
YOU ARE SIMPLY THE BEST

PREPARED BY:

LAURIE JAREMA

LICENSED REAL ESTATE PROFESSIONAL

8141 LAKEWOOD MAIN ST, SUITE N106

LAKWOOD RANCH, FL 34202

CELL: 941.321.3410

EMAIL: LAURIEJAREMA@YAHOO.COM

WEBSITE: LAURIEJAREMA.COM



WAGNER  **REALTY**
ESTABLISHED IN 1939



INTRODUCTION

We are interviewing you as much as you are interviewing us. Only if we can work together well, will we be able to guide you throughout this extensive process to help you sell your home in the quickest time possible and at the highest price.

We are not simply going to promise marketing genius and brag about ourselves, instead we will show you just how we will be your resourceful guide helping you through one of the most important process of your life.

We want you to know WHAT we are doing for you, WHEN and WHY.



Our Company

Established in 1939, Wagner Realty is one of the oldest and largest independent, locally owned and operated real estate companies in Manatee and Sarasota Counties. We now have 200+ agents. With seven branch offices and twelve rental offices, we service all of Manatee and Sarasota Counties, as well the Greater Tampa Bay Area. Our experienced, full-time agents are prepared to give you the professional and personal service you deserve. We are your neighbors, we live and work in your community and support the local economy.

Our Philosophy

For over 85 years Wagner Realty has served our community. We are proud of our reputation and proven record of excellence. We look forward to continually building strong customer relationships into the future.

We believe our company's longevity and good name result from our committed staff and Associates. Knowledge, customer service, and personal attention are some of the benefits you can count on from Wagner Realty. We offer seven branch offices and twelve rental offices with 200+ Associates to serve you. All are licensed REALTORS® and belong to the local, state and national Associations of REALTORS®.



Voted the Best!

Why was Wagner Realty voted the best Real Estate company twenty-six years in a row? Our customer's needs always come first! Seven full-service offices provide convenient locations to cover Manatee and Sarasota Counties. We provide our staff and associates with the finest tools and products available, thus giving our customers the highest level of service. Our Agents receive ongoing training to remain current on all aspects of the selling and buying process. Have an edge with Wagner Realty!

Unique Programs

We offer unique programs that are geared toward the first-time home buyer, custom/luxury home clients, vacation/winter home clients, and the senior lifestyle.

Extensive Marketing

Our extensive marketing program results in properties selling quickly at the best possible price.

Quality Professional Assistance

Our relocation and corporate services division for buyers and sellers provides quality professional assistance when moving to or from anywhere in the U.S. or Canada.



Full-Service

We provide a full-service brokerage including residential, commercial, business brokerage, property management and rental division, offering interim and vacation/seasonal housing for our customers.

Affiliations

We have affiliations with mortgage and title companies to facilitate the closing process seamlessly.



Wagner Realty is community minded with active memberships in all local Chambers of Commerce, the Economic Development Council and numerous local charitable organizations.



Determining the best price for your home....

Our goal is to attract qualified buyers and their REALTORS® to bring about showings & ultimately an offer and sale with the best possible terms for you.

As a baseline, we prepare a Comprehensive Market Analysis (CMA) to determine the highest price an informed buyer would pay for a home comparable to yours. We include homes currently on the market, pending contracts and recently sold homes within your community. Since none of these homes are exactly like yours, we make comparisons and add or subtract value, just as an appraiser would, to determine a recommended price range for your home.

What does NOT affect your home's value:

- *The price you paid for the home*
- *The dollar value of improvements made*
- *The payout you need at closing*
- *What neighbors say the home is worth*



Why You Need A Realtor®

If you're planning to sell your home, it's probably crossed your mind to try to sell it yourself and save the sales commission. But, there are some very good reasons why that would be a mistake.

According to housing industry experts at Realtor.org, more homes listed by real estate agents are sold than homes marketed by owners, and they sell more quickly and for more money. Homes listed by real estate professionals get more exposure and their sellers get more support.

Real estate professionals offer many advantages:

- They're trained and licensed professionals.
- They have experience in your neighborhood and your market.
- They have oversight from brokers and state licensing officials.
- Their job is to advise you the best way to reach your goals.
- Their continuing education keeps them up-to-date on housing issues.
- They know how to present your home and deal with buyers.
- They know how and where to market properties.
- They know how to overcome typical snags that occur in all real estate transactions and closings.
- They understand state-required disclosures and look out for your best interests.



Why You Need A Realtor®

- They understand personal safety and security for your belongings during showings.
- They know the best resources to make transactions go more smoothly, from bankers to home- stagers to contractors.
- They have the most accurate data sources – the MLS, the only data repository that has the most up- to-date listing and sales information.
- They know how to negotiate.

Their job is making real estate transactions successful. When you market your own home, you have to make the time to do all the jobs a real estate professional would do, and you'll be competing against other sellers who have real estate professionals by their sides. If you can't leave work to show your home, or you feel it requires more knowledge and experience than you have, you can't go wrong by hiring a well-respected real estate professional.



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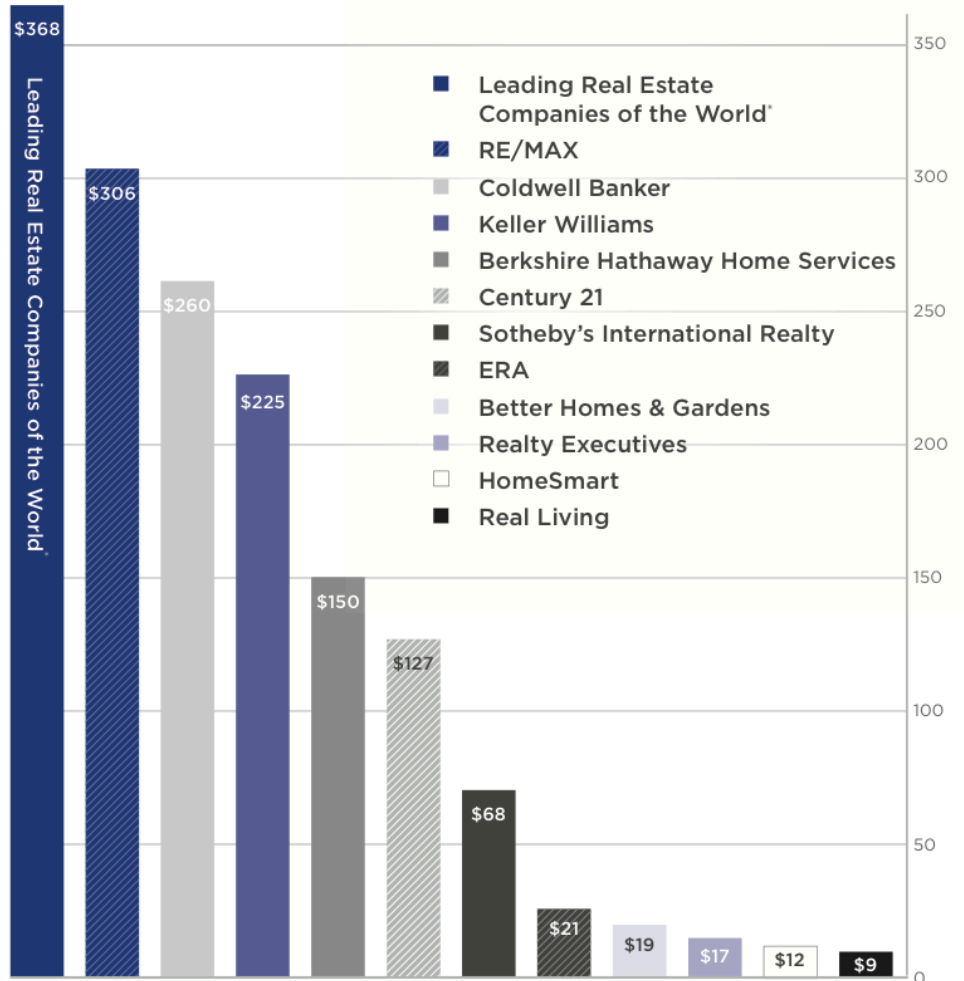
**INDUSTRY-
LEADING
SALES.
WORLD-CLASS
SERVICE.**

1.1 MILLION TRANSACTIONS
\$368 BILLION IN HOME SALES
565 COMPANIES
4,100 OFFICES
130,000 SALES ASSOCIATES
65 COUNTRIES

Leading
**REAL ESTATE COMPANIES
OF THE WORLD**

\$62 BILLION MORE U.S. HOME SALES VOLUME IN 2016 THAN OUR CLOSEST COMPETITOR

Volume shown in billions of dollars



Actual member statistics for LeadingRE and estimates for other networks using average sales units per agent and average sales price for firms in each respective network from published sources for 2016 production.

Sources: REAL Trends National Network 2016 Totals Final Report, REALTOR Magazine 2015 Franchise Report, and various website research.

As an affiliate of Leading Real Estate Companies of the World, our brokerage is a local and global market leader working on your behalf. LeadingRE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.



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**LOCAL
EXPERTISE,
GLOBAL
CONNECTIONS,
POWERFUL
MARKETING.**

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 130,000 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.

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. Each year our network is collectively responsible for over one million transactions on a global basis.

When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website. It is also immediately connected to the websites of over 565 of our affiliated real estate firms in the world.

1.1 MILLION TRANSACTIONS

\$368 BILLION IN HOME SALES

565 COMPANIES

4,100 OFFICES

130,000 SALES ASSOCIATES

65 COUNTRIES

565
FIRMS

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REAL ESTATE COMPANIES
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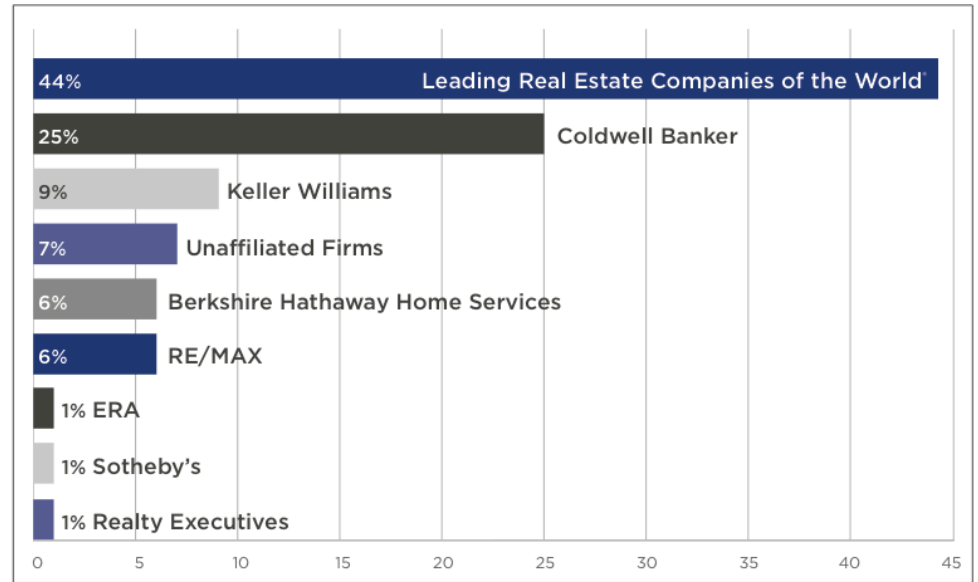
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**I HAVE
CONNECTIONS
TO THE
VERY BEST
REAL ESTATE
BROKERS.**

As an affiliate of Leading Real Estate Companies of the World,[®] we are connected to the very best real estate brokers. Our worldwide network dominates in more markets across the U.S., with #1 market rankings in 44% of the top markets — significantly more than our closest national franchise competitor. Once again proving the power of connecting local brands with a pervasive national and global network.

**PERCENTAGE OF TOP 121 U.S. MARKETS
IN WHICH NETWORK AFFILIATES WERE #1 IN SALES VOLUME,
TRANSACTION SIDES OR BOTH IN 2015**



Source: REAL Trends Market Leaders for 2015.

**OVER ONE MILLION
TRANSACTIONS VALUED
AT \$351 BILLION IN
ANNUAL HOME SALES**

550 COMPANIES

4,000 OFFICES

128,000 SALES ASSOCIATES

OVER 60 COUNTRIES

Leading
**REAL ESTATE COMPANIES
OF THE WORLD**

EXPOSURE





WHAT WE DO . . .

1. Price Your Home Correctly.
2. Effectively Market Your Property to the Right Audience.
3. Communicate Properly.
4. Make Sure the Buyer is Qualified.
5. Negotiate the Best Terms.
6. Represent YOU at the Home Inspection.
7. Attend Your Home Appraisal.
8. Finalize Loose Ends for Closing... and MORE!

In addition to taking care of the major activities throughout the process, here are a few more things you can count on when you list with the Melnick Property Group

- Honesty above all else. We put YOUR needs first.
- Professionalism. From our attire to our manners, we are an extension of you to everyone we encounter in your home sale journey.
- Excellent communication skills – we stay in touch with everyone necessary, but most importantly... YOU.
- Strong negotiation – When it comes to negotiating, the Melnick Property Group is strong and assertive as needed to get you the best possible outcome.
- Creative marketing – Our Strategic Targeted Online Marketing Plan is our “secret weapon” to reach the right audience with the right message at the right time. We WILL find the right, qualified buyer.
- Backed by Wagner Realty, an industry leader, we have a professional team supporting us with experience, integrity and a proven track record.



MARKETING PLAN

- Local Experts with Global Exposure – Leading RE, MLS, Realtor.com, Trulia, Zillow, Hotpad, and more
- WagnerRealty.com State-of-the-Art Website with Exceptional Traffic
- Search Engine Optimization (SEO) & Search Engine Marketing (SEM)
- Strategic Paid Advertising Campaigns on Major Search Engines
- Extensive Research & Analysis including CMAs, Traffic Updates and Reports
- Mobile Adaptation, Presentation and Search
- Directory & Blog Submissions, e-Newsblasts
- Social Networks – Facebook, LinkedIn, YouTube, Google+, Twitter, etc.
- Single Property Websites with Address URL
- Collaborative Print and Online Campaigns

Wagner's team of experts are dedicated to maximizing the clients' financial return and minimizing the complexities associated with real estate transactions. Laurie and Wagner Realty provide the competitive advantage needed in today's real estate market. They know the market, they know their customers, and they know their competition. Period.

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SINCE 1939

IN CONCLUSION...

SINCE
1939

You should choose Laurie Jarema because:

- *I will provide you with excellent service and support.*
- *I have made a thorough market analysis of your home.*
- *I have developed a winning marketing plan.*
- *I will make every effort to sell your home promptly.*
- *I have the support & resources of Wagner Realty & LeadingRE.*

Let Me List Your Home Now!

