THE SANDCASTLE GROUP

RE/MAX PALM REALTY



THE SELLER'S PLAYBOOK · 2026 EDITION

YOU DON'T JUST WANT IT LISTED.

YOU WANT IT SOLD.

How Venice-area homes get priced right, look their best, reach the right buyers — and make it all the way to the closing table.

Bill Garrison, CRS, GRI

Associate Broker · RE/MAX Hall of Fame

with Michael Brown, Realtor®

941-400-2307

VeniceSandCastle.com

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED





MEET YOUR TEAM

BILL GARRISON, CRS, GRI

ASSOCIATE BROKER · RE/MAX HALL OF FAME

Twenty-five years selling Sarasota County real estate, forty years living here. RE/MAX Hall of Fame and Platinum awards, plus the CRS, GRI, RENE (Real Estate Negotiation Expert) and SRS (Seller Representative Specialist) designations. Clients praise his negotiating, his eye for detail and his push for a fast, easy closing — and he coordinates every piece of the deal with a trusted network of title companies, attorneys, lenders and inspectors.

941-400-2307
CallBill123@gmail.com

MICHAEL BROWN, REALTOR®

ARCHITECTURAL & REAL ESTATE MEDIA DESIGNER

An artist since nineteen — his paintings hang in collections including the Georgia Governor's Mansion — Michael spent thirty years running an architectural visualization company, turning plans into photorealistic images, animations and virtual walkthroughs for clients like IBM, Coca-Cola and Ernst & Young. Now he brings that eye for design, construction quality and presentation to your sale. **Michael is also our photographer, drone pilot and videographer.** He makes sure your property is shown online with careful, professional quality — and he joins Bill at listing appointments and open houses.

404-409-2462
MichaelSellsVenice@gmail.com

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

RECENT SALES & LISTINGS

OUR TRACK RECORD



12
recent closings shown

$117K → $1.15M
every price range

25
years as a local Realtor®

YOUR HOME COULD BE NEXT.

Find out when it will close — and what you'll net.

941-400-2307

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

WHAT'S INSIDE

02 Meet your team

03 Our track record

05 Pick the right agent

06 Price it right

08 Prep & stage like a pro

10 Seller do's & don'ts

11 The marketing machine

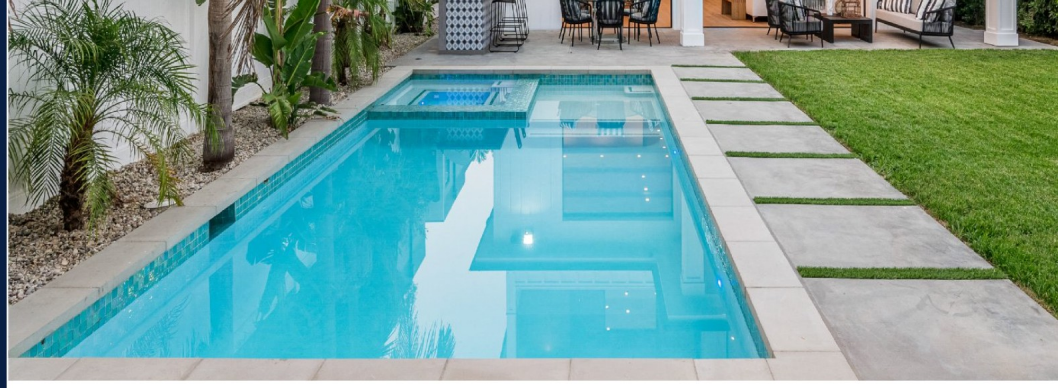
12 Selling & buying your next home

14 Our promise to you

15 What sellers say

18 Seller's glossary

19 In their own words: 41 full reviews



SELLING A HOME IS A PROJECT. CLOSING IT IS A CRAFT.

Most sellers think the hard part is getting a sign in the yard. It isn't. Plenty of homes get listed. What matters is the **closing** — the day the keys change hands and the money lands in your account.

After 25 years selling homes from Siesta Key to Englewood, here's what I know: closings don't happen by accident. They happen because the price is right, the home shines, the marketing reaches the right buyer — and somebody stays on top of every detail from first offer to final signature.

This playbook shows you exactly how we do it. Read it, mark it up, and bring your questions.

— Bill Garrison



SANDCASTLE GROUP

RE/MAX PALM REALTY

© 2026 THE SANDCASTLE GROUP
ALL RIGHTS RESERVED

01 CHAPTER ONE PICK THE RIGHT AGENT

The agent you hire decides how your sale ends. Interview at least two. Ask every question below — and listen for straight answers, not sales talk.

12 QUESTIONS TO ASK EVERY AGENT

01 Are you a full-time agent?

02 Can I call sellers you've worked with recently?

03 How many homes did you list and sell last year?

04 How long are homes in my neighborhood taking to sell?

05 How would you price my home, and why that number?

06 Exactly how will you market it?

07 How often will you update me — and how?

08 How many showings and open houses will you run?

09 Which disclosure rules apply to my property?

10 What's in the listing agreement — and every fee?

11 What happens if I'm not happy with your service?

12 What else should I know before I sign?

ASK ME ALL TWELVE.

I'll answer every one — face to face, and in writing. Here's what you're hiring:

25 years as a local Realtor®	**55+** five-star Google reviews	**40** years a Sarasota County resident	**HALL OF FAME** RE/MAX award
CRS Certified Residential Specialist	**SRS** Seller Representative Specialist	**RENE** Real Estate Negotiation Expert	**GRI** Graduate Realtor Institute

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

02 CHAPTER TWO PRICE IT RIGHT



Price is the number-one factor in how fast you sell — and how much you walk away with. We'll give you an honest number backed by a Comparative Market Analysis, not a flattering one to win your listing.

OVERPRICED

You become the showing that sells your neighbor's house. Real buyers skip you, days on market pile up, and the home starts to look stale — or flawed.

UNDERPRICED

You leave money on the table — and a price that looks too good can make serious buyers wonder what's wrong.

MARKET VALUE ★

The sweet spot. Draws ready, qualified buyers fast — and leaves them less room to "negotiate low."

FOUR FORCES SET YOUR PRICE. YOU CONTROL TWO.

LOCATION — OUT OF YOUR HANDS

Desirability shifts with cheap flights, a new spring-training ballpark, red tide and hurricane seasons.

MARKET — OUT OF YOUR HANDS

A buyer's or seller's market sets how many offers you get — and how strong they are.

CONDITION — YOU CONTROL THIS

Clean, uncluttered, well-presented homes pull more offers — and better ones.

EFFECTIVE AGE — YOU CONTROL THIS

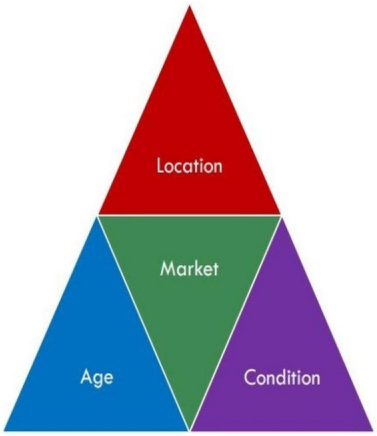
Fresh paint, a newer roof and A/C, new floors, updated kitchens and baths make a home "younger."

50–85% **Overprice it and you can lose 50–85% of the real buyers.** Market-value pricing attracts buyers ready to purchase — and close.

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

PRICE BOOSTERS: WHAT PAYS YOU BACK

You can't move the beach, and you can't move the market. But you can move condition and effective age — and the right fixes pay you back, sometimes with interest.



THE VALUE PYRAMID

Location and market sit at the top. Nobody controls those — not you, not me, not the buyer.

Condition and effective age hold up the base. That's where your money goes to work: fresh paint, a newer roof or A/C, refinished floors, updated kitchens and baths.

Get the base right, price at market value — and the offers come fast.

THE REMODEL SCORECARD

COST → VALUE RECOVERED AT SALE

★ WINNER

Refinish hardwood floors

$3,400 → $5,000

147%

You get back more than you spend.

THINK TWICE

Complete kitchen renovation

$80,000 → $60,000

75%

About $20,000 left on the table.

WHAT REALTORS® SAY

13%

Only 13% of Realtors® recommend a complete kitchen renovation before selling.



FIX, REFRESH & CLEAN BEFORE YOU RENOVATE.

We'll walk your home with you and tell you which projects actually pay.

Source: National Association of REALTORS® and NARI, 2022 Remodeling Impact Report.

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED



03 CHAPTER THREE PREP & STAGE LIKE A PRO

Buyers decide in the first 30 seconds. Make every one of them count with the 6-move staging blitz — no professional stager required.

FIX
Small flaws scream "deferred maintenance." Fix the drips, cracks and sticky doors.

CLEAR
Pull extra furniture and empty the countertops. Less stuff, bigger rooms.

CLEAN
Everything — garage, closets, laundry, storage. Buyers open every door.

BRIGHTEN
Wash the windows, open the blinds, switch on every light before a showing.

NEUTRALIZE
Light neutral walls, white trim, personal photos packed — so buyers picture their own life here.

CURB
Mow, edge, trim, weed, add flowers, sweep the cobwebs. First impressions start at the street.

THE 3-PILE RULE

Anything you don't use regularly goes in one of three piles. No fourth pile called "maybe."

PACK IT
Rent a portable storage pod — delivered, picked up, stored until you need it. HOA says no pods? Use a nearby storage unit.

DONATE IT
Many charities will schedule a pickup at your door. Check your favorite charity's website.

TOSS IT
Check the city or county website for items that need recycling or special disposal. Big load? Rent a dumpster.

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED



CHAPTER THREE · CONTINUED

MAKE BUYERS FALL IN LOVE

We'll show you exactly what to do so buyers love your home as much as you do — before the first photo is ever taken.





LIGHT IT UP

Blinds open, every light on, counters clear. Bright, open rooms photograph best — and sell best.

SELL THE SETTING

Palms, pools, beach paths, the clubhouse. We feature what surrounds your home, not just what's inside it.

TWILIGHT CURB APPEAL

Michael Brown — our photographer, drone pilot and videographer — shoots exteriors at dusk with every light glowing, so your listing stops the scroll.

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

04 CHAPTER FOUR SELLER DO'S & DON'TS

✓ DO

Get your numbers straight.
Walk through every cost of selling with your agent up front. No surprises at closing.

Build the binder.
Inspection reports, permits, warranties, appliance manuals, HOA documents — one place, ready to hand over.

Stay showing-ready.
Comfortable temperature, lights on, beds made, no heavy air fresheners.

Listen to the pros.
Appraisers, inspectors and stagers see what buyers see. Take the notes, not the offense.

Answer low offers with a plan.
A lowball isn't an insult — it's an opening. We counter with strategy, not emotion.

× DON'T

Fall behind.
Keep paying the mortgage, utilities and upkeep until the keys change hands.

Negotiate with unqualified buyers.
No preapproval letter, no serious conversation.

Make buyers wait — or hover.
Demanding 24-hour notice or missing calls loses showings. And please, leave during showings.

Forget the cameras.
Tell us about any audio or video devices in or around the home — recording during showings has rules.

Make big money moves mid-sale.
Buying next? Check with your lender before a new car, new credit or big withdrawals.

> *"Like hiring a pilot, you need an experienced professional on your side.*
>
> — BILL GARRISON

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

CHAPTER FIVE

05 THE MARKETING MACHINE

One goal: get as many qualified buyers as possible through your door — until it's sold.



INCLUDED WITH EVERY SANDCASTLE LISTING

1. A current Comparative Market Analysis
2. Professional photography
3. A professionally printed property brochure
4. Its own property web page, plus VeniceSandCastle.com
5. Showcased on remax.com and global.remax.com — a top worldwide real estate showcase
6. An e-flyer to our past clients and agent network — including RE/MAX's 140,000+ agents
7. Posts on RE/MAX and Sandcastle Group social media
8. **Premium placement on Homes.com**, plus maximum exposure on the other major home-search websites

TRUE STORY

FORGOT "DEEDED PRIVATE BEACH" — AND LOST $800,000.

Buyers read a listing two or three times before they book a showing. Leave out "full beach view" or "deeded beach access" and the right buyer scrolls right past.

That's why we write every property detail and public description ourselves — beaches, shopping, parks and all.

WHERE WILL YOUR BUYER COME FROM? RE/MAX: 110+ countries & territories

SWEDEN. ITALY. ENGLAND. GUAM. BEMIDJI, MINNESOTA.

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

06

CHAPTER SIX

SELLING & BUYING YOUR NEXT HOME



Moving up, scaling down or moving on? Your equity gives you options. The trick is timing two deals without paying two mortgages. Three proven plays:

PLAY A

SELL FIRST, BUY NEXT

Best when: your sale proceeds fund the next home.

No double mortgage, no price cuts from rushing — and you know exactly what you can spend.

Trade-off: you may need short-term housing.

PLAY B

BUY FIRST, THEN SELL

Best when: it's a seller's market and good homes go fast.

Shop without pressure while you still live at home. No settling, no temporary move.

Trade-off: may require a bridge loan.

PLAY C

LINE UP BOTH CLOSINGS

Best when: you want one move, one day.

Three parties, three sets of conditions — flexibility is your best friend. Get preapproved and start decluttering early.

Trade-off: tight timing, careful planning.

ONE TEAM, BOTH SIDES.

We sell your home here and find the next one here — same team on both deals. Leaving Florida? We'll connect you with a trusted agent where you're headed.

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

MEET YOUR TEAM · BIO

MICHAEL BROWN, REALTOR®

Architectural & Real Estate Media Designer · Photographer · Drone Pilot · Videographer

With his architectural visualization company, **Michael Brown has brought the ideas and dreams of his clients to life for over 30 years** — from photorealistic renderings of high-rises in Pakistan and the United Arab Emirates to European marketing videos and virtual walkthroughs of museums, schools and churches in his hometown of Atlanta, Georgia.

A pioneer in virtual reality, Michael worked with renowned clients such as IBM, Coca-Cola, Ernst & Young, RaceTrac and a large selection of architects, as well as residential and commercial real estate developers.

Michael turned 2D construction plans for subdivisions, campuses and commercial projects into interactive 3D experiences long before they were built — often working hand in hand with architects and interior designers. Usher's New Look, The World Children's Center and the redesign of downtown Hapeville, Georgia were all influenced by his design skills.



Michael Brown
404-409-2462 ·
MichaelSellsVenice@gmail.com

— Michael Brown

After relocating to Venice, Florida, real estate was a natural transition. Along with his German wife and fellow REALTOR® Heike Brown, **Michael guides buyers, sellers and investors — locally and globally — through every step of the transaction with integrity, efficiency and a strong attention to detail.** He combines savvy negotiation skills and innovative marketing with a deep knowledge of architecture and design — a real advantage in custom home design, new construction and renovations.

Loving everything about South Florida — the people, the lifestyle and the abundantly beautiful nature — Michael is set to make his clients' dreams of living in paradise a reality. In his spare time he enjoys fishing and kayaking — and paints. A multi-award-winning fine artist, he has designed several State Conservation Stamps for the Department of Natural Resources.

30+
years in architectural visualization

7×
Ducks Unlimited Sponsor Artist of the Year

3-in-1
photographer, drone pilot & videographer

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

07 CHAPTER SEVEN OUR PROMISE TO YOU

1 AN HONEST PRICE.

Not the highest number to win your listing — the right number to win you a closing. Backed by a current Comparative Market Analysis.

2 A CHECK-IN EVERY WEEK.

Showings, feedback and the numbers — every week. Once you're under contract, weekly updates until the keys change hands. Questions? Call. We pick up.

3 EVERY DETAIL, HANDLED.

Title company, attorneys, lenders, inspectors, repairs — we coordinate the whole team, and we follow through after closing.

4 EVERYTHING IN WRITING.

Every fee — and any offer of compensation to a buyer's agent — is explained to you and approved by you, in writing, before it happens.

TWO PROS ON YOUR SIDE

WITH YOU AT EVERY STEP

Bill and Michael Brown work your sale together — from the listing appointment and photo shoot to every open house and the closing table.



© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

08 CHAPTER EIGHT · 55+ FIVE-STAR GOOGLE REVIEWS
WHAT SELLERS SAY

★★★★★

"We sold our house in 10 days AND got over our asking price. Both amazing feats in the current market."

— DAN B., VENICE

★★★★★

"He had several potential buyers lined up before we listed and sold it to the first buyer... No 'for sale' sign needed!"

NICOLE L., NOKOMIS

★★★★★

"He then sold our Venice condominium in a week at a big profit even though we only owned it for a few months."

ED AND SONYA S., VENICE

★★★★★

"Bill and his team made it happen. Against all odds they came through got our condominiums sold."

TOM FERREL, VENICE

★★★★★

"He was exceptionally good at keeping us informed of where we were at in the process at all times."

KAREN R., VENICE

★★★★★

"We were looking to sell our unit and he worked tirelessly until he got the job done."

LUCCA MILES DESIGNS, CORTEZ

★★★★★

"He helps you make good decisions, and advises you against poor ones, even if it would have made him a sale."

STEPHANIE H., VENICE

★★★★★

"Bill was great to work with and left no stone unturned in an attempt to sell my property in a terrible real estate market."

TERRY R., OSPREY

★★★★★

"Not only did he help us buy our house in 2017, but he helped us sell it this year!"

KATE BUNTON

★★★★★

"He was upfront with expectations, listened to our goals, communicated timely, and delivered high-quality results."

APRIL AND RHETT C., ENGLEWOOD

Read all 55+ five-star reviews: search "Bill Garrison RE/MAX Venice" on Google.

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

MORE FIVE-STAR REVIEWS

★★★★★

"Bill is your MAN! We needed his local expertise, and he delivered... Bill was the peace in our storm."

SAM AND CHRIS K., NORTH PORT

"His advice and negotiating skills led to a reduced purchase price on the newly constructed home."

BART AND PAM J., NOKOMIS

"Wow! He really does his homework; he knows the market, the best agent we have worked with!"

MIKE AND KATHY P., VENICE

"Bill's extraordinary knowledge of the neighborhoods in the area was so helpful... He gets the job done!"

DAVID T., NOKOMIS

"An absolute pleasure from start to finish... He truly deserves every one of these five stars and more."

DANNY N., VENICE

"Very helpful and responsive thru the whole process of buying our home. I would recommend them highly!"

HARSH P., NOKOMIS

"He is knowledgeable, hardworking, and super friendly!... He goes above and beyond."

LISA T., VENICE

"If I could give him 10 stars I would... You can't go wrong with Bill!"

TRUDY A., NOKOMIS

"Great job helping us find a house. I highly recommend Bill. He is very responsive and on top of things."

MICHAEL R., VENICE

"This was our second buy with Bill Garrison, and I don't believe it will be our last."

TODD B., MANASOTA KEY

"We have worked with Bill on three home purchases and sales... Not just a great agent but a great person!"

LYNN AND JEFF H., VENICE

"His no-nonsense approach and negotiating skills helped us secure the contract for our dream home."

KYLE LAMSON, VENICE

"He was very patient with our long search and negotiated a terrific price."

TIFFINI M., PUNTA GORDA

"I would refer Bill without hesitation to anyone looking to buy in SW Florida. Thanks Bill!"

SAM G., NOKOMIS

"Bill found us exactly what we wanted and BAM we were closed! There's NO STRESS because he does everything from A to Z."

BOBBIE H., NOKOMIS

YOUR NAME COULD BE NEXT. **941-400-2307**

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

AND THEY KEEP COMING.

★★★★★

"Where it takes days to hear back from realtors, he has responded within minutes, sometimes even seconds."

TRACY S., NORTH PORT

"Bill is hands down one of the good ones!... negotiate a price that was significantly lower than we had expected!"

LISA WEST, VENICE

"We had an amazing experience buying and eventually selling our house through him."

J. BRANDON BUNTON

"Over the years I have worked with Bill on 5 different transactions and he always delivered great results."

ROBERT AND CHRISTINE W., NOKOMIS

"His main concern is the buyer/seller and ensuring they are 110% satisfied."

LORI M., MANASOTA KEY

"He is hands on from start to closing. All texts/calls are returned quickly... A friend was made."

GARY P., VENICE

"Due to Bill's expertise, we had a flawless out of state purchase."

GARY S., NORTH PORT

"As out of state buyers, Bill made the process of buying a home in Venice Florida fun and enjoyable."

HOLLY AND GREG H., NOKOMIS

"He was happy to accommodate us and drop all of his plans and devote his time and attention to our needs."

DAVE AND DIANE M., PARRISH

"Made our home buying in a difficult seller's market seem easy by comparison to what we had heard!"

REBECCA AND GREGORY O., NORTH PORT

"Always makes you feel like your case number 1, fast to get things done."

BRIAN S., NORTH PORT

"Best realtor in town! Made the purchasing process super easy... Will use again next time!"

SYDNEY H., NORTH PORT

"Bill Garrison made my recent real estate purchase comfortable and easy... A real professional."

PAUL S., VENICE

"He was always available, knowledgeable and flexible! Thanks Bill, for getting the job done in a timely fashion."

TERRY HUBBARD, VENICE

"Bill helped us through the entire moving process. We would both highly recommend him."

BOB GRATZL, VENICE

55+ five-star reviews and counting — search "Bill Garrison RE/MAX Venice" on Google.

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

09 CHAPTER NINE · SPEAK THE LANGUAGE
SELLER'S GLOSSARY

ASKING PRICE — The price you list at. The sale price is what you and the buyer finally agree on.

BALANCED MARKET — Buyers and sellers in balance. Reasonable offers get accepted and prices hold steady.

BRIDGE LOAN — A short-term loan that lets you buy your next home before your current one sells.

BUYER'S MARKET — More homes than buyers. Buyers get choices and leverage; homes sit longer.

SELLER'S MARKET — More buyers than homes. Homes sell fast, often with multiple offers.

CLOSING — The finish line: documents signed, funds transferred, keys handed over.

CMA — Comparative Market Analysis: a report on similar nearby sales used to set your price.

CONTINGENCY — A condition the sale depends on. If it isn't met, the buyer may be able to walk away.

CURB APPEAL — How the home looks from the street: exterior, yard, entry.

DAYS ON MARKET — How long a listing has been for sale. The higher it climbs, the more buyers wonder why.

FIXTURES — Anything attached to the home (ceiling fans, built-ins, many appliances). They stay unless the contract says otherwise.

PERSONAL PROPERTY — Items not attached (curtains, rugs, patio furniture). They go with you unless the contract includes them.

FSBO — "For Sale By Owner": selling without a licensed agent.

HOME VALUE ESTIMATOR — An online, automated guess at value. Useful for a ballpark; no substitute for a CMA.

MLS — The Multiple Listing Service: the database brokers share to market homes for sale.

OFFER — A buyer's written proposal to purchase, usually with conditions like financing and inspection.

COUNTEROFFER — Your response to an offer, changing the price or terms (like the closing date).

STAGING — Preparing a home to appeal to the widest range of buyers: declutter, clean, refresh, arrange.

STILL HAVE QUESTIONS?
THAT'S WHAT WE'RE HERE FOR. **941-400-2307**

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

IN THEIR OWN WORDS

★★★★★
GOOGLE REVIEWS · PART 1 OF 6

SAM AND CHRIS K., NORTH PORT ★★★★★
Bill is your MAN! We needed his local expertise, and he delivered. My wife and I are relocating our family of 6 down to FL from KY. We only had 1 week to find and get pending on a house. I warned Bill that I had my whole family with me and we needed to find a place quick. Even if we weren't his typical customer, Bill treated us with the utmost priority and care. We had trouble with a couple things, but Bill was the peace in our storm. His experience with that area and connections are invaluable. If you are looking for someone who will take care of you and not simply desire to move property, then look no further!

BART AND PAM J., NOKOMIS ★★★★★
Bill did a great job being our buyer's agent for a purchase of a new house in the Venice area. His experience and knowledge of the area was a great asset for us to have to evaluate the housing market where we wanted to purchase. His advice and negotiating skills led to a reduced purchase price on the newly constructed home that my wife and I were interested in. I enjoyed working with Bill and his humor always brought a smile to my face. I wouldn't hesitate to use his services again because of my trust in him. If you are looking in the Venice area give Bill a shot at being your realtor.

TERRY R., OSPREY ★★★★★
Bill was great to work with and left no stone unturned in an attempt to sell my property in a terrible real estate market. He spent a lot of time and resources advertising and showing the property.

MIKE AND KATHY P., VENICE ★★★★★
Wow! We have been working with Bill and are so impressed. He really does his homework; he knows the market, the best agent we have worked with!



DAVID T., NOKOMIS ★★★★★
Bill helped us find our dream home in Venice, Florida. We are so excited! Bill's extraordinary knowledge of the neighborhoods in the area was so helpful. He was always available and willing to take our calls with all sorts of questions. I recommend Bill for anyone seeking to buy a home in this beautiful area of Florida. He gets the job done!

DANNY N., VENICE ★★★★★
Working with Bill Garrison from RE/MAX was an absolute pleasure from start to finish. My experience purchasing a home in Venice, FL was smooth and stress-free, thanks to his exceptional market knowledge and genuine dedication. He truly deserves every one of these five stars and more.

TOM FERREL, VENICE ★★★★★
Bill and his team made it happen. Against all odds they came through got our condominiums sold.

HARSH P., NOKOMIS ★★★★★
Bill and Bobbie were great to work with and very helpful and responsive thru the whole process of

buyin
highl

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

IN THEIR OWN WORDS

★★★★★
GOOGLE REVIEWS · PART 2 OF 6

TRUDY A., NOKOMIS ★★★★★
Bill did a great job! If I could give him 10 stars I would. Bill found us a beautiful brand-new home that we love. My husband and I are so grateful that we found him. You can't go wrong with Bill!

MICHAEL R., VENICE ★★★★★
Great job helping us find a house. I highly recommend Bill. He is very responsive and on top of things.

TODD B., MANASOTA KEY ★★★★★
I came to the area in 2015 looking to see what property was available and the cost. It was not "must have" but we were interested. We had dealt with another realtor who was not responsive and were about to give up. Then we met Bill Garrison, and everything changed. He was very friendly, hospitable, professional and negotiated for a property to get us the best price. Ever since, he has been a good friend and keeps us informed about real estate in the area. He took the time to reach out to us when he found another property that he felt we could appreciate. He was correct. He knows the area and his customers extremely well. This was our second buy with Bill Garrison, and I don't believe it will be our last. You will be very pleased if you choose Bill to represent you in all your real estate needs in the Sarasota, Venice, Manasota Key and Englewood areas.

LYNN AND JEFF H., VENICE ★★★★★
Bill was a pleasure to work with and did all he could to ensure we found the right house. We have worked with Bill on three home purchases and sales. He will do the work needed and go above and beyond to take care of you. Not just a great agent but a great person! He is highly recommended!!



KYLE LAMSON, VENICE ★★★★★
Bill is hands down the best realtor you can trust with your next home purchase. 4 years ago, Bill helped us find our first house in a very fast paced market. He was attentive to our requests, and we couldn't be happier with our buying experience. His knowledge in real estate is unmatched! Fast forward to today, and Bill delivered yet again. His no-nonsense approach and negotiating skills helped us secure the contract for our dream home. If you're serious about buying a home in the Sarasota/Venice area, Bill is the guy to talk to!

TIFFINI M., PUNTA GORDA ★★★★★
Great experience with Bill. He was very patient with our long search and negotiated a terrific price.

SAM G., NOKOMIS ★★★★★
Bill was very helpful and very available throughout our buying process. He is very knowledgeable of the market and pointed us in a good direction. We are grateful for choosing Bill to represent us — I would refer Bill without hesitation to anyone looking to buy in SW Florida. Thanks Bill!

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

IN THEIR OWN WORDS

★★★★★
GOOGLE REVIEWS · PART 3 OF 6

BOBBIE H., NOKOMIS ★★★★★
We just chalked up another win with our RE/MAX Realtor Bill Garrison! This was our second purchase with him in the last 6 months and once again it was a Grand Slam Home Run. Bill found us exactly what we wanted and BAM we were closed! There's NO STRESS because he does everything from A to Z. If you want to work with an awesome Realtor who won't make you scream, call Bill!

SYDNEY H., NORTH PORT ★★★★★
Best realtor in town! Made the purchasing process super easy and was super patient through the whole process. Will use again next time!



TRACY S., NORTH PORT ★★★★★
Choosing a REALTOR is a serious decision, like hiring an attorney or financial advisor you want someone who has your best interests in mind. Dedicated, Researched, and Seasoned: Bill Garrison was amazing! Where it takes days to hear back from realtors, he has responded within minutes, sometimes even seconds. He showed us properties that many other realtors wouldn't go the extra mile to; by narrowing down homes' age, condition, property value and looking into the future of the home. Giving us valuable insights and ensuring that our needs were met now and in what lies ahead. He was extremely accommodating regarding scheduling viewings and making himself available on short notice when necessary. We appreciate your help Bill so much! The level of service our agent provided was exceptional. He was not just knowledgeable but also remarkably caring and honest. He always kept us informed and made sure we were comfortable with every decision. We could not have done it without him and wouldn't have asked for a better person to help us find our home!! CALL BILL

L.H. ★★★★★
Bill is very personable and easy to work with. He really knows the area and is very knowledgeable when it comes to real estate and taking care of his client. We highly recommend him.

GARY P., VENICE ★★★★★
We found an agent who is totally committed to our requests & needs. He is hands on from start to closing. All texts/calls are returned quickly. He has a vast knowledge of local resources. A friend was made.

LISA WEST, VENICE ★★★★★
When we met Bill, I knew immediately that we were in good hands! I'm a real estate agent of many years in another state and I've seen the good and the bad. Bill is hands down one of the good ones! He acted as our buyer's agent on a home purchase in Venice and was able to negotiate a price that was significantly lower than we had expected! The entire buying process from offer to home inspection to finding insurance and on to the closing was easy and painless. Soup to nuts our association with Bill Garrison has been terrific... highly recommend whether you're buying or selling!

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

IN THEIR OWN WORDS

★★★★★
GOOGLE REVIEWS · PART 4 OF 6

DAN B., VENICE ★★★★★
Bill really knows his stuff. He also knows this area like the back of his hand. A few years ago, he helped us find a great house, which wasn't easy as it was a tight market. Now, we are selling, and he has helped us tremendously. We sold our house in 10 days AND got over our asking price. Both amazing feats in the current market. But he didn't stop there. He has walked us through all of the buying and selling process. Taking a big load off our shoulders. Couldn't ask for a better realtor. Thanks Bill!

LUCCA MILES DESIGNS, CORTEZ ★★★★★
Bill is first class. We were looking to sell our unit and he worked tirelessly until he got the job done. Took my calls every time and never got bothered (I'm annoying). He handled the closing like a true professional. If I could give 10 stars I would. Thank you for an amazing business transaction!

J. BRANDON BUNTON ★★★★★
Bill Garrison was by our side every step of the way. We had an amazing experience buying and eventually selling our house through him. He went above and beyond to make both experiences exceptional. Highly recommended!!!

KATE BUNTON ★★★★★
Bill has been such a great realtor! Not only did he help us buy our house in 2017, but he helped us sell it this year! I definitely recommend his services. He is extremely knowledgeable and helpful!



KAREN R., VENICE ★★★★★
Bill assisted us with the sale of our condominium. He was exceptionally good at keeping us informed of where we were at in the process at all times. Bill has the professional connections to assist a buyer or seller with inspectors and/or contractors to get you through a smooth closing. Bill "dots the i and crosses the t." Bill always returned our calls in a timely manner.

STEPHANIE H., VENICE ★★★★★
Bill is very humorous, personable and extremely knowledgeable about the local real estate market, which makes buying and selling a good experience. He helps you make good decisions, and advises you against poor ones, even if it would have made him a sale.

BRIAN S., NORTH PORT ★★★★★
Bill Garrison is everything you're looking for in a real estate agent, always makes you feel like your case is number 1, fast to get things done.

BOB GRATZL, VENICE ★★★★★
Bill helped us through the entire moving process. We would both highly recommend him.

TERRY HUBBARD, VENICE ★★★★★
Had a great experience with Bill. He was always available, knowledgeable and flexible! Thanks

Bill, f

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

IN THEIR OWN WORDS

★★★★★
GOOGLE REVIEWS · PART 5 OF 6

NICOLE L., NOKOMIS ★★★★★
Bill Garrison did a great job selling my Sorrento Woods home. He had several potential buyers lined up before we listed and sold it to the first buyer so it was totally stress-free. No "for sale" sign needed! In fact, he sold 3 homes on my street in the same month & everybody said he did a great job and was wonderful to deal with. Bill also helped me with all of the details of moving plus worked with a realtor in Colorado to find me a home there. Thank you so much, Bill!

ED AND SONYA S., VENICE ★★★★★
Bill has been an excellent realtor. Not only did he help us find a condo while still living in Nashville TN, but he also remained responsive to all our questions after we arrived. Bill made this a pleasurable experience when it could have been a nightmare for a sight-unseen purchase. After this transaction, we decided we wanted to become full-time residents of Venice, FL. Bill found us a wonderful realtor to sell our home in Nashville. He then found a beautiful full-time home in Pelican Point that we love, helped us with all of the mortgage and paperwork and got it closed quickly. He then sold our Venice condominium in a week at a big profit even though we only owned it for a few months. We would highly recommend Bill Garrison to handle all your transactions.

ROBERT AND CHRISTINE W., NOKOMIS ★★★★★
If you want the best go with this guy! Over the years I have worked with Bill on 5 different transactions and he always delivered great results. He's easy to work with, always answering calls and immediately responding to any question or concern. Bill has over 20 years of local real estate sales experience and would be a great choice to help you buy or sell a property.



PAUL S., VENICE ★★★★★
Bill Garrison made my recent real estate purchase comfortable and easy. He is intelligent and a very caring person. A real professional.

DAVE AND DIANE M., PARRISH ★★★★★
We chose to work with Bill after a lengthy discussion about the Sarasota area. Bill understood that moving to Florida from Northern Ohio was not going to be an easy task. For months we would fly down on the weekends and sometimes during the week to look at homes with Bill, he was happy to accommodate us and drop all of his plans and devote his time and attention to our needs. He worked with us as we looked at homes and covered just about every neighborhood from Manasota Key to Siesta Key and further north into Lakewood Ranch and Bradenton. After finding our home he stayed on top of the process and made several trips to the house for inspections and whatever else needed to be done without hesitation. Bill is a good guy and fun to work with through the home buying process, even as stressful as it may become.

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

IN THEIR OWN WORDS

★★★★★
GOOGLE REVIEWS · PART 6 OF 6

LORI M., MANASOTA KEY ★★★★★
Bill Garrison... one of the best real estate agents I have experienced. Bill was and always is such a pleasure to work with for every home I have sold or purchased. Bill definitely has his client's best interest at heart and makes himself available for any questions, concerns or even a ride somewhere. He is professional, organized and has a robust sense of humor and personality. Bill demonstrated a pleasurable experience and it was all about our needs. Bill is realistic and his main concern is the buyer/seller and ensuring they are 110% satisfied. With all that said, I cannot recommend Bill Garrison, RE/MAX Realty more highly to anyone interested in an amazing experience purchasing or selling their home. Thank you, Bill for all your dedicated knowledgeable work. We feel blessed that our paths have crossed.

HOLLY AND GREG H., NOKOMIS ★★★★★
Working with Bill has been the best experience we have ever had while buying or selling real estate. As out of state buyers, Bill made the process of buying a home in Venice Florida fun and enjoyable, particularly since the market was so crazy (early January 2021) this year. He was determined to find something that would work for us, even after we had given up and decided to wait. He was right, because prices only sky rocketed after we made our deposit. He found us exactly what we wanted, I think he knew better what we actually wanted than we understood at the moment. We would definitely highly recommend Bill Garrison to anyone looking to buy a home in Southwest Florida.

APRIL AND RHETT C., ENGLEWOOD ★★★★★
We've had the pleasure of working with Bill as our realtor for two transactions both as a buyer and then as a seller. Bill made both the buying and selling process easy. He was upfront with expectations, listened to our goals, communicated timely, and delivered high-quality results. If you are looking for a realtor you can trust, call Bill!

LISA T., VENICE ★★★★★
Bill has been a joy to work with! He is knowledgeable, hardworking, and super friendly! We loved getting to know him on our scouting trip to Venice. He goes above and beyond and we look forward to continuing the working relationship. Highly recommend!

REBECCA AND GREGORY O., NORTH PORT ★★★★★
Great experience with Bill! His hard work and obvious knowledge made our home buying in a difficult seller's market seem easy by comparison to what we had heard! Thank You Bill!

GARY S., NORTH PORT ★★★★★
Due to Bill's expertise, we had a flawless out of state purchase. Bill was available any time of day to answer all of our questions!

"Just like a puzzle, every client presents a new challenge, with unique criteria and motivations. I really enjoy the process of bringing all the pieces together for a successful outcome. I look forward to discussing your goals with you!"

— BILL GARRISON · 941-400-2307

© 2026 THE SANDCASTLE GROUP · ALL RIGHTS RESERVED

YOUR NEXT MOVE

WHAT'S IT WORTH? WHEN CAN WE CLOSE? HOW MUCH DO I GET?

Book your free Pricing Strategy Session.

Every seller asks these three questions. In thirty minutes, at your kitchen table or on the phone, we'll answer all three. No pressure, no obligation. You walk away with:

01 · WHAT'S IT WORTH?
Your home's market value range, from a fresh CMA

02 · WHEN CAN WE CLOSE?
A custom marketing and timing plan for your sale

03 · HOW MUCH DO I GET?
Your estimated net — plus the fixes that pay you back



Each RE/MAX office is independently owned and operated. Equal Housing Opportunity. This guide is for general information only and is not legal, tax or financial advice; real estate laws and practices vary — consult the appropriate professional for your situation. © 2026 The Sandcastle Group, RE/MAX Palm Realty. All rights reserved. No part of this guide may be copied or reproduced without written permission.