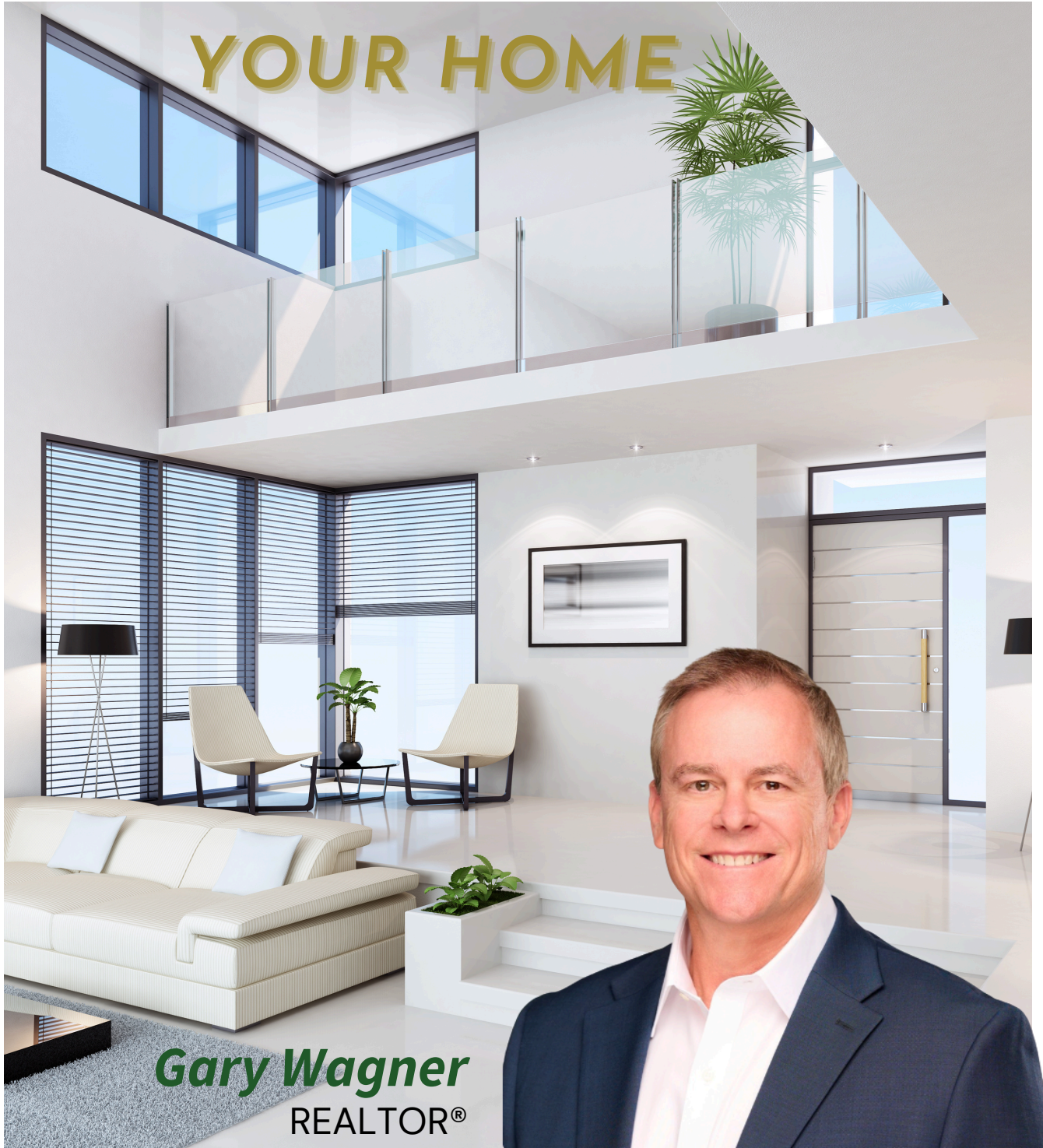


SELLING



YOUR HOME



Gary Wagner
REALTOR®



(941) 737-1891



GaryWagner@WagnerRealty.com

Gary Wagner

WHAT YOU CAN EXPECT

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

Let's Connect



(941) 737-1891



GaryWagner@WagnerRealty.com



www.GaryWagnerRealtor.com



www.facebook.com/GaryWagnerRealtor

Save Time. Save Money. Move Smart.

I'm Gary Wagner, a third-generation REALTOR® proudly serving Manatee County and surrounding communities. I specialize in helping buyers, sellers, and investors make smarter, faster, and more profitable real estate moves—without the stress.

My wife and I have raised our three children here in the community, giving me deep local insight into the schools, neighborhoods, and lifestyle that make this area so special. I bring over 25 years of experience in business services, insurance, and real estate investing to every transaction—so you can expect less hassle, better deals, and a smoother process from start to finish.

Whether you're planning to buy, sell, or invest in Parrish, Bradenton, Lakewood Ranch, or nearby areas, I'm here to help you avoid costly mistakes, move quickly, and get the most from your investment. Let's connect and make your next move your smartest one yet.

Gary Wagner

Our Lakewood Ranch Office on Main Street is one of seven offices in Manatee & Sarasota Counties



8141 Lakewood Main Street, Suite 106
Lakewood Ranch, FL 34202

David Eckel

LOCAL, VETERAN
OWNED & OPERATED
SINCE 1939



Our Company & Commitment,



**VOTED PEOPLE'S # 1 CHOICE
FOR MORE THAN 25 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 Eckel

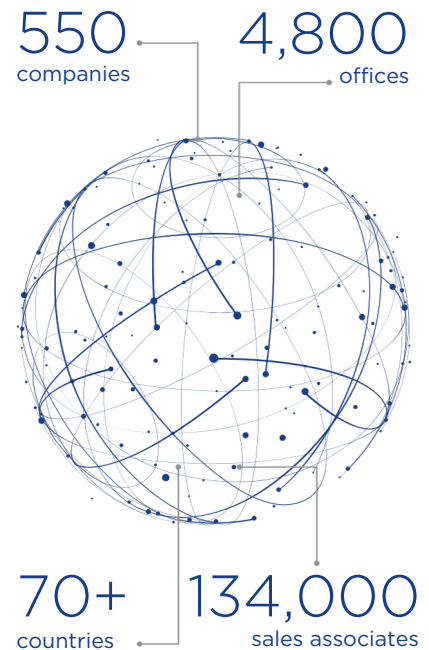




As an “Invitation Only” Affiliate, We Market YOUR PROPERTY TO THE WORLD.

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,[®] 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[®] 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[®]

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 enhances 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.

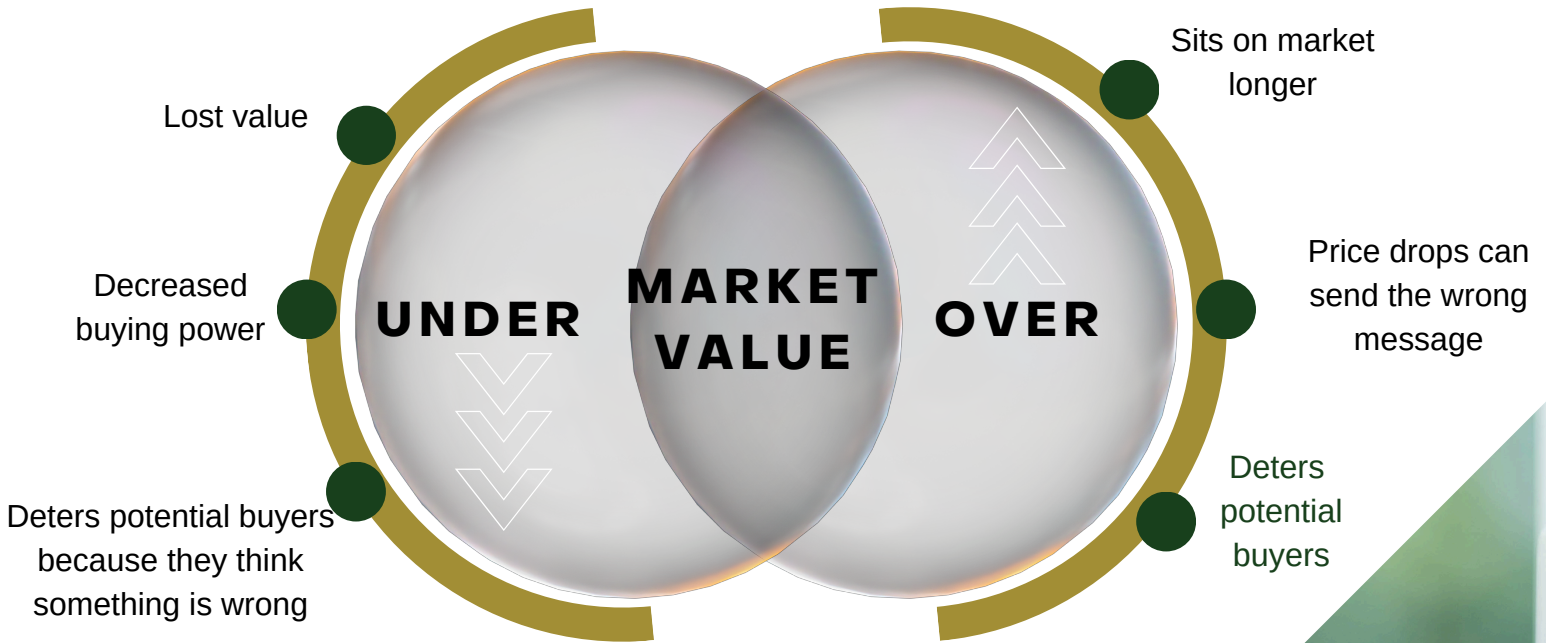
Seller Communications

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.





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

- E-Cards & E-Blasts
- Social Media Posts
- SINGLE PROPERTY WEBSITES
- Worldwide Listing Syndication
- Associate Website Exposure
- Properties in Motion Video[®]

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 listing video solution with voice over that gets properties on Google's page one rankings quickly.

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

MOBILE-RESPONSIVE

Thank you for taking the time to preview this preliminary seller marketing 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) 928-3535. I look forward to working with you in the near future and feel certain that you will be happy with my services.



Gary Wagner

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**REAL
ESTATE**

