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An Insight into the Current Real Estate Market

Marcy's

Corner of the Market



Current Topics >>>

Wishing You A
Happy New Year



Happy New Year everyone!
May 2011 be a year of health,
wealth and happiness. Everyone at
Marcy Klee & Associates would
like to extend warm wishes to you all!
Thanks for allowing us to be
a part of your lives.
Your business and referrals are
deeply appreciated.
For all real estate information go to
www.MarcyKlee.com

Act Now and Boost Your Purchasing Power!

The lowest interest rates in 40 years makes this a good time to buy.

Are you looking to buy a new home? According to the Federal Reserve, now is a great time to buy because of the low interest rates. The interest rates over the last four decades provide insight.

July 1980 - 12.19%
July 1990 - 10.04%
July 2000 - 8.14%
July 2010 - 4.59%

The historically low interest rates and affordable prices, as well as current inventory levels make this an excellent buying opportunity. There are other reasons for investing.

It pays to own versus rent. A typical homeowner's net worth is 49 times that of a renter's according to the National Association of REALTORS. Owning a home provides both financial equity and tax benefits over time.

Housing is a good long-term investment. Given the leverage one gets in purchasing a home, the average return on a 5 percent down payment over 10 years is usually three-to-five times greater than stock market returns.

The smart decision is to buy now for the long-term while the buyer has the advantage.

Sellers can recoup on the buy side. To sell quickly in today's market one needs to make sure the home carries a compelling price, not just a comparable one.

What a seller may lose on the sell side can be more than recovered on the buy side.

Current market conditions won't last long. Ohio sales volumes are on the rebound. As sales increase, inventory levels will decrease and home prices will continue to rise. It's the basic law of supply and demand. The smart decision is to buy now for the long-term while the buyer has the advantage.



Front: Marcy & Kevin Klee

Back left to right: Debbie Sponseller, Katie Ehret, Irene Starr, Kim Steinmetz, Patty Dutton

Who is Representing Me?

Do you wonder who is representing you when you purchase real estate? The Ohio Division of Real Estate along with the Ohio Association of REALTORS has a very defined set of laws for brokers and sales agents to follow.

Each broker in Ohio has a choice to decide which types of agency they will allow. They can represent Sellers, Buyers or they can be Dual Agents.

Ohio law says Realtors must inform Buyers at the first substantive meeting who we represent. Usually this is the first time we meet to show you homes. The exception to this rule is when we are at an Open House.

As a consumer you are asked to sign a form called "Consumer Guide to Agency" which lets the state know we explained the different types of agency our company offers.

When you work with me or anyone on my team we may ask you to sign a "Buyer Agency Agreement." This agreement gives us the exclusive right to locate real property and negotiate for you.

One other thing worth noting is even though a Buyer has a Buyer Agency Agreement they are not obligated to pay a commission. The commission is still paid by the Seller of the home you buy.



The only time a Buyer Agency Agreement would be interrupted is if the Buyer writes an offer on one of my listings. In this instance I would be a Dual Agent to both Buyer and Seller. Both parties must agree to this type of agency.

Dual Agents are forbidden to put one side at a disadvantage over the other side and must remain neutral.

If you have a family member or friend looking for real estate we would appreciate your referrals, even if it is in another state. I can help by finding a top notch realtor in that area. Just call me!



Marketing Your Home

Marcy Klee & Associates offers an extensive variety of methods for marketing all current listings. Check out:

- www.MarcyKlee.com
- www.youtube.com
- www.realtor.com
- Personal Home Websites that you can post to a plethora of social media sites including Facebook and Twitter.
- Call the Marcy Klee Real Estate Hot-Line for the most current and up-to-date information about all of my listings.

*Also check out my blog found on my website!

Save Yourself Money

The arrival of a new year ushers in new resolutions, ambitions and desires. Why not try new things and save money? The fabulous website www.livingsocial.com offers one unbeatable deal every day up to 90% off at local restaurants, bars, spas, theaters and more!

livingsocial

2010 Recipient of Top 10 Realty Team's in Northeast Ohio

The President's Sales Club recognizes outstanding achievement in the real estate industry. Marcy is consistently recognized for her achievements and this year is no exception. **Marcy Klee & Associates has been recognized as being one of the Top 10 Teams in Ohio.** The Ohio Association of REALTORS released the following:

"A smart move on your part..."

Congratulations on choosing a REALTOR that is among an elite group within the profession - one that is a member of the select 2010 Ohio Association of REALTORS President's Sales Club.

The fact that your REALTOR has joined the exclusive OAR President's Sales Club is even more impressive when you consider the uncertainties of current marketplace. Despite the unprecedented challenges of a difficult economic environment your REALTOR has achieved a level of accomplishment that only 5 percent of Ohio's real estate professionals have attained as a member of this year's club.

When it comes to understanding your needs and the realities of the marketplace...a member of the OAR President's Sales Club is the perfect choice in making your housing dreams become a reality!"

Your Area Market Statistic Averages >>>

4th Quarter Sales	2010			2009		
	Average # of Sales	Average Sale Price	SP % LP	Average # of Sales	Average Sale Price	SP % LP
North Canton	65	143,370	97.45	78	141,368	95.79
Plain Township	94	114,646	94.26	121	127,945	95.7
Jackson Township	79	205,209	96.08	108	200,201	96.69
Perry Township	62	94,498	101.38	89	91,989	96.53
Massillon	55	64,617	97.55	78	71,851	97.18
Lake/Uniontown/Hartville	24	127,940	98.12	56	159,942	106.72
Green	49	171,080	99.82	65	174,429	95.19



Remember, as a valued client of mine you are entitled to a free market study once a year.

An in-depth market study compares your home to other homes that sold, of similar style and square footage, in the general vicinity, and in the general same condition.

As always, Buyers and Sellers agree on the purchased price of a home, but appraisers have the final word. They determine value by guidelines set up by the Federal government.

Property Advice >>>



Marcy's Favorites Around Town



First Fridays, hosted the first Friday of each month, showcases downtown Canton arts, food, music and entertainment. It's a great way to connect with the local community and there is something for people of all ages.

Each month a new theme is promoted. The theme for February 4th is "Art from the Heart."

Creating Winter Curb Appeal

Creating a good first impression is an important component when it comes to selling a home. Focusing on curb appeal can be a challenge in the winter months but here are some helpful tips to keep your home looking its best.

1. **Add splashes of green and purple.** Plants, grasses, and evergreens are great options for brightening up a home's winter landscape. Make the front door the focal point with a large wreath decorated with a colorful ribbon.
2. **Light it bright.** It's most likely that buyers will be looking at the home after sunset during winter. Enhance your home's features by using clear flood spotlights.
3. **Create a photo display of sunnier days.** Display landscape photos in frames or use a digital photo frame with a slide show of images to provide a sense of what the property looks like in other seasons. If the home has a garden, make a list of what's planted where.
4. **Don't forget to clear a path.** If the ground is covered in snow, the simplest thing you can do is to shovel the driveway, all sidewalks, patio and decks so buyers can get a true idea of their actual size.



"It's All GREEK To Me"

BAKLAVA

Prepare this authentic favorite Greek recipe and you will have everyone thinking you are a master chef! With layers of filo dough filled with chopped nuts and a deliciously sweet syrup or honey, you will get rave reviews.

Courtesy of Mary Papatonis

1½ lbs ground walnuts
1 lb unsalted butter
2 lbs sugar
1 cinnamon stick
½ tsp ground cinnamon

2 Whole Cloves
½ tsp nutmeg
¼ tsp ground cloves
1½ lbs filo dough
1 tsp lemon juice

Preheat oven to 350 degrees. Melt the butter in a small pan. Put 4 cups of sugar into medium size sauce pan, add 2 cups of water, 1 tsp of lemon juice, and 1 cinnamon stick. Bring to a boil, simmer for 20 minutes. Set aside for later.

Put ground cinnamon, ground cloves, and nutmeg into the walnut mixture. Butter with pastry brush (from melted butter) a 10 x 15 inch pan. Eight sheets are put onto the pan buttering each sheet. Sprinkle walnut mixture over filo sparingly, top with another sheet of filo and butter. Repeat until all of the walnut mixture is gone. Put into the freezer for 10 minutes.

Take out of freezer and cut the filo into a diamond shape cutting the edges to form straight edges. Pat with water and then insert whole cloves. Bake for 30 minutes and then turn 180 degrees and finish baking for another 30 minutes.

Take a ladle spoon and put the cooled syrup (sugar & water) onto the baklava until it is gone. After 24 hours of sitting out uncovered put into cupcake papers. Put into a box with a lid but not airtight.



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*It Costs No More To
Hire The Best!*



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