



An exceptional experience

A GUIDE TO SELLING YOUR HOME



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Michael Saunders & Company
LICENSED REAL ESTATE BROKER



"We want to see people succeed. It's embedded in our values and the culture of our company. It's in our DNA. It's who we are." – Michael Saunders, Founder & CEO

Thank you for taking the time to review the enclosed materials and considering me as the listing agent for your property.

For over 40 years, Michael Saunders & Company has been the name to know and trust in Gulf Coast real estate. Every year we rank within the upper echelon of the best-known real estate brands in the United States while remaining firmly rooted in our local community. Through smart strategies that blend traditional and non-traditional opportunities, we procure the right buyer, at the right time, for the right price. If *"you are the company you keep,"* I am a proud reflection of

this organization. I take great care with all my listings, understanding successful marketing isn't a 'one-size fits all' approach. I ask questions, then I listen – all with the intent to gain a genuine understanding of the value of your home. Then I employ a customized marketing strategy to viable prospective buyers with depth and accuracy, keeping you informed of results and feedback the whole way. In this package, you will learn how I distinguish myself from other agents. I welcome any questions or concerns you have and look forward to addressing all of them so that you feel confident in your decisions throughout this process.

Let's work together to accomplish your goals.

Sincerely,

Lee Anna Duck, REALTOR®

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RSPS
Resort & Second-Home
Property Specialist

U.S. MILITARY
ON THE MOVE

★ **ABR**

MSCRelocation
and Referral Services

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Marketing

Our focus on meeting goals, exceeding expectations and being honest during the entire process helps us achieve every seller's goal of getting the right price in the shortest period of time.

Preview your home and offer suggestions on how to prepare it for sale and showcase it best

- Cleaning /staging
- Professional photography/virtual tour
- Sign installation
- Pre - inspection

Design and implement a marketing plan customized to your home and market

Local, regional and global exposure

Color property brochure

Realtor E-blasts Just listed

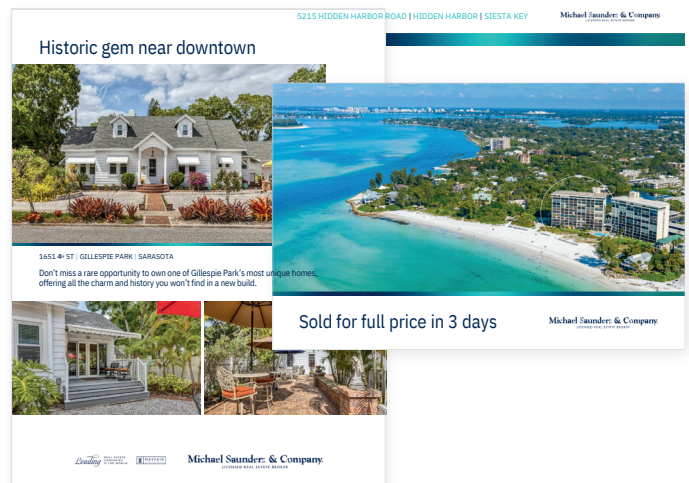
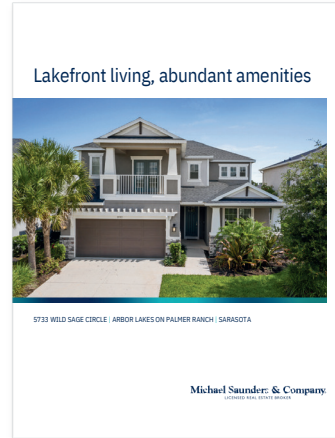
postcards

- Listing syndication that features your property on the Multiple Listing Service and thousands of real estate websites, including Trulia and Realtor.com
- Print advertising
- Featured listing on MichaelSaunders.com
- Editorial, social media and blogging opportunities through MSC Marketing
- Open houses (digitally or by appointment)

Networking

- 700+ Michael Saunders & Company agents
- Affiliations with more than 560 brokerages worldwide through Luxury Portfolio International, Leading Real Estate Companies of the World and Mayfair International Realty

Communication is critical





Setting the stage

When it comes to selling your home, the look and feel of your property matters. We spend years decorating our homes to create a personal space all our own. But, when it comes time to sell, you want to make sure your home is attractive to potential buyers who prefer to visualize the space as their own.

We, as agents, have extensive experience in what's effective and can share constructive feedback or a consultation with a professional home stager. These tools and more become invaluable when preparing for your professional home photography.



DECLUTTER & DEPERSONALIZE

- Cluttered homes have far less visual impact
- Clear away personal objects, from family photos to collections of sports memorabilia
- Pay close attention to kitchen countertops and bathrooms

DEEP CLEAN

- Buyers expect immaculate homes
- Wash windows and baseboards, dust thoroughly and eliminate any odors
- Professional help is a great idea

BOOST CURB APPEAL

- First impressions are everything
- Keep lawn freshly mowed
- Remove debris from driveway and sidewalks
- Pressure wash for a low-cost effort that creates a huge impact

NEW & NEUTRAL

- Neutral colors work wonders to make a space appear clean and new
- Ensure each room only serves one useful purpose

STYLISH ACCENTS

- Accessories can set a tone that inspire lifestyle dreams
- Pay close attention to the bathrooms, kitchen and outdoor areas
- Simple items like a bowl of lemons in the kitchen or a vase of fresh flowers in the dining room can have a big impact

MAINTENANCE

- Take notice of the little things: switch plates, burned out bulbs, holes, stains, torn screens, squeaky handles, etc.

Selling a home takes strategy and hard work. This is where I thrive. I am fully committed to partnering with you to achieve results.



What is the Cost of Selling Your Home

As your Realtor and trusted advisor, it is my goal to help you net the highest dollar amount in the shortest period of time while making your transaction as smooth as possible. Here are the two marketing plans I offer.

MARKETING PLAN A – GOLD PACKAGE

Staging assistance
Pricing analysis & valuation
Strategic marketing plan
Professional HD photography & virtual tour
Michael Saunders & Company signage
Color brochures
Counter display
Individual website
Multiple Listing Service (MLS) exposure
Print advertising Direct marketing campaigns
International marketing Online marketing (Zillow, Realtor.com, etc.)
Office/agent tour
Outdoor brochure box (optional)
Electronic secured lockbox
Referral to contractors/service providers
Feedback provided on all showings
Transaction management & communication
Relocation program assistance
Weekly communication & marketing review

MARKETING PLAN B – PLATINUM PACKAGE

Pre-inspection (compliments of listing agent)
Staging assistance/interior design consultation
Pricing analysis & valuation
Strategic marketing plan & timeline calendar
House cleaning prior to photography
Professional HD photography & virtual tour
Matterport 3D photography or video
Michael Saunders & Company signage
Custom glossy color brochures
Counter display
Individual website
Multiple Listing Service (MLS) exposure
Print advertising - local & out of area
Direct marketing campaigns
International marketing
Online marketing (Zillow, Realtor.com, etc.)
Digital/Email marketing campaigns
Real estate source (2 feature ads)
Office/agent tour
Outdoor brochure box (optional)
Electronic secured lockbox
Referrals to contractors/service providers Feedback provided on all showings
Transaction management & communication
Relocation program assistance
Weekly communication & marketing review Concierge service for out-of-town sellers
Individual property video
Transaction management
Weekly contact and marketing review

Experience the difference



Michael Saunders, Founder and CEO (right) Drayton Saunders, President (left)

It all started with a lady named Michael.

Michael Saunders & Company is an independently-owned collaboration of agents providing the deepest, most strategic market insights in the region; global marketing reach to more than 560 real estate partners worldwide; and meticulous service to home buyers and sellers from every walk of life. Our company culture is built from our Sarasota roots, strong moral standards, and a unified vigor to set the highest expectation for real estate services on Florida's Gulf Coast.

The idea of service is central to the way we operate, developing from the personal story of our Founder and CEO, Michael Saunders. Growing up on Longboat Key, she eventually transitioned from schoolteacher to social worker to a single mother taking out a co-signed loan to start her own business. Guided by strong ideals, creative thinking, and a foundation always rooted in customer care, Michael launched the company in 1976 in a 1,000 sq. ft. office on St. Armands Circle. Driven by the same set of core values and emphasis on brand independence, Michael's son, Drayton, joined the company in 2003, helping to grow the company into what it is today.

From \$11 million in sales by the end of that first year to what is now a billion-dollar business, Michael Saunders & Company is an influence on the real estate industry felt around the world.

Our team

Mary Smedley MANAGING BROKER

Angela Brill RECEPTIONIST

Michele Gannon LISTING AND CLOSING COORDINATOR

Chante Blough CHIEF MARKETING OFFICER

Sean Tyrone DIRECTOR OF INFORMATION TECHNOLOGY



Our commitment to our community



Michael Saunders & Company understands the importance of giving back to our community. Enriching the neighborhoods in which we live and work is an integral part of how we do business.

For every home we sell, we donate a portion of our commission to the MSC Foundation. These contributions get distributed to local organizations that serve our community to improve the lives of others by offering shelter, sustenance, education and a path to self-sufficiency.

Since its inception in April 2011, the MSC Foundation is on target to raise \$1 million by its tenth year in operation and will have helped well over 200 local organizations, transforming the lives of many individuals throughout the region.

We love real estate, but it's so much more than that.

We are passionate about what we do and the communities we serve.

Who your dollars have helped so far

All Faiths Food Bank

American Cancer Society/Making Strides Against Breast Cancer

Big Brothers Big Sisters of the Sun Coast

Charlotte County Habitat for Humanity

Charlotte County Homeless Coalition

Conservation Foundation of the Gulf Coast

Early Learning Coalition of Manatee County

Florida Studio Theatre, Inc.

Guardian ad Litem Foundation

Josh Provides Epilepsy Assistance Foundation

Sarasota Music Conservatory

Sarasota Manatee Association for Riding Therapy

The Venice Symphony

and many more...



A job well done isn't finished. It's just the beginning.



"Lee Anna was our "go-to" person throughout the process, and can honestly say, she had all the answers. What an asset Lee Anna is. She is a true professional and I will recommend her whenever a need for listing or buying a house surfaces with all our friends and business acquaintances."

STEVE & GAIL R.

"For health reasons, my parents needed to move back to Michigan, and when looking for a realtor, Lee Anna was the obvious choice. She is so kind, knowledgeable, and organized that my sister and I felt comfortable with her running the show without our interference while we weren't there. She was such a calming presence and rational voice for my parents. We were so blessed to work with her."

KELLY, MARY, AND DAVE M.

"Lee Anna promoted our home so well, we received multiple offers and sold over asking. She worked to bring the property into shape including adding some plants and touching up paint. We are Canadian so she had to hold our hand through understanding the byzantine process of selling a home in the US and dealing with the tax issues involved. She recommended some excellent advisors. We felt very lucky to have her on our side, and we enjoyed her company."

RILEY AND KATHERINE J.

"LeeAnna is fantastic. She is professional, detail oriented and client focused. Lee Anna's objective has a flair for making one at ease, leaving no question unanswered yet devoted to achieving what is in the best interest of her client. I felt comfortable, unpressured but kept to task. LeeAnna goes the extra mile and I can attest to that fact you will be in the best of hands. Confident your journey with LeeAnna will be exceptional. Thank you!"

LINDA C

"She is warm and friendly, interested in what was best for me. She went above and beyond to help me sell my house. She worked tirelessly to assist me. We became very good friends. She's definitely an asset to your company."

JACKIE F.



Lee Anna Duck



Lee Anna is a trusted real estate expert serving buyers and sellers in the Englewood and Venice areas. Committed to her clients' success, she treats their goals as her own, believing that trust and integrity are the cornerstones of a thriving real estate career. Since making Englewood her home in 2019, she has fully immersed herself in the local market, building a reputation for professionalism, market expertise, and exceptional client service.

Active in the community, Lee Anna is a proud graduate of the Englewood Leadership Program, Class of 2024. She has earned multiple designations through the National Association of Realtors, including Accredited Buyer's Representative (ABR®) and Resort and Second-Home Property Specialist (RSPS), equipping her with specialized expertise to better serve her clients. Within Michael Saunders & Company, she represents the Englewood office as an Ambassador for the MSC Foundation, a philanthropic organization funding grants for local nonprofits. Additionally, as a Certified Relocation Expert, she assists clients in seamless transitions and participates in Military on the Move, a program offering financial benefits to qualifying military personnel.

Originally from Illinois, Lee Anna has lived in California, Texas, and Arkansas before settling in Florida. A lifelong adventurer, she has embraced everything from skydiving to sailing and now explores the ocean depths as an avid scuba diver. She and her husband, Brent, enjoy life in Englewood with their beloved pets—a pineapple green-cheeked conure named Halo and three rescue Boxers, Zoe, Drago, and Pandora.

With her deep knowledge of the local market, strong community ties, and passion for helping others, Lee Anna is ready to guide you through every step of your real estate journey.

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