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## **PRESS RELEASE**

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**FOR IMMEDIATE RELEASE**

### **Lakeland Land Broker Speaks to Florida Phosphate Council**

**Lakeland, FL (November 20, 2006)**

**Dean Saunders**, ALC, Licensed Real Estate Broker,  
and owner of both **Coldwell Banker Commercial  
Saunders Real Estate** and **ERA Saunders Residential**

in Lakeland, FL, recently spoke to a high-profile professional group at the 21st Annual Regional Phosphate Conference held in Lakeland, FL.

Sessions of the conference highlighted the critical political issues facing the industry, such as historical and current economics and growth, impacted land values for both mined land and unmined reserves, and limiting available land for future development. Saunders, invited as the real estate expert to speak on managing post-mined land, participated as a part of the General Session four-speaker panel that discussed the phosphate initiatives from the standpoint of politics, economics, resources, and land values.

Encouraging the Phosphate group to think about the highest and best use for their land after mining is complete, Saunders states that the biggest asset phosphate businesses have is not their product, but the large acreage of land that they hold.



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Businesses often fail to manage their real estate as assets and instead, tend to focus only on their products. Many times, the real estate assets are the most valuable. The time for phosphate businesses to aggressively position their properties for use, both physically and politically, and to gain the highest and best use for the land in the post-mining future, is now.

Polk County is the only county with a land use code specific to phosphate and until the phosphate land use code is changed, the land cannot be utilized after mining. This results in acres of surplus land in our county with no allowed use. "Phosphate businesses can start now to get revised land use designations for their land assets in order to know their post mining options. It is just good planning." Saunders continues, "Working with our Polk County planners and County Commissioners for strategies to deal with reclaimed land will help everyone. The process takes time and the sooner you start, the smoother the transition will be when you are ready. Over 25% of Polk County acreage is phosphate land that is valuable for many uses when mining is completed. To utilize post-mining acreage for its highest and best use, land use codes need to be revised.

Well equipped to address this group, Saunders comes from a 6<sup>th</sup> generation Florida agriculture family and graduated from the University of Florida with a BSA in Fruit Crops, Food and Resource Economics. He is a former legislator who assisted in creating and passing important conservation legislation and who served as Agricultural Liaison, Special Assistant, and Director of External Affairs to US Senator Lawton Chiles.

Saunders is the Former Chair of the Florida Real Estate Commission and is one of 1,000 brokers nationwide to be certified as an ALC (Accredited Land Consultant) by the Realtors Land Institute (RLI). In 2003, Saunders was selected as one of the



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exclusive nine “Notables,” along with Alan Greenspan, then four-term Chairman of the Federal Reserve Board, by the National Association of Realtors®. As a Notable, Saunders is designated by his peers to be among the powerful movers and shakers who impact real estate nationally.

Coldwell Banker Commercial Saunders Real Estate (CBCSRE) has over 35 Sales Associates covering the State of Florida and beyond. Known for their land deals, CBCSRE Sales Associates also are experts in conservation, commercial, and land property management. ERA Saunders Residential has 17 Sales Associates and allows Saunders to offer clients full-service real estate assistance.

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