

# BEST Opportunities

The FASTEST ROUTE to a successful sale.



At Michael Saunders & Company, we are now in our fourth decade of navigating clients and customers through the delicate twists and turns on the road to achieving their real estate goals. Today's market is particularly fraught with challenges, especially for those whose goal is the immediate sale of their homes. Not the least of these challenges is the enormous inventory of available homes that are currently listed for sale—an inventory that continues to take on mass thanks to an unprecedented wave of foreclosures. For today's sellers, this is the environment in which their homes must compete for serious consideration among cost-conscious buyers.

## Aggressive Pricing Rules Today's Market

Value pricing being the undisputed king in today's market, we at Michael Saunders & Company are the first to counsel our sellers that their homes must be priced aggressively and marketed skillfully from the onset; or risk languishing on the market indefinitely. For this reason, we are pleased to recommend **Best Opportunities**, the newest and most heavily trafficked feature on the region's most heavily trafficked Web site, [michaelsaunders.com](http://michaelsaunders.com).

## Available Only From Michael Saunders

Unique to Michael Saunders & Company, **Best Opportunities** provides a dedicated online showcase for the most aggressively priced homes on [michaelsaunders.com](http://michaelsaunders.com). **Best Opportunities** removes the guesswork from shopping for a home by featuring only those listings that have been judged to be the most competitively priced buying opportunities in today's market.

## An Unqualified Success

Since launching this important new tool for our sellers, **Best Opportunities** has proven itself an unqualified success. In the first 12 weeks since launching the program, an average of 2 homes have sold or gone under contract each week. Compare this to the average number of 143 days—or 4.7 months—that a home is now on the market in Sarasota County before it sells and you'll see why **Best Opportunities** is the fastest, most effective new way to sell your home.\*

## How It Works

To be included in **Best Opportunities**, a home must meet one (or more) of the following strictly-controlled criteria:

- Priced below a recent certified appraisal, or...
- Priced below a CMA (Comparative Market Analysis), or...
- Priced below other homes in its competitive set.

Ask your MSC associate how you can qualify your home for inclusion in **Best Opportunities**.

For as much as we are honored and thrilled to have you as one of our sellers, we will both be that much happier once we've helped you succeed in selling your home.

\*Past performance not indicative of future results.

Michael Saunders & Company  
Licensed Real Estate Broker

[michaelsaunders.com](http://michaelsaunders.com)

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