

Sunday, May 18, 2008

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# Michael Saunders & Company®

LICENSED REAL ESTATE BROKER

## EXCEPTIONAL PEOPLE, PROPERTIES & SERVICE

### Performance



Promises don't sell homes. It's the performance behind every pledge that gets the job done. That's important to remember when you're planning to sell your home and are interviewing prospective listing agents from competing companies. You will likely be promised everything under the sun—from marketing superiority to a wealth of international connections—in exchange for the privilege of selling your home. Which is fine, so long as each promise is underscored by a proven ability to perform.

When faced with the final decision of which company to choose, ask yourself: Can they walk the walk? Is their record of performance enough to suggest they are the company most able to deliver on every promise while ultimately finding a buyer in the most reasonable timeframe?

When you interview an associate from Michael Saunders & Company, you have before you a professional whose efforts on your behalf will marshal the full service and support of a company that brought buyers to the closing table for nearly 40 percent of its own listings in 2007 and 2008 (year-to-date). Not surprising really. Once listed with Michael Saunders & Company, your property is immediately exposed to more than 500 of the area's best networked real estate professionals—who blanket the region from 16 strategically located offices and gather weekly to exchange property information. Plus, in an era where 88% of today's homebuyers begin their property searches on the Internet, your home will be featured on the most widely-viewed property Web site in Southwest Florida. That isn't all. In the past year alone, michaelsaunders.com has experienced a 51% increase in overall Web visits, a 109 percent

increase in visitors from European countries and a 72% increase in visits from Asian countries. This on top of 45% more visitors from every state in the Union. (Source: Google Analytics, May 2008)

When you interview an associate from Michael Saunders & Company, you have before you a professional long fortified with just the sort of far-reaching international connections that many companies are only now beginning to cobble together. Cementing cross-border alliances doesn't happen overnight. They require considerable time, effort and travel—not to mention major financial commitments. Almost from the moment she established the company, Michael Saunders began crisscrossing the globe to establish and nurture these vital relationships; not simply to help out in challenging times, but because she has a lifetime's appreciation of the region's global appeal. Well before year's end, she will have sung the praises of Southwest Florida before international assemblies in Madrid and Milan (in July), Rome (in September) and London (in October).

Through long-established ties—including leadership roles at the very top—with such revered international brokerage networks as Leading Real Estate Companies of the World, Luxury Portfolio, EREN (The European Real Estate Network), Mayfair International Realty,

and Christie's Great Estates, Michael Saunders & Company can truly claim the widest and most direct pipeline to a world's worth of qualified buyers.

Last but not least, when you interview an associate from Michael Saunders & Company, you have before you a professional whose company controlled one or both sides of the largest residential transactions in the Sarasota MLS for each of the past five years. In fact, in Sarasota County, it takes the combined market share of the next four leading competitors to equal the 35.1 share of market that Michael Saunders & Company achieved in volume sales of \$1 million-plus properties. (Source: Trendgraphix, May 2008). Likewise, for \$3 million-plus properties, the combined market share of the next four leading competitors (36.5%) fell significantly below the 43.6 share achieved by Michael Saunders & Company. Across all price ranges, Michael Saunders & Company has a market share of 24%, more than the combined share of the next two leading competitors.

Performance in real estate is an art best displayed by knowing how to price a property correctly, market it globally, and hasten its sale through skilled negotiations and the ancillary services of MSC Mortgage and MSC Title. Why settle for less? Why risk performance anxiety when you can relax and enjoy performance art?

**What's Your Opinion?** Log on to our blog at [michaelsaunders.com](http://michaelsaunders.com) to share your perspective on a range of topics