



The CENTURY21 Newsletter

A Special Message:

Happy 2012 to you all! We hope your year is off to a great start. For Kootenai County as a whole, residential single family home stats are down for 2011 – number of sales were down 1% and average price was down 6% (compared to 2010). Rathdrum, Hayden and North Kootenai County all saw a substantial increase in number of sales, 25%, 13% and 11% respectively. The only area seeing an improvement in average price was South Kootenai County, up by 30%.

While we are expecting to see numerous foreclosures still hitting our market in 2012, we are very excited about this year. We are hopeful that at some point things will level out and we will start to see some more typical numbers for our real estate market. Stay positive & let's go sell some real estate!



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Super Bowl XLVI is right around the corner, and so is the CENTURY 21® Super Bowl Commercial!

For the first time in the 40-year history of our brand, we will air a commercial during the most watched television event of the year.

The Super Bowl has a unique place in American television: when the commercials air, viewers actually start paying more attention to the broadcast. Did you know that over 111 million people are expected to watch this year's Super Bowl, and I hope you will be watching and see CENTURY 21 Agents right in the middle of it!

On February 5th, tune in to your local NBC station to watch as CENTURY 21 Real Estate takes a new place in history! We are sponsoring a full half-hour segment in pre-game, and we air 11 pre-game commercials during that day. And of course, as our finale, our special :30 Super Bowl commercial will air in the 3rd quarter of the game itself.

Don't forget to watch and vote for us! You'll see exactly how to cast your vote for your favorite commercial on Super Bowl Sunday at century21.com.

CENTURY 21 Agents: Smarter. Bolder. Faster.SM



Be fire-safe in your home this winter

Residential fires occur most in winter. Several factors contribute to the rise, including an increase in cooking and heating in addition to flammable holiday decorations. See the ten fire prevention tips below:

1. Maintain carbon monoxide and smoke detectors on a regular basis and test the batteries.
2. Skip the candles and opt for battery-operated candles instead.
3. Remove flammable materials from around the cooking area and never leave the area unattended.
4. Keep a live tree watered, when it dries out, remove it from your home. Artificial trees should be flame retardant and the decorations non-flammable.
5. Have your chimney, fireplace, wood/coal stove, furnace and any other alternative heat sources checked by a pro. Space heaters should not be left on or in proximity to flammable items.
6. Invest in LED lights and only use the recommended amount.
7. Read and follow the directions and safety precautions of portable heaters.
8. Don't overload outlets and use power strips.
9. All lights and holiday décor should be turned off before leaving your home or going to sleep.
10. Look for any exposed wires, frayed appliance cords or loose connections.



CNN Money ranks 2011 great American towns

The annual rankings are based on job opportunities, schools, safety and more.

1. Louisville, CO
2. Milton, MA
3. Solon, OH
4. Leesburg, VA
5. Papillion, NE
6. Hanover, NH
7. Liberty, MO

For the complete list visit www.money.cnn.com.

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