



Florida Real Estate Land Conference 2008

Program

May 20, 2008



**SAUNDERS
REAL ESTATE**



**SAUNDERS
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Land • Commercial • Conservation • Property Management

Coldwell Banker Commercial Saunders Real Estate

5120 S. Lakeland Drive, Suite 3,

Lakeland, FL 33813

Phone: 863-648-1528

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www.saundersrealestate.com

Welcome

to the 4th Annual Florida Real Estate Land Conference

*Hosted Exclusively by Dean Saunders and the
Coldwell Banker Commercial Saunders Real Estate Team*

Program Agenda

8:00 a.m. - 11:30 a.m.

8:00 Continental Breakfast, Registration

9:00 Introduction and Welcome

Dean Saunders, ALC

Owner, Licensed Real Estate Broker
Coldwell Banker Commercial Saunders Real Estate

9:15 Speakers

Wade L. Hopping

Attorney: Legislative and Land Use Law
Former Justice Florida Supreme Court
Hopping Green & Sams

Sean Snaith, PhD

Director, Institute for Economic
Competitiveness within the
College of Business Administration
University of Central Florida

Sam Chandan, PhD

Chief Economist and Senior Vice President
REIS

11:15 Questions and Answers

11:30 Adjourn



Dean Saunders, ALC

Licensed Real Estate Broker, Owner

Coldwell Banker Commercial Saunders Real Estate
5120 South Lakeland Drive, Lakeland, FL 33813 • 863-648-1528
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Dean Saunders, owner of Coldwell Banker Commercial Saunders Real Estate (CBCSRE) in Lakeland, FL, is a Licensed Real Estate Broker, Accredited Land Consultant (ALC), Realtor®, and CCIM Candidate.

Working in real estate since 1992, he started the real estate brokerage in 1996. For over a decade, the business has offered specialty real estate services such as, commercial, large land acreage, conservation easement, and property management services to clients throughout the State of Florida.

Saunders comes from a sixth-generation Florida agricultural family; earned a BSA from the University of Florida in Fruit Crops, Food and Resource Economics; and is a former legislator who assisted in the creation of important property rights and conservation legislation. He served as Agricultural Liaison, Special Assistant, and Director of External Affairs to US Senator Lawton Chiles and then Governor Chiles.

He is the former chair of the Florida Real Estate Commission and was one of 1,000 brokers nationwide to be certified as an Accredited Land Consultant by the Realtors® Land Institute (RLI). He is past president of the Florida Chapter of the Realtors® Land Institute.

In 2003, Saunders was selected along with Alan Greenspan, then four-term chairman of the Federal Reserve Board, as one of the exclusive nine "Notables" by the National Association of Realtors®. As a Notable, Saunders was considered by his peers to be among the influential in real estate nationally.

Saunders is a member of the CCIM Institute Real Estate and is near completion of the extensive requirements to become a Certified Commercial Investment Member (CCIM).

As an industry expert, Saunders is often published and quoted in a variety of respected journals, such as Florida Real Estate Journal and Florida Trend. Saunders authored the benchmark award-winning consumer publication *We Create Solutions: A Primer on Conservation Easements* and annually produces a popular real estate conference that focuses on current real estate topics. Every year, Saunders, as well as the company, earn multiple awards from a variety of industry and business organizations. Most recently in 2007, the company received for the second year the Coldwell Banker Commercial top award, "Commercial Elite." Saunders personally received multiple awards from CBC and several industry organizations in 2007 for top performance.



Wade L. Hopping

Attorney, Former Justice Florida Supreme Court
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Wade L. Hopping is an attorney who practices legislative, land use and growth management, and environmental law in Tallahassee, FL. He obtained a BA in political science and LLB/JD from Ohio State University. Currently, he represents a range of clients before the Florida Legislature on a variety of issues, including growth management, land use, environmental, property rights, energy, boating, boat manufacturing, automobile manufacturing, constitutional amendments, and other business issues, as well as focusing on the planning and licensing of complex projects.

Previously a legislative assistant and constitutional law advisor to Florida Governor Claude Kirk, he became Justice Supreme Court of Florida in 1968. He participated in the drafting and passage of various Florida laws, including the Florida Forever Act, the Growth Management Act, the Florida Power Plant Siting Act, the Transmission Line Siting Act, the Administrative Procedure Act, the Bert J. Harris Private Property Rights Act, eminent domain reform, expedited permitting legislation and the 2006 DRI Reform Act.

Hopping has been a member of the Governor's Administrative Procedure Act Review Commission, Partners For a Better Florida, Florida Law Revision Commission (Chairman), Environmental Law Management Study Commission II. He has held many offices in organizations, such as the Florida Chamber of Commerce; Pacific Legal Foundation; and The Florida, Tallahassee, and American Bar Associations. Previously an adjunct Professor at Florida State University Law School where he taught Environmental Law. He is a member of the Board of Directors of Baskerville Donovan Engineering Firm.

Current memberships include The Florida Bar, and the Environmental and Land Use Law Committee.

Hopping has received numerous awards, including Best Lawyers in America for Environmental Law 2007; Florida Super Lawyers for Land Use Law, America's Leading Business Lawyers for Environmental Law and Zoning/Land Use Law 2006 (Chambers USA); *Florida Trend* Magazine's Legal Elite for Environmental and Land Use Law 2006, 2007, 2008; and he achieved Martindale-Hubbell's highest rating for legal ability and ethical standards.



Sean Snaith, PhD

Director, Institute for Economic Competitiveness within the
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Sean Snaith, Ph.D., is the Director of the Institute for Economic Competitiveness within the College of Business Administration at the University of Central Florida and is a widely recognized economist in the field of business and economic forecasting.

As an award-winning forecaster, researcher, and professor, Snaith is always interested in the application of academic expertise to the solution of real world problems. Snaith has served as a consultant for a client list ranging from local and regional municipalities to multi-national corporations, including Compaq, Dell, and IBM. Snaith has held teaching positions at Pennsylvania State University, American University in Cairo, University of North Dakota, and University of the Pacific.

Snaith frequently appears in national and regional media and is sought after as a speaker. He has been quoted in the *Wall Street Journal*, *USA Today*, the *New York Times*, and the *Chicago Tribune* and has appeared on CNBC and Fox Business Channel. Known for his engaging presentations, one business editor wrote, "Snaith (has) an uncanny knack of making economics not only understandable but interesting."

Snaith is a member of several economic organizations and national economic forecasting panels including *USA Today's* Survey of Top Economists, Federal Reserve Bank of Philadelphia's Survey of Professional Forecasters, Bloomberg, Reuters, and the Livingston Survey.

In 2007 he was named California's most accurate forecaster by the Western Blue Chip Consensus Forecast, besting UCLA, Wells Fargo and other esteemed forecasting groups. Snaith holds a B.S. in Economics from Allegheny College and an M.A and Ph.D. in Economics from Pennsylvania State University.

The Institute for Economic Competitiveness produces two quarterly forecast publications; *The U.S. Forecast* and the *Florida & Metro Forecast*. The *Florida & Metro Forecast* book includes a detailed forecast of the state's economy. Also included in this publication are comprehensive forecasts for 12 Metropolitan Statistical Areas throughout the state of Florida. The Metropolitan Statistical Areas covered in this forecast book include: Daytona Beach, Gainesville, Jacksonville, Lakeland, Miami-Fort Lauderdale-Miami Beach, Naples-Marco Island, Ocala Orlando-Kissimmee, Palm Bay-Melbourne-Titusville, Pensacola-Ferry Pass-Brent, Tallahassee and Tampa-St. Petersburg-Clearwater.

Both of these forecast publications may be downloaded from the Institute's website: <http://www.iec.ucf.edu>



Sam Chandan, PhD

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Dr. Sam Chandan is Chief Economist and Senior Vice President at Reis (NASDAQ: REIS). Dr. Chandan and the team of Reis economists are responsible for the firm's market forecasting; valuation, risk, analytical product development, economic, regulatory, credit, capital markets research, and CMBS and real estate portfolio analytics services.

A leading authority on the economics of commercial and residential real estate, Dr. Chandan's commentary on real estate markets, the economy, and capital and credit markets is featured in national and global print publications, on radio and on television. Dr. Chandan's analysis of market conditions has appeared in many top business publications and shows, including the Wall Street Journal, BusinessWeek, Forbes, CNBC, CNN, and MSNBC.

Dr. Chandan is a member of numerous academic societies, including the Econometric Society and the Royal Economic Society. His ongoing academic research with his colleagues at the Wharton School is focused on housing policy, public finance, and the capitalization of local public amenities in house prices.

He is a peer reviewer for the Harvard Business School Press. Named one of the industry's most influential people by Multi Housing News magazine, Dr. Chandan is a regular speaker at major industry events, client meetings, academic conferences, and is a contributing author to the industry's preeminent publications. Speaking engagements include keynote addresses, panels, speeches, as well as academic presentations.

Dr. Chandan holds a PhD in Applied Economics from the Wharton School of the University of Pennsylvania. He was a Doctoral Scholar in the Economics Department at Princeton University. In addition to the PhD, Dr. Chandan holds a MA in Economics, a MSc in Engineering, and a BSc in Economics with concentrations in Finance and Public Policy. Dr. Chandan has taught microeconomic theory at the Wharton School and was a visiting professor on the faculty of the Economics Department at Dartmouth College.



SAUNDERS
REAL ESTATE

We Know the Lay of the Land!

Land • Commercial • Conservation • Property Management

LAND

Living off the land has defined Florida's way of life for generations. This way of life is closely tied to farmlands, citrus groves, and cattle ranches, and has helped shape Florida's heritage, economy, and landscape. Coldwell Banker Commercial Saunders Real Estate (CBCSRE) meets the unique needs of Florida landowners and commercial clients.

The CBCSRE team brings to each client a powerful mix of land expertise from their background experiences in citrus, ranching, timber, farming, government, land planning, conservation, appraisals, agriculture, equestrian, cattle, and business management. As experts in vacant land from small tracts to high-dollar large acreages, you can be assured that the CBCSRE team will manage your land needs with expertise, professionalism, and aggressive marketing, both nationally and globally.

COMMERCIAL & INDUSTRIAL

Determining the highest and best use of land is one of the most important tasks of either a buyer or seller of land, commercial, or industrial properties.

In today's marketplace, staying on top of what is bought and sold is a science that takes relationships, years of experience, and local market knowledge. CBCSRE specializes in brokering transitional land, finding best uses for land, as well as assisting in the conversion process of agricultural land to nonagricultural uses for residential and commercial development.



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CONSERVATION EASEMENTS

As a member of the Florida legislature in 1994, Dean Saunders was at the forefront of property rights and conservation issues that led to the establishment of the Green Swamp Land Authority – the first state agency ever created to specifically purchase conservation easements from landowners.

Today, Coldwell Banker Commercial Saunders Real Estate remains a national figure for conservation expertise and counseling to guide landowners in the selling of their conservation easements to the government. This preserves wildlife, ensures water quality, and protect habitats, while the landowner maintains control and ownership of the property and receives money for these rights.

LAND & RESOURCE MANAGEMENT

Crop, livestock, and land management is a service offered by the Saunders Land and Resource Management Company to banks, corporations, and individuals who hold or own land.

Professional land and resource management helps the owner to maximize the returns from their investment, through both earnings and asset appreciation. Services include supervision and management of daily operations, maximizing short- and long-term productivity, overseeing crop and cattle activities, providing marketing and financial management, maintaining operation permits, and general consulting.



Fact Sheet

Coldwell Banker Commercial Saunders Real Estate

- Owned by:** Dean Saunders, ALC, Licensed Real Estate Broker, Realtor®
- Company Background:** The company began in 1996 as Saunders Real Estate, LLC. In early 2006, Saunders Real Estate, LLC affiliated with Coldwell Banker Commercial to provide a credible national brand that allows the company to expand services and client reach, both nationwide and worldwide.
- Location and Contact:** 5120 South Lakeland Drive, Suite 3, Lakeland, FL 33813
863-648-1528 or Toll Free: 1-877-518-LAND (5263)
- Summary Description:** The Saunders real estate business is founded on the success of employees and Sales Associates.
- Saunders' lifetime ties to Florida's heartland allow the company to represent the unique interests of Florida landowners and commercial/industrial clients. The CBCSRE team brings to each client an influential mix of land expertise from their backgrounds in citrus, ranching, timber, farming, government, conservation, appraisals, agriculture, equestrian, cattle, and business management. As experts in land of all types and sizes, from small tracts to high-dollar large acreages, you can be assured that the CBCSRE team will manage your land needs with expertise, professionalism, and aggressive marketing, both nationally and globally.
- Specialty Services:** Land, Commercial/Industrial, Conservation Easements, Land & Resource Management
- Sales Associates:** With 25+ Sales Associates, CBCSRE includes a network of over 500 Coldwell Banker Commercial offices, as well as over 4,000 sales agents globally.
- Team:** CBCSRE is supported by a team of marketing professionals, graphic artists, IT experts, and 25+ Realtor® Sales Associates that cover the State of Florida and beyond.

Coldwell Banker Commercial Saunders Real Estate 2007 Awards

Company

Coldwell Banker Commercial
Commercial Elite Award, 2007, 2006
*The highest honor in the CBC affiliate network
for the Top 15 CBC franchised companies*

Brian Beasley

Coldwell Banker Commercial
Circle of Distinction Silver
for top performance in the CBC affiliate network

Dean Saunders

Coldwell Banker Commercial
Top Five Producers Regionally
Circle of Distinction Platinum
for top performance in the CBC affiliate network

Central Florida Commercial Association of Realtors®
CFCAR Hallmark Awards
#1 Top Producer/Land
#5 Top Overall Producer

*for top performance in Central Florida counties of
Brevard, Flagler, Lake, Marion, Orange, Osceola,
Seminole, Sumter and Volusia Counties.*

Florida Gulf Coast Commercial Association of Realtors®.

FGCAR Pinnacle Award

#2 Top Producer/Land

for top performance in

*Central Florida's Gulf Coast counties of
Hillsborough, Pinellas, Polk, Pasco, Manatee, and Sarasota*



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