

FROM LISTED
TO

SOLD

A HOME SELLER'S GUIDE

PRESENTED BY:

Daniel Zhdanov

WAGNER  REALTY
ESTABLISHED IN 1939





I Am Daniel Zhdanov

YOUR LOCAL REAL ESTATE EXPERT

Nice to meet you!

Moving many times growing up I knew the day I first visited Florida it felt like home. I'm Extremely grateful and excited to have the opportunity to help other families find their place here in the beautiful Sarasota / Lakewood Ranch areas. I hold myself to a high standard of integrity and trust that I was able to receive when a realtor in 2020 helped me purchase my first home and show me how much value someone can bring when they truly care about a client that is treated as a friend. My passion will always be to create lasting relationships with everyone I work with and real estate allows me to do that.

LET'S CONNECT

📞 941-297-1212

✉️ DANIEL@WAGNERREALTY.COM

🌐 WWW.DANIEL.REALESTATE

@DANIELSELLSFLORIDA

f FACEBOOK DANIEL ZHDANOV

▶️ @DANIELSELLSFLORIDA

meet THE TEAM



Daniel Zhdanov

REALTOR®



Nancy Allen

OFFICE MANAGER



Janice McIlwaine

ADMIN ASSISTANT



Vadim Dumbrava

PHOTOGRAPHER

A kitchen scene featuring a wooden cutting board leaning against a white tiled wall. In the foreground, there are two white ceramic vessels: a round vase on the left and a pitcher on the right. The text "COMPARABLE listings" is overlaid on the image, with "COMPARABLE" in a bold, black, sans-serif font and "listings" in a gold, cursive font.

COMPARABLE
listings

similar LISTINGS

1



📅 DATE SOLD: 1/16/2020
📅 DAYS ON MARKET: 39

HOME HIGHLIGHTS:

🛏 4 BEDROOMS
🚿 3.5 BATHS
📏 3,456 SQFT.
🏠 3 CAR GARAGE
◆ REMODELED KITCHEN
FINISHED BASEMENT

SALE PRICE:
\$430,000

2



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HOME HIGHLIGHTS:

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🚿 3.5 BATHS
📏 3,456 SQFT.
🏠 3 CAR GARAGE
◆ REMODELED KITCHEN
FINISHED BASEMENT

SALE PRICE:
\$459,900

3



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🚿 3.5 BATHS
📏 3,456 SQFT.
🏠 3 CAR GARAGE
◆ REMODELED KITCHEN
FINISHED BASEMENT

SALE PRICE:
\$495,000

ACTIVE LISTINGS REVEAL:

•SUPPLY AND DEMAND

•WHAT OUR COMPETITION IS IN THE AREA

recently SOLD

1



📍 SUBDIVISION: HILLTOP
📅 DATE SOLD: 1/16/2020
📅 DAYS ON MARKET: 39

HOME HIGHLIGHTS:

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SOLD LISTINGS REVEAL:

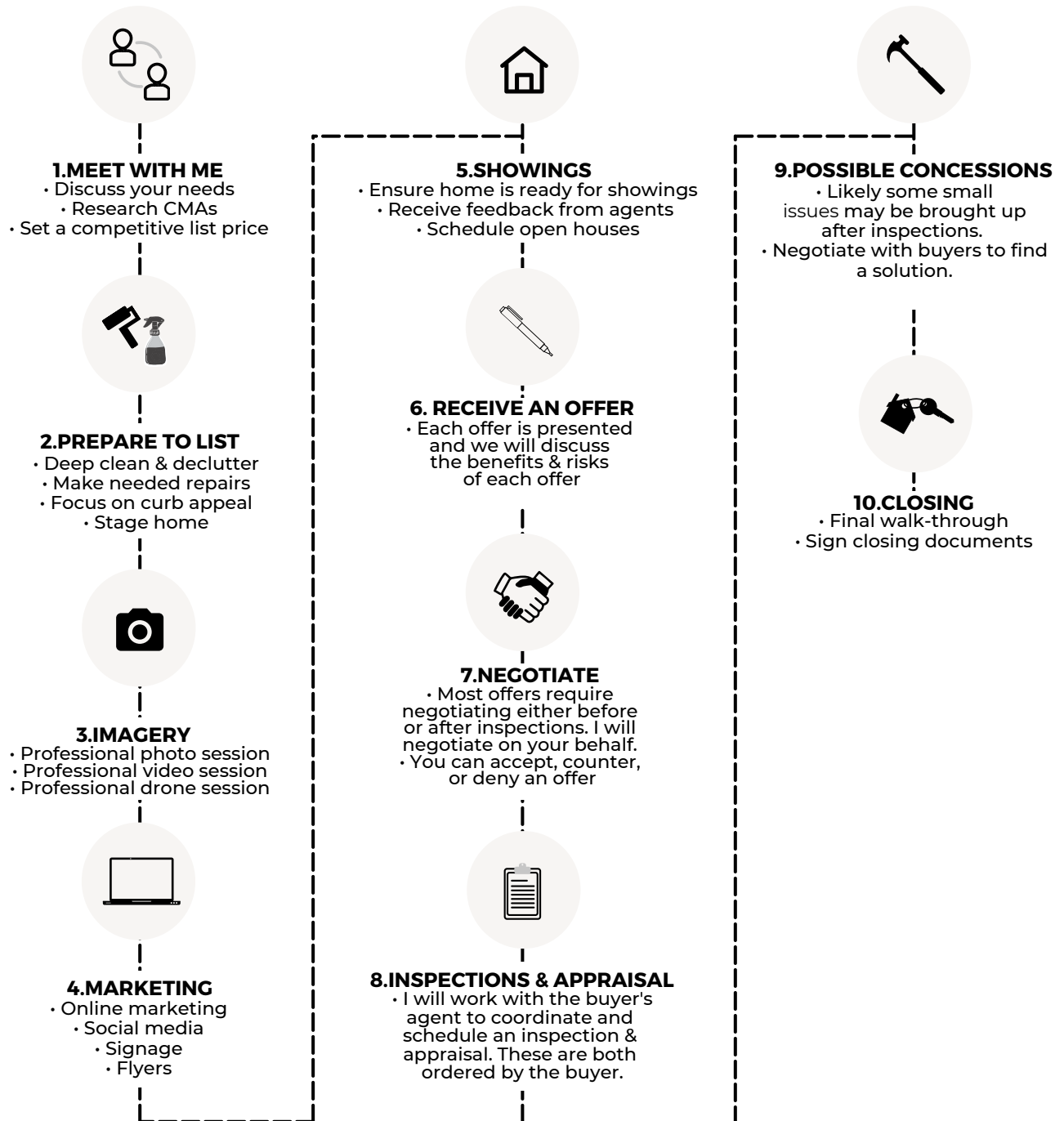
- YOUR HOMES MARKET VALUE
- THE CORRECT PRICING STRATEGY

THESE NUMBERS REVEAL WHAT PRICE BUYERS ARE WILLING TO PAY FOR A HOME LIKE YOURS IN YOUR AREA. IT IS IMPORTANT TO GET THIS NUMBER RIGHT THE FIRST TIME SO THAT WE CAN ATTRACT THE MOST BUYERS WHILE YOUR HOME IS GENERATING THE MOST ONLINE TRAFFIC.



THE
Process

My HOME SELLING PROCESS



A kitchen scene featuring a wooden cutting board leaning against a white tiled wall. In the foreground, there is a white ceramic pitcher and a white ceramic vase. The text "BEFORE" is overlaid in a bold, black, serif font, and "listing" is overlaid in a gold, cursive font.

BEFORE

listing



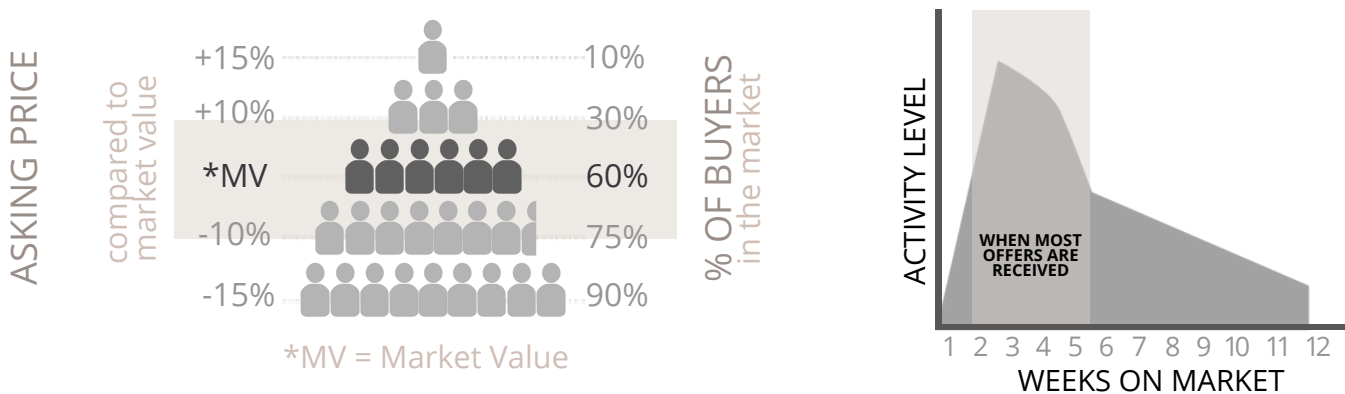
listing STRATEGY

PRICING STRATEGY

Using a scientific market analysis in your area, we will price your home correctly the first time so that it will sell quickly.

If your home is priced at fair market value, it will attract the largest number of potential buyers in the first few weeks.

If a home is overpriced it will attract the fewest number of buyers looking to purchase a home. The majority of home buyers look at a lot of homes, and they quickly get a feel for the price range that homes sell for in a given condition and location.



PROFESSIONAL STAGING

To make sure your home is shown in the best light to buyers, I will provide a professional staging consultation to ensure your home is ready to go on the market. A stager's job is to neutralize your home to appeal to the maximum number of potential buyers.

PROFESSIONAL PHOTOGRAPHY

In today's market, home buyers are searching online first. It is imperative that the photos of your home are top notch and of the best quality to catch the buyers attention and stand out from the competition. Having more eyes on your home, is the fastest way to get it sold and sell for top dollar.

AGENT MARKETING

I am part of a very large agent network. I will reach out to this network to see if your home might be a great fit for one of their buyers. This agent network is key to connecting buyers with your home as 88% of residential sales involve real estate agents.

ADVERTISING & MARKETING

I know the importance of marketing a property. This is an area I heavily focus my budget on. My expertise is attracting hundreds of buyers per month, and increasing brand awareness.

PREPARING TO

list





preparing TO LIST

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

1

EXTERIOR

- Wash or paint the home's exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

2

INTERIOR

- Remove personal items, excessive decorations & furniture
- Replace or clean carpets
- Get rid of clutter and organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures
- Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

3

FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn't a low-budget item, but if you can swing it...DO IT
- If you can't paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door



A LASTING
image

REAL ESTATE *photography*



A PICTURE SAYS A THOUSAND WORDS

A listing's photos are often the first and sometimes only opportunity to attract a potential buyer. Most buyers are finding their homes online and photos are the first impression of your home. Pictures are the key to getting a home noticed, showings scheduled, and therefore sold. As your agent, I will ensure that your listing will be shown in its best light. Many times a buyer has already decided if they are interested in your home just from the pictures online, without ever stepping foot inside your home.

INTERESTING FACTS:

quality photos enjoy
118%
more online views

professionally shot listings
can sell for up to
19K MORE

potential buyers look at
professionally shot photos
10 TIMES
longer than non professional photos

professional VIDEOGRAPHY

VIDEO IS THE NUMBER ONE FORM OF MEDIA FOR ENGAGEMENT



Real estate listings with video receive
403%
more inquiries

Videos attract
300%
more traffic for nurturing leads.

70%
of homebuyers watch video house tours

Video gives a prospective buyer a true feeling of moving through a home, and is far more descriptive of a space than still images can ever hope to be.



aerial PHOTOGRAPHY

Using aerial photography in real estate can show buyers a much more accurate depiction of what the property is actually like.

benefits

OF HAVING AERIAL PHOTOS:

- ✔ Provides views of the entire property & land
- ✔ The condition of the roof and other property features
- ✔ The neighborhood and surrounding area, including the home's proximity to schools & amenities
- ✔ Developments that are supported by the buyer's property taxes

virtual TOURS

A virtual tour is a sequence of panoramic images that are 'stitched' together to create a 'virtual' experience of a location.

Once created, the viewer is able to experience what it is like to be somewhere they are actually not

THE BENEFITS



Utilizing cutting-edge technological solutions, we can narrow in on the most serious buyers. By using virtual tours we can give buyers a good look at your home without disturbing you. Leaving only the more serious buyers to schedule a showing.



They are interactive by design, which means users spend more time exploring than they would look at photos. The more invested in the interaction potential buyers feel, the more likely to take the next step in their purchase journey.



Potential homebuyers don't like to wait and they want all the information now. Never missing another opportunity. A virtual tour allows your home to be on display around the clock.



Exposes your home to a wider audience. Your home can be toured from clear across the country at any time.



Property BROCHURES



timeless elegance

THIS HOME IN MAPLE HILL FEATURES IMPECCABLE FINISHES FROM BEAUTIFUL, ORIGINAL HARDWOOD FLOORS, TO AN ANTIQUE STONE FIREPLACE. THE UPDATED INTERIORS HAVE A SOFT MONOCHROMATIC PALETTE AND CLEAN LINES. OUTSIDE, THE BEAUTIFUL, LANDSCAPED LOT IS THE WORK OF THE POPULAR LANDSCAPE ARCHITECTURE FIRM LANGSTON DONAVAN



main level

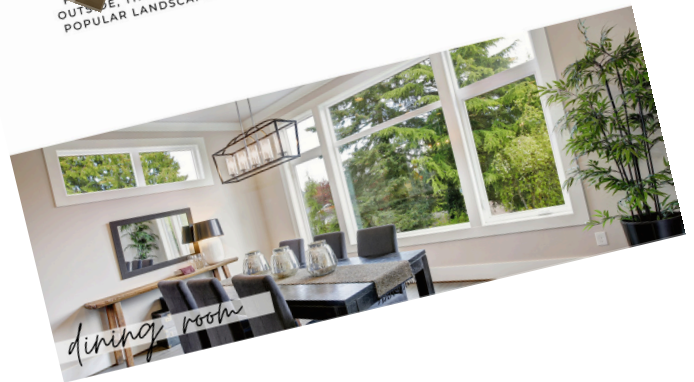
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM.

kitchen

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTE IRURE DOLOR IN REPREHENDERIT IN VOLUPTATE VELIT ESSE CILLUM DOLORE EU FUGIAT NULLA PARIATUR. EXCEPTEUR SINT OCCAECAT CUPIDATAT NON PROIDENT, SUNT IN CULPA QUI OFFICIA DESERUNT MOLLIT ANIM ID EST LABORUM.

finished lower level

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Property brochures are a memorable marketing piece for buyers to bring home with them after a showing. These brochure outline every detail of your home seen and unseen. We love using these to show all the unique details, photos, neighborhood specs, schools, upgrades and features your home has to offer.

SOLD ON KEEPING YOU

safe





WE'VE GOT YOU *covered*

A secure lockbox will be used

This allows real estate agents access to show buyers your home securely. The lockbox holds the keys to the home and is typically found at the front guarded by a security lock that only licensed agents have access to.

Stow away valuables

Before showings make sure that all valuables are put away and out of sight. This includes even mail left out (which may contain personal information and bank statements). Items of value such as jewelry, artwork, cellphones, and gaming systems should also be out of site. It's a good idea to walk through your house before showings and make sure everything of value is out of sight.

Don't allow anyone in without an appointment

Now that your home is online many know that it is for sale. For your safety, NEVER let a stranger into your home. While it is likely that it is just someone that saw the sign in your yard and is interested in getting a quick look, you just never know. Ask them politely to call your agent who handles all showings.

Remove Prescription Drugs & Medication

Clean out your medicine cabinets and any other place you may store medications and hide them away. There have been more and more stories of people intentionally going to home showings to take medications freely.

Put Away Bills & Other Mail Pieces

With identity theft on the rise it is important to put away all mail pieces with your information on them. If this information ends up in the wrong persons hands, it can easily lead to identity theft.

Be extra vigilant on keeping doors locked

Often times a home for sale means home owners are not at home. So be sure to always keep your doors and windows locked.

Keeping your home safe

Once your listing goes live, we provide all the necessary shoe covers, hand sanitizer, protective gear, and friendly reminder signs for all of your showings.

A bright, modern living and dining area with light wood floors, a patterned rug, a dining table with chairs, and a window seat. The room is filled with natural light from a large window with white blinds. A television is mounted on the wall, and a wooden shelf holds a clock and a small plant. A wicker basket sits on the floor near the rug. The dining table is set with a vase of greenery and a box of tissues.

listing
YOUR HOME

A top-down view of a desk with a laptop, a notebook, and a pen. A white banner with the word 'MARKETING' in bold black letters and 'plan' in a gold cursive font is overlaid on the image.

MARKETING *plan*

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be featured on the major 3rd party real estate sites, and syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY FLYERS

Highly informative and creative property flyers will be displayed inside your home. These help potential buyers remember the key items and unique features of your home.

LOCKBOXES

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

OPEN HOUSES

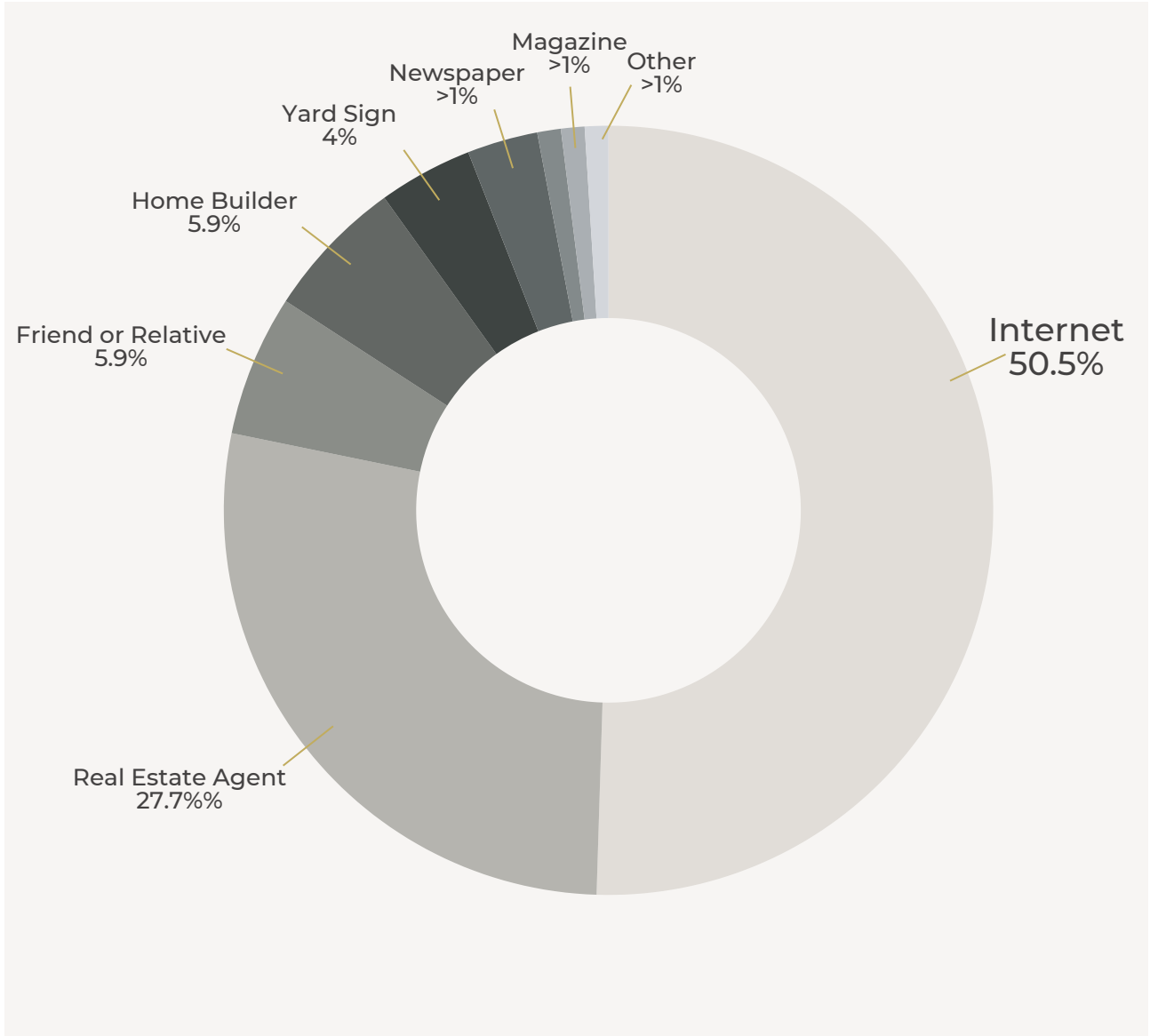
After reviewing many surveys, we have discovered the perfect formula for what day is best to list a home and the perfect day for an open house.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and TikTok

WHERE DO BUYERS

find their home



*2022 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS



Maximum EXPOSURE

Get Featured

I will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!



 Zillow®


 TikTok

realtor.com®

LinkedIn®

facebook®

Instagram

 Homes.com™

 YouTube

REDFIN.



after
LISTING YOUR HOME

home SHOWINGS

FLEXIBLE

Be as flexible and accommodating to the buyers schedule as possible. We want to avoid having missed opportunities if at all possible.

INFORMED

Make sure everyone in the home is informed when showings are to happen so they can keep their spaces clean.

DAILY CLEANING

Keep up with daily messes. Wipe down kitchen and bathroom counters before leaving for the day.

ODORS

Avoid strong-smelling foods: Keep your meal prep as neutral and simple as possible.

FURRY FRIENDS

Keep pet areas clean. Clean up after your pets immediately and wash their bedding regularly. Hide pet food or litter. Not everyone is a pet person and it may hinder a potential buyers ability to picture themselves living in your home.

NATURAL LIGHT

Open blinds and curtains and let in as much natural light as possible. Leave lights on before you leave for a showing.

TRASH

Empty trash cans to avoid any odors. Try to empty trash cans nightly so that the home is fresh when you leave for the day.

TEMPERATURE

Keep the room temperature comfortable. This demonstrates to buyers that the HVAC is working properly.

PERSONALS

Make sure you place all valuables and prescriptions out of sight and in a safe place.

VACATE

Having a seller present can make buyers feel awkward. We want to make the buyers feel at home and stay awhile.



NEGOTIATIONS



after an offer is submitted:

WE CAN:

- Accept the offer
- Decline the offer

If the offer isn't close enough to your expectation and there is no need to further negotiate.

•Counter-offer

A counter-offer is when you offer different terms to the buyer.

THE BUYER CAN THEN:

- Accept the counter-offer
- Decline the counter-offer
- Counter the offer

You can negotiate back and forth as many times as needed until you can reach an agreement or someone chooses to walk away.

OFFER IS ACCEPTED:

You will sign the purchase agreement and you are now officially under contract! This period of time is called the contingency period.

Now inspections, appraisals, or anything else built into your purchase agreement will take place.



contract
TO CLOSING

INSPECTIONS

WHAT IS INCLUDED

Roof
Exterior & Siding
Foundation
Structure
Termites
Heating & Cooling
Plumbing
Electrical
Attic & Insulation
Windows & Doors
Attached Garages
Grading & Drainage



FAQ

INSPECTION TIME FRAME
TYPICALLY 2-5 DAYS AFTER SIGNING
CONTRACT. NEGOTIATIONS USUALLY
HAPPEN WITHIN 7 DAYS

COSTS
NO COST TO THE SELLER. THE BUYER
WILL CHOOSE AND PURCHASE THE
INSPECTION PERFORMED BY THE
INSPECTOR OF THEIR CHOICE.

POSSIBLE OUTCOMES
INSPECTIONS AND POTENTIAL REPAIRS
ARE USUALLY ONE OF THE TOP REASONS
A SALE DOES NOT CLOSE.

COMMON PROBLEMS COULD BE
FOUNDATION, ELECTRICAL, PLUMBING,
PESTS OR STRUCTURAL
UPON COMPLETION:

BUYER CAN ACCEPT AS IS

BUYER CAN OFFER TO RENEGOTIATE

BUYER CAN CANCEL CONTRACT

home APPRAISAL



If the buyer is seeking a loan to purchase your home they will need to have an appraisal performed by the bank to verify the home is worth the loan amount. As a seller we want the property to appraise for at least the sale amount or more. It is very difficult to successfully contest your appraisal. An experienced agent demonstrates certain strategies to reveal the value of the home prior to the appraisal.

APPRAISAL COMES IN AT OR ABOVE SALE PRICE

You are in the clear, and closing can be begin!

APPRAISAL COMES IN BELOW SALE PRICE

- Renegotiate the sale price with the buyer
- Renegotiate with the buyer to cover the difference
 - Cancel and re-list
- Consider an alternative all-cash offer

closing THE SALE

WHAT TO EXPECT

Closing is when funds and documents are transferred in order to transfer ownership of the property to the buyer. The escrow officer will look over the contract and find out what payments are owed by who, prepare documents for closing, perform the closing, make sure all payoffs are completed, the buyer's title is recorded, and that you receive payoffs that are due to you.



YOUR COSTS

Seller commonly pays:

- Mortgage balance & penalties if applicable
- Any claims against your property
- Unpaid assessments on your property
- Real estate agents, for payment of commission
- Title insurance policy
- Home warranty

WHAT TO BRING

Sellers need to bring to closing:

- A government picture ID
- House keys
- Garage door openers
- Mailbox and any other spare keys

AFTER CLOSING

Keep copies of the following for taxes:

- Copies of all closing documents
- All home improvement receipts

FINAL STEPS FOR SELLERS

✓ CANCEL POLICIES

Once title transfer has occurred contact your insurance agent to cancel your policy so you can receive a refund of any prepaid premiums.

✓ CLOSE ACCOUNTS

Cancel utilities and close those accounts. Keep a list of phone numbers for each of your utility and entertainment companies.

✓ CHANGE ADDRESS

Let everyone know your new address. Submit a change-of-address form to the post office.

✓ TURN EVERYTHING OFF

Turn off valves to the sinks, toilets, appliances, and water heater. Turn off all light switches and fans. Lastly, call the electric company.

✓ DOCUMENTS

Secure all closing documents as well as the contract and closing documents. Keep them in a safe place.

✓ GATHER HOME PAPERWORK

Put together a packet of manuals, receipts, and any warranties as well.

✓ CLEAR OUT PERSONALS

Move out your personal belongings completely. Check all drawers, cabinets, and closets.

✓ CLEAN

Ensure that your home is completely clean upon leaving the home. Clean the cabinets, refrigerators, and other appliances inside and out. Thoroughly clean out the garage. Schedule trash pick up prior to the day of closing. Leave your home the way you would like to find it if you were the buyer.

✓ INCIDENTALS

Leave all house keys, remotes, gate keys, pool keys, and mailbox keys in a drawer in the kitchen.

✓ FLOORS

Vacuum and sweep floors one more time

✓ LOCK UP

Ensure all blinds are closed, and lock the windows and doors.



recommended RESOURCES

PAINTING

PABLOS PAINTING
941-356-1089
pablospaintingco.com

HOUSE CLEANING

BUSY MOM CLEANING
941-246-7503

PEST CONTROL

MINTIC PEST CONTROL
813-358-9250
minticpestcontrol.com

LENDER

GOLDEN MORTGAGE
503-509-6307
goldenmortgagellc.com

INSPECTIONS

NOTHING MISSED HOME INSPECTIONS
941-286-3358
nothing-missed.com

TITLE COMPANY

BERLIN PATTEN EBLING
941-954-9991
berlinpatten.com



REVIEWS



Daniel helped us with our first home here in Florida. He was quick to respond at all hours and really listened to what needed. His knowledge and professionalism got us exactly what our family needed at a great price! I have been recommending him to my friends who are also looking to relocate to Florida.

Daniel's market know-how, professionalism, and top-notch negotiation skills made our Florida house hunt a delight. Lightning-fast responses, keen listening, and a knack for finding the perfect home—Daniel's the real deal! Highly recommend! 🏠👍

We loved working with Daniel! From start to finish Daniel was very knowledgeable and was able to answer all our questions . Daniels Communication, professionalism, and listening skills really helped us find our perfect home. He went over and beyond in meeting all our wants in finding our perfect home and also helping us with the move-in process. Ive been recommending him to all my family and friends that want amazing service.

I had a very easy time, working with Daniel. He was very educated and always ready to answer. He went above and beyond with the service. Also once we bought the house he called up multiple times to assist with the moving process, connecting all utilities, and with any other questions we might have had. Amazing service.

I'm looking to move to florida and not too sure about the current areas around sarasota and Daniel was able to recommend some around lakewood ranch that really helped me narrow down what place would best fit me and my girlfriend. Super knowledgeable!

When I first moved to Florida, my wife and I were looking for an investment property and even though I wasn't in Daniel's area, he helped me find another agent where I live that he knew would help me with what I needed. He's knowledgeable on everything there is to know about Florida real estate and I would recommend anyone moving to Florida to give him a call.

WHAT TO EXPECT

HONESTY & TRANSPARENCY

INTEGRITY

RESPECT

TIMELY & REACHABLE

ACTING IN YOUR BEST INTEREST



FROM LISTED
TO

SOLD

A HOME SELLER'S GUIDE

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WAGNER  REALTY
ESTABLISHED IN 1939

