



Residential Brokerage

Marketing & Services



PRIMARY FOCUS AREAS

- Single Family Homes
- Ranch & Acreage Homesites
- Luxury & Waterfront Homes
- Residential Land



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Charles Buckner

Robert Buckner

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**Proudly Serving
Hernando County
Since 1987**

Marketing Philosophy

Robert Buckner has always put an emphasis on being the information providers when it comes to marketing real estate. He often states his goal is for someone in Alaska to be able to know exactly what a property is like.

When it comes to residential brokerage, we put this goal to the test by creating detailed brochures, floorplans, and 3D tours, this way potential buyers know exactly what they're viewing from the very beginning.

Due Diligence

We have found that doing much of the buyer's initial due diligence work on our front end often leads to a higher sales price and a timelier transaction because it helps buyers understand aspects that cannot readily be seen. This is done by providing items such as soil reports, seller's disclosures, floodplain maps, or any other information that is applicable for the property.



Over 35 years ago, Buckner Real Estate, Inc., formerly known as Robert A. Buckner & Associates, Inc. opened in Brooksville, FL. Since the beginning we have sought to bring an elevated level of service to the real estate industry in the greater Hernando County area.

Digital Marketing

Our digital marketing materials are our newest strength and are seemingly unmatched by any of our competitors because of the time and talent required to create these items.

Our main material, as can be seen here, is our marketing brochure that provides a clean and effective way to view property that is customized for each listing to provide all information that is needed in one shareable and savable document.



5872 SUMMIT VIEW DR

Southern Hills Plantation | 3,785 SF | Golf Course

Listed By
 Robert Buckner 352-238-6930 robert@bucknerrealestate.com
 Charles Buckner 352-848-5545 charles@bucknerrealestate.com



11 N Main St, Brooksville, FL 34601

Location Information		Property Summary	
Subdivision	Southern Hills Plantation	Property Type	Residential
Site Address	5872 Summit View Drive	Parcel Key #	1859129
City, State, Zip	Brooksville, FL 34601	Zoning	FDP (M.U.)
County	Hernando	Lot Size	0.28 Acres or 12,000 SF
		Taxes (2021)	\$4,677.85
		Price	\$499,000
Property Information		Home Information	
Property Type	Residential	Total Building Area	3,785 SF
Parcel Key #	1859129	Living Area	2,642 SF
Zoning	FDP (M.U.)	Ceiling Height	10 FT
Lot Size	0.28 Acres or 12,000 SF	Builder Name	Windhammer
Taxes (2021)	\$4,677.85	Year Built	2007
Price	\$499,000	Bed/Bath	4/3
		Garage	2.5 Car
		Extra Features	Enclosed Patio

Highlights

- Directly on the golf course
- Screen enclosed brick paver patio with a beautiful view



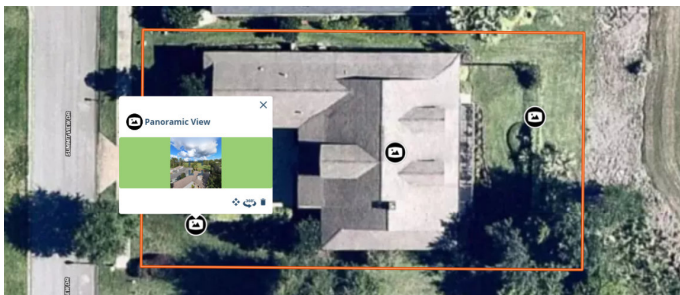
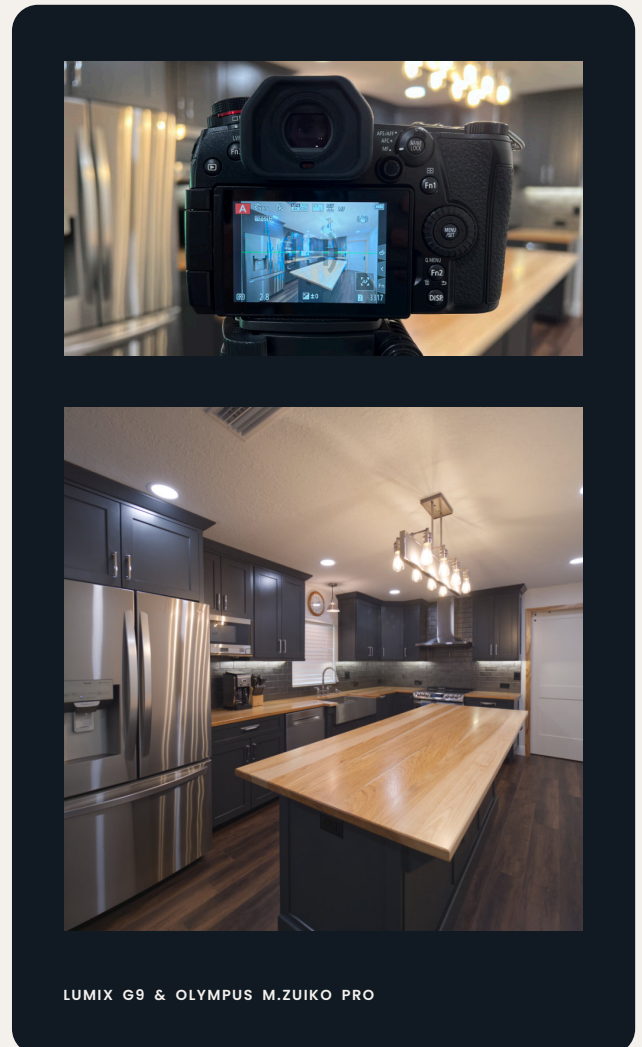

Photography & Technology

To capture photos, we use professional grade cameras and lenses alongside the latest drone technology so we may provide viewers with a full understanding of the property since strictly ground and satellite photos can limit the perspective.

We also create 3D tours using Matterport technology. These tours integrate directly onto our website as well as the other listing websites. These tours are a great way for buyers to become more familiar with a home and provides something to look back on after a traditional showing.

Mapping

We use a mapping software called MapRight that provides things such as soil reports, 360-degree photos, and various map layers. The main purpose of this software is to provide interested parties an immediate way to interact with your listing while providing much of the initial due diligence work from the moment the listing is viewed.



MAPRIGHT MAPPING SOFTWARE

LUMIX G9 & OLYMPUS M.ZUIKO PRO

Marketing

In today's world, the exposure a listing receives, particularly in the digital space, is vitally important to how it performs on the market. We understand this, which is why we take both a wide distribution approach and a more focused approach to ensure your property gets the exposure it deserves. Even with the internet being the primary source of exposure, we still believe in the traditional methods of marketing, such as visible signage, phone calls, and emails.

Focused Distribution

One of our favorite ways to tell people what's for sale is on the radio. Every weekday morning, Robert Buckner talks on the local WWJB (103.9 FM) radio station where he goes over new and existing listings.

Our new website also contains a built-in marketing platform that allows users to sign up and receive notifications once a property comes on the market. This feature allows users who have a serious interest in buying or leasing real estate to always be among the first informed.

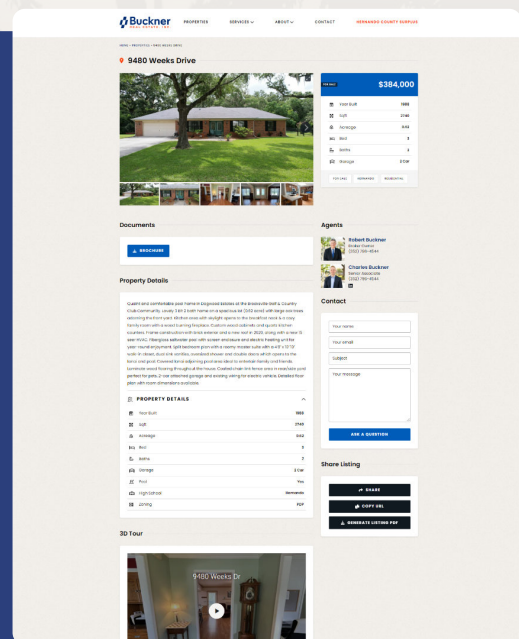
Another method of targeted marketing is done through online platforms to send emails to those who show a specific interest in a particular property.

Wide Distribution

Properties are listed on our website and in the local MLS to provide the property the most exposure to the area's locally connected agents.

Agricultural homes and ranches are uniquely posted on a range of land listing websites such as Land Broker MLS, Lands of America, Land and Farm, Land Watch, and Farms USA.

Our higher priced listings are distributed as advertisements to the Wall Street Journal Online, The Dow Jones Mansion Global, Barron's online, and Penta-Barron's online.



WWW.BUCKNERREALESTATE.COM

Pricing

When it comes to pricing your property, we prepare a detailed report that goes over what homes have sold for and what is on the market currently, along with our recommendations for listing prices.



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