



Real Estate the Easy Way

Volume 2, Issue 1

First Issue for 2008

January, 2008

In this Issue

- I've moved to Keller Williams?
- Featured Listing
- TV Advertising
- Website Updates
- Investing in Real Estate
- Referrals Appreciated!



KELLER WILLIAMS
 REALTY



This months featured listing: 117 Turtle Cove.

Great price on this fantastic move-in ready 3 bedroom suite, 3 1/2 bath home in Turtle Cove at Lake Powell.

For more information:

www.jennifermackay.com



Jennifer Mackay
 (850) 774-6582

jennferim@jennifermackay.com
www.jennifermackay.com

Panama City Real Estate and Keller Williams

I've made the move!

As of December 21st, 2007 I am now affiliated with Keller Williams Success Realty.

My new office location is: 2110 W. 23rd Street, Suite A. Panama City, Fl 32405

The move has been a decision long in the making. Ultimately, I felt it best for my customers as well as my self.

Keller Williams Success Realty offers my customers many more non traditional opportunities for marketing their properties. Their commitment to internet marketing is in keeping with my personal views of where the real estate market growth opportunities exist today and in the future.

My website is still located at

www.jennifermackay.com and my phone number remains: 850-774-6582.

I will continue to offer the same excellent customer service everyone has come to expect from me and my team.

Together let's all look toward 2008 as a happy, healthy and prosperous year.

New TV Advertising!

I am piloting a new series of Panama City Real Estate advertising as an additional customer service.

The first installment of the television ad will begin December 24, 2007 and air through February 18, 2008.

Watch for the ad appearing on Fox 28 and HGTV!

Preview the commercial and let me know what you think!

In 2008, as an additional service, I will be offering

Television advertising for my listings. If you are interested in having your property featured, contact me for details.

So you want to invest in real estate...

You are not alone!

I'll wager you've said to yourself at one point or another: "How do I get into Real Estate Investing." or "I wish I could invest in real estate, but it's too expensive." Well, let me assure you we all have to start somewhere.

Even the most successful, experienced investor had to start from the beginning.

A few ground rules...

First let's agree that unlike stocks or bonds investing, Panama City real estate investing is not considered a 'Liquid' investment. What this

means is, you can not sell panama city real estate as quickly as you can sell stocks or bonds. Stocks or bonds can typically be traded very quickly through a stocks brokerage firm.

Panama City real estate however, requires skill, patience, a marketable product and technique to liquidate. Even when using a professional panama city real estate agent, it may take awhile to sell real estate investment property.

Realizing and understanding limitations of Panama City real estate will save you grief and money as you plan your investment strategy.

Knowing you can not simply 'Flip' (the process by which you can buy and sell real estate property very quickly) every Panama City real estate investment opportunity that comes along will assist you in making sound Panama City real estate investment decisions.



Annual Events Calendar

- Mardi Gras Parades and Festival – **mid-February**
- Panama City Highland Games and Scottish Festival – **early March**
- National Shrimp and Oyster Festival at St. Andrew’s – **early April**
- Thunder Beach Motorcycle Rally – **Spring Rally early May, Fall Rally late September**
- Bay Point Invitational Billfish Tournament – **mid-July**
- Indian Summer Festival – **mid-October.**

Website Updates

We’re growing all the time!

- New Commercial Real Estate website
- New Real Estate Articles
- New Market Updates



Commercial Real Estate Website Launched!

I am please to announce that after many months, my team member Jessie has launched his commercial real estate website.

As a sister site to Panama City Real Estate (www.jennifermackay.com), Panama City Commercial Real Estate will no doubt be the premier website for commercial real estate in Bay County!

Visit the new site at:
www.pccommercialrealestate.com

Recipe and Quick meal Ideas

This issues recipe/quick meal idea is from Jessie. Am I lucky or what, a guy that can cook!

What do you do with potato skins? You know, after you peel potatoes for mashed potatoes or whatever.

I stumbled across this idea on the internet. Every time I make mashed potatoes or potato salad, I always through away the peels. I

know they have nutritional value but I could never figure out what to do. So, here’s how you can use the whole potato.

After you’ve peeled your potatoes, take the

Dry Measurements

1 Cup = 16 ounces

3 teaspoons = 1 tablespoon

2 tablespoons = 1/8 cup or 1 ounce

4 tablespoons 1/4 cup or 2 ounces

peeled skins and throw them in a deep fryer and make potato skin chips.

I season mine with salt, pepper, cayenne pepper and paprika!

Cooking time: Approx. 5 mins. They’re great!

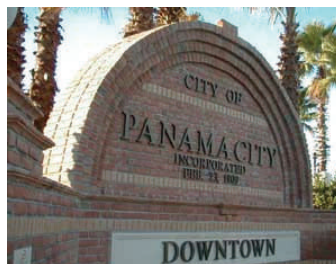
Referrals always accepted and appreciated...

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.