YOUR PERSONAL
LISTING CONSULTATION
with Brad Pearson

WAGNER REALTY
ESTABLISHED IN 1939

Brad Pearson, Realtor®
941-730-9032
Bradapearson@gmail.com
BradAPearson.com

Content in this publication is for informational purposes only and is not to be construed as legal, financial or real estate advice. Subject to change.

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.

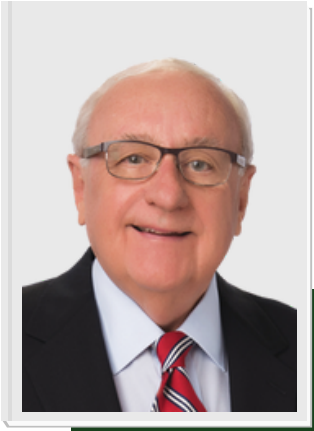
Honesty & Credibility

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



INTEGRITY YOU CAN TRUST US | STABILITY YOU CAN DEPEND ON | CREDIBILITY YOU CAN BELIEVE US

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 offices 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

BRADENTON HERALD
Bradenton.com
PEOPLE'S CHOICE
WINNER

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.

HomeBridge FINANCIAL SERVICES

WR TITLE SERVICES, LLC

BLALOCK WALTERS ATTORNEYS AT LAW WE MAKE A DIFFERENCE

BOYD INSURANCE & INVESTMENTS

WAGNER REALTY ESTABLISHED IN 1939

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 N1062
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

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 WINNING 8 STEPS OF SELLING A HOUSE

1

Personalized Consultation and Listing Agreement

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

2

Home Review & Staging

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

3

Collaborative Marketing

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.

4

Photography and Video

Showcasing your property is done with professional photography and videography.

5

Syndication & Exposure

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 than 60,000 Florida agents.

8

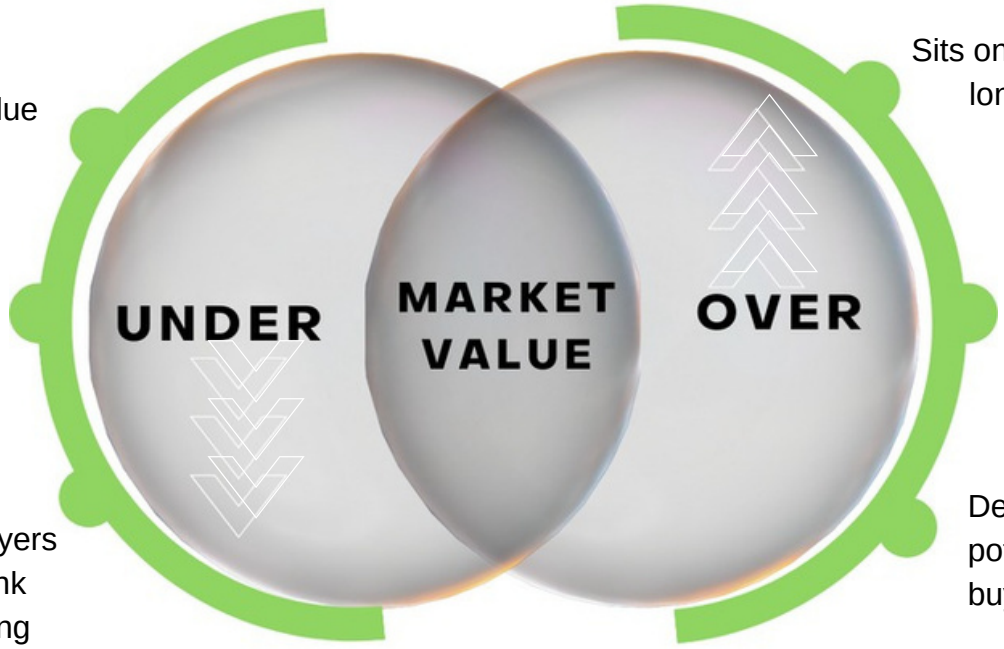
Seller Communications

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



Lost value

Decreased buying power

Deters potential buyers because they think something is wrong

Sits on market longer

Price drops can send the wrong message

Deters potential buyers

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:

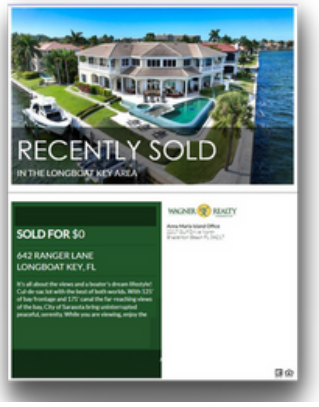
- intensive local, national, and international networking
- aggressive print marketing
- expansive multi-media online exposure
- customized direct mail advertising & marketing materials

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!

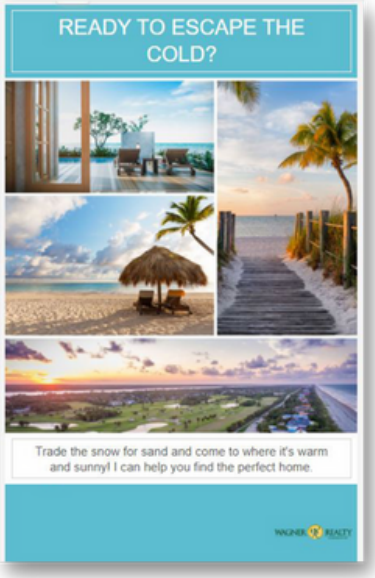
Custom Property Flyers are designed to promote your property utilizing professional photography. These will be available at the property during showings and Open Houses.



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

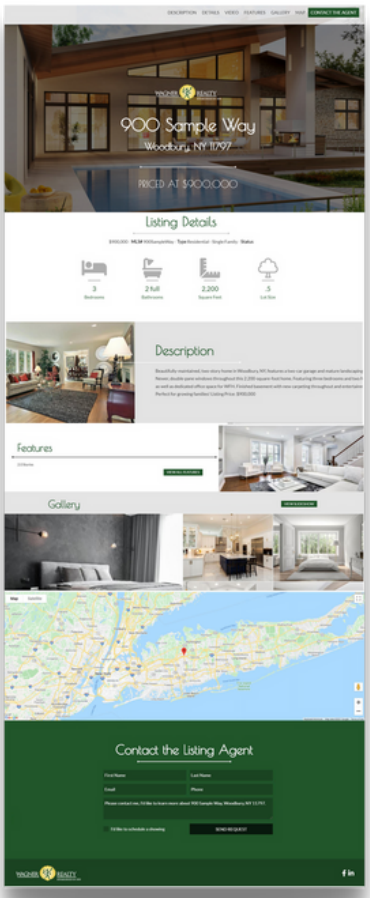
MOBILE-RESPONSIVE

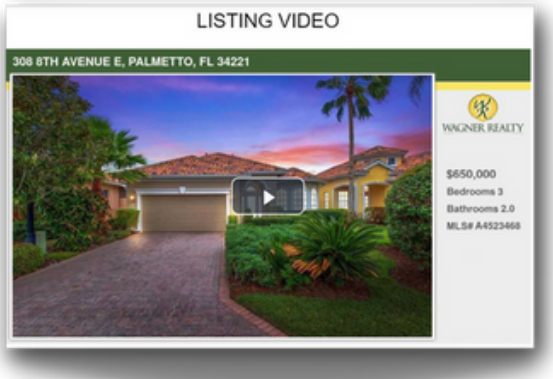
MULTI MEDIA ONLINE MARKETING



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.

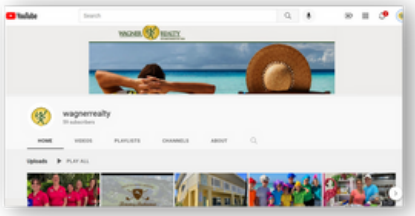
- Email campaigns
- E-Cards
- E-Blasts
- Social Media Posts
- SINGLE PROPERTY WEBSITES
- Worldwide Listing Syndication
- Associate Website Exposure
- Properties in Motion ®

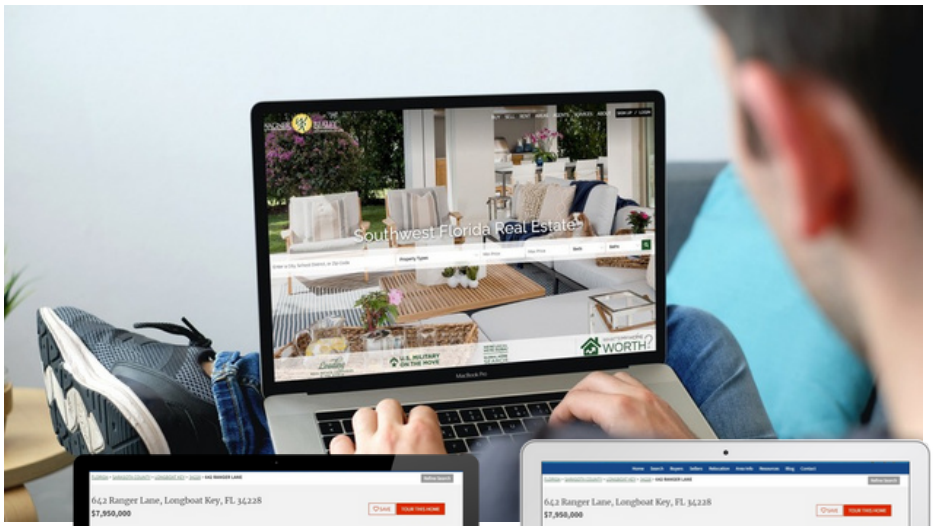




Properties in Motion is a listing video solution with voice over that gets properties on Google's page one rankings quickly.

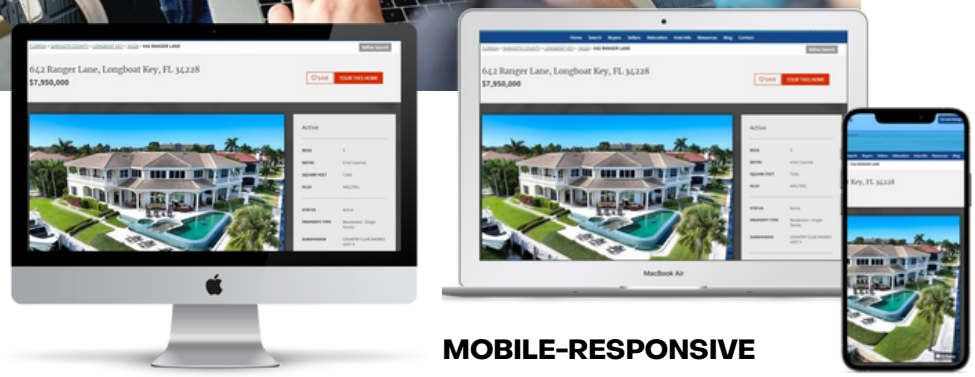
SOCIAL MEDIA HAS CHANGED THE WAY REAL ESTATE IS SOLD TODAY. WE USE EXCEPTIONAL NETWORKING SKILLS TO GET THE WORD OUT AND CREATE A BUZZ ABOUT YOUR PROPERTY.





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

★★★★★

Brad was an AWESOME Realtor! He went above and beyond. I highly recommend Brad. He listed and sold my condo plus helped buy another home. Thank you very much!

★★★★★

My husband and I were immediately impressed with Brad's meticulous attention to details and knowledge of the market. He was professional, considerate, and dependable during our work together and sold our condo in three days. We highly recommend Brad and Wagner Realty.

★★★★★

Everyone should have Brad as their realtor! I was from out of state and started working with Brad over 2 years ago to purchase a Pinebrook condo. He went above and beyond expectations to guide me through the entire process. I was so impressed by his knowledge, professionalism, prompt attention to every detail and he was always on top of every situation. Thanks for all your hard work Brad!

★★★★★

Professional, knowledgeable, detail oriented, friendly, personable, available, approachable, dedicated, punctual able, great report with other Realtors and associates. Highly recommended!

★★★★★

Everyone should have Brad as their realtor! I was from out of state and started working with Brad over 2 years ago to purchase a Pinebrook condo. He went above and beyond expectations to guide me through the entire process. I was so impressed by his knowledge, professionalism, prompt attention to every detail and he was always on top of every situation. Thanks for all your hard work Brad!

TESTIMONIALS

★★★★★

Just wanted to thank you again for how professionally and compassionately you handled the sale of my Aunt Marion's condo. We appreciated your real estate knowledge but even more so your willingness to help with windows, doors, air conditioning, etc... Your suggested lawyers, accountants and workers have been amazing. Not only was it difficult because we lost Marion but we were negotiating the sale in a different country. You made a heart breaking job so easy. Sincerely yours, Linda and Karen

★★★★★

Dear Brad, I am so thankful! You were the right person at the right time to sell, that our needs were met and the sale of our condo went smoothly. My son Bill has kept me informed about all you have done to see that repairs were made in an orderly manner. You made made my situation as worry free as possible. Thank you so much! I want you to know that you are greatly admired and appreciated. God bless you. Sincerely, Helen Caplinger

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

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.

Brad Pearson, Realtor®
Wagner Realty
7411 Manatee Ave, W. Suite 100
Bradenton, Fl. 34209
CELL: 941-730-9032
EMAIL: BradAPearson@gmail.com
WEB: BradAPearson.com