

Casting a wider net

In a recent article in *The Wall Street Journal*, reporter June Fletcher adds significant weight to the importance of selecting a real estate company not only for its local prowess, but also for its ability to reach out to the broadest possible swath of international buyers. Why? Because even though all real estate is local, many of today's most qualified buyers are not even living within our borders – yet. A weakened dollar now affords overseas buyers that much more purchasing power at a time when prices here are already comparatively low.

What does this mean to you the seller? Simply this. When listing your home – especially in a market where competition is fierce for every available buyer – you must cast the widest possible net to snag the biggest number of fish. This means finding a real estate company that knows all the best places to fish.

List your home with Michael Saunders & Company and it immediately commands the broadest local, national and international reach of any real estate company in the region. According to *Alexa.com* – the gold standard of Web tracking services – in July alone, *michaelsaunders.com* was visited by users from 114 countries worldwide and visitors from every state in the Union, an important benefit considering the fact that more than 80 percent of home buyers begin their search on the Internet. This is especially true for international buyers who may be sitting on their terrace in Paris while Web surfing for homes in Southwest Florida.

For sellers of luxury homes – priced above \$1 million – Michael Saunders & Company has also forged unique international marketing partnerships that showcase the area's most exclusive homes to qualified buyers around the globe. The largest of these, *Leading Real Estate Companies of the World* – for which Michael Saunders is in her third year as Chairman – is a network of 700 firms with 5,000 offices, 145,000 associates and annual sales of over \$400 billion. The other, *Christies Great Estates*, is an international network that represents only the finest in luxury listings. Its 850 offices include 35,000-plus associates in more than 45 countries with a combined annual sales volume of \$125 billion.

Even as this article appears in print today, representatives of Michael Saunders & Company – including Michael herself – are participating in an important pair of international real estate conferences in Valencia, Spain. They are there to promote Southwest Florida and the residential opportunities that await international buyers through Michael Saunders & Company. One of these conferences is among the members of EREN – the acronym for the European Real Estate Network – a group of 20 prestigious real estate companies, representing nine European countries. The other is the *Luxury Portfolio International Symposium* which is designed to strengthen cross-border referrals and marketing opportunities between its 700 member companies – their 5,000 offices and 145,000 associates producing over \$400 billion in annual home sales in 35 countries. Michael addressed the opening session of this prestigious gathering while Stephanie Church – Director of Broker Relations at Michael Saunders & Company –

gave presentations highlighting many of the company's properties to brokers assembled from around the world.

Netting you the world's most qualified buyers has been our mission for over 31 years. That's why even in these most challenging of times, Michael Saunders & Company continues to average more than \$4.75 million in daily closed sales. It's all in a day's catch.