



# Real Estate the Easy Way

Volume 2, Issue 2

Spring Edition

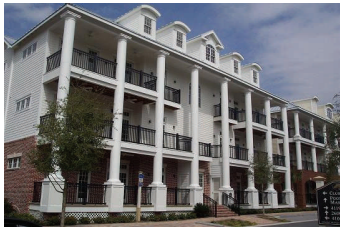
March 2008

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- Recipe Ideas



**KELLER WILLIAMS**  
 REALTY



This months featured listing: Magnolia Plantation Luxury Condo

This 3/2 second floor home includes all new top of the line upgrades

For more information:

[www.jennifermackay.com](http://www.jennifermackay.com)

**Jennifer Mackay**  
 (850) 774-6582

[jennferim@jennifermackay.com](mailto:jennferim@jennifermackay.com)  
[www.jennifermackay.com](http://www.jennifermackay.com)



## How to buy or sell property at a real estate auction

If you ever wondered how to buy or sell property at a real estate auction house, then keep reading...

Real estate auctions are not a new type of real estate sale. They have been around for many years.

### Auctions and the real estate agent

Real estate agents may sometimes recommend a property be placed for auction rather than listing it in a local Multiple Listing Service, typically referred to as the MLS

Many agents are not aware that when recommending a property be sold at auction,

they can continue to maintain a working relationship with the seller. A real estate agent can continue to assist a seller by:

\* Being present during meetings with the seller and auction house

\* With draw the listing and receive a referral from the auction house

\* Provide the auction house with property, mortgage and seller information

Typically, the real estate agent will retain the seller as a long term customer by assisting to sell the property quickly and provide

advice through out the campaign.

In addition, buyer representatives can receive a commission on the sale of an auctioned property by submitting a Brokers Participation Agreement to the auction house

If you'd like more information on Real Estate Auctions:

**Read the entire article on my website:**

[www.jennifermackay.com](http://www.jennifermackay.com)

## New articles from my commercial real estate division

## How to select a Business for purchase

There is no guarantee when buying a business that it comes with a sound set of financial information or that you will be able to make a success of it.

In a small to medium business, financial information is often a record of what the previous owner did, and consequently may not be a valid indicator of how you will perform in the same business. For example, unless you have experience in the hospitality business don't buy this type of business.

If you have no experience in customer servicing, computer technology or baking don't buy these types of

businesses just because the current or previous owner was profitable or successful.

Here are a few rules you may reasonably follow when deciding what business to buy:

### Selecting a business

Try to select a business where you have some level of experience and or expertise. Business tends to be highly competitive; being at least as good as your competition, will give the best advantage for staying in business and being successful. Select an occupation in which you enjoy the tasks and daily activities.

Owning and operating a business requires long hours, as well as great enthusiasm.

Motivating your staff, and dealing successfully with clients for some can be quite a burden and may become tedious if you do not enjoy or do not have the propensity for these types of tasks.

If you'd like more information on purchasing a business:

**Read the entire article on my website:**

[www.jennifermackay.com](http://www.jennifermackay.com)



Realtor®

## FHA lending limits as of March 05, 2008

The new FHA lending limits have been announced.

Of particular interest:

PANAMA CITY-LYNN HAVEN, FL (MSA)

One-Family - \$396,250

Two-Family - \$507,250

Three-Family - \$613,150

Four-Family - \$762,000

If you require additional information on these or other loan programs, contact me directly at: 850-774-6582 or email me at [jenniferim@jennifermackay.com](mailto:jenniferim@jennifermackay.com)

### Website Updates

**We're growing all the time!**

- New condo quick searches
- New Articles
- Coming soon: New web site layout!

### Local Facts:

**Pier Park is alive and kicking:**

[www.jennifermackay.com/pierpark.php](http://www.jennifermackay.com/pierpark.php)

**The Condo market is busy:**

[www.jennifermackay.com/wordpress](http://www.jennifermackay.com/wordpress)

### Upcoming Events

The Mask Parade - End of March

National Shrimp and Oyster Festival at St. Andrew's – early April

Annual Spring Festival of the Arts - First week May

Thunder Beach Motorcycle Rally – Spring Rally early May, Fall Rally late September

Summer Concert Series - Every Thursday evening at Pier Park Starts 1st week June

## Recipe and Quick meal Ideas

This issues recipe idea is a guaranteed kids favorite (and mine).

Never buy Cracker Jacks again!

Caramel Popcorn

3 qts. (12 cups) popped corn (I used a few cups less)

3 C. unsalted mixed nuts (optional)  
 1 C. packed brown sugar

1/2 C. Karo light or dark corn syrup  
 1/2 C. margarine 1/2 tsp. salt

1/2 tsp. vanilla 1/2 tsp. baking soda

In a large shallow roasting pan combine popcorn and nuts. Place in 250\* F. oven while preparing glaze.

In heavy 2-qt. saucepan stir sugar, corn syrup, margarine and salt. Stirring constantly, bring to boil

over medium heat.

Without stirring, boil 5 min. Remove from heat, stir in vanilla and baking soda; pour over popcorn mixture, stirring to coat. Bake in 250\* F. oven, stirring occasionally, for 1 hr.

Cool; break apart and store tightly covered. 4 qts.

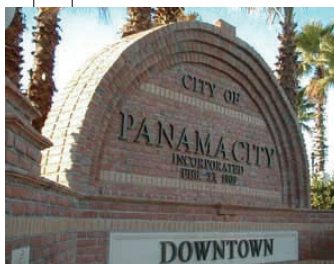
## Referrals always accepted and appreciated...

My business thrives on referrals. As a Realtor, much of my business comes from word of mouth.

I always appreciate hearing how a satisfied customer has referred a friend or relative to my services.

Please feel free to contact me **IF:**

You have a friend or relative who



can benefit from my services.

You know anyone who would enjoy receiving a copy of this newsletter.

You have a question about your

property or neighborhood.

You would like information regarding any type of property you're interested in.

You are interested in a free, no obligation Market Analysis of your property.