

Michael Saunders & Company

Licensed Real Estate Broker



Exceptional People & Properties



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In step with Trulia

Ten years ago, most people went about the daily business of their lives without the rapid-fire exchange of information we now take for granted, courtesy of the Internet and such giant search engines as Google. Back then, even the thought of using the Web to facilitate a real estate transaction was, well, unthinkable. A purchase of this magnitude couldn't be trusted to such an unfamiliar, unproven and unsecured technology.

Fast forward to 2007. The percentage of consumers who now casually and confidently use their computers to differentiate between properties before contacting a real estate company has risen to an astounding 80 percent. In fact, a new study from the National Association of Realtors suggests that number has risen even higher, to 88 percent, with newspapers a distant second at 12 percent. That is why Michael Saunders & Company continues to invest substantial and ever-increasing financial and human resources to link our sellers' properties to millions of users worldwide.

Of the many Web sites our listings now appear on—in addition to michaelsaunders.com—perhaps the most amazing is Trulia.com, a two-year-old real estate search engine that now enjoys more than three million visitors per month and a monthly growth rate of 10 percent. As well, 81 percent of these visitors say they plan to purchase a home within the next year and 52 percent have already pre-qualified for a mortgage. A full 50 percent are searching for properties outside the states in which they currently reside.

In addition to carrying all listings from Michael Saunders & Company in featured positions on their site, Trulia also has contracts to power property searches for the Web sites of such

media giants as CNN/Money Magazine and U.S. News & World Report. For example, this week's U.S. News Web site lists Venice as one of the "Best Places to Retire" and then guides readers to Venice real estate listings using a direct link powered by Trulia. Once there, the viewer is immediately exposed to listings from Michael Saunders & Company. Another unique feature of Trulia is its "Trulia Voices" networking page, where you can ask questions and get answers from a variety of experts about anything that concerns you regarding real estate or a particular market.

This year, the executive committee of Trulia—headquartered in San Francisco—honored Michael Saunders with an invitation to sit on its newly formed board of advisors; a position she now shares with a veritable who's who in real estate and top entrepreneurs from the Internet space.

As its popularity grows, Trulia's appears well on its way to fulfilling its mission of being the best Online site for brokers to showcase their listings. Nevertheless, clients of Michael Saunders & Company will see their homes featured across a wide variety of Web sites, including those for the Sarasota Herald-Tribune, the Bradenton Herald, the New York Times, The Wall Street Journal, Leading Real Estate Companies of the World, Mayfair International Realty, The Daily Telegraph (London), Realtor.com, Google.com/base, Aol.com, Homescape.com, Oodle.com, USNews.com, Yahoo.com/classifieds and Clrsearch.com. Luxury listings are eligible to be uploaded to a number of additional sites, including Christies.com, LuxuryPortfolio.com, LuxuryRealEstate.com, LuxuryHomes.com, and EuropeanRealEstate.org. Stay tuned. More are on the way.