

# Michael Saunders & Company<sup>®</sup>

Licensed Real Estate Broker

EXCEPTIONAL PEOPLE, PROPERTIES & SERVICE

## Opportunity Knocks

Today's unprecedented selection of homes is all the more extraordinary for being tagged with the best prices since late 2003/early 2004—just before housing prices would begin their wild, but wholly unsustainable climb. Which makes it very easy to understand why recent home sales in Sarasota-Bradenton took such a positive upturn in the first quarter of 2008, as restored confidence replaced waning hesitation among buyers whose previous stance was a solid “wait-and-see.” They’ve pushed indecision overboard to take advantage of normalized pricing; before selections in their price ranges narrow and mortgage rates creep up to squelch whatever potential exists for incremental savings. For as large and varied as today’s inventory is, buyers in all price ranges are nothing if not value-conscious. They are buying the lowest priced homes in their preferred price ranges, while basically turning a cold shoulder to the rest.

Satisfied that pre-boom pricing has resurfaced in Southwest Florida, how do you sift through such a huge inventory of homes with any hope of finding great values that are also ideally suited to your needs? The answer is easy: Simply by visiting [michaelsaunders.com](http://michaelsaunders.com), then clicking on the

newly launched “Best Opportunities” section of our home page. You will be instantly transported to a select grouping of today’s most aggressively priced homes.

Real estate companies don’t establish or control market prices. Economic forces, especially the law of supply and demand, do. How can you be certain that the homes found in Best Opportunities are among the most competitively priced? To vet their asking prices we have assembled an in-house roundtable of the region’s most seasoned real estate experts who painstakingly scrutinize each property vying for a Best Opportunities designation. Together they make certain that each home is priced within certain market-driven parameters which, when met, qualify it as one of the best values in its competitive set.

To be featured in Best Opportunities each home must adhere to at least one of the following established criteria. **It must be:**

- Priced below a recent certified appraisal, or*
- Priced below a CMA (comparative market analysis), or*
- Priced below other homes in its competitive set.*

If for any reason a home listed in Best Opportunities ceases to meet at least one of these aforementioned qualifiers, an appropriate price adjustment is recommended to the seller in order to re-qualify for inclusion on the list. This way, when you purchase one of the carefully selected homes or condominiums featured in Best Opportunities, you are assured of owning one of the best values (and long-term investments) in today’s marketplace. It’s that simple.

The concept of multiple offers on a single property did not perish with the boom. They are still fielded daily in cases where the savviest sellers have priced their properties with equal measures of realism and aggression. The smartest sellers are meeting the market head-on rather than teeing-off from an overpriced position and having to endure the costly mistake of chasing the market down. By the time an overpriced listing is reduced repeatedly—until it finally reaches its true competitive range—the home has often been branded as undesirable (or overpriced) and is that much harder to sell.

Be sure to stop by [michaelsaunders.com](http://michaelsaunders.com) to sample our latest selection of the market’s best buys, which await inspection on our Best Opportunities page. Visit often, as new listings qualify daily and are posted even as others are sold. However, a word of caution is in order. If you aren’t in the market for a new home when you first visit Best Opportunities, you just may feel an irresistible pull before you leave. As Mark Twain was known to have famously said, “I deal with temptation by yielding to it.”



### What’s Your Opinion?

Log on to our blog at [michaelsaunders.com](http://michaelsaunders.com) to share your perspective on a range of topics.