



THE MARKETING AND SUPPORT YOU DESERVE

FROM LISTED  
*TO SOLD*

KARACANSELLIT.COM

Kara Wootson

BROKER ASSOCIATE | REALTOR®  
TRUSTED REAL ESTATE CONSULTANT

Your Florida Specialist

*follow on* |   

hey there,

# Nice To Meet You!

## THINKING ABOUT LISTING YOUR HOME?

Welcome to luxury living along Florida's Gulf Coast. I specialize in Sarasota 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.*

For sellers, my data-driven marketing and premium property presentation help attract qualified buyers faster and position homes for the strongest possible return. I provide trusted local guidance, market insight, and personalized support to help avoid costly mistakes and ensure the right home and lifestyle fit the right buyers. Honesty, integrity, and long-term relationships are the foundation of my business, and I'm proud that so much of my success comes from repeat clients and referrals from people who trust me to guide them through one of life's biggest decisions.



**Kara Wootson**

YOUR TRUSTED REALTOR®

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# 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.

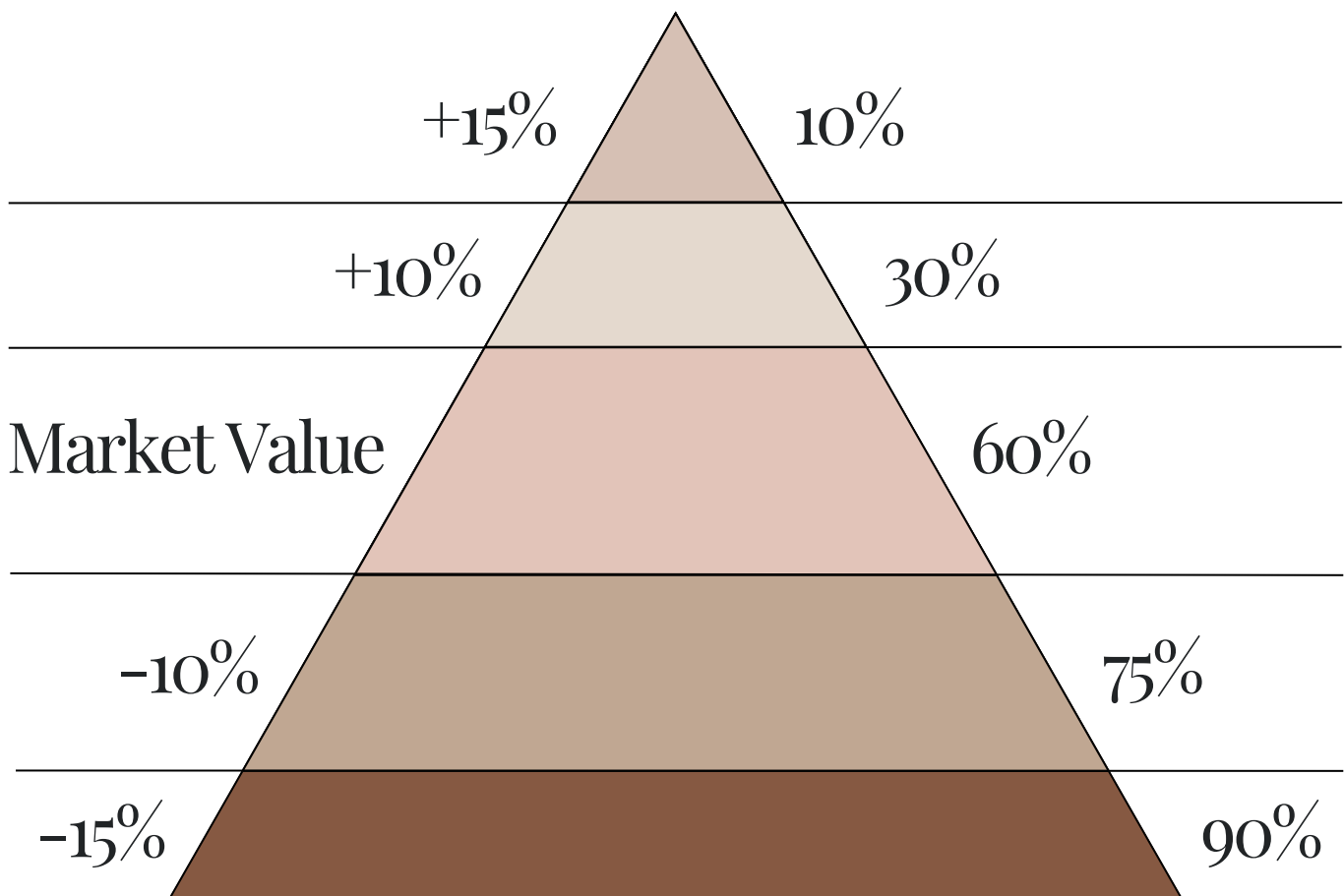
When we price correctly from the start, your home gets more interest, more showings, and a smoother path to a successful sale.

# 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.

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



# 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

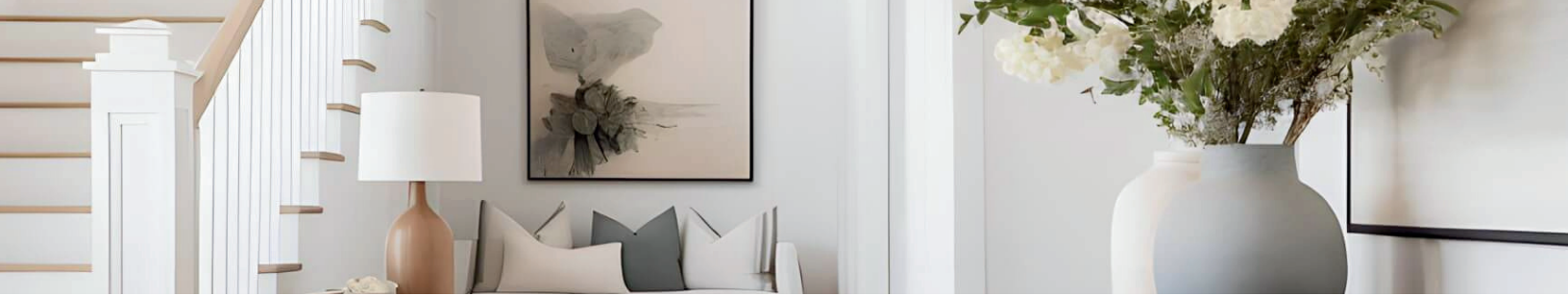
### Benefits

- 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.*

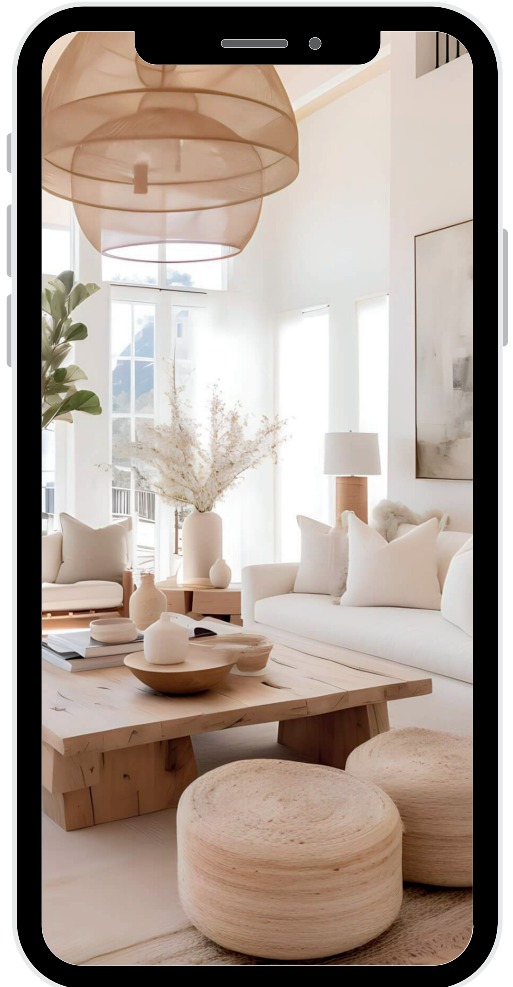


- |                                    |                                               |
|------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> Email                |
| <input type="checkbox"/> Instagram |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

## 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.*





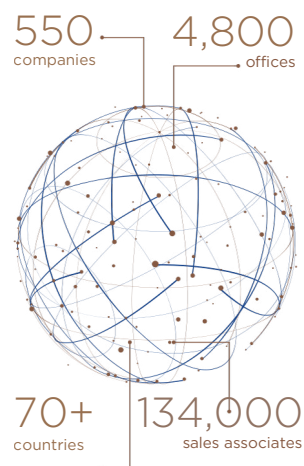
## LOCAL & GLOBAL

As an “Invitation Only” Affiliate,

# We Market YOUR PROPERTY TO THE WORLD.

As an affiliate of Leading Real Estate Companies of the World,<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 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.



*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

*What are they saying?*

# Reviews



If you choose to work with Kara, you will get the most personal experience there is. She is honest, diligent, responsive, and will treat you like you are the only client she has (when that is far from the truth). You will feel like her entire work day is dedicated to you and can rest assured that she is working in your best interest. I would recommend Kara to anyone looking to sell or buy a home; she helped me buy my first! Kara deserves five stars and so much more!



Kara is a great agent to work with; she guided us along the way. I highly recommend Kara for anyone selling or buying a home in the Florida area. She sold my house the first week on the market!



Working with Realtor Kara is always a pleasure! At our Sunbelt Title company, we truly value her. Kara is consistently on top of every detail—ensuring a smooth and seamless closing process for her buyer's and seller's. Kara's communication is prompt, professionalism is unmatched, and her dedication to her clients makes our job easier and more enjoyable. We love working with her and look forward to many more successful transactions together!



Kara Wootson is a true real estate professional that loves her job and I thoroughly enjoyed working with her on the sell of my house. It sold well before I imagined it would, thanks to her passion of real estate the whole process was think less for me. She was quick to respond to all emails & phone calls whenever I had a question. I can't say enough "GREAT" things about her and the job that she provided during the selling phase of my house. If you want a true professional that is easy to work with, contact Kara Wootson because I give her an A+++ rating.



Kara was excellent. She sold our house in 24 hours with multiple offers!! Before we had a place to go! She was friendly, professional and all around nice person. We highly recommend her.



Amazing realtor with outstanding customer care focus. Kara is the absolute best.



Kara is the Bomb! Whether buying or selling real estate, Kara is all you need. Kara has sold two properties for my husband and me. She is knowledgeable, friendly, and a real go-getter. You cannot go wrong with Kara.



My wife and I purchased a lot at Grande Pointe/Inlet Beach several years ago. We decided to sell it rather than build. We were introduced to Kara and she made the sales process seamless. She identified several potential buyers and advised us about terms. As out of state sellers, this transaction could have been difficult but it was easy. We had the pleasure of meeting Kara in person several times and she clearly knows the market near Seaside and Rosemary Beach. We would not hesitate to recommend Kara as either a buyer's or seller's agent. She is a gem.



Choosing a Realtor to work with when considering selling your home is a critical component of the whole process. It's an important choice that definitely influences the outcome of your sale. When it was time to choose a Realtor we did our due diligence and found the Realtor of our dreams. It was Kara's excellent reviews that caught our attention but it was her picture that told us so much about her. Kara is a go-getter. She was on the job from the very first meeting. Her personal skills of communication, dedication to the education and craft of her business, networking, intelligence and super sweet personality. After our first meeting we knew she was the woman we could trust to jump in and get the job done and that is exactly what she did. She was on it from the start and we trusted her all the way to the end. We HIGHLY recommend Ms Kara as the Realtor you can depend on to move the process along in the most efficient way!!! Thank you Kara!!!





*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.

## Kara Wootson

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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.



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