

SELLING



YOUR HOME



Margaret Watson
REALTOR®



941-928-3535



MWatson@YourSuncoastRealtor.com

Margaret Watson

WHAT YOU CAN EXPECT

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

Let's Connect



941-928-3535



mwatson@yoursuncoastrealtor.com



www.yoursuncoastrealtor.com



www.yoursuncoastrealtor.com

Nice to meet you!

I've been a Realtor with Wagner Realty in Manatee and Sarasota counties since 2005, focusing on exceptional service and building lasting relationships through open communication. With integrity as my cornerstone, I prioritize understanding my clients' needs and ensuring alignment between buyers and sellers.

Prior to real estate, I earned a Master's Degree in Audiology from Florida State University and spent nearly 14 years in healthcare, which instilled in me a strong commitment to serving others. I bring this dedication to my real estate practice, where I emphasize clear communication, professionalism, and a genuine passion for helping clients achieve their real estate goals. Supported by a team of trusted professionals, including loan officers and home inspectors, I am here to educate, inform, and diligently work towards making your real estate dreams a reality.

Margaret

Our Lakewood Ranch Office on Main Street is 1 of 7 offices in Manatee and 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

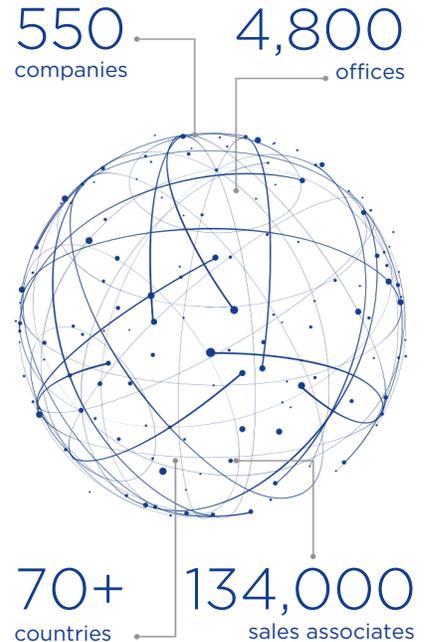




As an “Invitation Only” Affiliate, We Market YOUR PROPERTY TO THE WORLD.

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.

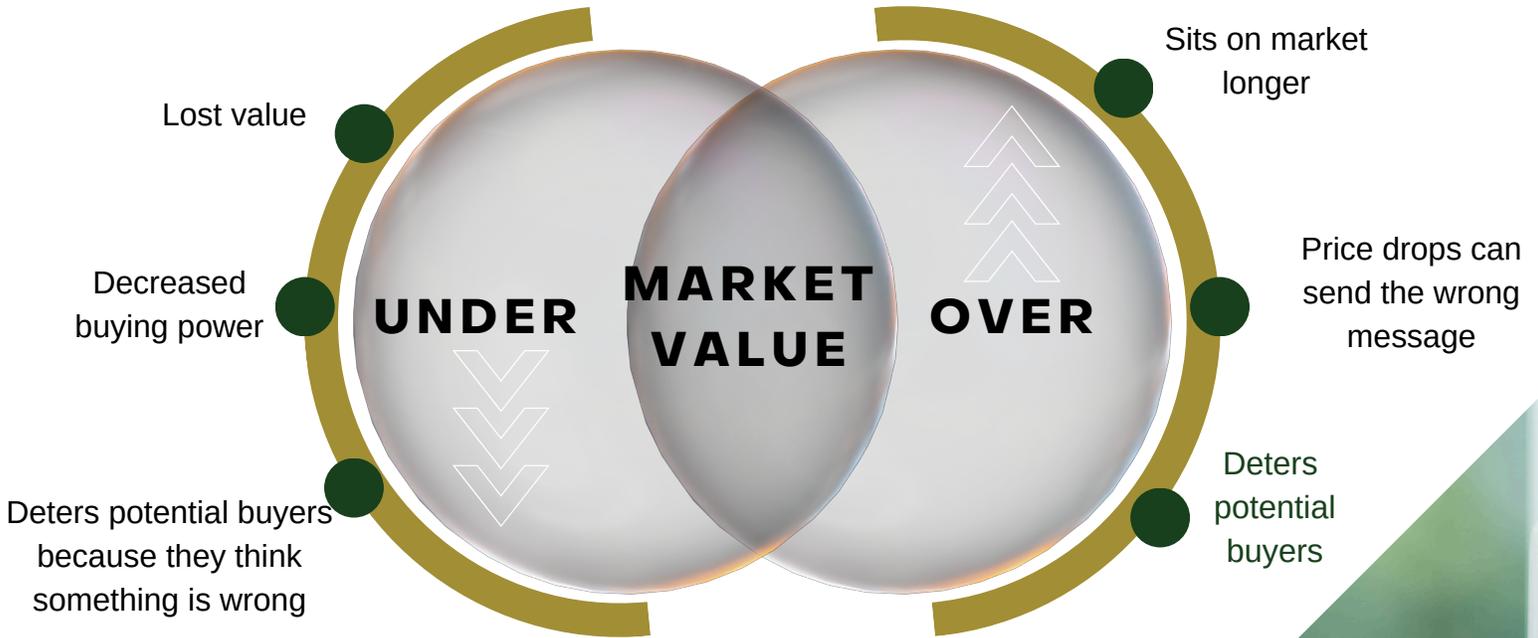
Seller Communications

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.

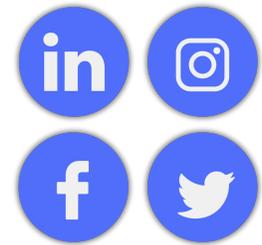
Your listing will immediately be sent out to more than 10,000 agents in our region as well as my contact list of potential buyers. The more people that get to view your property, the more likely to find a buyer fast.



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**



She helped me more than one time. I trust her. She put all effort possible to please my requirements. I will recommend her. Her knowledge of the market and the legal procedures immeasurable.



Excellent - Very knowledgeable and on top of everything. A great experience with a breeze of a closing. Highly recommend! A top agent.



We bought a property in Florida while residing in WI. Margaret did FaceTime videos with us and was very open and honest regarding flaws, issues, etc. We followed through on the home we liked. She was there throughout the whole process. She offered tidbits of information that she would not have had to do regarding living in Florida, what to expect, etc. We could not have been more pleased with her. She is a real gem and we will highly recommend her.



Margaret Watson was thorough and highly professional from day one. She paid attention to detail. She was very accommodating and extremely helpful in many ways, especially during our absence. Very honest and trustworthy. We would recommend Margaret without hesitation!

TESTIMONIALS



The one and only realtor we would ever use! She has helped us through so many journeys. She helped us buy our first home (2018) she walked us through the entire buying process from beginning to end and still on, since then our family has been very close to her. In 2021 she walked us through the entire selling process and sold our home, now is helping us buy our next home (keeping in mind that 2021 has been a crazy market year). She is more than just a realtor to our family, she is a dear friend to us. She is extremely knowledgeable, genuinely cares about everyone, patient, professional, honest, humble, and so much more. I can't thank her enough for everything she has done for our family.



I first worked with Margaret in 2012 when she helped me buy a condo. I have transacted with other brokers prior to meeting her but I have never encountered such a hard working, detail oriented, communicative, professional, and just plain friendly person in the real estate business. Since that first meeting I have worked with Margaret a further 5 times and that is the finest recommendation I can give. She is not just my broker of choice, she is a friend that I trust implicitly. Thank you again Margaret!



Thank
you!

WAGNER  REALTY
ESTABLISHED IN 1939



Thank you for taking the time to preview this preliminary seller 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.

Margaret Watson

8141 Lakewood Main St., N106
Lakewood Ranch, FL 34202

(941) 928-3535

MWatson@yoursuncoastrealtor.com
www.yoursuncoastrealtor.com

