



YOUR PERSONAL LISTING CONSULTATION

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Issue Date: June 2022





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



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 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.



**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. A prominent stone tower stands on the cliff's edge. The sea is visible below, 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 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 **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 than 60,000 Florida agents.

8

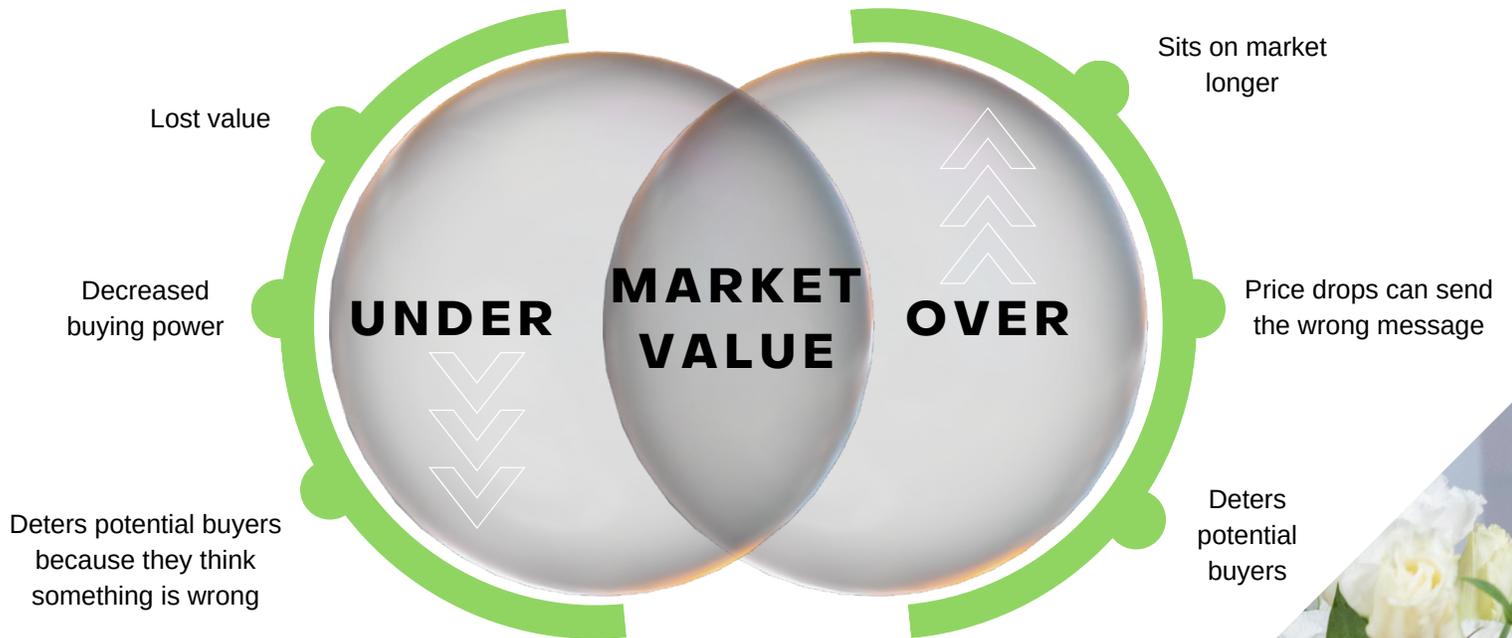
Seller Communications

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



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



EQUAL HOUSING
OPPORTUNITY

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[®]

LISTING VIDEO

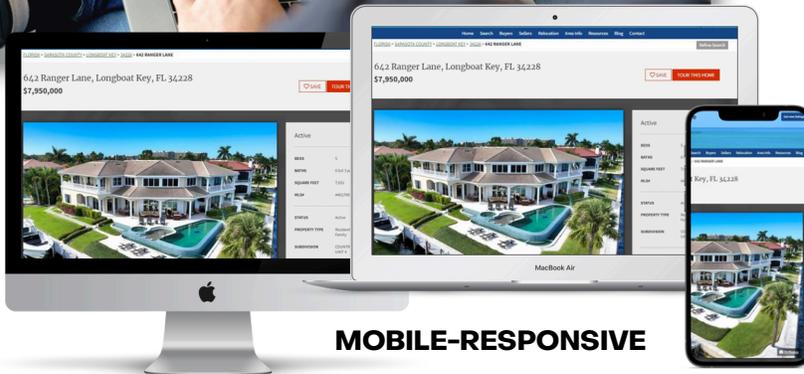
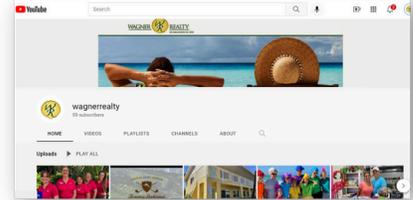
308 6TH AVENUE E, PALMETTO, FL 34221

WAGNER REALTY

\$650,000
Bedrooms 3
Bathrooms 2.0
MLS# A4523466



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.

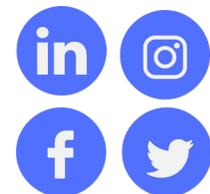


MOBILE-RESPONSIVE

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

WE PUT SOCIAL MEDIA TO WORK FOR YOU





My experience with Ian in listing my home was exceptional! His communication was not short of impeccable. He provided updates along the way and ensured all my questions were answered in a timely manner. He went above and beyond to present my property in the best possible manner. I will recommend him to everyone I know. Thank you for outstanding service!



Wagner Realty is the best real estate company on the Gulf Coast!



Wagner Realty has been a fixture here in Manatee County forever. I have worked with them over the years and value their years of experience.



Wagner Realty agents not only know about the housing market but they are experts in knowing the area. We arrived from out of town and they were amazing at getting us familiar with the local area.



TESTIMONIALS



What a great realtor! I have bought and sold many properties and have never had a better realtor! He went over and above to help us through issues to get it closed. I will definitely recommend him to friends and family.



What a great team of agents working at Wagner Realty. The process was just seamless and they had all the connections to advise us on repairs and legal information.



Thank
you!

WAGNER  REALTY
ESTABLISHED IN 1939

This information was prepared to answer any questions you may have. I appreciate the time you took to preview this presentation. 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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