

## Real Estate Overview

by Evan Katz

THIS IS THE YEAR OF RECOVERY – The stats speak for themselves... it was not a fruitful year in the land of residential real estate. As we listen to the economists, real estate brokers and politicians (both local and national), it is difficult to determine what and when there will be change (both price and velocity of sales) in the Valley of the Sun. With a lack of liquidity in the financial markets, we are in uncharted territories. One thing is for sure; with all of the money being poured into the economy, there is bound to be a reversal. Some economists have reported that by second quarter, the tide will reverse and we will be moving into inflation. The question is... when is the when? And, how will it affect the price of your home?

No matter what... I do believe that we are in the year of recovery. Therefore, if you have been having thoughts of buying/selling a home, moving up or down or buying an investment property,

now is the time to do your planning. Be aware that the inventory of listed homes in Scottsdale has decreased, we have probably hit bottom or are very close and interest rates have never been lower. With respect to PV and the jumbo loan market, we are not quite there and a closer look at your position in the market would be prudent. It might be time to act or you might be better off waiting 3 or 6 months. In either case and under no further obligation, we would like to offer you our time, expertise and services to discuss your options and help you plan for the future. Our objective... we would like to get to know you and let you get to know us so when it is time for you to move forward, you will consider using The Katz Group as your preferred real estate advisors.

**Please contact us at 602.920.9899 or email us at ekatz@azkatzgroup.com to set an appointment. You will be glad you did!**

*As always, the figures in the two charts are not necessarily indicative of the specific price of your home but rather highlight overall trends. It is our feeling that an informed consumer is our best customer and we look forward to increasing your knowledge and enriching your future.*



## Residential Real Estate Sales: A comparison between the year 2007 and the year 2008

GENERAL STATS:		YEAR BUILT	Year 2007		Year 2008			# Currently Listed
			# Sold	AVSP/SF	# Sold	AVSP/SF	% Change	
<b>Paradise Valley</b>	\$5,000,000+	2000+	8	\$704	5	\$682	-3.1%	51
	\$5,000,000+	2000-	3	\$1691*	1	\$789	N/A	16
	\$3,000,000-\$5,000,000	2000+	32	\$540	26	\$503	-6.8%	87
	\$3,000,000-\$5,000,000	2000-	13	\$523	7	\$505	-3.4%	41
	\$2,000,000-\$3,000,000	2000+	21	\$449	9	\$380	-15.4%	36
	\$2,000,000-\$3,000,000	2000-	48	\$460	26	\$430	-6.5%	83
	\$1,000,000-\$2,000,000	2000+	1	\$527	7	\$341	N/A	5
	\$1,000,000-\$2,000,000	2000-	104	\$407	56	\$357	-12.3%	152
	\$700,000-\$1,000,000	2000+	0	N/A	0	N/A	N/A	0
\$700,000-\$1,000,000	2000-	23	\$330	19	\$277	-16%	32	
<b>Scottsdale</b>	\$2,500,000+	2000+	11	\$433	5	\$462	6.7%	40
	\$2,500,000+	2000-	4	\$793**	3	\$652	N/A	13
	\$1,200,000-\$2,500,000	2000+	83	\$355	23	\$340	-4.2%	74
	\$1,200,000-\$2,500,000	2000-	58	\$347	26	\$309	-11%	98
	\$800,000-\$1,200,000	2000+	31	\$282	31	\$255	-9.6%	25
	\$800,000-\$1,200,000	2000-	186	\$286	100	\$268	-6.3%	158
	\$600,000-\$800,000	2000+	32	\$239	22	\$221	-7.5%	27
	\$600,000-\$800,000	2000-	233	\$259	135	\$236	-8.9%	134
	\$400,000-\$600,000	2000+	15	\$229	14	\$197	-14%	18
\$400,000-\$600,000	2000-	274	\$234	289	\$204	-12.8%	202	

Scottsdale includes properties located south of Bell Road and north of Indian Bend

\*One of these 3 properties is a 1951 teardown on a 4.5 acre view lot \*\*Three of the four homes sold are 5+ acre equestrian properties

Read more inside...

## A Historic Year

by Evan Katz

As we prepare to close the books on what has been an historic year on many counts, volatility once again reigns supreme. We have seen many highs and lows in mortgage rates just over the last month.

As we close out this year, we hope that the FED has complete follow-through on their promise to purchase \$500B of Mortgage-Backed Securities. If they do, this will hopefully bring more stability back to the mortgage sector and 1; bring rates down further and 2; loosen up credit to lend more. Because the secondary market has all but disappeared, banks and mortgage companies cannot sell their mortgages to re-generate capital to lend again. Basically they have been holding these loans in a portfolio, thus creating higher risk causing higher rates and tighter credit. This is more evident for non-conforming/jumbo loans than for conforming or government loans which Fannie Mae/Freddie Mac and FHA/VA still purchase.

*So, fingers and toes crossed, we will see a secondary market return in the mortgage arena which will drive mortgage-backed securities and bonds prices higher and be the catalyst to get banks to open up parameters for mortgage loans.*



With today's economy, we are all looking for ways to save money. So we have added a new regular column that will feature ways to save . . . from energy to mortgages.

## Boost your Energy Savings by Evan Katz

**Ready to take your energy savings up a notch?**

### 1. Contact a professional to arrange a detailed energy audit

*What it costs: \$200-\$325 (\$0 if your utility company offers one)*

*Why do it: Pros can spot waste and suggest cost-effective changes*

### 2. Install a whole-house fan to lighten load on air-conditioning systems

*What it costs: \$180-\$230 (not including installation)*

*Why do it: Fans can reduce cooling costs by up to 5%*

### 3. Add insulation to your attic

*What it costs: 50 cents-\$1 per sq. ft. (not including installation)*

*Why do it: Properly insulated homes use 30%-50% less energy*

### 4. Replace your old refrigerator with an Energy Star-rated refrigerator

*What it costs: \$500-\$7,300*

*Why do it: Today's refrigerators use half the energy of 1992 models*

### 5. Install Energy Star-rated windows

*What it costs: \$150-\$600 per standard window (not including installation)*

*Why do it: Energy Star windows save up to 15% on heating/cooling costs*

### 6. Put in an Energy Star-rated tankless water heater

*What it costs: \$700-\$1,200 (not including installation)*

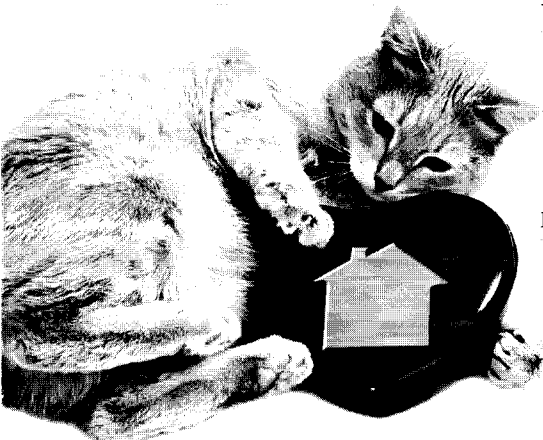
*Why do it: Tankless water heaters can be 8%-34% more efficient*

**Add it all up: Total \$4,600\***

*\*Not including installation*



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Our clients' needs always come first.

For most people, their home is one of their most valuable assets. As residential Realtors®, we work with people in transition who are making decisions that affect lifestyle changes and long-term economic security. The strong and everlasting relationship we have developed with our clients is based on trust. The essence of The Katz Group's long-term success is the inherent desire to help and protect our clients. Our professional business ethics are driven by this credo and are paramount to all other actions.

For a free consultation, contact  
Evan Katz @ 602.920.9899  
Jamy Katz @ 480.540.4679  
Ted Krismann @ 480.773.2344

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## Residential Real Estate Sales *(continued from page 1)*

A comparison between the year 2007 and the year 2008

	YEAR BUILT	Year 2007			Year 2008			# Currently Listed
		# Sold	AVSP/SF	% Change	# Sold	AVSP/SF	% Change	
<b>Scottsdale</b>								
<i>Ranch Areas</i>	\$500,000+	2000+	5	\$388	4	\$349	-10%	6
	\$500,000+	2000-	207	\$291	131	\$266	-8.6%	158
<i>Cactus Corridor</i>	\$500,000+	2000+	139	\$301	86	\$266	-11.6%	175
	\$500,000+	2000-	426	\$271	251	\$235	-13.3%	327
<b>Urban Living</b>								
<i>Scottsdale</i>	\$200,000-\$500,000	2000+	85	\$252	88	\$268	6.3%	101
	\$500,000+	2000+	43	\$579	51	\$504	-13%	100
<i>Phoenix</i>	\$200,000-\$500,000	2000+	54	\$256	52	\$230	-10.1%	93
	\$500,000+	2000+	49	\$451	21	\$485	7.5%	87
<b>Pinnacle Peak</b>								
	\$2,000,000+	2000+	54	\$510	31	\$504	-1.2%	180
	\$2,000,000+	2000-	10	\$406	6	\$505	24.4%	46
	\$1,000,000-\$2,000,000	2000+	107	\$365	85	\$328	-10.2%	147
	\$1,000,000-\$2,000,000	2000-	78	\$323	32	\$323	N/A	95
	\$600,000-\$1,000,000	2000+	98	\$283	92	\$240	-15.2%	100
	\$600,000-\$1,000,000	2000-	136	\$279	124	\$241	-13.6%	163
<b>Arcadia</b>								
	\$1,000,000+		26	\$398	18	\$408	2.5%	42
	\$500,000-\$1,000,000		17	\$338	15	\$312	-7.7%	268
<b>Guard Gated Communities</b>								
<i>Paradise Valley</i>	\$1,000,000+		32	\$453	21	\$450	-6%	70
<i>Scottsdale</i>	\$600,000+		263	\$301	130	\$271	-10%	127
<i>Pinnacle Peak</i>	\$600,000+		332	\$342	250	\$302	-11.7%	309
<b>Golf Course Properties</b>								
<i>Paradise Valley</i>	\$1,000,000+		14	\$416	10	\$344	-17.4%	31
<i>Scottsdale</i>	\$600,000+		32	\$329	21	\$315	-4.2%	50
<i>Pinnacle Peak</i>	\$600,000+		52	\$369	37	\$323	-12.5%	82
<b>Waterfront Properties</b>								
<i>Scottsdale</i>	\$500,000+	2000+	2	\$453	0	N/A	N/A	3
	\$500,000+	2000-	17	\$402	11	\$329	-18.2%	29
<b>View Properties</b>								
<i>Paradise Valley</i>	\$1,000,000+		160	\$485	113	\$429	-11.6%	390
<i>Scottsdale</i>	\$1,000,000+		135	\$352	59	\$306	13%	196
<i>Pinnacle Peak</i>	\$1,000,000+		210	\$386	134	\$360	-6.7%	417
<b>New Construction</b>								
<i>Paradise Valley</i>	\$1,000,000+		26	\$542	13	\$521	-3.8%	68
<i>Scottsdale</i>	\$1,000,000+		18	\$364	7	\$317	-13%	23
<i>Pinnacle Peak</i>	\$1,000,000+		21	\$519	11	\$443	-14.6%	60
<i>Phoenix</i>	\$1,000,000+		1	\$332	1	\$328	-1.2%	5
<i>Arcadia</i>	\$1,000,000+		5	\$409	2	\$438	7%	3

## Chihuly: The Nature of Glass by Jamye Katz

If you haven't seen the Chihuly exhibit at The Desert Botanical Garden, you must make time to enjoy the spectacular glass creations by renowned artist Dale Chihuly. *Chihuly: The Nature of Glass* features new and unique works of glass artfully located throughout the Garden. Known for his innovative glass sculptures, his work is immediately recognizable for its grand scale and vibrant colors.

Influential within the Studio Glass movement, Chihuly continues to revolutionize the art of hand blown glass. Working in a generally free-form and unorthodox manner, the results of his approach elicit widespread admiration from the full spectrum of viewers, with one art historian calling his work "liquid light."

Chihuly's spectacular creations are found in more than 200 museums worldwide including the Metropolitan Museum of Art, London's Victoria and Albert Museum and the Smithsonian American Art Museum. Garden exhibitions of his work have been mounted at the New York Botanical Garden, Fairchild Tropical Botanic Garden, Atlanta Botanical Garden, Missouri Botanical Garden, Phipps Conservatory and the Royal Botanical Gardens at Kew.

*This is Chihuly's first exhibition in an outdoor desert environment.*

*The exhibit runs through May 31, 2009. Don't miss it!*

## The Scottsdale Culinary Festival



by Evan Katz

Experience six food and wine-filled days to satisfy even the most sophisticated palate from April 14-19, 2009.

As the longest running festival of its kind in the United States, the Scottsdale Culinary Festival draws more than 40,000 visitors looking to enjoy fabulous food, fun and festivities (not to mention our idyllic weather!)

This year's festival will feature a host of events including cooking demonstrations by some of the nation's top chefs to a one-of-a-kind James Beard dinner.

Here is the schedule for the week's events:

### Tuesday, April 14

- Friends of James Beard Benefit Dinner
- Bubbles & Bliss

### Wednesday, April 15

- Chef Tribute Dinner
- "On the Rocks"

### Thursday, April 16

- Culinary Hall of Fame Awards Dinner
- "On the Rocks"

### Friday, April 17

- Eat, Drink & Be Pretty Party

### Saturday, April 18

- Chef Wine Dinners

### Saturday & Sunday, April 18 & 19

- Cooks & Corks

### Saturday & Sunday, April 18-19

- Great Arizona Picnic

### Sunday, April 19

- Wine Country Brunch

### Sunday, April 19

- Best of the Fest

For more information about the Scottsdale Culinary Festival, please contact the League office at 480.945.7193 or visit [www.scottsdaleculinaryfestival.org](http://www.scottsdaleculinaryfestival.org).



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# Ok, how do I shed these holiday pounds?

by Jamye Katz



Because 3,500 calories equals about 1 pound of fat, you need to burn 3,500 calories more than you take in to lose 1 pound. So if you cut 500 calories from your typical diet each day, you'd lose approximately

1 pound a week (500 calories x 7 days = 3,500 calories).

Cutting calories doesn't have to be difficult. In fact, it might be as simple as forgoing one extra item a day, swapping foods or trimming serving sizes. The number of calories you save is likely to translate into pounds lost.

### Cut out high-calorie foods

Skipping one or two high-calorie items that you might have otherwise eaten is a good place to start when cutting calories. For example, you could skip your morning latte or the bowl of ice cream you

always have after dinner. Think about what you eat and drink each day and identify items you could cut out.

### Choose lower calorie foods

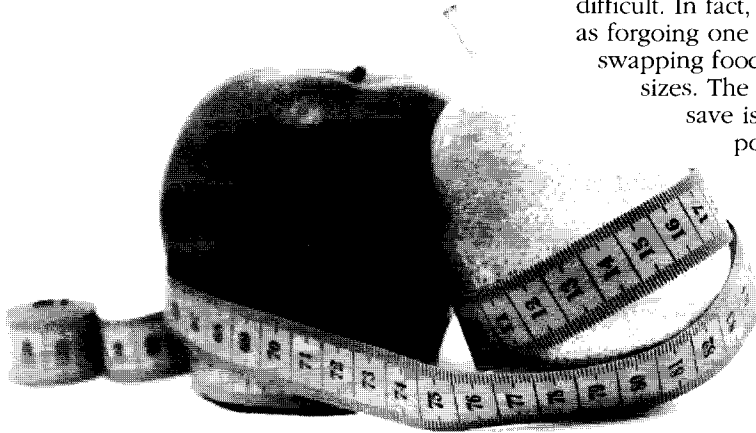
Replace foods that are high in calories with ones that are lower in calories. For example, drink fat-free milk instead of whole milk and sparkling water or diet soda instead of regular soft drinks. Have an extra serving of vegetables at dinner instead of an extra serving of meat. Or snack on sliced fresh fruit instead of chips. You might find that these substitutions are easy to make and the number of saved calories quickly adds up.

### Reduce your portion sizes

The sizes of your portions affect how many calories you're getting: Twice the amount of food means twice the number of calories. To reduce how much food you eat, and therefore how many calories you consume, try these tips:

- Serve smaller portions. At the beginning of a meal, take slightly less than what you think you'll eat. You can always have seconds, if necessary.
- See what you eat. Eating directly from a container gives you no sense of how much you're eating. Seeing food on a plate or in a bowl keeps you aware of how much you're eating. Consider measuring your food with a measuring cup or scale to see how much you are actually eating.
- Check food labels. Be sure to check food labels for the serving size and number of calories per serving. You may find that the small bag of chips you eat with lunch every day, for example, is two servings, doubling the calories listed on the label.
- Don't feel obligated to clean your plate. Stop eating as soon as you feel full. Those extra bites of food that you're trying not to waste add unneeded calories.

*Managing your calorie intake is essential to weight control. Still, it's only part of the weight-loss and maintenance equation. For a successful – and sustainable – weight management plan, you need to increase your physical activity while decreasing the calories you take in. It's this combination of regular activity and healthy eating that will help you achieve a healthy weight.*



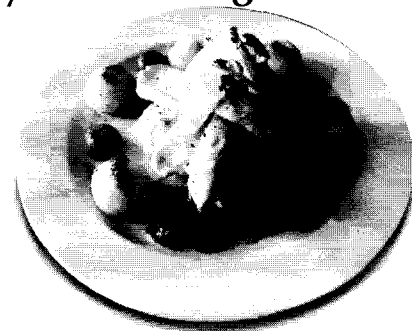
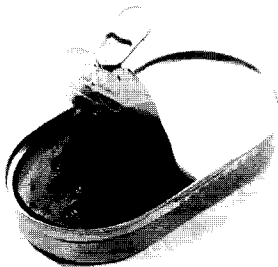
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If you cut 500 calories from your typical diet each day, you'd lose approximately 1 pound a week (500 calories x 7 days = 3,500 calories).

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# The Musical Instrument Museum

by Ted Krismann



The collection will include instruments from over 200 countries and territories in the world.

Experience a celebration of the similarities and differences of the world's cultures as expressed through music . . . a language common to us all.

With musical instruments from every country in the world, MIM will pay homage to the history and diversity of instruments and introduce museum guests to their varied and unique sounds. MIM will be an engaging, entertaining and informative experience, in which the uninitiated and the knowledgeable, the young and the old will feel welcome.

Museum guests will gain an appreciation for both the musical similarities and unique differences among divergent cultures, countries and ethnicities through state of the art exhibits. Integrated audio and video experiences will enable guests to experience the sounds of instruments from around the world as well as to see these instruments played in their cultural context.

Guests will be given wireless headsets to wear throughout the museum. As they approach different instruments they will hear the instruments being played, sometimes

solo and sometimes as an ensemble. They will also see still images or video clips of the instrument being played which will be important as many of these instruments will be unfamiliar to visitors. Guests will be immersed in a loop of music and video that will allow them to share a common experience. Special display areas and exhibitions will emphasize interactivity and personal selection.

The collection will include instruments from over 200 countries and territories in the world. Some larger countries such as India, China, Russia, the United States, Congo and others will have multiple displays with subsections for different types of ethnic, folk and tribal music.

*MIM is currently under construction on the north side of Phoenix. Look for the site at the intersection of Mayo and Tatum, just south of the 101. Grand opening is scheduled for early in 2010. For the most current info, log on to [www.themim.org](http://www.themim.org)*

# Take the McDowell Sonoran Challenge! by Jamye Katz



Through a special land use permit, the McDowell Sonoran Conservancy has been granted access by the Arizona State Land Department for this special event which offers a 15K Run, a 22-Mile Bike or a 9-Mile Hike.

Registration will begin at 7AM on Saturday, February 28, 2009 at Alma School Road just north of Dynamite. Parking is available at the shopping center on the corner of Dynamite and Alma School and a shuttle will be available to take participants to the trailhead. Separate courses for mountain bikes, trail runners and hikers will lead participants through mountains and the beautiful Sonoran desert. Hikers will experience the historic Brown's Ranch

on their 7-9 mile trip, riders will ride a 22-mile course past Granite Mountain and Balancing Rock, and runners will race 15K past Cone Mountain.

The post-challenge fitness expo and celebration will be held from 9AM until Noon and will include food and beverages, music, merchandise and fun for the hike, bike and runner enthusiasts of all ages.

*Cost is \$35 per person. For more information about the McDowell Sonoran Conservancy or to register for this event, visit [www.mcdowellsonoran.com](http://www.mcdowellsonoran.com).*



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