



BUYER'S GUIDE
to **SARASOTA**



Welcome to Sarasota, Florida!

Whether you are ready to buy a home in beautiful SRQ or at the beginning of your search considerations, I'm here to share valuable tips on exploring our communities and getting ready to buy the home of your dreams.

Sarasota features an amazing blend of natural beauty and cosmopolitan amenity, with a noteworthy arts culture that is rooted in our rich entertainment history. Our white sand beaches are perennially named some of the best in the world, perfectly paired with the warm, azure waters of the Gulf Coast.

Coastal living ensures plenty of year-round outdoor enjoyment, with boating, recreation, and al fresco dining at the top of the list. There's rarely a lull in the calendar here!

The benefits of living in Sarasota are yours to explore... please let me know of any questions. I'm here to help you find the home of your dreams.



A handwritten signature in black ink, which reads 'Moriah Taliaferro' in a cursive script.

Moriah Taliaferro

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SRQ: THE QUICK GUIDE

Location

The Gulf Coast
Southwest Florida

58 miles south of Tampa
130 miles north of Naples
155 miles southwest of Orlando
240 miles northwest of Miami

Direct and connecting flights
across the U.S. from SRQ airport



Population

Residents: 450,000
Downtown residents: 60,000

Sarasota's large year-round population creates a vibrant community throughout every season.

As one of the fastest growing cities in Florida and the U.S., Sarasota enjoys increasing business and social opportunities.

Climate

Average temp: 84 degrees

Summer high temp: 91 degrees
Winter low temp: 51 degrees

Sarasota's tropical climate boasts an average of 250 days of sunshine per year.

The most pleasant months to enjoy the weather are November, February, and March.

LIVING IN SARASOTA

US NEWS AND WORLD REPORT

#9 BEST PLACES to LIVE

#1 BEST PLACES to RETIRE

#2 FASTEST GROWING CITY

#5 SAFEST PLACES to LIVE

TIME MAGAZINE

TOP 100 PLACES IN THE WORLD TO VISIT

RENOWNED ARTS & CULTURE

TOP-RATED PUBLIC SCHOOLS in FLORIDA

SARASOTA ART MUSEUM

RINGLING MUSEUM + RINGLING COLLEGE

VAN WEZEL PERFORMING ARTS HALL

SARASOTA BALLET & SARASOTA OPERA HOUSE

SELBY BOTANICAL GARDENS



NEIGHBORHOODS & COMMUNITIES

Sarasota's position along the Gulf Coast of Southwest Florida encompasses a variety of nuanced locations, from beachfront to urban to shaded inland retreats.

There are also a variety of home styles - single-family homes, townhomes, and a multitude of condominiums that range from boutique scale to full-time concierge.

Explore the neighborhoods and communities of Sarasota here alongside key market metrics that offer context for the purchase prices that you can expect in each.

- Longboat Key ●
- St. Armands & Lido Key ●
- Bird Key ●
- Downtown Sarasota ●
- North Trail/Indian Beach & Sapphire Shores ●
- West of Trail ●
- East of Trail: Arlington Park and Southside ●
- Siesta Key ●
- South Sarasota: Gulf Gate & Palmer Ranch ●
- Central Sarasota ●
- Lakewood Ranch ●
- Casey Key, Nokomis & Osprey ●

Longboat Key

Longboat Key - also known as LBK - is a long barrier island renowned for luxury homes and luxury amenities that include championship golf courses and private membership clubs. There are low and mid-rise condos offering high-level concierge service, exquisite estates, and historic vacation enclaves.

Ultra-premium new construction has been a recent feature of Longboat Key development, with boutique and haute brand projects like the St. Regis Residences appealing to affluent buyers.

HOME STYLES:
WATERFRONT ESTATES, MID- and LOW-RISE CONDOS



MEDIAN PRICE	\$770,000
AVERAGE PRICE / SQ FT	\$441
ANNUAL NUMBER OF SALES	655

FEATURES:
PRESTIGIOUS LOCATION, LUXURIOUS FEEL, BEACHFRONT, BAYFRONT

HOME STYLES:
WATERFRONT ESTATES and LOW-RISE CONDOS

FEATURES:
SHOPS and RESTAURANTS, BEACHFRONT ACCESS, BAY ACCESS,
WALKING DISTANCE TO DOWNTOWN

MEDIAN PRICE	\$650,000
AVERAGE PRICE / SQ FT	\$466
ANNUAL NUMBER OF SALES	154

St. Armands & Lido Key

One of the most coveted areas in Sarasota, St. Armands and Lido Key offer a perfect combination of beaches, Bay access, walkability to its own hub of shops and restaurants, and a variety of home styles and price points to appeal to different buyers, including second-home seekers. Just on the other side of the Ringling Bridge that spans Sarasota Bay, the amenities here are perfectly located for quick access to Downtown Sarasota.

Vacation rentals, primarily on Lido Key, have a seasonal effect on foot and vehicular traffic.

Bird Key

Bird Key is a 12-acre island enclave in Sarasota Bay between Downtown and St. Armands, accessed by the Ringling Bridge Causeway. The small size of this community and its coveted location surrounded by the Bay create an ultra-exclusive feel with high price points. There are relatively few homes on Bird Key, about half of which are waterfront.

The privacy of Bird Key homes is a luxurious complement to the immediate, walkable access that residents have to both Downtown amenities and St. Armands and Lido Key.

HOME STYLES:

SINGLE-FAMILY HOMES ON and OFF THE WATER

FEATURES:

PRIVACY and SECLUDED FEEL, COASTAL LUXURY, WALKING DISTANCE TO ST. ARMANDS and DOWNTOWN

MEDIAN PRICE **\$2,019,072**

AVERAGE PRICE / SQ FT **\$546**

ANNUAL NUMBER OF SALES **46**



HOME STYLES:

MOSTLY HIGH-RISE CONDOS and TOWNHOMES, FEW SINGLE-FAMILY HOMES

FEATURES:

WALKABILITY, HIGHER-DENSITY LIVING, CONNECTS TO ST. ARMANDS VIA THE RINGLING BRIDGE, IMMEDIATE ACCESS TO SHOPS and RESTAURANTS

MEDIAN PRICE **\$775,000**

AVERAGE PRICE / SQ FT **\$406**

ANNUAL NUMBER OF SALES **596**

Downtown Sarasota

Downtown Sarasota is a pristine cosmopolitan core with the air of tropical elegance. High-rise buildings and sidewalks brimming with restaurant and café tables create a big city feel, while the walkability transports you easily between distinctive neighborhoods that blend ultra-modern architecture with vintage old-Florida charm.

Downtown Sarasota encompasses the Bayfront, historic Burns Court, and the arts and culture district, the Rosemary District.

The residential population concentrated in Downtown Sarasota is about 60,000 and growing.

North Trail/Indian Beach & Sapphire Shores

Extending from the north end of Downtown Sarasota to the University of South Florida Sarasota-Manatee Campus, this neighborhood captures the vintage character of Sarasota with older, well-maintained homes, sizeable lots, and tree-lined streets.

Walking distance to the waterfront and the Ringling Museum are significant appeals here, along with the picturesque Sapphire Shores Park and convenient access to the SRQ airport.

HOME STYLES:
SINGLE-FAMILY HOMES

FEATURES:
VINTAGE and MID-CENTURY MODERN ARCHITECTURE,
ESTABLISHED LANDSCAPE, ACCESS TO BAYFRONT

MEDIAN PRICE	\$449,000
AVERAGE PRICE / SQ FT	\$237
ANNUAL NUMBER OF SALES	114

MEDIAN PRICE	\$850,000
AVERAGE PRICE / SQ FT	\$339
ANNUAL NUMBER OF SALES	187

HOME STYLES:
SINGLE-FAMILY HOMES

FEATURES:
VARYING HOME STYLES and SIZES, WATERFRONT ESTATES,
ESTABLISHED LANDSCAPE, ACCESS TO SOUTHSIDE VILLAGE,
GREAT SCHOOLS

West of Trail

South of Downtown Sarasota and west of Tamiami Trail, this is one of the most desirable places to live in Sarasota, particularly for families with school-aged children and those affiliated with the nearby healthcare complex. The neighborhood is coveted for its high-quality schools and the beauty and diversity of its home styles.

With relatively few homes in the community, listings in West of Trail are rapidly absorbed by high demand, with elevated prices to match.

East of Trail

Arlington Park & Southside

While the east side of Tamiami Trail does not feature waterfront homes, it offers many of the amenities of its West of Trail neighbor with greater affordability. This community spans the same latitude as West of Trail, just on the inland side of Tamiami Trail. The 5-minute distance to Downtown Sarasota and access to many other amenities are identical, and the community boasts a major aquatic complex.

The Arlington Park and Southside neighborhoods have original charm, with established landscaping and old-Florida architecture that have been pleasantly refreshed by interest and investment from a new generation of buyers.



MEDIAN PRICE	\$378,000
AVERAGE PRICE / SQ FT	\$184
ANNUAL NUMBER OF SALES	211

HOME STYLES:
SINGLE-FAMILY HOMES

FEATURES:
VINTAGE OLD-FLORIDA CHARM, QUALITY SCHOOLS, AQUATIC CENTER, AFFORDABILITY

HOME STYLES:
SINGLE-FAMILY HOMES, MID- AND LOW-RISE CONDOMINIUMS,
WATERFRONT HOMES

FEATURES:
VARIED HOME STYLES, GATED COMMUNITIES, COASTAL
COMMUNITY FEEL, WALKABILITY TO SIESTA KEY VILLAGE, WORLD-
FAMOUS BEACH

MEDIAN PRICE	\$805,000
AVERAGE PRICE / SQ FT	\$449
ANNUAL NUMBER OF SALES	605

Siesta Key

Siesta Key is famous for having the best beach in the entire world. The wide, white-sand beach runs for most of the 8-mile length of the island and attracts both locals and visitors for relaxation and recreation.

While the distance from Siesta to Downtown Sarasota is a very short ten-minute drive, there's a quaint beach town feel on this island. The laid back atmosphere blends with the coastal charm of Siesta Key Village. Home styles range from modest to ultra-luxury waterfront condominiums and estates. Because of the appeal of the beach, the population includes both year-round residents and tourists. Second homes and income properties are popular on Siesta Key.

South Sarasota

Gulf Gate & Palmer Ranch

South Sarasota, located on the mainland south of the West of Trail community, runs between Roberts Bay and Phillippi Creek. There are many conveniences within this family-friendly community, including shops and restaurants.

Quick access to Siesta Key Beach and to Downtown Sarasota add to the appeal, but since South Sarasota is a few miles outside of the city center, home prices tend to be more affordable. There are large and beautifully landscaped lots within neighborhoods that have the feel of vintage Florida.

HOME STYLES:
SINGLE-FAMILY HOMES

FEATURES:
CLOSE TO DOWNTOWN, AFFORDABLE, LUSH LANDSCAPE, EASY ACCESS TO ROADWAYS

MEDIAN PRICE	\$277,000
AVERAGE PRICE / SQ FT	\$139
ANNUAL NUMBER OF SALES	734

MEDIAN PRICE	\$522,500
AVERAGE PRICE / SQ FT	\$248
ANNUAL NUMBER OF SALES	160

HOME STYLES:
SINGLE-FAMILY HOMES

FEATURES:
CONVENIENT DISTANCE TO SHOPS AND GROCERS, CONVENIENT TO SIESTA KEY, AFFORDABLE, VINTAGE APPEAL

Central Sarasota

Central Sarasota is just east of Downtown, nestled between the hub of Sarasota's cosmopolitan core and the north-south corridor of I-75. The landscape in Central Sarasota is lush with palms and mangroves, and many of the inland lots are sizeable, adding a sense of privacy to the tropical feel.

While the location of Central Sarasota is convenient to the urban center and waterfront amenities, the short distance away from the Bay makes the homes more affordable. Beauty, convenience and value define the Central Sarasota community.

Lakewood Ranch

Lakewood Ranch is an exquisite master-planned community of 50 square miles located east of I-75, inland from Downtown Sarasota. This meticulously developed community is the nation's number-one ranked multi-generational community, with enclaves that cater to homeowners 55 and older as well as families and residents of all ages, including a number of celebrities.

Amenities in this sprawling, upscale community include nine golf courses, 150 miles of trails for biking and walking, more than 10,000 acres of lakes, A-rated schools, local shopping, and a vibrant events calendar.

MEDIAN PRICE	\$450,250
AVERAGE PRICE / SQ FT	\$305
ANNUAL NUMBER OF SALES	288

HOME STYLES:
SINGLE-FAMILY HOMES, WATERFRONT ESTATES & COMPOUNDS

FEATURES:
ULTRA-LUXURY PRIVATE ESTATES, WATERFRONT LIFESTYLE,
SMALL-TOWN FEEL, OLD-FLORIDA CHARM

HOME STYLES:
SINGLE-FAMILY HOMES, AGE-SPECIFIC VILLAGES

FEATURES:
PLANNED COMMUNITY, BEAUTIFUL LANDSCAPE, GREAT
SCHOOLS, GOLF, TRAILS, COMMUNITY EVENTS, EQUESTRIAN
CENTER

MEDIAN PRICE	\$435,450
AVERAGE PRICE / SQ FT	\$158
ANNUAL NUMBER OF SALES	725

Casey Key, Nokomis & Osprey

Off the southern end of Siesta Key, Casey Key is a long barrier island with an ultra-exclusive feel that attracts affluent residents. Some of Sarasota's most expensive homes are located on Casey Key, including 8-figure estates.

The key is situated just off the mainland from Osprey and Nokomis, small towns nestled between Sarasota and the city of Venice. Osprey and Nokomis have a historical feel with the charm of vintage Florida and small-town living but with the convenient access to big-city lifestyle and cultural amenities.

SIGHTS, SCENES & MAJOR ATTRACTIONS

Beaches

The beaches are WORLD FAMOUS.

Incredibly soft white-sand beaches and crystal-clear azure Gulf of Mexico water join for a strikingly beautiful shoreline that has earned Sarasota international recognition. Pristine, well-maintained beaches on Siesta Key and Lido Key are perfect for sunbathing and relaxation, shell seeking, and walking.



Arts & Culture

Sarasota's year-round population supports a vibrant roster of arts institutes, including modern and fine arts museums and high-caliber performing arts venues. The botanical garden combines rare and exotic plants with arts exhibits in a unique Bay-side setting.



Recreation

Water sports on the Gulf and on Sarasota Bay are popular activities, but there are abundant recreation options for land lovers too. Hiking or biking a shoreline trail carries you through the tropical landscape. Tennis, swimming, and equestrian sports are very popular in Sarasota and there are specialty training centers for each.

Education

Sarasota's public schools are among the most highly-rated in Florida, and there are award-winning private and magnet academies as well. Higher education options include the New College of Florida, the University of South Florida Sarasota-Manatee campus, and the Ringling College of Art + Design.

RELOCATING TO *SARASOTA*

SARASOTA has become one of the most popular places in the entire U.S. to relocate. During the early stages of the pandemic, Sarasota welcomed a huge influx of new residents seeking an affordable indoor/outdoor lifestyle and prioritizing tax advantages with work-from-home flexibility. The interest has grown, and there are more and more people moving into Florida each month, adding to the dynamic energy throughout the community and strengthening our local business environment.

TAX ADVANTAGES



Florida has NO STATE INCOME TAX, which means that residents here keep more of their income, including on 401(k)s and retirement income. This increases your purchasing power for anything you buy, including a home.

Florida also has no inheritance tax or estate tax.

COST OF LIVING

The cost of living relative to other major U.S. cities like Chicago and New York is exceptionally affordable, especially because of the favorable difference in housing prices. In comparison to other prestigious addresses in Florida - Naples, Miami, and West Palm - Sarasota has an advantage in affordability and home size.


ESTABLISHING RESIDENCY

To qualify as a Florida resident and be eligible for Florida's tax benefits, establishing residency is essential... and easy to do. Securing a driver's license and spending at least 181 days annually in the state are two steps towards establishing residency.

EMPLOYMENT OPPORTUNITY

Whether you are working from home or not, employment opportunity is likely an important pre-retirement consideration. Sarasota has a robust local economy with diverse business opportunities that are growing as the population expands.

The BUYER'S GUIDE

- Think about your dream home... and your reality home. Make your wish list and rank it by priority.
- Find a REALTOR® who connects with your style.
- Talk to a lender. Whether it's someone your REALTOR® recommends or someone you find through your regular bank, start the money conversation.
- Set your budget.
- Go through the loan application pre-qualification process. Get a lender letter.
- Get specific about your BATNA.
- Learn about the neighborhoods and community where you want to purchase.
- Start touring homes with your REALTOR®.
- Make an offer on a home!
-  Here's what happens next...
- Receive seller's response (they accept or counter your offer).
- Decide on your response (you accept or counter their terms).
- Apply for financing.
- Open escrow.
- Schedule and review inspections.
- Present repair addendum based on inspection.
- Make sure that all necessary repairs and remediations have been completed.
- Wait on bank's appraisal. Once the house appraises, sign all loan documents!
- Schedule the date to 'close' your transaction and sign the contract.
- Get your keys... and move in!



Moriah Taliaferro

Moriah Taliaferro integrates a wealth of strategic marketing expertise and experienced real estate perspective to offer each client a tailored strategy for success. With certified negotiation expertise and valuable professional relationships, she is committed to innovative solutions and processes that generate the best advantage.

Inspired by her parents' entrepreneurial example – her mother, a local agent, and her father, an international developer – Moriah began her real estate career early with a legacy of knowledge and appreciation for the high-end residential market. A resident of downtown and expert in downtown inventory, she was instrumental in the sale of two downtown luxury new construction communities - Orange Club and ONE88 – before co-listing the sell-out of Sage LBK in late 2020 and early 2021.

Prior to her real estate career, Moriah was an accomplished ballerina, training and performing with renowned international schools including the Royal Ballet of London, Boston Ballet, Kirov Academy of Washington, D.C. and by special invitation with students of the Paris Opera Ballet. The unique combination of grace and discipline demanded by ballet has been an invaluable foundation in serving Moriah's clients. She is known for both rigorous attention to detail and absolute composure in every negotiation. Also stemming from her ballet past, Moriah's passion for the arts is a natural complement to Sarasota's cultural appeal and the distinctive value of our community history, performing and visual arts institutions, and unique architecture.

A native of Colorado, Moriah has a dual degree in International Business Management and Marketing from Florida State University. She is a committed community volunteer, actively supporting causes that promote women's leadership and children, and advocating for urban parks and green space as a leader of the Rosemary District Association. In addition to her community and industry leadership, Moriah is an active mother-to-be and avid traveler who enjoys celebrating her family heritage and sharing her joie de vivre and love of Sarasota with friends near and far.

30 MILLION | CLOSED & PENDING SALES 2022
100 MILLION | NEW CONSTRUCTION SALES
NEW CONSTRUCTION SALES

TOP 100 IN SARASOTA/MANATEE COUNTIES
TOP 25 IN DOWNTOWN SARASOTA

CERTIFIED NEGOTIATION EXPERT

DOWNTOWN MARKETING SPECIALIST

ROSEMARY DISTRICT ASSOCIATION
THE JUNIOR LEAGUE of SARASOTA
BIG BROTHERS BIG SISTERS
THE KNOW

Premier *Sotheby's International Realty*

EVERYONE DESERVES THE EXTRAORDINARY, BECAUSE LUXURY IS NOT ABOUT PRICE - RATHER IT'S ABOUT AN EXPERIENCE. AND WHEN IT COMES TO REAL ESTATE, EXPERIENCE MATTERS.

LEADER IN LUXURY SALES THROUGHOUT SARASOTA and MANATEE COUNTIES

DOMINANT MARKET SHARE IN ALL PRICE POINTS, PARTICULARLY LUXURY SALES

10.7 BILLION | TOTAL SALES VOLUME FOR 2021

8,900 CLOSED TRANSACTIONS AT AN AVERAGE PRICE OF \$795,079

DEDICATED RELOCATION, REFERRAL, AND MARKETING STAFF

1,400 ASSOCIATES IN 40 OFFICES THROUGHOUT FLORIDA and NORTH CAROLINA

ACCESS TO THE GLOBAL RESOURCES OF THE SOTHEBY'S BRAND



Honored by the National Association of REALTORS as one of the 30 top-performing REALTORS under 30 years old nationwide in 2021.



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