



FROM LISTED *TO SOLD*

THE MARKETING AND SUPPORT YOU DESERVE



ROBIN KOLLAR

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hey there.

Nice To Meet You!

THINKING ABOUT LISTING YOUR HOME? THAT'S GREAT!

I'm here to help! I found Paradise on Anna Maria Island in the early 90's where I've been an active Real Estate Broker ever since. But let's face it, being here is not just about Real Estate, its' a way of life... a mindset. I have fun sharing what I enjoy most about living in South West Florida. Whether its taking in the sunsets on the Beach, kayaking through Robinson Preserve or cycling on the Venice Heritage trail.

My goal is simple: to help you achieve the strongest sale possible through strategic pricing, standout marketing, and a smooth, well-managed process.

I specialize in the marketing and sale of waterfront, residential and income producing properties here on Anna Maria Island and in Bradenton and Sarasota. Having spent many early years in Europe as a child, I am fluent in French and conversational Spanish. I've also been a small scale developer-builder in Costa Rica where I own property. Contact me if you need a realtor in the Sarasota-Bradenton area. My cell is 941-713-4515



About My Brokerage

A COMPANY THAT CARES AND GIVES BACK

For more than 85 years, Wagner Realty has been a trusted leader in local real estate, powered by a team of professionals committed to strengthening our community. With seven offices and over 200 talented agents, we proudly deliver exceptional customer service throughout the Sarasota–Manatee region and beyond.



- We serve on nonprofit boards, support fundraisers, and volunteer.
- We invest our time, talents, and resources to uplift our neighbors.
- We uphold high standards of professionalism and community care.
- We're committed to exceeding expectations with our signature service.



Voted #1
People's Choice
for more than 25
years

Local, Veteran
Owned &
Operated
Since 1939



CONNECTED AND IN-THE-KNOW

- We stay ahead of market trends with real-time insights into Sarasota–Manatee communities.
- We maintain strong relationships with local builders, lenders, inspectors, and service providers.
- We understand neighborhood nuances—from schools and amenities to future development plans.
- We leverage cutting-edge technology, marketing tools, and data to guide our clients confidently.
- We are trusted local experts who live, work, and stay actively engaged in the communities we serve.



Let's Talk Pricing

OUR GOAL IS TO PRICE IT RIGHT FROM THE START

When selling your home, how we price it from the start determines how well it performs.

We're not just putting a number on it. We're setting the tone for how it's perceived and how quickly it moves. A strong, competitive price gives us leverage, momentum, and more negotiating power

Why pricing it right from the start matters:

- **Homes priced right sell 2-3x faster** than homes that start high and reduce later. (NAR)
- **Price reductions can raise red flags**, even when there's nothing wrong with the home.
- **Overpricing delays your sale** and often leads to bigger concessions or a lower final sales price.
- **Underpricing isn't the goal**, but strategic pricing is, so we can attract attention, create urgency, and generate the strongest offers possible.
- **The real estate pros agree:** The longer a home sits, the harder it becomes to sell.

Our goal is to meet the market where it is. And thankfully, we don't have to guess. I use powerful agent tools—**MLS analytics, neighborhood sales patterns, and real-time demand insights**—to understand exactly where your home fits.

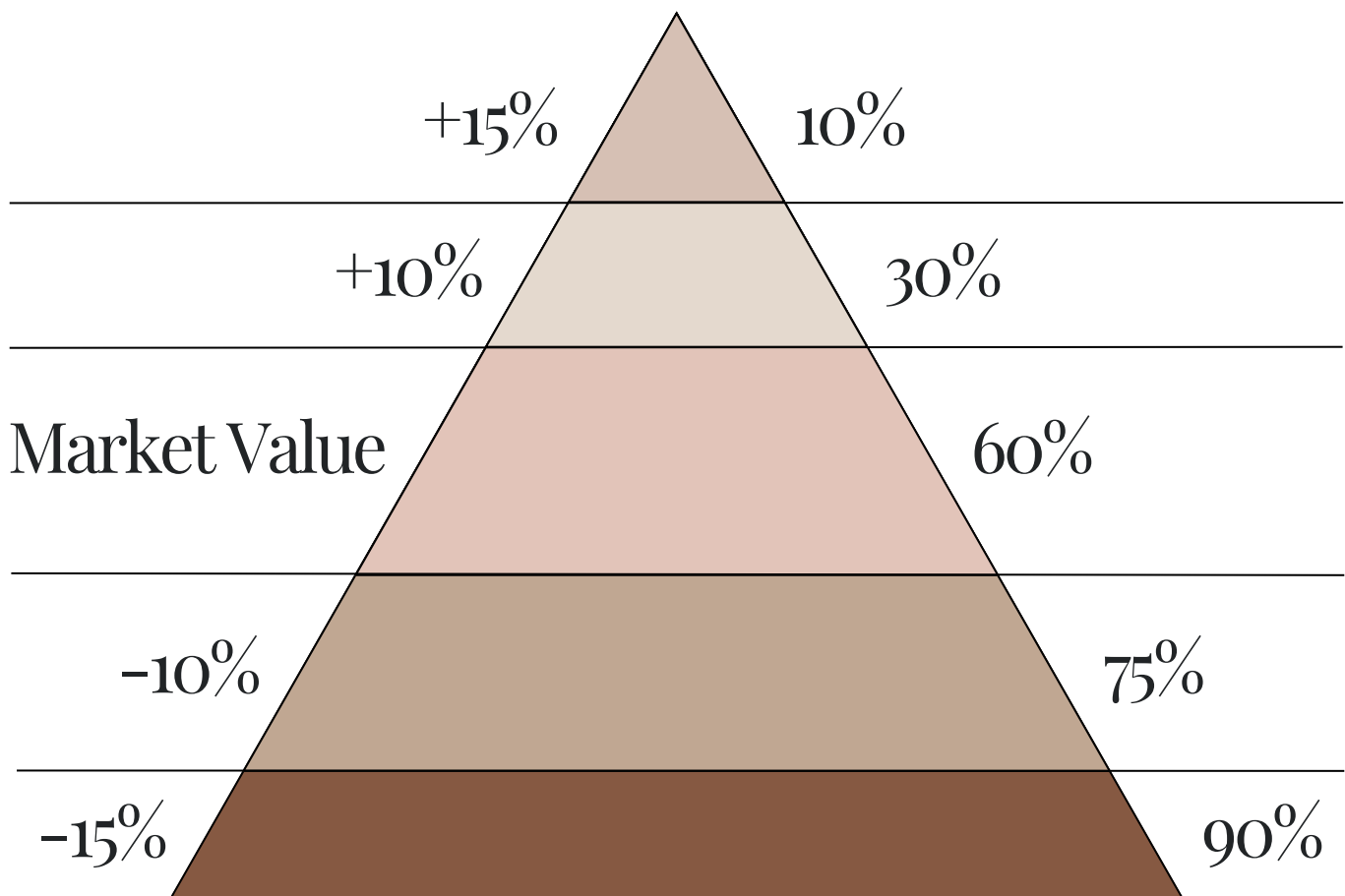
When we price correctly from the start, your home gets more interest, more showings, and a smoother path to a successful sale.

Impact of Price On Visibility

UNDERSTANDING THE PRICE PYRAMID

Asking Price vs. Market Value

*% of potential buyers who
will look at your property*





Understanding the Current Market

& YOUR HOME'S PLACE IN IT

To price your home effectively, we need to look at three key categories of homes in your area. Each of these gives us valuable information that will help us position your home for a successful sale.

I will research the current information and provide it during our face to face meeting.

<p># of</p> <hr/> <p><i>Sold Listings</i></p>	<p><i>These sales give us a solid foundation for pricing your home. They also help us anticipate potential appraisal issues and ensure your home is priced to both attract buyers and pass appraisal.</i></p>
<p># of</p> <hr/> <p><i>Pending Listings</i></p>	<p><i>These homes represent successful pricing and marketing strategies. We can learn from what worked for these properties to ensure your home attracts offers quickly. We will not know the actual sales price until after the closing.</i></p>
<p># of</p> <hr/> <p><i>Active Listings</i></p>	<p><i>We need to position your home competitively against these properties. Your home's unique features and condition will play a key role in standing out from this competition.</i></p>



What Buyers Are Navigating in This Market

CHALLENGES AND MINDSET OF TODAY'S HOMEBUYERS

Today's buyers are navigating a much different landscape than just a few years ago.

Interest rates are higher, monthly payments are tighter, and uncertainty has made many of them more cautious. But with the right strategy, these challenges don't have to work against you, they can actually work in your favor.

Buyers are payment-conscious.

Higher interest rates mean monthly budgets are tighter. Buyers are still buying, they're just looking harder for homes that feel worth it. A clean, well-presented home that shows value will stand out.

Many buyers ask for concessions.

It's now common for buyers to ask for help with closing costs, which doesn't mean losing money. It simply requires us to adjust pricing and negotiation strategies as part of today's market dynamics.

Contingencies are common.

Most buyers today are keeping inspection and appraisal protections in place. But we can protect your position too, using strong negotiation strategies.

Decision timelines are slower.

Buyers aren't rushing like they used to. It may take a little longer to get strong offers, but serious buyers are out there. Our job is to stay flexible and keep the momentum going.

*If we position your home with today's buyer in mind (**clean, easy to say yes to, and priced right**) we'll be giving ourselves a good shot. **BUYERS ARE READY.** They just need to feel confident. Let's give them a reason to move fast.*



My Proactive Approach

THE CONCEPT OF 'STALE LISTINGS'

Stale listings are properties that have been on the market for an extended period without selling. They often end up selling for less than they would have if priced correctly from the start.

You certainly don't want your home to fall into this category, right?



1. Initial 14-Day Evaluation

We'll assess our listing strategy after two weeks on the market. This involves analyzing current competition, buyer preferences, and recent sales. We'll also review feedback from showings to gauge market response to your property.



2. Data-Driven Adjustments

Based on our evaluation, I may recommend changes to optimize our selling strategy. This could include adjusting the price, refining our marketing approach, or tweaking the home's presentation to better appeal to potential buyers.



3. Flexible Pricing Strategy

Our initial price is a starting point, but we need to stay adaptable. Market conditions, including inventory levels, interest rates, and local economic factors, can influence pricing. We'll monitor these closely and adjust if necessary to remain competitive.



4. Ongoing Communication

I'll keep you informed throughout the entire process with regular updates. You'll always receive clear, data-driven explanations for any suggested changes to our strategy, ensuring you're involved in every decision.



Creating Buzz the Moment We Launch

PREP IT. PRICE IT. LAUNCH IT RIGHT.

When we go live, we want buyers to feel like your home is the one to see. That kind of urgency doesn't happen by accident, it's created.

Prep It

Buyers want to feel confident and excited the moment they walk in. A clean, fresh, well-presented home builds trust and stronger offers. Simple updates can make a big difference, even if you're selling "as-is."

Price It

This puts your home right where today's buyers are looking. Pricing it correctly from the start, attracts more qualified interest, creates a sense of urgency, and keeps your momentum strong.

Launch It

Our goal: buyers see your home and say, "We need to go see this." From a strong launch weekend to targeted agent outreach and "coming soon" buzz, we're stacking the deck in your favor.

Here's how we generate early momentum:

Coming Soon Strategy

We use the 'Coming Soon' window to tease the listing, alert agents, and build early interest through social media and Google Business—before showings even begin.

Agent-to-Agent Buzz

We'll personally reach out to agents in our network who may have a buyer match, giving them a reason to preview or show it ASAP.

Launch Weekend Strategy

A polished online debut, targeted marketing, and open houses when possible all work together to create that "buzz" moment.

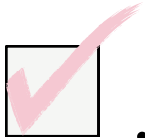
First Impressions Matter

Photos, virtual tours, and a compelling description—it all matters. We want buyers to feel excited and connected to your home before they ever step through the door.

We can't always control how fast an offer comes in, but we can control how well your home shows up from the start. Momentum early on gives us the best shot at a strong offer.

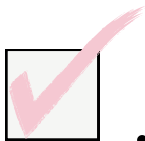
Marketing Deep Dive

MULTI-CHANNEL MARKETING



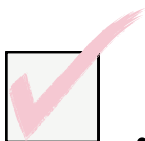
Internet Exposure

- Ensure maximum online exposure for your home
- List on leading real estate websites
- Utilize social media platforms for broader reach
- Implement targeted online advertising campaigns
- Designed to attract qualified buyers
- Generate leads through strategic online presence



Networking and Agent Outreach

- Leverage our extensive network of real estate professionals
- Host broker open houses to showcase your property to other agents
- Utilize our database of potential buyers and investors
- Engage in personal outreach to agents with likely buyers



Photography, Video Tours, & Virtual Tours

- Produce professional-grade photography
- Create engaging video tours
- Create custom property website
- Showcase your home's best features
- Crafted for compelling first impressions
- Allows online exploration of every corner of your property



I'm going the extra mile to get your home sold.



Community Engagement

- Promote your listing at local community events
- Utilize local connections to spread word-of-mouth about your property
- Highlight your listing on neighborhood social media groups



Professional Signage

- Install eye-catching, professional signage
- Captures attention of passersby and creates strong local presence
- High-quality signs designed to stand out
- Generates immediate interest in your property



Print Marketing

- Design professional brochures highlighting your home's features
- Distribute flyers in targeted neighborhoods
- Utilize direct mail campaigns to reach potential buyers
- Create compelling newspaper ads



Exclusive Services

- Provide weekly status updates for consistent communication
- Our team is available for appointments seven days a week
- Offer maximum flexibility and accessibility
- Open houses as needed until your home is sold
- Include recommendations for professional home staging consultations
- Ensure your property is showcased at its best and is market-ready

When it comes to selling your home, I'll go the extra mile to get it done right. I'll make sure your home gets maximum exposure through a smart mix of online marketing, eye-catching signage, and other tactics to capture buyer interest. My goal is to create a buzz and attract serious buyers who recognize the value of your home. It's a team effort, but with open communication and my hard work behind the scenes, you can feel confident your home will get the spotlight it deserves.

Internet Exposure & Professional Photography

MAXIMIZE YOUR ONLINE PRESENCE AND SHOWCASE YOUR HOMES BEST FEATURES



**ACCORDING TO THE NATIONAL ASSOCIATION OF REALTORS' MOST RECENT DATA:
97% OF HOME BUYERS USED THE INTERNET IN THEIR HOME SEARCH PROCESS.**

- | | |
|---|--|
| <input type="checkbox"/> Multiple Listing Service (MLS) | <input type="checkbox"/> Homes.com |
| <input type="checkbox"/> Zillow | <input type="checkbox"/> Redfin |
| <input type="checkbox"/> Realtor.com | <input type="checkbox"/> Local Brokerage Sites |
| <input type="checkbox"/> Trulia | <input type="checkbox"/> Custom Property Website |



- Nearly all buyers (97%) start their home search online.
- Listings with professional photos get over 100% more views.
- Homes with pro photography sell up to 32% faster.
- Quality photos can add \$3,400-\$11,200 in value to your sale.
- Buyers spend 60% of their time looking at listing photos.
- 89% of buyers decide to schedule a showing based on photos alone.

THE MARKETING AND SUPPORT YOU DESERVE



Social Media Strategy

LEVERAGING LOCAL SOCIAL MEDIA

Our comprehensive social media strategy ensures your home gets maximum exposure across all major platforms, increasing the likelihood of attracting serious buyers and securing a quick sale at the best possible price.

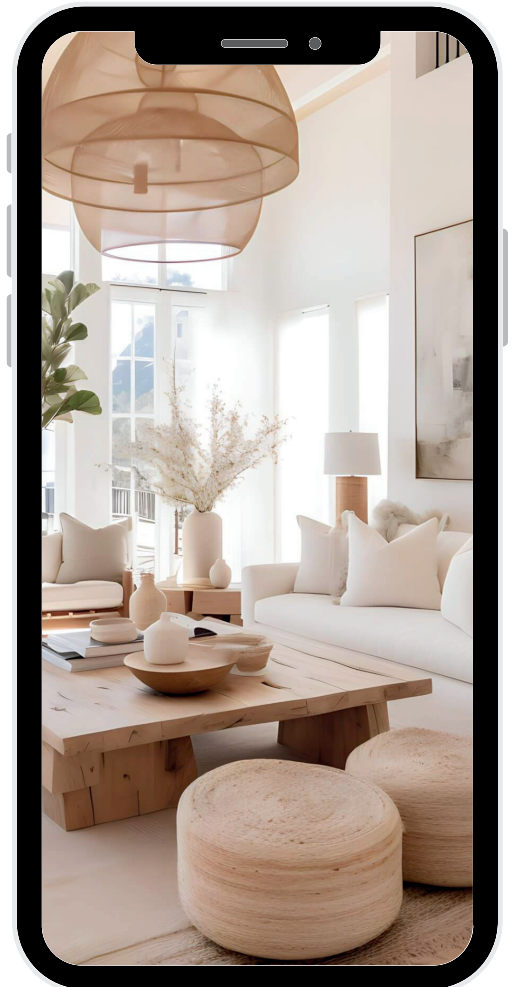


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| <input type="checkbox"/> Facebook | <input type="checkbox"/> TikTok |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Email |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> X (formerly Twitter) |
| <input type="checkbox"/> Youtube | <input type="checkbox"/> FB Market Place |

GOOGLE - STRATEGIC, DIGITAL MARKETING

AI-Driven, Search Engine Marketing is a must for getting your home sold. Geo-targeted digital posts and campaigns drive organic traffic to the listing ensuring it appears in relevant searches.

- *Posting your home on Google Business boosts its visibility where buyers are already searching, increasing exposure and interest.*
- *Google prioritizes fresh, relevant content—so showcasing your home on Google helps it appear in more local searches.*
- *By featuring your listing, I tap into one of the most powerful platforms for real estate search, helping your home get noticed faster by more people.*



Signage & Print Marketing

MULTI-CHANNEL MARKETING



Professional Signage

- Standard "For Sale" Signs
- Rider Signs
- Directional Signs

Benefits

- Creates 24/7 visibility for your property
- Generates interest from drive-by traffic
- Provides immediate contact information for interested buyers



Print Marketing Materials

- Property Brochures
- Neighborhood Flyers
- Direct Mail Postcards
- Open House Material

Benefits

- Provides tangible information buyers can take home
- Creates a lasting impression beyond digital interactions
- Reaches potential buyers who may not be actively searching online



By combining professional signage and high-quality print materials with our robust digital strategy, we ensure your property receives maximum exposure through every available channel.



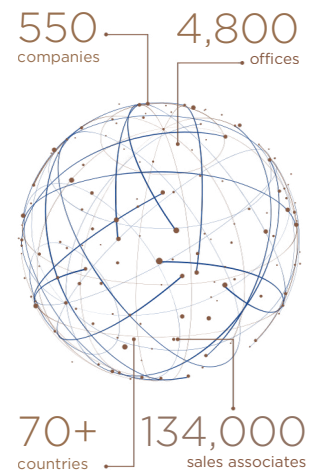


LOCAL & GLOBAL

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

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.

Using multiple listing services (MLS) and online portals significantly increase 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.



Leading
REAL ESTATE COMPANIES
OF THE WORLD



Is it Really Necessary to Offer Commission?

HERE ARE SOME FACTS TO CONSIDER

The Pros of Offering Buyer's Agent Commission

Offering a buyer's agent commission is a strategic move that can significantly impact the success of your home sale. It incentivizes buyer's agents to prioritize your property, leading to increased showings and potentially faster offers. This approach can help your listing stand out in a crowded market, attract serious buyers, and ultimately lead to a quicker sale.

The Flip Side of Offering Buyer's Agent Commission

It's important to consider the additional costs involved. While a commission can enhance visibility and attract more buyers, it adds to your overall selling expenses. Evaluate how this investment aligns with your goals and market conditions to make an informed decision about whether to offer a commission.

"I had an excellent experience working with Shannon. She was incredibly helpful, knowledgeable, and patient throughout the entire process. - Levent S.



Commission & Buyer Concessions

UNDERSTANDING COMMISSIONS AND CONCESSIONS

We charge a 3% listing commission and recommend offering up to 3% to the buyer's broker. Depending on market trends, offering buyer concessions—such as closing cost assistance—can help attract more buyers and improve your negotiating power.

In doing so, we can remain competitive and attract buyers and their agents to your home.

Benefits of Offering Buyer Concessions

- **Attracts more potential buyers to your property.**
- **Makes your home stand out in a competitive market.**
- **Can speed up the selling process.**
- **Often results in a higher final sale price.**
- **Gives us a powerful marketing tool to promote your listing.**

Most offers today include requests for buyer's broker compensation and buyer concessions. By offering these upfront, you can leverage the added marketing power they provide—helping your home attract more interest and stronger offers.

You are not required to offer buyer concessions or buyer's broker compensation upfront. Together, we can review current active listings and recent sales to understand what today's buyers are responding to. This market insight will help us decide whether offering concessions is necessary—or if your home can stand out on its own without them.



Potential Outcomes *After We Meet*

ANY OF THESE THREE OPTIONS ARE ACCEPTABLE
WE WANT THIS TO BE A WIN WIN FOR BOTH PARTIES

Option #1:

You'll have the opportunity to list your home with me

If you feel comfortable with everything I have to say, and I feel confident that I can meet your needs and timeline, this would be an excellent option for us both.

Option #2:

You might decide not to list with me

If, for any reason, you don't feel comfortable with what I have to say or my approach doesn't align with your vision, that's perfectly okay.

Option #3:

I may decide not to take your listing

If I believe I can't achieve what you want within your desired timeframe, I may recommend alternative options that better suit your needs.



are you ready?

LET'S GET YOUR HOME ON THE MARKET

Your Next Steps...

- Step 1. Sign the Listing Agreement**
 - We'll review and sign the paperwork today
 - This officially starts our partnership
- Step 2. Professional Photography**
 - We'll set a date for our photographer to capture your home's best features
 - Typically within the next 3-5 days
- Step 3. Prepare for Photos**
 - I'll provide a checklist for staging your home
 - My team can assist with decluttering and arranging if needed
- Step 4. Install "For Sale" Sign**
 - I'll place my professional signage on your property
 - This typically happens 1-2 days before going live on the market
- Step 5. Set "Go Live" Date**
 - We'll determine the best day to list your home on the market
 - Usually within 7-10 days from today
- Step 6. Final Review Meeting**
 - We'll meet to review all marketing materials and strategies
 - This is your opportunity to ask any final questions before going live



Thank you for considering me to help sell your home.

I hope my commitment to you is clear:

To sell your home for the most money possible, in the least amount of time, with the least amount of hassle. To negotiate on your behalf, be honest and transparent, stay diligent with every detail, and keep you informed with consistent, clear communication.

Your ideal home sale is within reach, and with the marketing and support you deserve, we can make it happen. Together, we'll move from listed to sold with a smooth, well-guided experience tailored just for you.

Let's get started and turn that "For Sale" sign into "Sold."

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let's connect

Scan the QR code to explore everything local—my current listings, your home's value, neighborhood guides, blog posts, market updates, and more. You can even set up a custom home search and stay in the know about all things Manatee and Sarasota.



<http://dmgre.us/2kan>