

SELLING

WAGNER  REALTY
ESTABLISHED IN 1939

YOUR HOME



Jennifer Anderson
BROKER ASSOCIATE



941-545-5586



JennSellsGulfCoast.com

Jennifer Anderson

WHAT YOU CAN EXPECT

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

Let's Connect



941-545-5586



JenniferAnderson@WagnerRealty.com



www.JennSellsGulfCoast.com



Facebook.com/JennAndersonRealtor

Nice to meet you!

I was born and raised in West Berlin, NJ, and spent several years in Philadelphia before relocating to sunny Florida. With a strong background in customer service-based industries, I've built my real estate career on truly listening to my clients and understanding their unique needs. I believe people want to work with someone who genuinely cares—and I do. My clients know they're not just a transaction to me; they're partners in a process I take seriously. That personal investment leads to thoughtful guidance, strong communication, and a smoother experience from start to finish.

As a Broker-Associate with Wagner Realty's El Conquistador office in Bradenton, I bring advanced knowledge, local market insight, and a commitment to excellence that directly benefits my clients. This designation reflects not only my experience, but my promise to deliver a higher level of service, whether you're buying your first home or selling your tenth. When you work with me, you can expect honesty, professionalism, and results that reflect your goals.

Jennifer

Our Office



3403 El Conquistador Parkway
Bradenton, FL 34210

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.

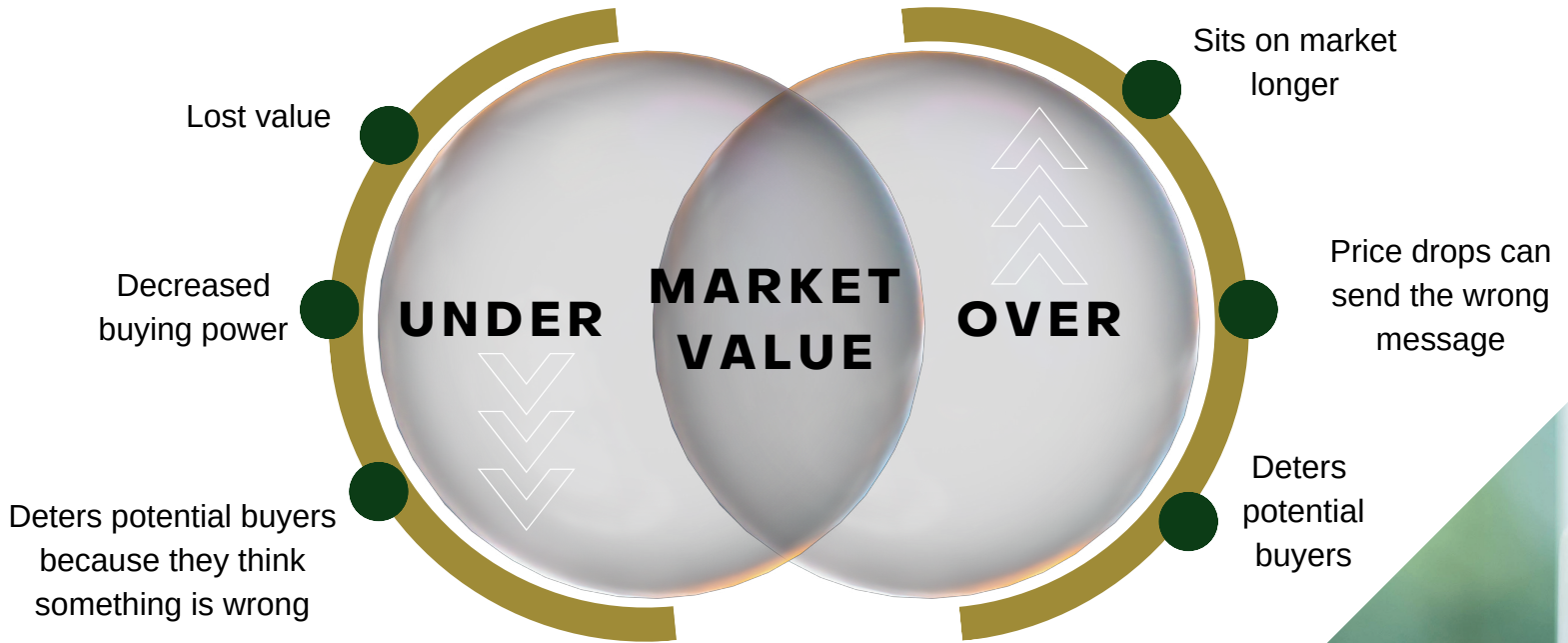
Seller Communications

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!



<http://mrgre.us/2k3t>

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**



After only a few showings, Jennifer knew exactly where to look and what I wanted! She quickly found the PERFECT home in the area I knew was for me. Knowing the person's preferences and the area is a fantastic skill being a Realtor! She helped me through the entire process and continues to help post sale. HIGHLY recommended, as I know the area well, and she was able to assist me in choosing a fantastic new beginning! Thanks, Jenn!!!



Jenn Anderson is a superstar! Two years ago, Jenn helped navigate us through the madness of the 2022 Bradenton real estate market when we relocated to Florida. Her professionalism, acumen, instincts, extensive knowledge, dedication and determination to find us a property were unwavering. Once again, Jenn did not disappoint in the madness of the 2024 real estate market, this time with the sale and a purchase. We followed her expert advise on staging and pricing and sold the property in an astounding 23 days! Jenn is a savvy negotiator looking out for the best interest of her seller. Likewise, on the buying end, Jenn is a tenacious negotiator looking out for her buyer. In all of our years of home-buying and selling, this is an unusual characteristic to find in a real estate agent. Jenn is all-in 100%! She's our "blue comet" 😊



Jennifer was wonderful to work with. Very easy going, knowledgeable and very informative in all aspects of the Real Estate market. Jennifer went above and beyond for me and was always accommodating when asked for anything. I'm a licensed realtor in another Florida area so I know she's an exceptional realtor. Thank you Jennifer and I hope we can work together again.



Jennifer is TOP NOTCH! Professional, respectful, courteous, listens to what one is desiring in a place, aggressive in finding just what one wants; not having to settle for - she understands what a "home" is to people! There are many more amazing words to describe her...but, bottom line, hire her to ease your pain of buying/selling or enhance your experience buying/selling !!! She is an asset to her company, and is a blessing to us!

TESTIMONIALS



Hello All, We just wanted to say if you are looking for a realtor we highly recommend Jennifer Anderson from Wagner Realtors, We are from Long Island New York and have been working with Jenn looking for condo's for about 2 years. We had multiple offers on the table for different condo's and all fell through. Jennifer kept pushing to find our slice of paradise. When we found our condo Jenn worked till the late hours talking to us till 11pm to answer our questions and concerns. In the end she found us Whitney beach condo's in Longboat Key perfect for our salt life and our love for boating and beach life .We couldn't be more happier,If you are looking for a realtor STOP!! And call Jenn she will work hard for you as she did for us and get you everything you are looking for in your new home. Thank you so much Jenn Kenny and Lisa Long Island ,



Great experience buying new property. Jennifer always responded back promptly and explained everything thoroughly. Very trustworthy to work with and professional!



Thank
you!

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ESTABLISHED IN 1939



Thank you for taking the time to preview this preliminary sellers 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) 545-5586.

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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