

Michael Saunders & Company[®]

Licensed Real Estate Broker

EXCEPTIONAL PEOPLE, PROPERTIES & SERVICE

The Class of 2008: Taking Only the Best And Making Them Better

At 8660 South Tamiami Trail, in a modern, windowless annex behind the Palmer Ranch office of Michael Saunders & Company, a rapt audience of some 40 experienced newcomers to the company listen intently as its founder, president and namesake, Michael Saunders, explains how important it is to understand the culture of the company and abide by its ideals of excellence, integrity, communication and mutual profitability. Thus began their orientation to a corporate experience where there is no such thing as the status quo; where personal and professional growth are fostered each and every day, and where even the most experienced, successful and polished associates are expected to continually upgrade their professional skills.

Welcome to MS&C's Professional Development Center. Completed in 2006 — with no expense spared on equipment, materials and furnishings — if you are a sales associate at Michael Saunders & Company you will be seeing a lot of it. If you are a customer of Michael Saunders & Company, you will genuinely appreciate the results.

Each day, company associates pour into the 5,000 square-foot, state-of-the-art Professional Development Center to participate in hours of specialized training courses, facilitated by some of the best minds in Florida real estate. No other real estate company in the region has a comparable facility or goes to such great expense to offer a carefully crafted, in-house training regimen for its associates — all completely free of charge. Maintaining the company's standard of excellence and its reputation for unparalleled service means that much to Michael Saunders.

In 2007, the Professional Development Center — which is fully licensed by the State of Florida — hosted 117 different training classes, with overall turnout approaching 1,200 attendees. As you enter the building, the corridors leading to the center's three oversized classrooms are lined with framed photos of the company's top-performing associates and those staffers who have reached the upper echelon of MS&C management. More often than

not, many of these same people can be found in person imparting their wisdom, experience and insights as teachers of the various courses offered at the center. Indeed, associates of Michael Saunders & Company can fulfill all 14 hours of their state-mandated continuing education classes behind the walls of this institution, without so much as spending a dime. If you want your e-PRO Certification, you can get it here. Need a course in Core Law? You'll be learning it from none other than Professor Andy Gray. A course on Coastal Construction Control Lines is brought into focus by Sarasota attorney David Levin.

Just a sampling of the other courses offered at MS&C's Professional Development Center include Business Plan & Goal Setting, Home Inspection, 1031 Exchange, Negotiating, Web Marketing, Building An Effective Database, Listing Portfolio & Marketing Plan, Writing & Presenting Offers, Advanced Sales Contracts, Listing Contracts, Ethics, Relocation, FIRPTA (Foreign Investment Real Property Tax Act), Generating Accurate CMA's, and Building Buyer Commitment. In addition, the center frequently hosts guest speakers on topics of concern to the industry and homebuying public. Last week, John Sebree — Vice-President of Public Policy for the Florida Association of Realtors — flew in from Tallahassee to lecture on the importance of voting in favor of the upcoming Property Tax Reform Amendment 1, scheduled for a state-wide vote on Election Day, January 29.

Muhammad Ali once spoke to the rigors of the training regimen that made him such a legendary boxer and larger-than-life personality. "I hated every minute of training," he said candidly. "But I said don't quit. Suffer now and live the rest of your life as a champion."

Think you have what it takes to be a champion? If so, we hope to see you soon; seated with MS&C's Class of 2008.

What's Your Opinion?

Log on to our blog at michaelsaunders.com to share your perspective on a range of topics.