

FROM LISTED *TO SOLD*

THE MARKETING AND SUPPORT YOU DESERVE

Diane Gallagher

YOUR LOCAL REALTOR®

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hey there.

Nice To Meet You!

THINKING ABOUT LISTING YOUR HOME?

Welcome to luxury living along Florida's Gulf Coast. I specialize in Lakewood Ranch and surrounding luxury communities, providing concierge-level real estate service designed to save my sellers valuable time, reduce stress, and maximize results. Through expert pricing, strategic marketing, strong negotiation skills, and clear communication, I help my clients move forward confidently knowing every detail is being handled with professionalism and care.

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

I provide a deep understanding of the market and local area, unwavering integrity and attention to detail that ensure successful transactions.

- MS - Human Organizational Science
- BS - Health Care Administration
- Certified Military Specialist
- Licensed Broker Associate 18+ Yrs



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
27 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

In today's market, how we price your home 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)
- **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.

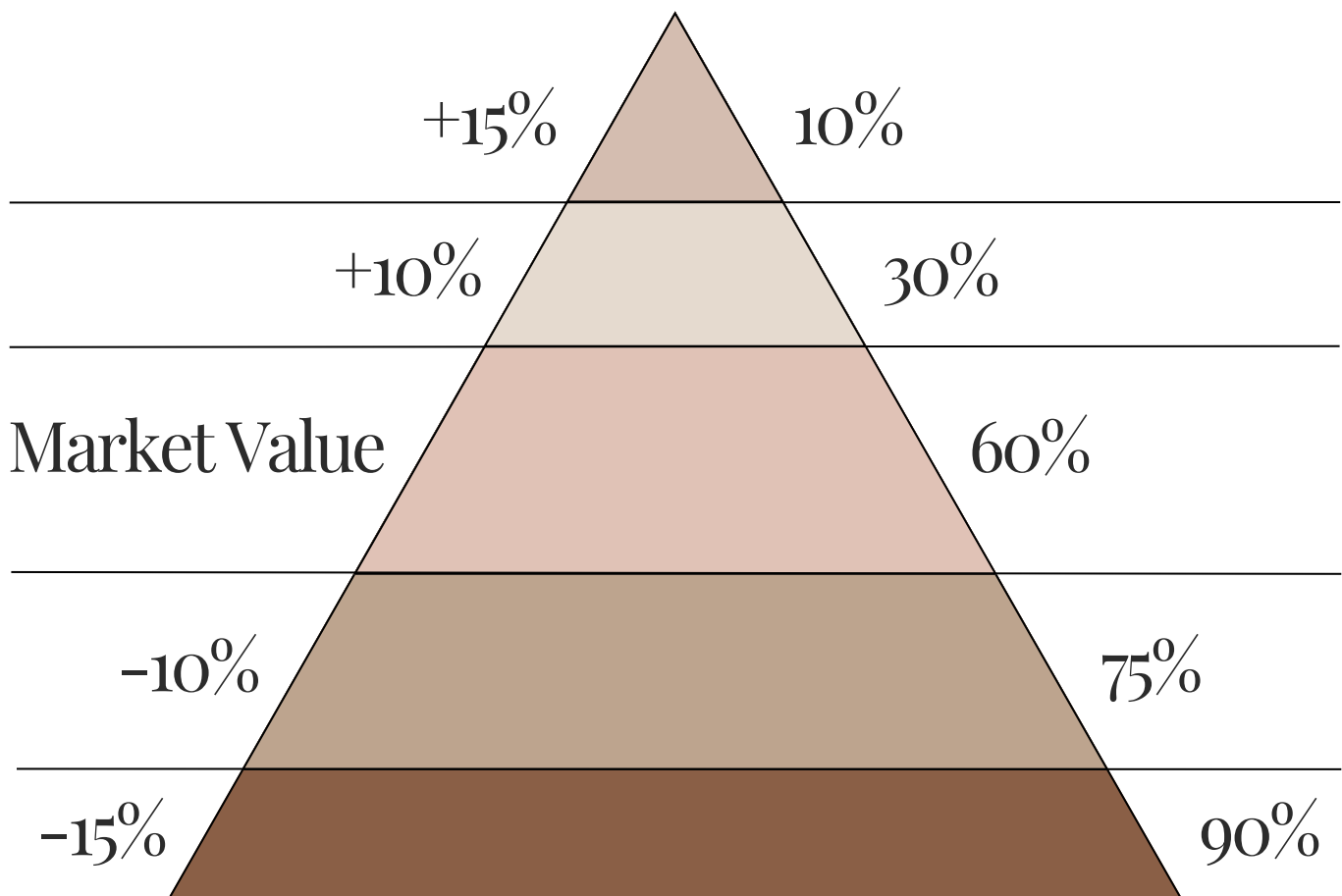
When we price correctly from the start, your home gets more interest, more showings, and a smoother path to a successful sale.

Impact of Price On Visibility

UNDERSTANDING THE PRICE PYRAMID

Asking Price vs. Market Value

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





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 back.

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.*



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.



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.

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

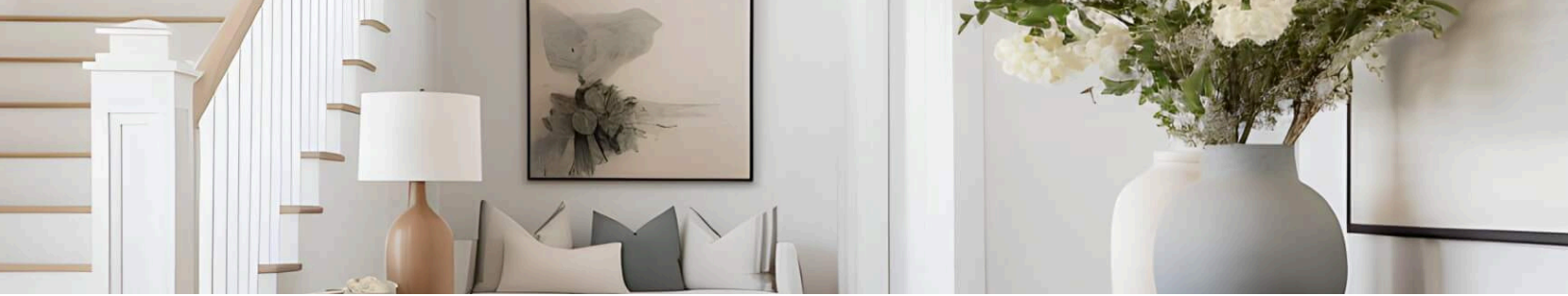
- Property Brochures
- Neighborhood Flyers
- Direct Mail Postcards
- Open House Material

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.



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.



☐ **Facebook**

☐ **Instagram**

☐ **LinkedIn**

☐ **Youtube**

☐ **Email**

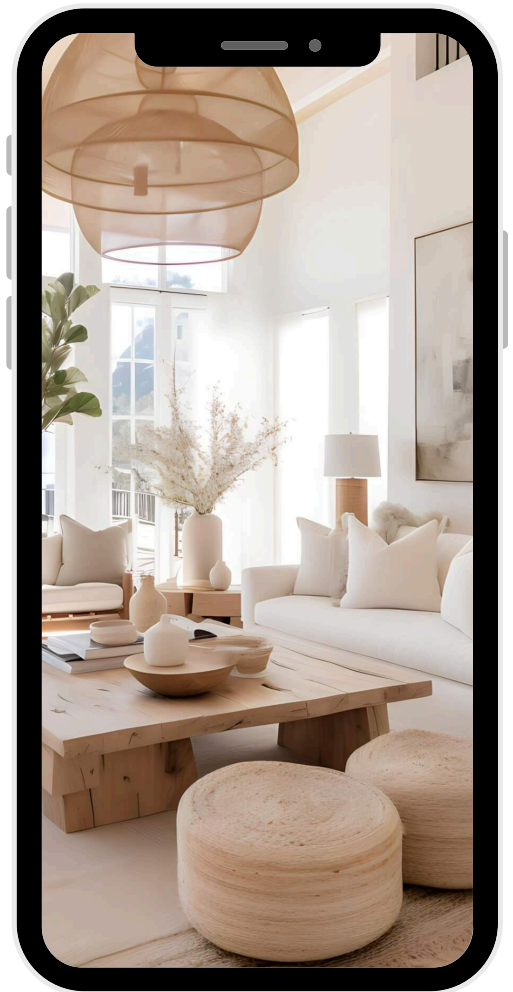
☐ **X (formerly Twitter)**

☐ **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.*





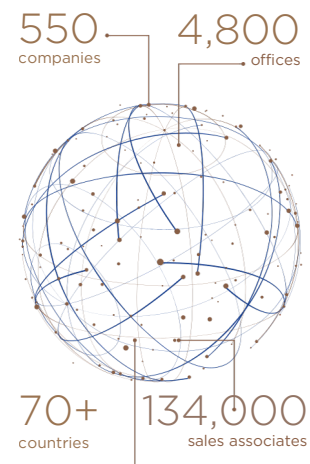
LOCAL & GLOBAL

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



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.



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



What are they saying?

Reviews



Since my wife is an agent, we dealt with Diane as the seller's agent. All of these reviews are spot on. With so many agents out there not contributing what they should to the process, Diane is beyond fantastic. A great person above all else, and that filters through to how she handles everything during the process. It was an absolute honor to meet you Diane and work with you. Thanks for everything. I highly recommend Diane to anyone buying or selling a home.



This was a pleasant selling experience with a consummate professional...this was a worry free and quick transaction. No stone left unturned. We will use her again and recommend to friends and family.



Best experience in selling a home. She made it a good experience; what sometimes could be stressful, Diane was there to smooth everything. Best agent we've ever had!



Diane was ABSOLUTELY THE BEST! We're bought/sold 5 homes thru the years and have NEVER had an agent come close to the service given by Diane. You have a diamond in her!!!



She's great; best agent I've ever worked with from having the right photography, staging the home, keeping us informed. I've recommended her to several friends.



Diane had spent hours reviewing all the offers during which she called all the prospective buyers to ask questions or clarify issues, which allowed us to make a great decision because of her thorough and detailed work.



We have bought and sold many homes in Indiana, Ohio and Florida but we have never had a realtor work as hard and as long as Diane. Thank you Wagner Realty and Diane Gallagher.



We have now used Diane for several transactions buying and selling and without a doubt she is the best realtor we have ever worked with. Diane is always in contact with us at anytime of the day to keep us informed of the latest developments in the process. Always one step ahead of any developments



We bought our home with Diane's help and found her help extremely valuable. Her experience help us close on the house when the seller had issues that come up and it didn't look like anyone could overcome and Diane help guide us through and we had an on time transaction that ended up being great for us.



It was apparent on Day 1 that you possessed above average business skills, and extensive knowledge of the real estate market and our local Sarasota market. Your level of excellence remained consistent throughout the entire process with your communication and coordination efforts with all involve. There was never a time when we had to wonder where we were in the process. You kept us completely informed at all times, and responded to our questions in an extremely timely manner. The individual you recommended we work with, such as mortgage representatives and inspectors all proved to also possess the same level of excellence, which made us feel confident that we are dealing with extremely competent people. I will refer you with my highest recommendation based on your knowledge work ethic and honestly, qualities which are rare to find. We love our new home.





Give me a call...

Let's get started!

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 dream 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.

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Serving the Lakewood Ranch,
Bradenton, and Sarasota Areas



WAGNER



REALTY
ESTABLISHED IN 1939



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.



<http://dmgre.us/237j>