

Showcasing **Your Home** in
over **6,500** affiliate branch offices in **52** countries



Michael Saunders & Company
Licensed Real Estate Broker

michaelsaunders.com

Unequaled International Coverage

Michael Saunders & Company has the independence and flexibility to hand select only those international partners known for their widespread global reach and sophisticated marketing strategies. It is our “layered approach” to international partnerships, which connects your home to over 200,000 of the world’s top agents and provides the kind of exposure a chain or franchise brokerage simply can’t equal.

Global Affiliations

CHRISTIE’S INTERNATIONAL REAL ESTATE

Drawing upon their success as one of the world’s oldest art auction houses, and having a name synonymous with quality and integrity, Christie’s hand selects independent brokers for their real estate affiliate network. Affiliates are located throughout 40 countries and specialize in marketing luxury properties. Homes advertised under the Christie’s name benefit from invaluable exposure and association with a well-known and admired brand. ChristiesInternationalRealEstate.com

LUXURY PORTFOLIO INTERNATIONAL

The largest global network of premier, locally-branded real estate companies for properties priced over \$1 million. Properties are featured in 45 states and 25 countries, website visitors come from over 200 different countries every month, and the site is translated in nine languages. LuxuryPortfolio.com

LEADING REAL ESTATE COMPANIES OF THE WORLD

A global network selling more homes than any other national real estate organization—nearly \$300 billion annually. Leading Real Estate Companies of the World brokers are ranked number one in more top U.S. markets than any franchise. LeadingRE.com

EREN – EUROPEAN REAL ESTATE NETWORK

A pan-European network of distinctive property firms in select European countries. EuropeanRealEstate.org

MAYFAIR INTERNATIONAL REALTY

With a home base in the heart of London, Mayfair’s extensive network of real estate agents provides broad coverage throughout the United Kingdom. MayfairInternationalRealty.com

Top Web Visits by Country

	Canada
	UK
	Germany
	France
	Switzerland
	Sweden
	Netherlands
	Russia
	Brazil
	Spain

“Michael Saunders provides a total services solution to helping buyers like myself and my wife buy property in Florida and enjoy the experience.

Quality real estate agents take all the ‘hassles’ out of buying from a foreign location.”

— Mr. & Mrs. H. McIntyre
Canada

CHRISTIE’S
INTERNATIONAL REAL ESTATE

LUXURY
PORTFOLIO
INTERNATIONAL™

LEADING
REAL ESTATE
COMPANIES™
of THE WORLD

EREN
EUROPEAN
REAL ESTATE
NETWORK

MAYFAIR
International Realty

GENERATING MILLIONS of World Wide Views of Your Home



*I am a first time buyer in Florida...
The team 'held my hand' through every step, which as an overseas purchaser dealing at times remotely was very reassuring.*

I felt that the team had my best interests at heart during the entire purchasing process. I would have no hesitation in using them again."

— Mr. Barnett
England

Fact

Nine out of ten international buyers begin their property searches on the internet.

Optimized

When conducting a search on the internet from anywhere in the world, michaelsaunders.com shows up at the top of the page on nearly every search for Southwest Florida real estate.

Easy

With tools like the currency converter, michaelsaunders.com is recognized as one of the most advanced, accessible and engaging property searches on the web.

Real

International buyers find that the neighborhood videos, property photos, virtual tours and market reports on the site bring the area to life on any computer, tablet or mobile device in seconds.

Layered

Traffic to the Michael Saunders & Company website, plus that of our global affiliates' sites, provides more web visitors and access than a single network of brokers.

Connected

Long-term national and international media relationships ensure your listing takes center stage on more than 2,000 carefully chosen websites.

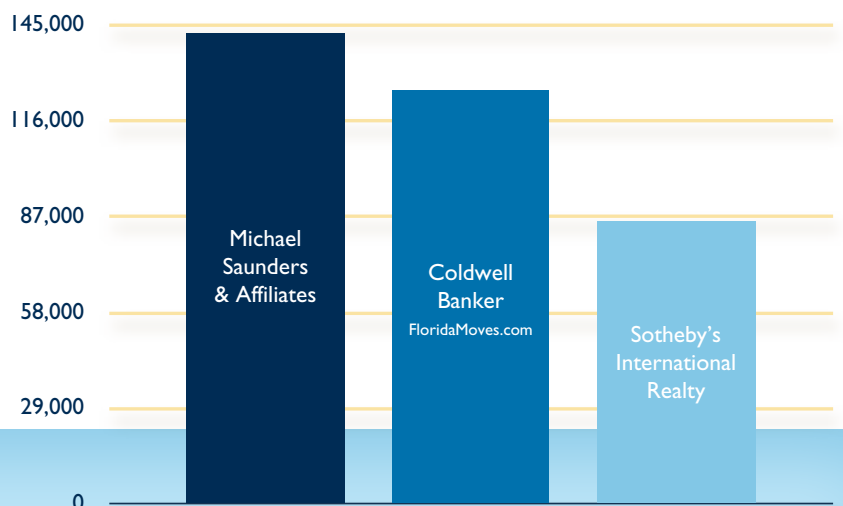
Results

- Annually, more than 1.7 million visitors from around the world visited michaelsaunders.com and our affiliate websites.
- Quick and knowledgeable responses by each Michael Saunders & Company agent is key to converting both online and offline inquiries to sales. Responsiveness is core to our culture.
- The relationship with buyers doesn't stop at an online inquiry. An active online community has been built to engage and speak with international prospects long before they arrive on our shores through newsletters, blogs and social media outlets.

Top Global Real Estate Sites

Through the Michael Saunders & Company global affiliations, your listing will be featured on michaelsaunders.com as well as one or all of our affiliate partners' sites. This unique global strategy gives your property the online visibility needed to market and sell your home.

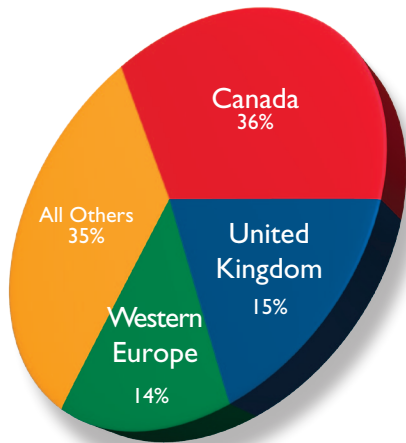
AVERAGE HITS PER MONTH • APRIL 2010–APRIL 2011



Source: Compete.com

Targeted International Coverage

Choosing Southwest Florida



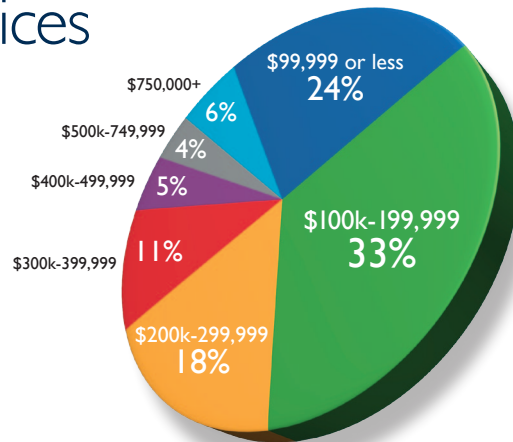
In Florida there were a total of 90,000 transactions involving international buyers in 2010—or 22% of all existing home sales. 13% of these took place in Southwest Florida.

Southwest Florida was the first choice among Canadian buyers, and the preferred coastal destination for buyers from the U.K. It was in the top five among buyers from Western Europe.

Source: 2010 Profile of International Home Buyers in Florida, Florida Association of Realtors®

Average Home Prices by International Buyers

The median price for homes purchased by an international buyer in Florida was \$180,000. Ten percent of foreign buyers paid more than \$500,000 for a home.



Michael Saunders & Company
Licensed Real Estate Broker

michaelsaunders.com