



LISTING CONSULTATION

with

Cindy Greco



GRECO GROUP

CINDY GRECO, REALTOR®
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CINDYGRECO@WAGNERREALTY.COM
GRECOGROUP941.COM



MEET THE GRECO GROUP



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 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





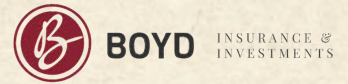
**VOTED THE
PEOPLE'S #1
CHOICE**

24 YEARS IN A ROW!

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 we 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



**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.

Extensive Listing Launch

7

The listing goes live very quickly through the Multiple Listing Service (MLS) with a distribution network of more 60,000 Florida agents.

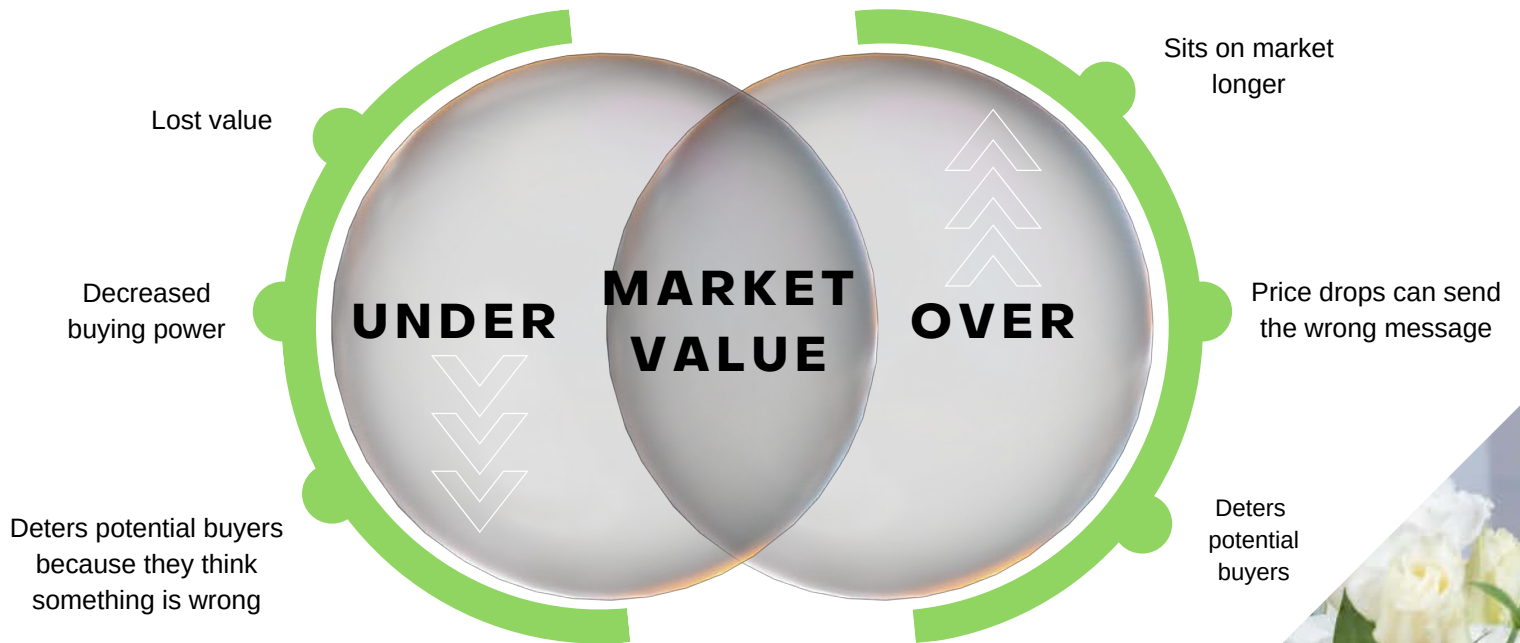
Seller Communications

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!

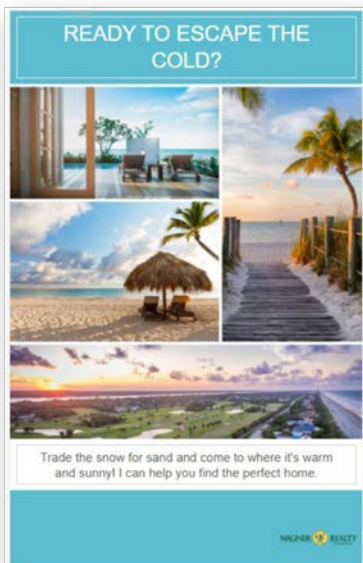
Custom Property Flyers are designed to promote your property utilizing professional photography. These will be available at the property during Showings and Open Houses.



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



MULTI MEDIA ONLINE MARKETING

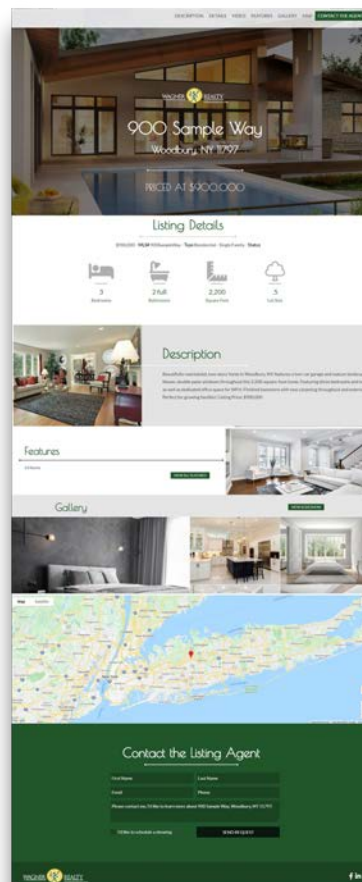


Your listing will immediately be sent out to more than 10,000 agents in our region as well as my contact list of potential buyers. The more people that get to view your property, the more likely to find a buyer fast.

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

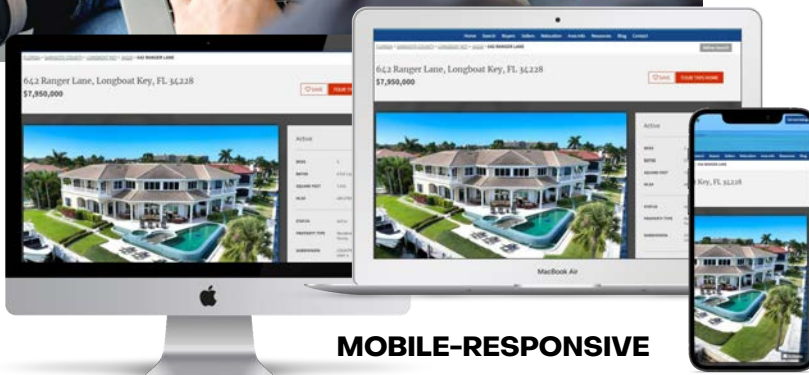
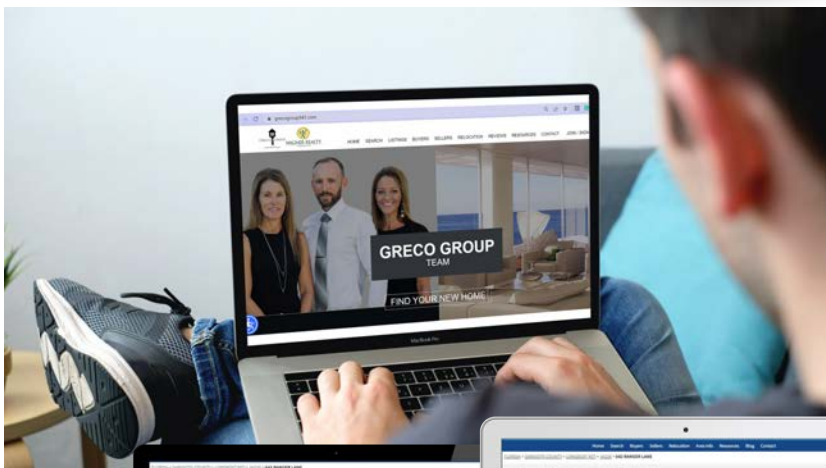
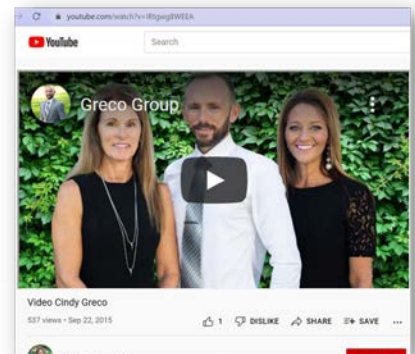
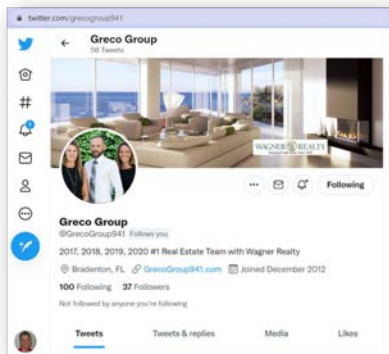
®

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 AROUND YOUR PROPERTY.

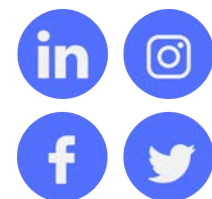


MOBILE-RESPONSIVE

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





"Cindy is one of the most knowledgeable, caring, passionate, and honest people I have met. She takes her job seriously and really focuses on my wants and needs and magically makes homes that fit all of my (lengthy and crazy at times) criteria I was looking for. I could not have asked for a better support then from Cindy. I hope she stays in the business for a long time because she is truly one in a million. Thank you for all you do. "



My family and I have worked with Cindy on several real estate transactions over the years. She is very knowledgeable and always responsive to questions or concerns. It's a pleasure to work with her.



Cindy's familiarity with the area and her knowledge in purchasing homes helped us in many ways. She was able to provide us with a number of choices that fit our criteria and was able to answer any questions we had.



Cindy is awesome. Her follow up is above and beyond!! She is a true professional and has guided us through both purchasing and selling of properties.

TESTIMONIALS



We relocated to Bradenton from Ohio. We met Cindy while we were on vacation and checking out some open houses. She was the friendliest and most helpful realtor we saw at any of the open houses. She definitely took the time even then to educate us on some things to keep in mind when buying in Florida. Naturally she was the first person we called when we wanted to buy. We scoped out some properties and neighborhoods on line and she provided additional properties in line with what we wanted. We came down, visited all of the properties and picked out a really great house that hit all of our requirements! There were some snags along the way but she navigated them beautifully. From Offer to Closing to move, we were done in 45 days. It was a great experience! I will recommend her again and again!



Cindy was very professional. Right on target. our condo sold in two weeks. Highly recommend, 5 stars!



Thank you!



Thank you for taking the time to preview our seller's package. When you decide to enlist our services, please keep this seller's package handy. We look forward to working with you in the near future and feel certain that you will be happy with our services.

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