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Is the spring market picking up in your area?

- Yes, quite a bit - it's great!
- No, not at all
- A little, but would like to see more sales

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Michael Saunders Presides over International Conference as Her Company Earns Several Awards

RISMEDIA, April 10, 2007-Michael Saunders, founder and president of the Sarasota, Florida based real estate company that bears her name, presided over the annual conference of Leading Real Estate Companies of the World-held recently at the Desert Springs J.W. Marriott Resort & Spa in Palm Desert, CA. Nearly 1,000 real estate brokers, managers, relocation professionals, sponsors and guests from around the U.S.-and 12 countries from around the world-joined Saunders, who has just entered her third year as Chairman of the Board of this prestigious 40-year-old global real estate network.

In addition to her official duties as Chairman, Saunders' company earned several top achievement awards, including first place for "Company Brand Advertising," and the "Leading Real Estate Solutions Award" for active participation in the organization's various property marketing initiatives. The company's exhibition booth for its Roco Ki resort property-in the Dominican Republic-was also a winner in its category.

"Once again, the reputation you have helped build is second to none in the country," she told them in a company-wide communication. "We are known for the integrity, passion, commitment and sense of style we bring to the industry. Much admiration and gratitude to all of you for creating a company viewed as the best of the best in the industry."

Conference highlights included a sold-out "Networking Night," which featured a record number of exhibits from more than 70 sponsors and affiliate companies. The opening session featured speakers John Tuccillo, former NAR chief economist, who provided an insightful market outlook; and popular trainer and consultant Mike Staver, who shared insights on how to create an exceptional real estate experience for consumers. In addition, Saunders, and other network leadership provided commentary on new network initiatives designed to help affiliates of LeadingRE maintain its competitive advantage.

Breakout sessions addressed a variety of pertinent industry topics, including developing an effective online strategy, delivering a superior value proposition to consumers and serving multi-cultural communities. The conference's "Executive Exchange" session feature a forum for some of the industry's top brokers to share best practices.

For more information about Leading Real Estate Companies of the World, visit www.leadingre.com. To learn more about Michael Saunders & Company, visit michaelsaunders.com or call 941-552-5212 or our toll-free number 1-888-552-5228.

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