

WILFRED SIERRA REALTOR®

YOUR HOME SELLER GUIDE
FROM JUST LISTED TO
SOLD

— THE —
LEGACY GROUP

By RE/MAX Prime Properties

YOUR HOME MATTERS

Your home deserves more than a listing. It deserves a strategy.

MEET Wilfred Sierra

REALTOR®

If you're looking for fluff, or if you're OK with a part-time agent, I'm probably not your guy. If you want someone who'll give you real answers, expert strategy based on significant experience, and handle your home sale like the serious financial move it is... that's where I come in.

I work with homeowners who take pride in their property and want it sold the right way. No manipulating, no shortcuts, no guesswork, and no ego-driven fluff. Just straight talk, smart preparation, and world-class execution of the fundamentals.

If you're looking for an honest trusted advisor, a process that actually works, and someone who shows up when it counts, you'll feel right at home here.



MY PROMISE TO YOU

Protect your interests.
Maximize your home's values.
Communicate clearly.
Deliver results.

140+	\$195M+	CENTRAL FLORIDA
TRANSACTIONS	VOLUME SOLD	EXPERT

RE/MAX
PRIME PROPERTIES

— THE —
LEGACY GROUP
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ABOUT Our Philoshophy.



WILFRED SIERRA | TEAM LEAD ARMANDO LOPEZ | REALTOR®

WHAT WE BELIEVE IN

At The Legacy Group, we believe in common sense: doing the fundamentals with excellence.

Selling your home is likely the biggest financial decision you'll make. It deserves a commensurate level of gravity and seriousness.

We believe that homeowners are forced to take too much risk when hiring a realtor—signing long-term contracts and hoping they chose right. We don't think that's fair. That's why I offer short-term agreements, performance guarantees, and even provide services to help get your home ready.

We believe in telling the truth, even when it hurts. As your trusted advisors, it's our job to always give it to you straight, not to sugarcoat or avoid hard conversations.

This isn't about flash. It's about common sense, preparation, expert-level execution, and results. That's what we believe in.

**YOUR HOME
MATTERS**

**Local expertise.
Strategic Approach.
Legacy Results**

BUILT ON TRUST. DRIVEN BY RESULTS.

WHO WE'RE FOR

I work best with homeowners who approach the sale of their home with clarity, purpose, and a desire to get things done right. My most successful clients:

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- ✓ Communicate openly and respectfully
 - ✓ Trust expert guidance and proven strategy.
 - ✓ Stay engaged and responsive.
 - ✓ Take pride in how their home is presented.
 - ✓ Are decisive, realistic, and ready to act.
 - ✓ Appreciate honesty, even when it's not sugar-coated
 - ✓ Value fairness and a strong, collaborative process
 - ✓ Refer people they trust and believe in



WHO WE'RE NOT FOR

I'm not the agent for everyone. And I'm proud of that.
If you're looking for someone to sugarcoat reality, tell you what you want to hear, or let you run the show... I'm not your guy.

We may not be a good fit if you...

- ⊗ **Think respect is optional** – toward me, my team, buyers, or vendors.
- ⊗ **Expect miracles without cooperation** – and can't trust the professional you hired.
- ⊗ **Refuse to invest in presenting your home well**, even when you know it signals the pride you take in your property.
- ⊗ **Shop for the cheapest commission** as if buying a toaster (you'll get what you pay for.)
- ⊗ **Choose an agent for their warm fuzzies** instead of their merit, track record, and proven ability to get results.
- ⊗ **Disappear when it's time to make decisions** but reappear to second-guess them later.
- ⊗ **Need constant hand-holding and ego-massaging** just to survive a negotiation.
- ⊗ **See negotiations as "win-or-lose"** rather than a collaborative discussion.
- ⊗ **Base your expectations on inflated promises** from another agent instead of valuing real expertise and market truth.



GLOBAL REACH. LOCAL LEADERSHIP

WHY RE/MAX Prime Properties??

As Central Florida's #1 RE/MAX office, RE/MAX Prime Properties combines proven local performance with the strength of one of the world's largest real estate networks—expanding your property's reach locally, nationally, and internationally.

LOCAL PERFORMANCE

600 +
TRANSACTIONS

\$297+
YEAR SALES

#1
RE/MAX OFFICE IN
CENTRAL FLORIDA

GLOBAL NETWORK

145,000 +
AGENTS WORLDWIDE

8,500 +
OFFICES

120 +
COUNTRIES &
TERRITORIES

**LOCAL EXPERTISE. GLOBAL CONNECTIONS.
MAXIMUM OPPORTUNITY.**



YOUR NEXT MOVE

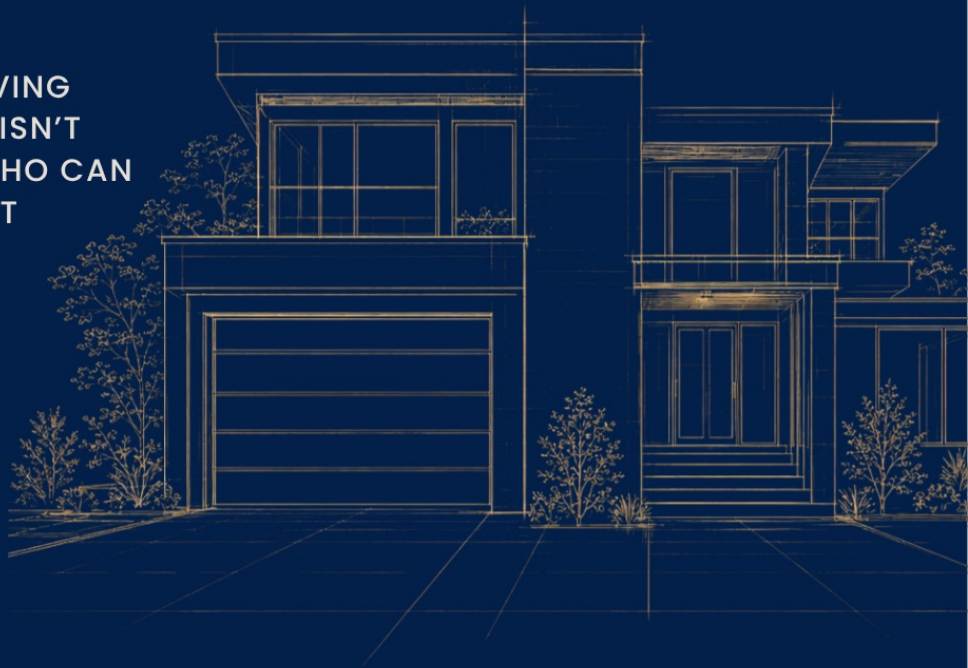
Let's Get Your Home Sold.

YOUR HOME DESERVES MORE THAN A
SIGN IN THE YARD

WITH THOUSANDS OF REALTORS SERVING
CENTRAL FLORIDA, THE DIFFERENCE ISN'T
WHO CAN LIST YOUR HOME— IT'S WHO CAN
ACTUALLY GET IT SOLD FOR THE BEST
POSSIBLE TERMS.

CHOOSE AGGRESSIVE MARKETING.
HONEST ADVICE. PROVEN RESULTS

LET'S GET YOUR HOME SOLD



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