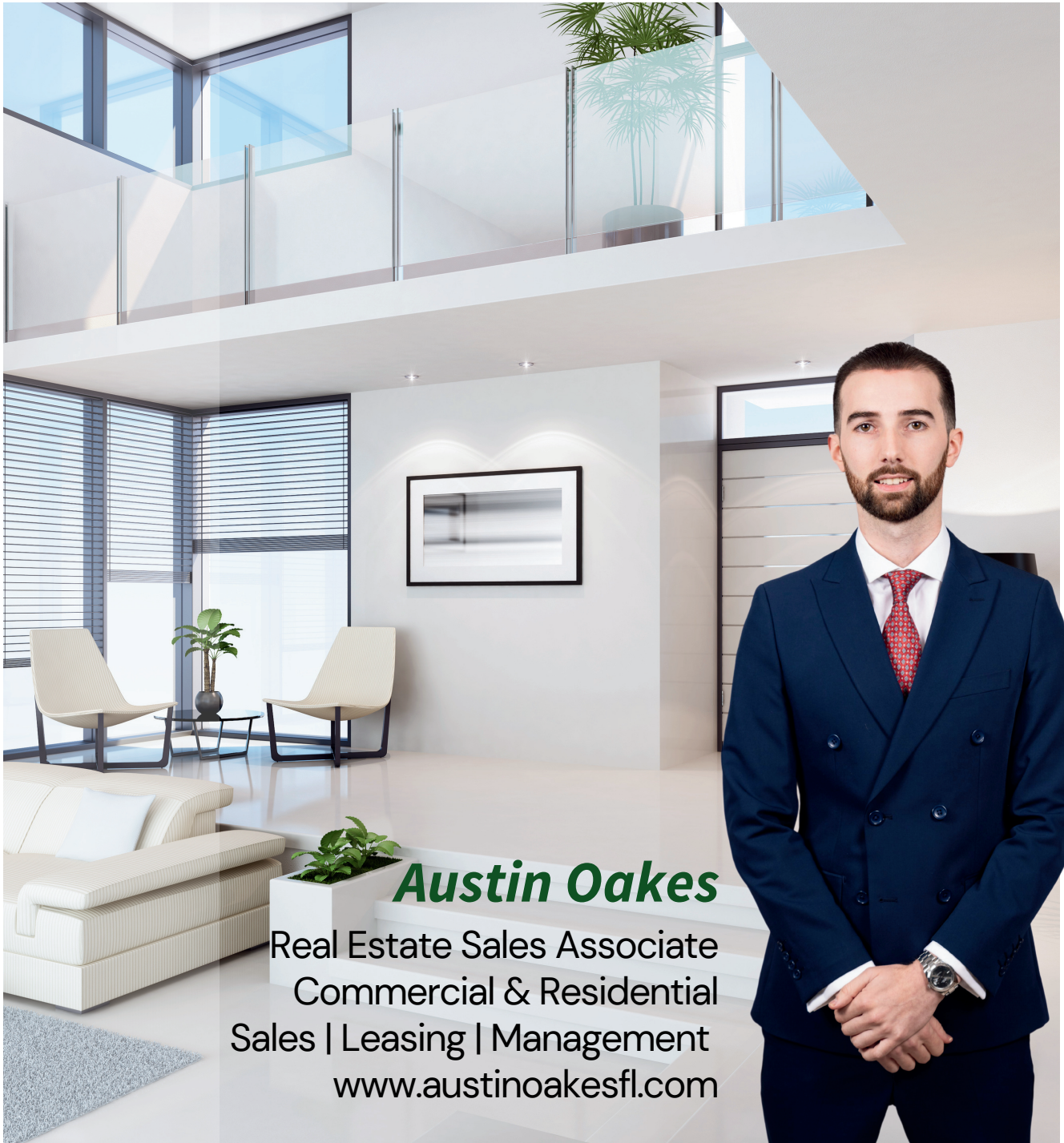


# SELLING



# YOUR PROPERTY



**Austin Oakes**

Real Estate Sales Associate  
Commercial & Residential  
Sales | Leasing | Management  
[www.austinoakesfl.com](http://www.austinoakesfl.com)



727.452.4261



[AustinOakes@WagnerRealty.com](mailto:AustinOakes@WagnerRealty.com)

# AUSTIN OAKES

## WHAT YOU CAN EXPECT

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

## Let's Connect



**727.452.4261**



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*Nice to meet you!*

*I bring a unique perspective to Florida real estate, with a focus on building long-term relationships with property owners across all asset classes. With hands-on experience in multifamily properties, new developments, retail spaces, and commercial portfolios, I've successfully completed a wide range of transactions that emphasize sustainable growth and long-term value.*

*My primary focus is on Investment Sales, where I specialize in helping clients maximize the value of their assets—whether it's a stabilized multifamily building, a value-add opportunity, or a family-owned property. Every strategy I implement is tailored to meet the specific goals and needs of each client I serve.*

*As a Sales Associate with Wagner Realty's Downtown Sarasota Office, I offer deep local market knowledge, advanced industry expertise, and a results-driven approach. When you work with me, you can expect honesty, professionalism, and outcomes that align with your vision.*

*Austin*

## Our Office



1440 First Street  
Sarasota, FL 34236

# 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 residential and commercial 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 property, 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,<sup>®</sup> 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 property.

Leading Real Estate Companies of the World<sup>®</sup> is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. When your property 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<sup>®</sup>

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 targeted online platforms significantly enhances the exposure of your property—whether residential or commercial. By listing your property with Wagner Realty, it is immediately visible to a vast network of real estate professionals actively searching on behalf of buyers, investors, tenants, and corporate clients.

For **residential** properties, online portals such as Zillow, Realtor.com, and similar consumer-facing platforms expand visibility to buyers searching independently. For **commercial** properties, exposure is amplified through specialized commercial listing platforms and industry networks that reach investors, developers, business owners, and commercial brokers seeking opportunities based on location, zoning, income potential, and use. This strategic combination ensures your property is marketed to both traditional buyers and qualified commercial prospects, maximizing exposure, generating stronger interest, and attracting the right audience faster. The result is increased market activity, better positioning, and a more efficient path to a successful sale or lease.



**WORLD-CLASS  
INTRODUCTIONS  
FOR COMMERCIAL  
REAL ESTATE.**

**200**  
COMMERCIAL  
FIRMS  
IN **15**  
COUNTRIES

LEADERS  
IN **50**  
OF TOP **125**  
U.S. MARKETS\*

**100**  
CLIENT  
INTRODUCTIONS  
MADE DAILY  
WORLDWIDE\*

**1.1**  
MILLION  
TRANSACTIONS  
ANNUALLY\*



# The *Winning* **STEPS OF SELLING YOUR PROPERTY**

## ***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.

## ***property Review & Staging***

**2**

property 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.

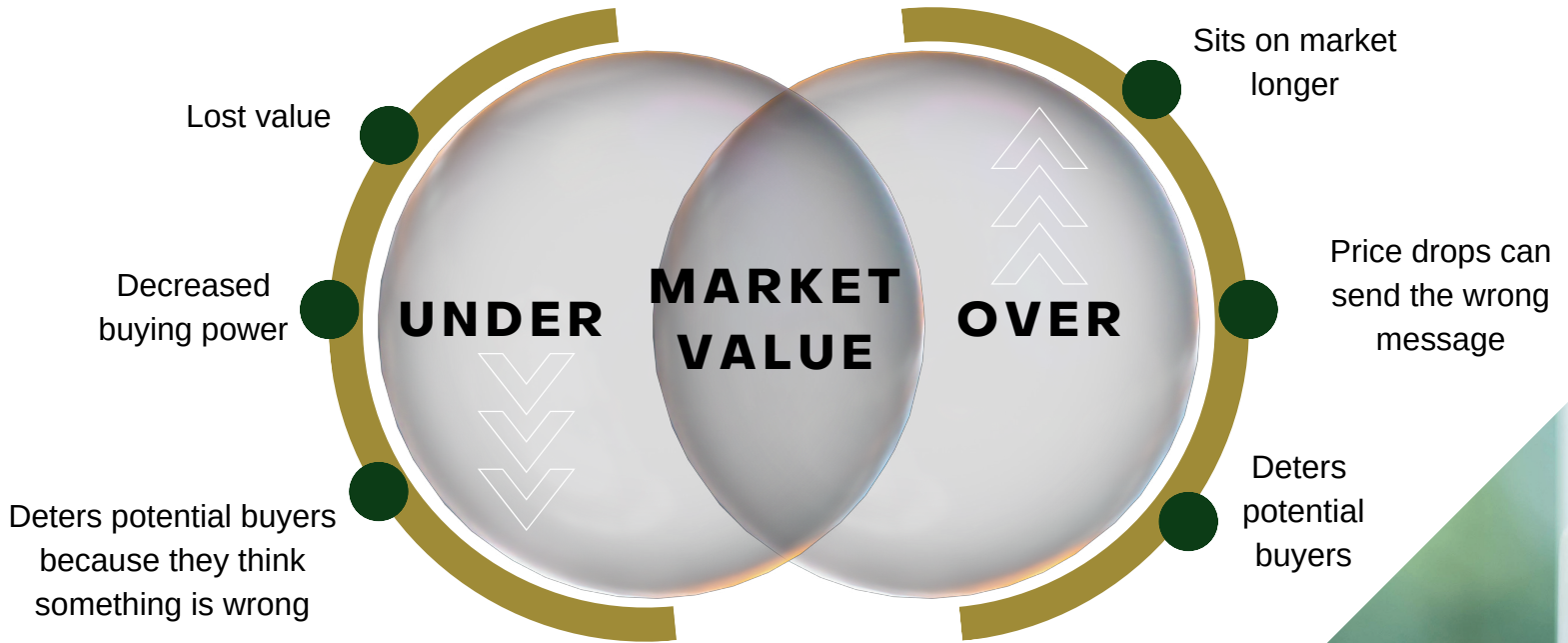
## ***Seller Communications***

**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 property correctly from the 1st day on the market is critical to your success as a seller.

More prospective buyers are brought in when a property 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 property 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 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.



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<sup>®</sup>

LISTING VIDEO

308 8TH AVENUE E, PALMETTO, FL 34221

WAGNER REALTY

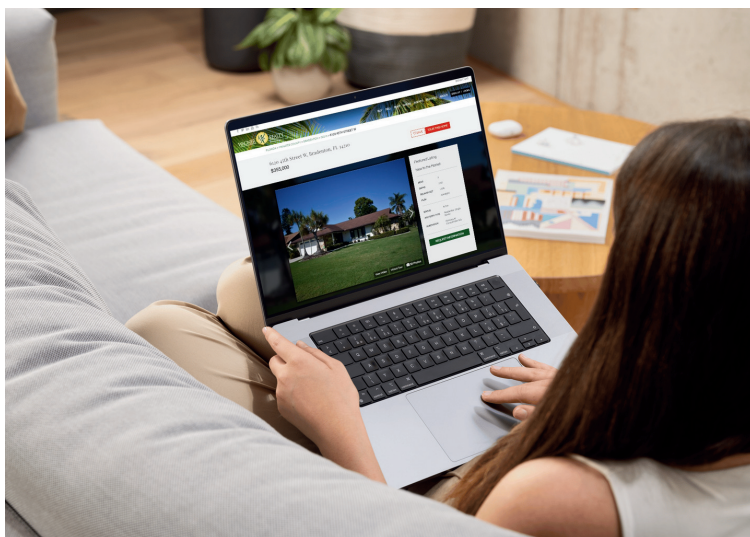
\$650,000  
Bedrooms 3  
Bathrooms 2.0  
MLS# A4523468

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**

thank you!



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 727.452.4261.

I look forward to working with you in the near future and feel certain that you will be happy with my services.

**Austin Oakes**

**727.452.4261**

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