
Michael Saunders & Company[®]
Licensed Real Estate Broker

Your **Edge** in Today's Market

Introduction

- Market fundamentals
- The Michael Saunders advantage
- Our approach to listing and selling your home
- Local, national and international connections and exposure
- Vision and values

Fundamentals



Market Realities

Our climate, culture and lifestyle continue to attract well-qualified buyers from around the world

Inventory levels dictate pricing

Inventory levels at 5-year highs

Realistically-priced homes sell

Market fluctuation

2003-2005 market activity is not a promise of 2008 results

Buyers

Initial Home Search

Internet inquiries

9 out of 10 home searches begin online

Brokers

7 out of 10 sales are co-broked



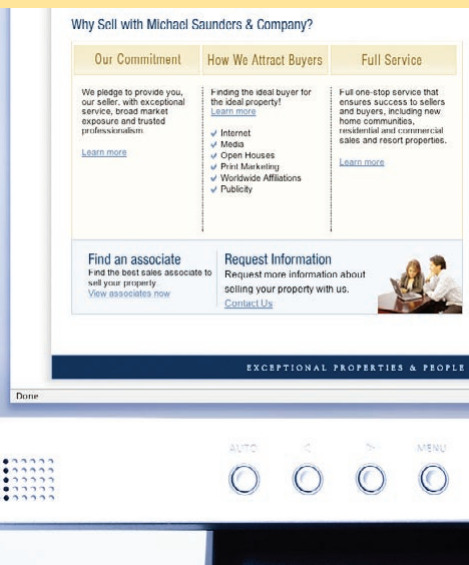
Advantage

Florida's gulf coast real estate leader for over 30 years...

- Linking buyers with sellers through the ups and downs of every real estate cycle for the past 30+ years
- Leveraging the power of Michael Saunders & Company brand — Service, Sophistication, Skill
- Worldwide broker and web affiliations provide global exposure for your home



Application



Use our comprehensive technology, marketing, and human resources to develop the most successful plan for selling your home.



Relationships

Together, we...

- Listen
- Learn
- Analyze
- Prepare
- Communicate
- Act
- Deliver



Expectations

Listen

- Many factors determine how quickly your home will sell and at what price.
- Together, we will set realistic expectations.

Timelines

Learn

- What are the reasons you are selling your home now?
- Do you have the luxury of time, or are you highly motivated and eager to purchase your new home?

Information

Analyze

Market Supply & Demand

- How many similarly located and priced properties are on the market
- How many of them have sold?
- How long has it taken to sell them?
- What homes will compete against yours?
- Is yours the most competitively priced home in its class?

Economics

Analyze

Financial Considerations

- What will it take to purchase your home?
- What percentage of buyers will qualify?
- How deep is the buyer pool?

Environment

Prepare

Prepping Your Home for Optimal Showings

- Is your home ready for its all-important close-up?
- Our MSC Style team provides interior design solutions that transform an ordinary showing into an extraordinary experience.



Pricing

- In today's hotly competitive market, nothing is more important than leading with the right price.
- Will yours be the best priced home in its competitive class?

Caution

The consequences of overpricing:

- Limits the number of qualified buyers
- Results in fewer prospects & showings
- Reduces the number of offers
- Creates lack of interest in the home
- Limits financing options
- Increases the sales time
- Less net revenue for the seller

Pricing

15% Above Fair Market Value

10% of Prospects May BUY

10% Above Fair Market Value

30% of Prospects May BUY

5% Above Fair Market Value

50% of Prospects May BUY

At Fair Market Value,
95% of Prospects May BUY

Source: Florida Association of Realtors®

Coverage

With 16 strategically located branch offices in Manatee, Sarasota, and Charlotte Counties, and international offices in top Caribbean destinations, our 450+ associates capture buyers wherever they begin their search.



Act

The tools and the talent to bring buyers to your door

- Internet
- Local broker network/community connections
- National and global affiliations
- Impactful signage tastefully branded
- Printed communications to drive readers to michaelsaunders.com

Connect

- 9 out of 10 potential purchasers start their search on the Internet
- michaelsaunders.com is the #1 trafficked Web site in Southwest Florida
- Additionally, your listing will be linked to over 2000 local, regional, national and international web sites.

The #1 Trafficked local web site

Neighborhood Search

Search Exciting New Communities and All Available Properties in Sarasota, Manatee and Charlotte counties

Property Search

Set specific parameters and create a personalized property search

Affiliated Services

Mortgage • Title • Relocation

Associates

Meet 450+ of the most knowledgeable and experienced Realtors®

michaelsaunders.com

Video Magazine

Bringing alive the sights and sounds of Florida's Gulf Coast lifestyles

Worldwide Affiliations

Global exposure unmatched by any other real estate brokerage in the region

Commercial

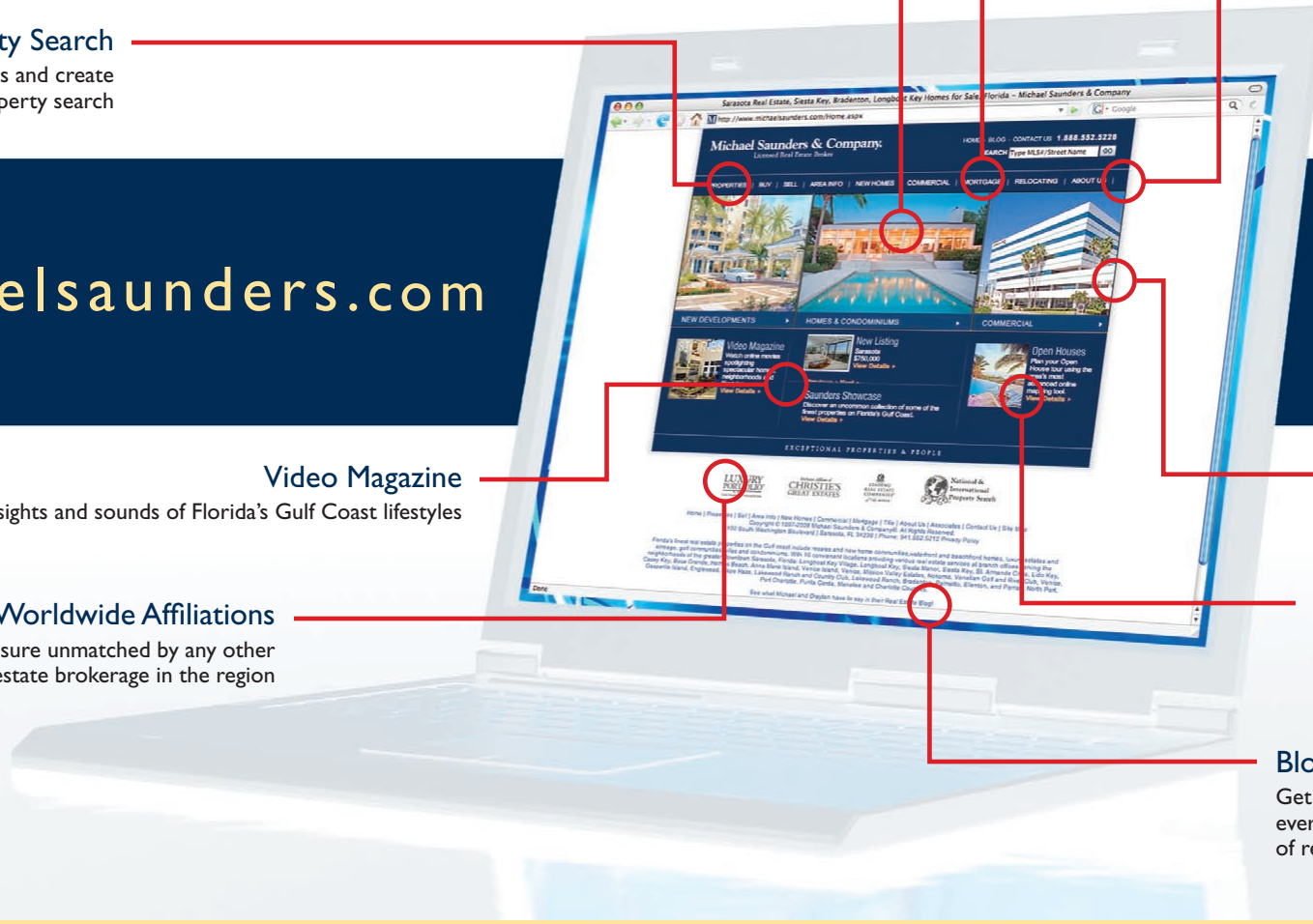
Find office and industrial space to buy or lease

Open House Search

Map out your customized tour of the area's open houses

Blog

Get insights into the ever-changing world of real estate



Local Web Dominance

michaelsaunders.com

Michael Saunders & Company's 450+ agent sites

other local real estate sites via IDX

HeraldTribune.com

Bradenton.com

Sun-Herald.com

Venice-Florida.com

Englewood-Florida.com

NorthPort-Florida.com

Charlotte-Florida.com



National Web Dominance

Realtor.com

NYTimes.com

Trulia.com

Google.com

LeadingRE.com

RealEstateJournal.com

LuxuryHomes.com

Zillow.com

FrontDoor.com (HGTV)

Homescape.com

LuxuryPortfolio.com



Global Web Dominance

ChristiesGreatEstates.com

CountryLife.co.uk

FiveStarAlliance.com

RisMedia.com

EuropeanRealEstate.org

LuxuryRealEstate.com

IHT.com (International Herald Tribune)

Telegraph.co.uk

MayfairInternationalRealty.com

ReloHomeSearch.com



The Power of Worldwide Exposure



We distribute Michael Saunders & Company listings to **over 2,000 websites** around the world. Here is just a sample of our most-utilized affiliate sites — the entire list would not fit this page!

IHT.com	IHT.com	IHT.com	IHT.com
Telegraph.co.uk	Telegraph.co.uk	Telegraph.co.uk	Telegraph.co.uk
MayfairInternationalRealty.com	MayfairInternationalRealty.com	MayfairInternationalRealty.com	MayfairInternationalRealty.com
HGTV.com	HGTV.com	HGTV.com	HGTV.com
ReloHomeSearch.com	ReloHomeSearch.com	ReloHomeSearch.com	ReloHomeSearch.com
Realtor.com	Realtor.com	Realtor.com	Realtor.com
Homescape.com	Homescape.com	Homescape.com	Homescape.com
Bradenton.com	Bradenton.com	Bradenton.com	Bradenton.com
Zillow.com	Zillow.com	Zillow.com	Zillow.com
Trulia.com	Trulia.com	Trulia.com	Trulia.com
Google.com	Google.com	Google.com	Google.com
HeraldTribune.com	HeraldTribune.com	HeraldTribune.com	HeraldTribune.com
NYTimes.com	NYTimes.com	NYTimes.com	NYTimes.com
RealEstateJournal.com	RealEstateJournal.com	RealEstateJournal.com	RealEstateJournal.com
LuxuryPortfolio.com	LuxuryPortfolio.com	LuxuryPortfolio.com	LuxuryPortfolio.com
CountryLife.co.uk	CountryLife.co.uk	CountryLife.co.uk	CountryLife.co.uk
FiveStarAlliance.com	FiveStarAlliance.com	FiveStarAlliance.com	FiveStarAlliance.com
RisMedia.com	RisMedia.com	RisMedia.com	RisMedia.com
EuropeanRealEstate.org	EuropeanRealEstate.org	EuropeanRealEstate.org	EuropeanRealEstate.org
LuxuryHomes.com	LuxuryHomes.com	LuxuryHomes.com	LuxuryHomes.com
LuxuryRealEstate.com	LuxuryRealEstate.com	LuxuryRealEstate.com	LuxuryRealEstate.com
ChristiesGreatEstates.com	ChristiesGreatEstates.com	ChristiesGreatEstates.com	ChristiesGreatEstates.com

All Listings

Listings above
\$750,000

Listings above
\$1 Million

Listings From
\$2 Million

Involved

Michael Saunders – board member and advisor to our global affiliates

- Michael Saunders has established ongoing relationships with key affiliate brokers around the world to maximize international name recognition and capture the most referrals.
- Michael Saunders officially helps shape the organizations and the services they deliver



Michael Saunders speaking at a Leading RE conference.



Michael Saunders signing an exclusive agreement with EREN.

Connected

For the past 3 decades, we have nurtured global partnerships with the world's most recognized names in residential real estate.

**CHRISTIE'S
GREAT ESTATES[®]**


**LEADING
REAL ESTATE
COMPANIES[™]**
of THE WORLD

**LUXURY
PORTFOLIO[™]**
FINE PROPERTY COLLECTION

EREN EUROPEAN
REAL ESTATE
NETWORK

BOARD OF
REGENTS

 **MAYFAIR**
International Realty

Connected

MSC Relocation and Referral Services manages incoming leads from important sources, including:

- National and international broker-to-broker affiliations including LeadingRE, Luxury Portfolio, EREN, Mayfair International Realty, Christie's Great Estates, Board of Regents, etc.
- Relocation management companies and in-house corporate relocation departments.
- michaelsaunders.com and dedicated toll-free lines.

MSC **Relocation**
and Referral Services

Supported

MSC Affiliated Services simplifies the home purchasing process:

- MSC Mortgage offers valuable one-stop services, including the finest in competitive loan packages, with expert guidance to match the right mortgage product with each individual buyer.
- MSC Title assures a buyer's property rights and a smooth closing by confirming that a home is free of liens and title defects.

MSC Mortgage
An affiliate of Wells Fargo Home Mortgage

MSC Title
Underwritten by First American Title Insurance Company

Networked



- We work with the entire regional broker community and MLS boards
Leverage the power of each broker's database
Reach brokers all along the Gulf Coast
- Open houses, preview caravans and Realtor events create timely and memorable awareness of your property through face-to-face interactions and dramatic showings

Published

Advertising in these widely-read publications drives traffic to preview your home on michaelsaunders.com

Wall Street Journal USA Regions

Scene Magazine

Unique Homes

Sarasota Magazine

DuPont Registry

SHT Buyer's Guide

Christie's Magazine

Homes & Land Magazine

Christie's Great Estates

Homes & Land Guide

Luxury Florida Homes

Gulf Coast Real Estate Guide

International Homes Magazine

Welcome Home

SRQ Magazine

The Real Estate Book

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A. BOATER'S DREAM. No direct access to the bay & Gulf. Beautiful in-style home between Roberts Bay \$2,990,000. Betty Mullinix & Steve Abbe, 928-4447 or 504-2993. #373055

B. TY PARK. Serenity surrounds this maintenance-free courtyard home with use, summer kitchen & 3-car garage in University Park Country Club. \$625,000. Terri Derr & Kennedy Torrington, 951-6660 or 376-1717. #373055

C. GULF-FRONT. Ultimate island lifestyle. renovation on one level, pool, high tonically stable beach. Deeded access 2,995,000. Terri Derr & Kennedy Torrington, 951-6660 or 376-1717. #373139

D. IDE. Elegant yet casual for the situated on Arthur Hill Eagle views & southern exposure. Mullinix & Steve Abbe, 349-3444 #62

E. CHEROKEE PARK. Brand new 4BR home with classic architectural styling. Great for entertaining with 2 family rooms, pool & 3-car garage. Set on nearly 1/2-acre lot. \$2,480,000. Kim & Michael Ogilvie, 951-6660 or 376-1717. #362969

F. THE OAKS. Enjoy the Oaks lifestyle in this elegant 4BR home overlooking the 9th fairway of the new Arthur Hill Eagle course. \$979,000. Betty Mullinix & Steve Abbe, 349-3444 or 928-3441. #367518

G. OAKS CLUBSIDE. Elegance & comfort in this impressive 4,637-sq.-ft. 5BR, 2-story home with study. Set on a picturesque lake with golf course views. \$1,484,000. Betty Mullinix & Steve Abbe, 349-3444 or 928-3441. #366360

H. OSPREY. Gated 7-lot enclave. New home near Pine View School. 3,800-sq.-ft. Monticello model by notable builder Vision Homes. Pool, summer kitchen & pavers. \$1,095,000. Terri Derr & Kennedy Torrington, P.A., 383-7591 or 356-6694. #341116

I. BEAU CIEL. Price reduced on this exceptional furnished former model with interiors by Folsom Smith. Bay views from this 1100 sq. ft. end unit. \$1,870,000. Kim & Michael Ogilvie, 951-6660 or 376-1717. #370620

J. MAINLAND BAYFRONT. Coastal style. winning Selby Gardens setting. 102' on the bay. 3BRs, 2,900+ sq. ft., pool, spa, decking & boathouse. \$1,665,000. Terri Derr & Kennedy Torrington, P.A., 383-7591 or 356-6694. #341116

K. GULF & CITY SKYLINE VIEWS. 2/3+ Gulf-front/Big Pass building site for luxury home. Located on North Siesta Key in an area of million dollar estates. \$2,995,000. Kim & Michael Ogilvie, 951-6660 or 376-1717. #367021

L. YOUR BEACH HOUSE AWAITS. Private Gulf-front sanctuary with sophisticated architecture, splendid views, beaches, 2,960 sq. ft., elevator, private pool & 2-car garage. \$1,700,000. Terri Derr & Kennedy Torrington, P.A., 383-7591 or 356-6694. #359816

100 South Washington Boulevard • Sarasota, Florida 34236 • 941.552.5212

AL ESTATE OF THE WORLD
michaelsaunders.com

Results

We Sold \$1.5 Billion in 2007

That's The Reality of Our Market

Our Goal

To sell your home in the shortest period of time at the highest possible price.

2007-0001	2007-0002	2007-0003	2007-0004	2007-0005	2007-0006	2007-0007	2007-0008	2007-0009	2007-0010	2007-0011	2007-0012	2007-0013	2007-0014	2007-0015	2007-0016	2007-0017	2007-0018	2007-0019	2007-0020	2007-0021	2007-0022	2007-0023	2007-0024	2007-0025	2007-0026	2007-0027	2007-0028	2007-0029	2007-0030	2007-0031	2007-0032	2007-0033	2007-0034	2007-0035	2007-0036	2007-0037	2007-0038	2007-0039	2007-0040	2007-0041	2007-0042	2007-0043	2007-0044	2007-0045	2007-0046	2007-0047	2007-0048	2007-0049	2007-0050	2007-0051	2007-0052	2007-0053	2007-0054	2007-0055	2007-0056	2007-0057	2007-0058	2007-0059	2007-0060	2007-0061	2007-0062	2007-0063	2007-0064	2007-0065	2007-0066	2007-0067	2007-0068	2007-0069	2007-0070	2007-0071	2007-0072	2007-0073	2007-0074	2007-0075	2007-0076	2007-0077	2007-0078	2007-0079	2007-0080	2007-0081	2007-0082	2007-0083	2007-0084	2007-0085	2007-0086	2007-0087	2007-0088	2007-0089	2007-0090	2007-0091	2007-0092	2007-0093	2007-0094	2007-0095	2007-0096	2007-0097	2007-0098	2007-0099	2007-0100
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Lido Key
Sold for \$7.4 Million
2007's Highest Residential Sale
in Sarasota & Manatee Counties



Lido Key
Sold for \$5,122,500



Terra Cota
Sold for \$985,000



Calleo Key
Sold for \$5,500,000



Longboat Key
Sold for \$3,774,000



Sarasota
Sold for \$1,200,000



Lakewood Ranch
Sold for \$623,000



Bridgeway
Sold for \$2,400,000

Michael Saunders & Company
Licensed Real Estate Broker



30 PLUS YEARS
OF EXCELLENCE

Thank You for Your Continued Trust and Confidence

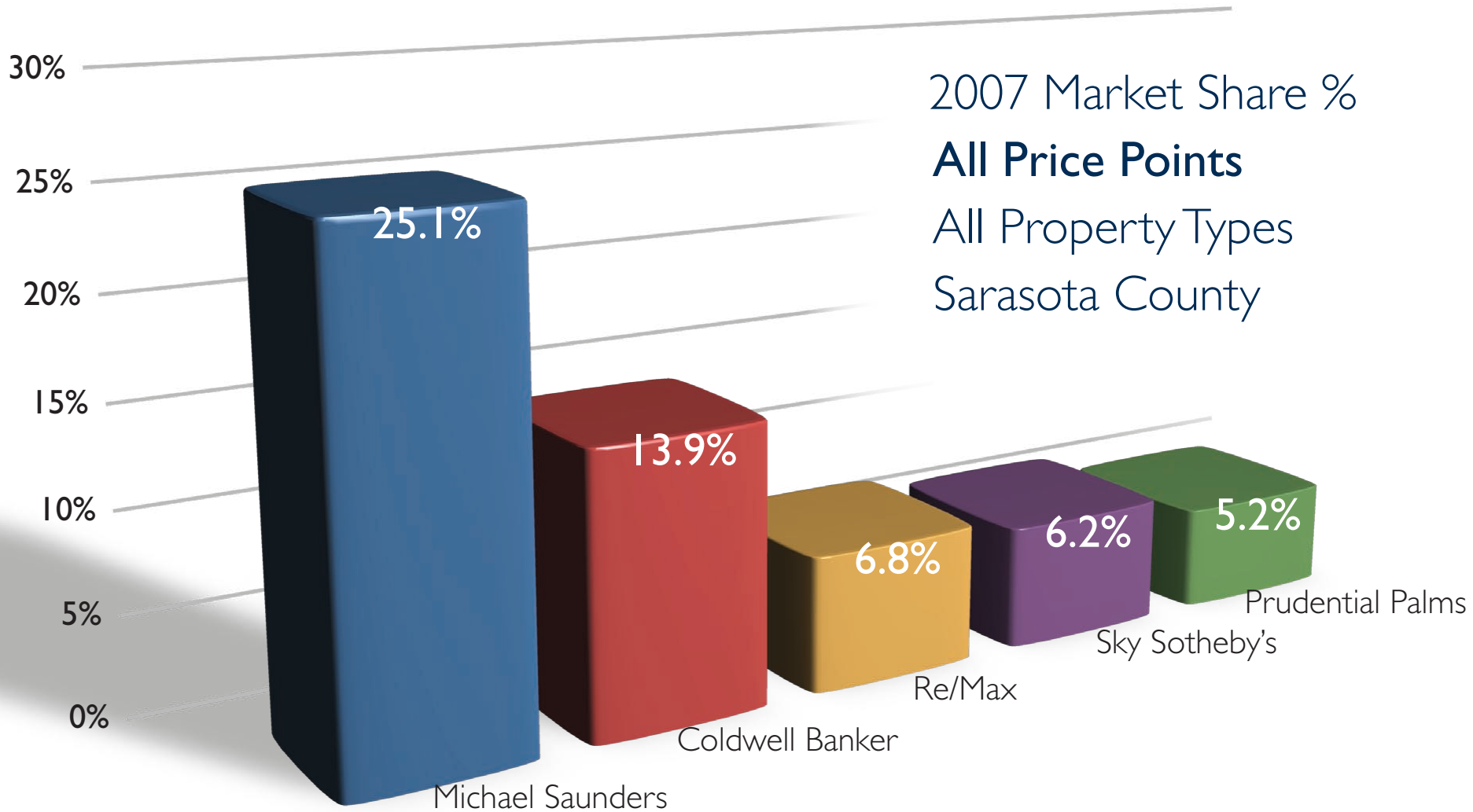
2007-0101	2007-0102	2007-0103	2007-0104	2007-0105	2007-0106	2007-0107	2007-0108	2007-0109	2007-0110	2007-0111	2007-0112	2007-0113	2007-0114	2007-0115	2007-0116	2007-0117	2007-0118	2007-0119	2007-0120	2007-0121	2007-0122	2007-0123	2007-0124	2007-0125	2007-0126	2007-0127	2007-0128	2007-0129	2007-0130	2007-0131	2007-0132	2007-0133	2007-0134	2007-0135	2007-0136	2007-0137	2007-0138	2007-0139	2007-0140	2007-0141	2007-0142	2007-0143	2007-0144	2007-0145	2007-0146	2007-0147	2007-0148	2007-0149	2007-0150	2007-0151	2007-0152	2007-0153	2007-0154	2007-0155	2007-0156	2007-0157	2007-0158	2007-0159	2007-0160	2007-0161	2007-0162	2007-0163	2007-0164	2007-0165	2007-0166	2007-0167	2007-0168	2007-0169	2007-0170	2007-0171	2007-0172	2007-0173	2007-0174	2007-0175	2007-0176	2007-0177	2007-0178	2007-0179	2007-0180	2007-0181	2007-0182	2007-0183	2007-0184	2007-0185	2007-0186	2007-0187	2007-0188	2007-0189	2007-0190	2007-0191	2007-0192	2007-0193	2007-0194	2007-0195	2007-0196	2007-0197	2007-0198	2007-0199	2007-0200
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Substantial

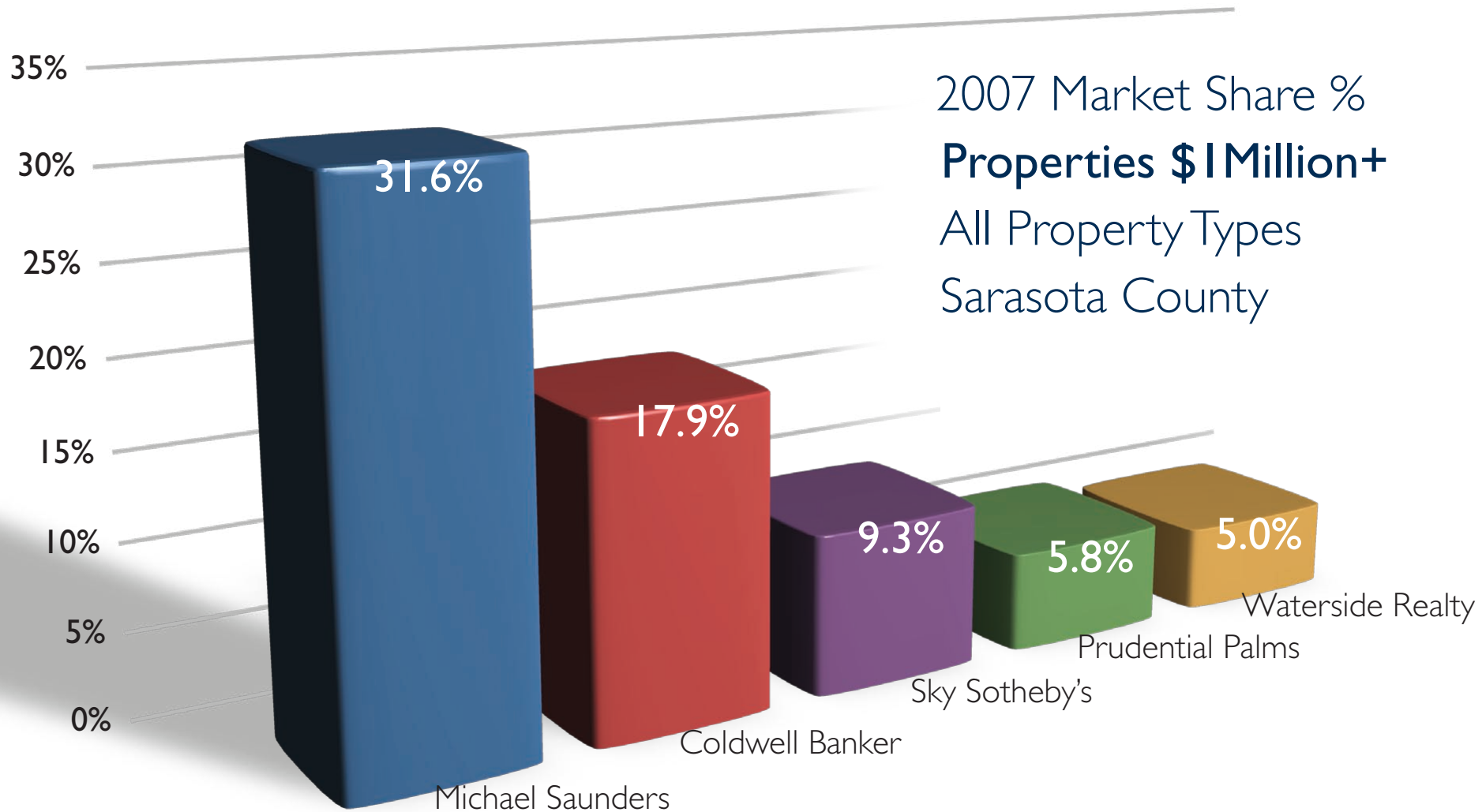


Over the last five years, our high-production associates represented 22,000 transactions resulting \$11 Billion in volume.

Statistical



Statistical



Decision

Why choose
Michael Saunders & Company?

Advantage

- Area's undisputed leader in residential real estate.
- Delivering results throughout the ups and downs of every real estate cycle for the past 30-plus years
- Marketing programs that maximize leads
- Worldwide affiliations that provide global exposure and out-of-market referrals for your home
- 450 of the best-equipped sales associates to convert leads to sales

Values

Integrity

Building relationships that are based on trust

Mutual Profitability

Developing strategies that generate successful results for all

Communication

Creating an environment that embraces timely, respectful, productive and positive interaction

Excellence

Honoring commitments and exceeding your needs and expectations

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Licensed Real Estate Broker

Your **Edge** in Today's Market
