

FROM LISTED *TO SOLD*

THE MARKETING AND SUPPORT YOU DESERVE

Jill
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YOUR LOCAL REALTOR®

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hey there.

Nice To Meet You!

THINKING ABOUT LISTING YOUR HOME?
THAT'S GREAT!

Hi, I'm Jill Perfetto and I specialize in Lakewood Ranch and surrounding communities. I provide concierge-level real estate service designed to save you 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.



Born and raised in Central New Jersey, I studied business and marketing before spending more than 25 years as Executive Vice President of a successful European fragrance and cosmetics company. My international experience in Switzerland, France, and Lithuania helped me develop strong skills in negotiation, investing, importing, and foreign exchange. I now bring that same professionalism, strategy, and dedication to real estate, working hard to represent my clients' best interests and give them my very best from start to finish.

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.

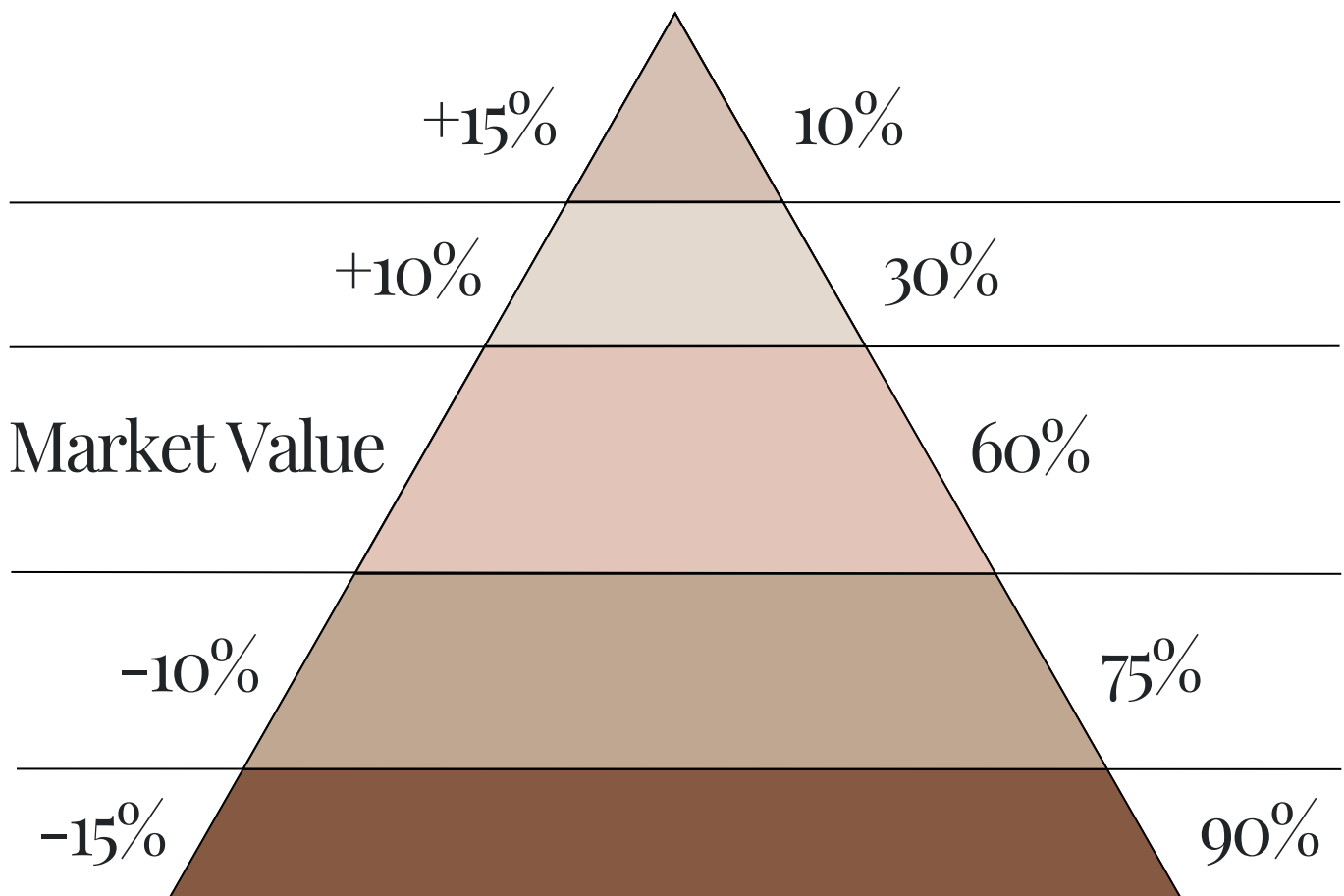
When we price correctly from the start, your home gets more interest, more showings, and a smoother path to a successful sale.

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

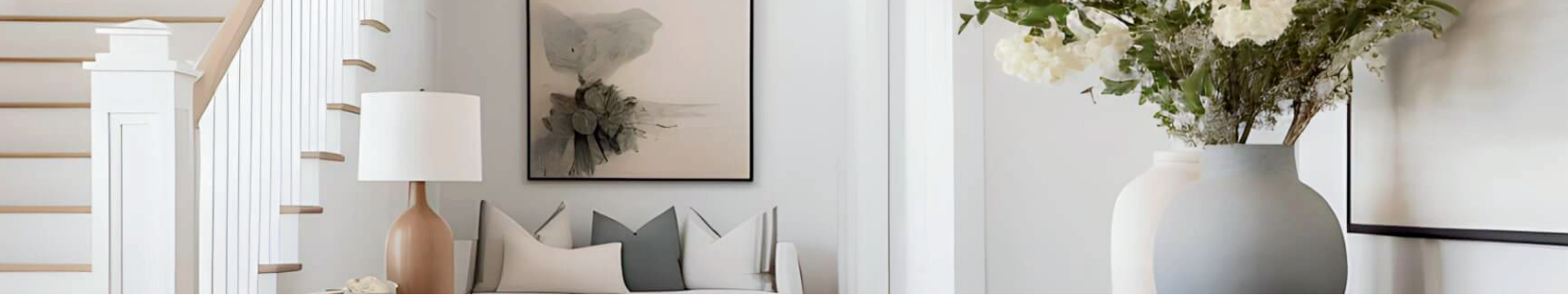
- Property Brochures
- Neighborhood Flyers
- Direct Mail Postcards
- Open House Material

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.



Strategic Digital Marketing

LEVERAGING THE INTERNET, SOCIAL MEDIA, & MORE!

Our comprehensive online and 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.



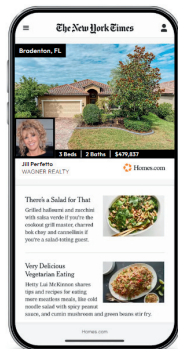
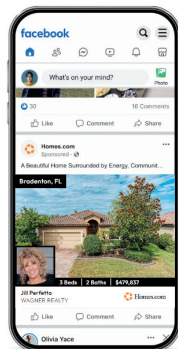
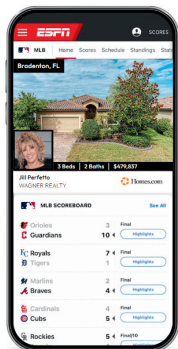
GOOGLE - STRATEGIC, DIGITAL MARKETING

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.*
- *Additional portals - exposure and syndication include **Homes.com**, Zillow, Trulia, and many others.*

Put Your Home In Front of Interested Buyers Again and Again Until They Act

Retargeting results in your home being seen more times by each interested buyer that has discovered your home on Homes.com



The New York Times

yahoo!

CNN

facebook

POLITICO

BBC

NEW YORK POST

Forbes

ESPN



yahoo! Finance

The Washington Post

Investing.com

YouTube

LinkedIn



LOCAL & GLOBAL

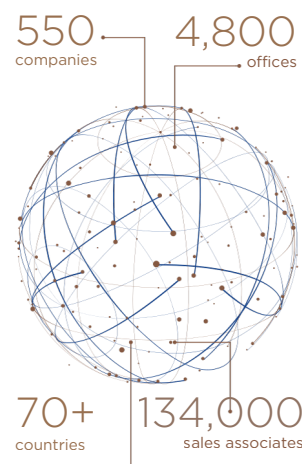
An "Invitation Only" Affiliate

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.

jill perfetto

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



Jill is a fantastic Realtor. She was so helpful and her personality outstanding!! I would recommend her to anyone who is looking for a realtor, she helps with every little detail. Thank you Jill for helping us sell our Condo.



Jill has been wonderful. This is our first time renting our place and we couldn't be happier with our decision to choose Jill. She came to our condo right after we contacted her. She walked us through 100% of the necessary preparation and details involved with getting our condo ready to rent. When we had any questions she always contacted us as soon as possible. She explained all prep, maintenance, and financial details. She is always keeping us up to date on any issues our renters have. It is not easy renting in Florida in the summer but Jill was able to do this for us. She is passionate about her work and cares deeply about her clients, both owners and renters.



WOW, I am in awe of Jill's attention to detail, helping me to find that awesome new home and then working through the process of finance and to closing.... I basically provided my info and Jill managed the process and provided the BEST REALTOR Services one could ever want or expect!!! If you looking for a Fantastic, Knowledgeable and Awesome Real Estate Agent I highly recommend Jill.



Jill is the consummate professional real estate agent. My wife and I purchased a condo in River Strand this year, and Jill was our agent. She was exactly what you want in a real estate agent. Knowledgeable. Professional. Personable. Responsive. All our questions were answered right away with easy to understand information. Jill knows the real estate market in and around Bradenton. If you want to retain a great agent, then contact Jill. You will be glad you did.



Jill Perfetto at Wagner Realty has been absolutely incredible to work with. She sold our home in a market where our Riverstrand community has over 100 properties for sale. She also sold us our dream home and walked us through every step of the process so we had no surprises. She even made sure we transitioned all utilities and pool services. All of this great communication was done when we were up in Michigan. Huge thank you to Jill for her professionalism.



Jill handled the sale of our Riverstrand home impeccably! She was always available to us from start to finish. Jill handled every detail efficiently and gave our home a wonderful presentation to allow for a quick sale at a great price. She made it easy for both us and the buyers to have a smooth process with her wealth of knowledge, experience and preparation. I absolutely giving Jill 5 stars. I will definitely call her when we decide to move again.



Jill is more than an agent. She is a very kind, caring and understanding person. Our situation was very challenging and she met every obstacle with a smile. She worked extremely hard for us every step of the way. We value her commitment to her career but value the friendship that was created during this process. We would recommend Jill to anyone who needs a professional agent who goes above and beyond her job description.



Jill represented us as buyers on our recently purchased condo. We took a long time to buy and she was very patient. Jill is a super hard worker, highly organized, and a great negotiator. She has fantastic communication skills and was always good about getting back to us super fast. You know she won't let anything fall through the cracks, like the \$2500 she saved us by spotting and following up on an association document change. I doubt any other realtor would have worked so tirelessly to save us money! She also spotted an overcharge on our closing documents made by our association and had that corrected prior to closing. On a side note, I've seen her property listings and she is a expert marketer, so I wouldn't hesitate to have her as a listing agent. She really cares and it shows! Thanks Jill!





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/25xf>