAGNERREALTY.COM**  
**WWW.SANDYPRICE4U.COM**



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## WHAT TO EXPECT AS MY CLIENT

### 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 clients with exceptional, memorable service. Our clients 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

An aerial photograph of a coastal village built on a steep, rocky cliffside. The buildings are densely packed and feature vibrant colors like orange, yellow, and red, with green shutters. A prominent stone tower stands on a higher part of the cliff. The village overlooks a blue harbor with a few boats and a stone pier. In the background, there are rugged mountains and a clear blue sky.

**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 clients 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 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**

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 location.

**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**

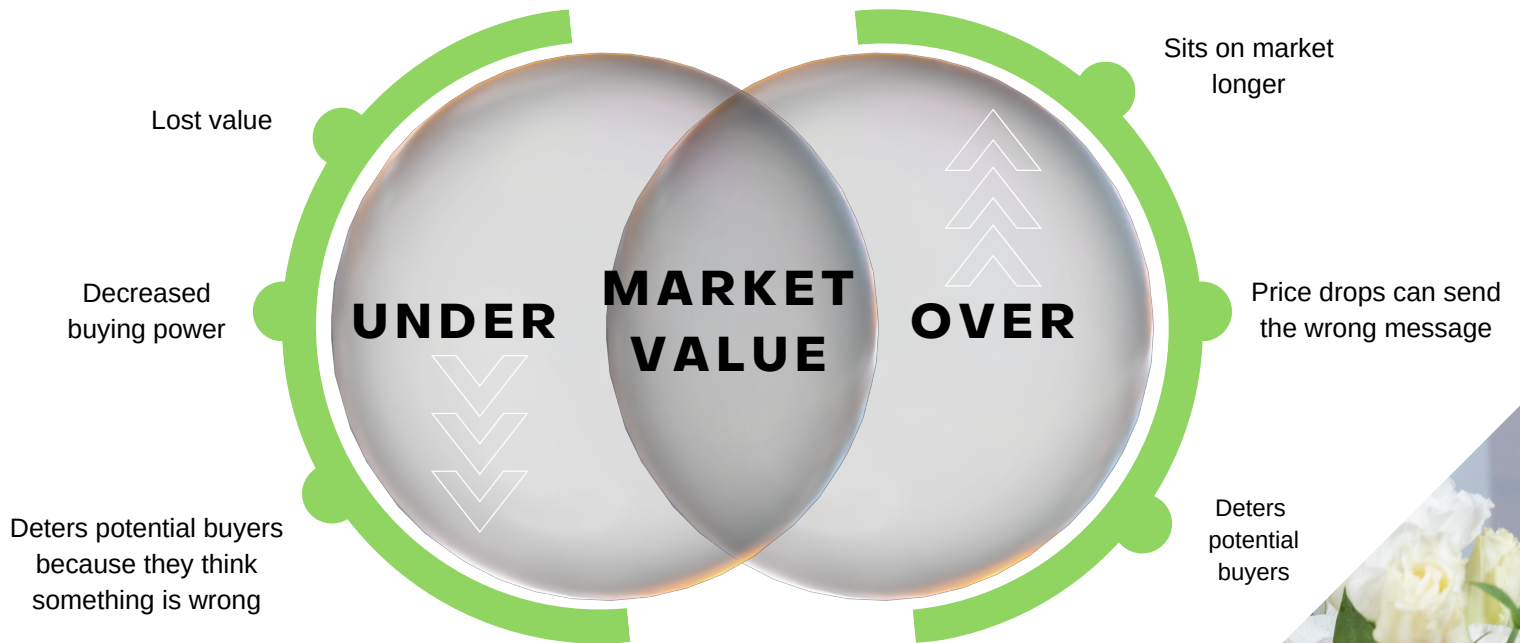
## ***Seller Communications***

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





## **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



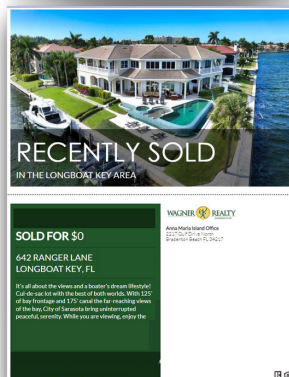
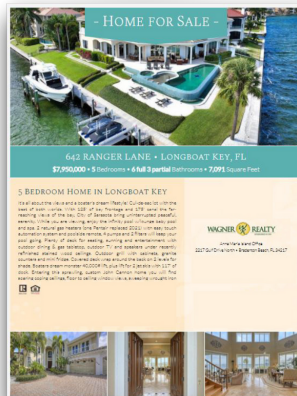
Your home and open houses will be featured in local print publications.



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 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

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<sup>®</sup>

**LISTING VIDEO**

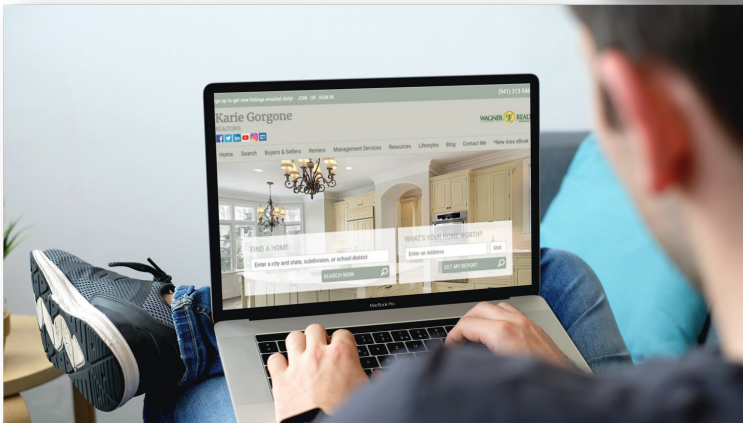
308 6TH AVENUE E, PALMETTO, FL 34221

WAGNER REALTY

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

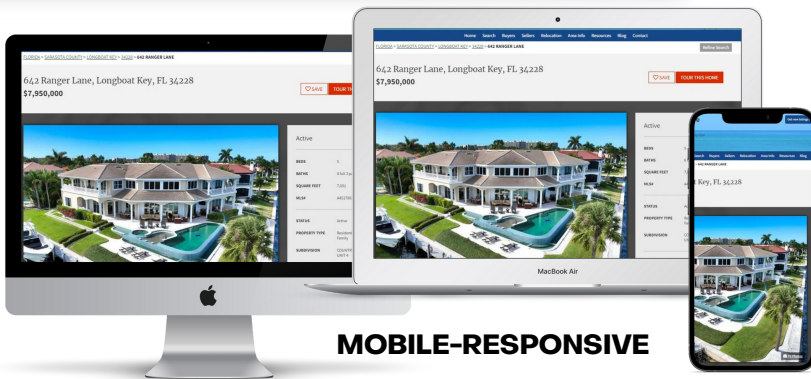


**SOCIAL MEDIA HAS CHANGED THE WAY REAL ESTATE IS SOLD TODAY. WE USE EXCEPTIONAL NETWORKING SKILLS TO GET THE WORD OUT AND CREATE A BUZZ ABOUT YOUR PROPERTY.**



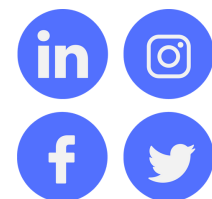
**QUICK FACTS**

- 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**





*Sandy is awesome! She will fight for you and she's in the business of winning. She guided us as first-time home buyers through the process as painlessly as possible. We strongly recommend Sandy!*

*Thomas Hall | Home Buyer*



*Sandy went above and beyond in our condo purchase. She is very attentive to all the details we needed to know about. Never pushy or added pressure at anytime during the process. A very great experience and she was always professional. Thank you so much Sandy!*

*Gerald and Therese Ryan | Home Buyer*



*Sandy did a great job with my recent home purchase. She is a total professional. It was a painless experience! She communicated well to me during the entire process. Even my lender was impressed with her! I would highly recommend Sandy for anyone looking to purchase or sell a property. Outstanding!!*

*Michael Doll | Home Buyer*



*Sandy's research, attention to detail, and follow-up was incredible from start to finish! She is the best agent that I have ever worked with!*

*Eric Seeger | Home Buyer*

# TESTIMONIALS



Relocating to Florida from the North East, Sandy Price came highly recommended to us from Florida family and friends. Interaction with Sandy began months before our move. Once we arrived in Florida the hunt started immediately. Sandy is extremely knowledgeable about the area and the ins and outs of the real estate market. She was very attentive to all our needs and wants. Within four months after our arrival we were in our new home. During those four months Sandy guided us through the process, start to finish, showing us homes, answering questions and assisting greatly with the negotiation process. She joined and guided us through the closing and "welcomed" us to our new home. Without hesitation, we highly recommend Sandy Price for ALL your real estate needs!

Gary Benson | Home Buyer



*My husband and I have no hesitation at all to recommend Sandy Price at every level of our real estate experience with her. From the onset, being honest with us about decluttering when we first thought about selling our condo to the closing same. No matter what came up along this real estate journey she had the expertise to advise us correctly. Her responsiveness to every call we made to her (many) was immediate and with a smile in her voice. Once we had a contract on our condo Sandy helped with the purchase of our new dream home. We closed both on the same day!*

Susan and Gerald Koff |  
Home Seller & Home Buyer



Thank  
you!

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ESTABLISHED IN 1939

Thank you for taking the time to preview this seller's package. This information was prepared to specifically answer any of your questions.

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.

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<http://dmgre.us/22vv>

