



LISTING CONSULTATION

with

Deborah Thrasher

REALTOR®



DEBORAH THRASHER

REALTOR®

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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 that 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 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



**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 pink, orange, yellow, and green. A prominent stone tower stands on the cliff's edge. The sea is visible to the left and right, with a small harbor area containing a few boats. The background shows a large, rugged mountain range under a clear 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 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 in the best location.

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

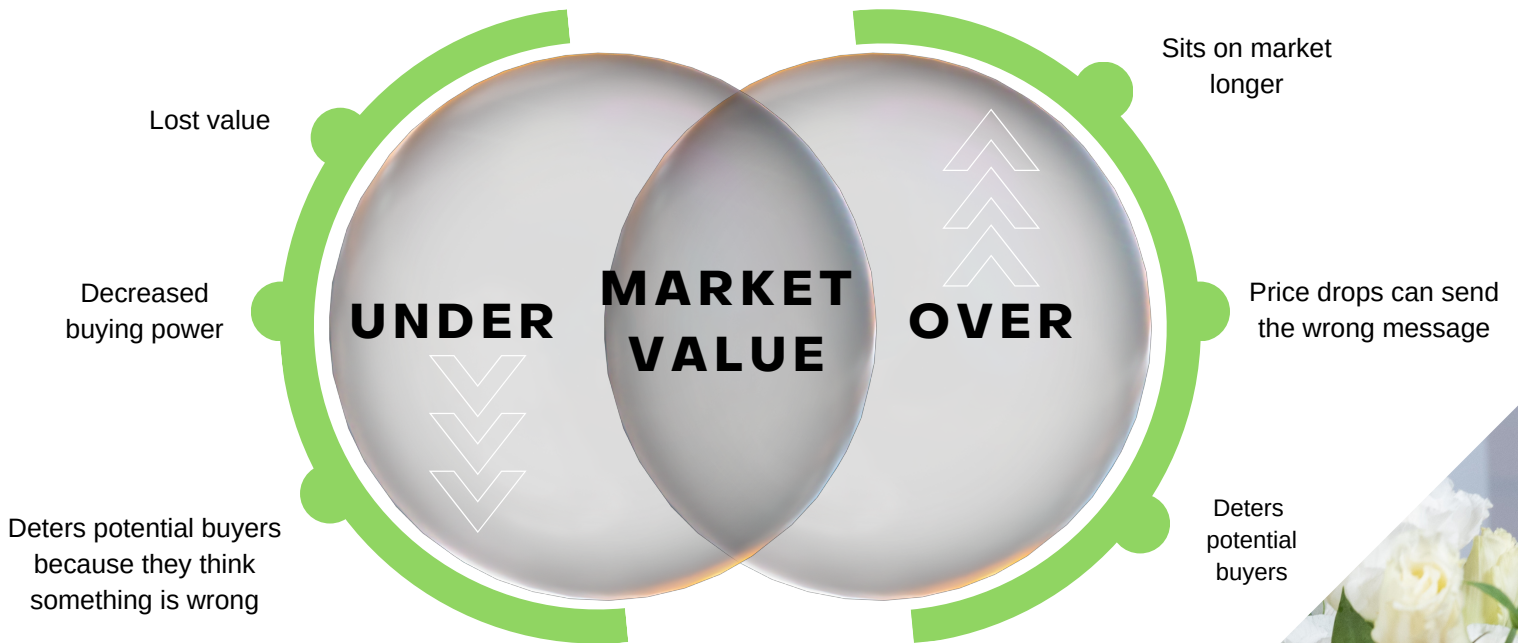
8

Communication is 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



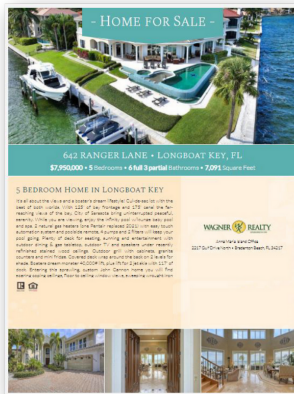
Your home and open houses will be featured in local print publications.



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.



MULTIMEDIA 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 to find a buyer fast.

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

900 Sample Way
Woodbury, NY 11797
PRICED AT \$900,000

Listing Details
3 Bedrooms, 2 full Bathrooms, 2300 Sq Ft, 3 Lot Size

Description
Beautiful 3 bedroom, 2 full bathroom, 2300 sq ft home. Features include granite countertops, stainless steel appliances, hardwood floors, and a large master suite with walk-in closet. Perfect for growing families! Listing Price: \$900,000.

Features

Gallery

Contact the Listing Agent

®

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

JUST LISTED
312 10TH AVENUE E Palmetto, FL

Beautiful 5 Bedroom 3 full Bath Home for Sale in Palmetto, FL for \$725,000

Situated on the Manatee River with quick and easy access to the Gulf of Mexico, Tampa Bay, or the Intracoastal Waterway, Riviera Dunes is one of Florida's west coast premier boating communities. Our 1/4 mile deep man-made harbor is among the largest "hurricane-protected" harbors in the state, offering residents private boat slips on neighborhood docks when available. This vibrant community is not only ideal for mariners and anglers, but also for both young families and retirees that are seeking an active lifestyle in a heaven-on-earth setting! Inside the gated community are the 154 distinctive neo-Mediterranean style single-family homes in the Homes of Riviera Dunes. This 2 story, 4 car garage home is located on a pond with a quiet and peaceful setting.

Greco Group
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Email: andrewgreco@wagnerrealty.com
Web: www.wagnerrealty.com

LISTING VIDEO

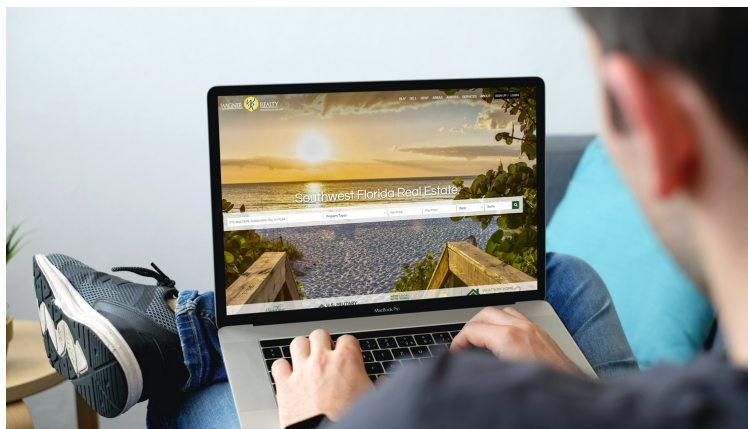
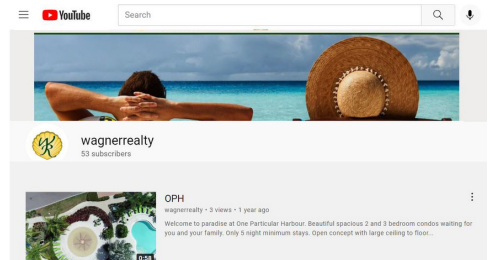
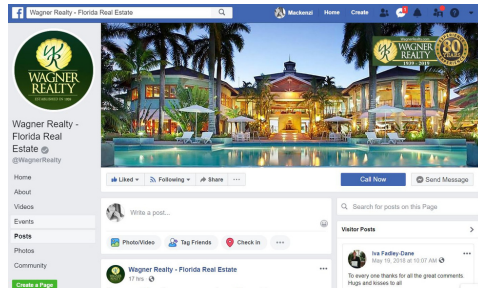
308 8TH AVENUE E, PALMETTO, FL 34221

WAGNER REALTY

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

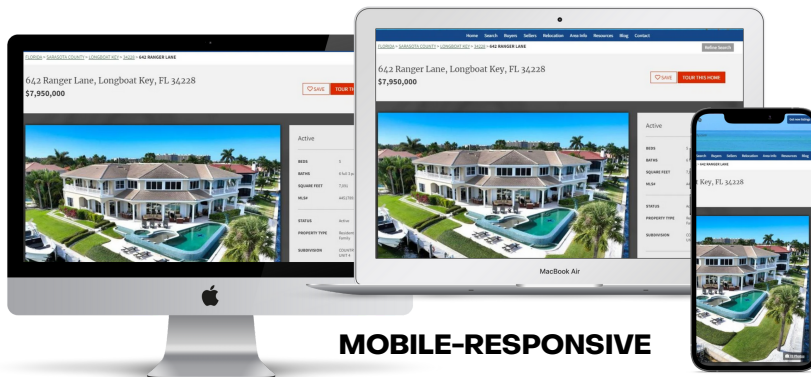


SOCIAL MEDIA HAS CHANGED THE WAY REAL ESTATE IS SOLD TODAY. WE USE EXCEPTIONAL NETWORKING SKILLS TO GET THE WORD OUT AND CREATE A BUZZ AROUND YOUR PROPERTY.



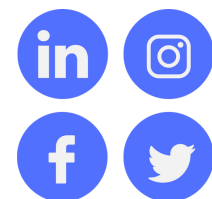
QUICK FACTS

- 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





"Debra did an excellent job selling me a Duplex on the Island and also a home in the Village of Cortez. I would highly recommend!"

~ Scott Fitzgerald



"Debra was great, showed me lots of houses in my price range and was always very optimistic. Found me a great deal and was super fast to set up the showing. Now I'm a proud homeowner!"

~ Dom Deters



Debbie was phenomenal! She hung in there looking for the right buyers, listing and selling 3 Bayfront lots at the end of 83rd and 84th St NW on Palma Sola Bay. She was very professional in marketing our waterfront properties and got the job done! I would highly recommend her to anyone looking to list or buy waterfront property as she is very knowledgeable in the Real Estate market! She will go above and beyond to get your property sold.

~ Irwin (Spud) Wolfe

TESTIMONIALS



"Excellent! She is the best! Very helpful, informative, professional and a lovely person! Wagner should be proud to have Deborah Thrasher on your team!

~ Norma Yates



"Deborah was the only agent who would take the time on a Saturday afternoon during Anna Maria Island's busy season. We stopped at 3-4 realty offices on our way to Anna Maria from Long Boat Key, no one would take the time to pull up any listings much less try to show us any properties. They all just wanted to e-mail us listings. We walked into Wagner Realty and Deborah took the time to pull up and print numerous listings that we might be interested in. She also was able to show us several properties that day. We had to return home the following day and arranged to return the next month to view more properties. Deborah e-mailed us numerous listings to look through before our return. Our first day looking at property was a little disappointing, we really wanted someplace special and we were just not seeing what we wanted. Deborah listened to our wants and the next day she showed us the perfect property, one we never imagined we would find or could afford. Deborah was so helpful every step of the way. Any problem that came up between signing the initial contract to closing she handled. Any questions or concerns we had she responded promptly. Thanks Deborah, we love our new home.

~ Bill & Karen Mehlinger





Thank
you!

Thank you for taking the time to preview my 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.



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