

Longboat Key Life

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Art, Real Estate and Community Life

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Selling with humor, innovation

The challenges of the real estate market have brought a wave of innovation and imagination to making properties stand out in a somewhat crowded market.

Take Realtors Lynn and Michael McDonald of Premier Properties, located in Downtown Sarasota. The McDonald's have had a successful year, closing on more than six properties, and this is their first year working with Premier.

They recently gathered 100 area Realtors and business people to an open house celebration at 12403 Harbour Landings Drive in Cortez. But it went far beyond a wine and cheese affair — the comedic troupe "Lazy Fairy" interacted with improvised comedy skits poking fun at real estate, buyers, sellers and Realtors alike.



Guests enjoyed the fun at the McDonald's open house.



DETLEV VON KESSEL/Longboat Key News

12403 Harbour Landings Drive is on the market for \$2,195,000.



Anna Kiminsky, Lynn McDonald and Terri Riordan



Sharon and Craig Lewis



Bill Henry, Steve Reid and Fred Erickson



Chris Friday



Cindy Morton



Mary Hellhake