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You will find a wealth of useful Real Estate information for home buyers and sellers at our website! Before you buy or sell a home, be sure to either contact us or view the current market information here within our website.

Our web site is intended to supply you with the most recent Real Estate market information for Huron County Real Estate, Medina County Real Estate, Ashland County Real Estate, Lorain County Real Estate and the surrounding areas.

We feature a free, up to date and current Real Estate search that will allow

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As a current resident in Wellington, OHIO we are fully aware of the current market trends and what it takes to get a great deal on a listing or get top dollar for your current home. When it comes to getting the job done

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We have a lot of connections within the Lorain County area. Please don't hesitate to call and ask us any questions you might have. This process is all about you and your needs. Real Estate is a big investment and we understand that. One thing you will get with us is a personal relationship. In the end, that goes a long way.

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For quick assistance, call the office number at 440-647-3580 Monday through Friday 9am-5pm and Saturdays 9am-3pm. Sunday we are closed, if you have any questions feel free to select an agent provided to call and or text them with questions, concerns, and scheduling.



5 advantages local business have over the competition

Small businesses on Main Street and big box chains have been competing for consumers' attention for decades. Historians say that big box stores were born in the early 1960s when Wal-Mart, Target and Kmart entered the retail landscape. It's been more than 60 years since these chains arrived and they certainly have garnered their share of devotees. Big box businesses have size, inventory and often price on their

side. However, when consumers look beyond those factors, it's easy to see all of the benefits small businesses offer that behemoths cannot.

1. Passionate owners and operators

Walk into a big box store or other business and you may find a handful of dedicated employees, but not quite at the level of small businesses. Small business owners prioritize the

SEE PAGE 10

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Stewart's TV & Appliance is Celebrating 77 years and Still going Strong!

Since 1946 Stewart's TV and Appliance has been at the same location in Elyria, Ohio. Owned and operated by Nancy and Ed Stewart, they attribute their loyal customer base to giving their customers experience and personal service. With an in house service department, Stewart's can service your products when you need it. The sales specialists, technicians and delivery crew are experienced and ready to take care of you. Covid has brought a whole new set of challenges to the business, from appliance shortages and back-orders. The family and employees are working harder than ever but doing very well and making an even stronger footprint in the community.

With more to offer than the "big box stores", Stewart's has an amazingly wide selection of major appliances and electronics from which to choose. Make your appliance selection from major brands such as, Speed Queen, Electrolux, Frigidaire, Kitchenaid, Whirlpool, Maytag, LG, GE, Bosch, Viking, Fisher

Paykel, Wolf, SubZero, Cove, Asko and others. If you think that your refrigerator or range is on its last leg, it is a good idea to be proactive and shop now. Stewart's can also boast that it has the largest laundry selection in Lorain County!

Whether you are building a new home, remodeling or replacing one item, a sales specialist from Stewart's will help you from start to finish. This wide selection and personal service keeps customers returning. Stewart's also offers 0% financing, free delivery, haul away on appliance purchases over \$499 within a limited area, or warehouse pick up located right around the corner.

Stop by Stewart's to see all the current options we can offer you.

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line at www.stewartappliance.com.**

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Grobe Fruit Farm started a century and 18 years ago. We are very proud of our 6 generations of farmers who worked from sunup to sundown. Wives, families, and excellent help worked side-by-side with the men in every generation.

Henry Grobe came from Germany in 1905 and started the Route 113 address as a potato and dairy farm. In 1927, his son Walter planted the first apple orchard.

Then, his son, Bob increased production by planting peach and apple trees plus vegetables in the 1940s.

Expansion continued when Jim and his son Allen added the first cider mill in 1990. Allen and his two sons, Brett and Keith, continue to carry out the legacy of this family. They

built the apple cider plant known as BALK Juice Processing in 2005. Grobe Express on our 301 Farm was opened in 2015.

In 1905, Henry never imagined his farm would become the establishment it is now. We own 5 farms in different locations. These farms produce 7 fruits, 11 vegetables, and 3 grains. Our top fruit is apples and sweet corn is the number one vegetable.

As we say "From our Field to your table." It just can't get any fresher. But, it has been more than people being customers. It was about creating friendships that have lasted all these years. We sincerely thank all our customers.

We are open July through March.
Annete Grobe

Did you know?

Establishing an online presence is one of the more effective ways to reach new customers and offer better customer service. Eighty-one percent of consumers research a company before visiting it to make a purchase or engage in a service, says Blue Corona, a marketing solutions company. Ninety-seven percent of consumers go online to find local businesses or local services during their research. Lack of a website or social media presence could greatly hinder small businesses as they seek to grow. Although the numbers of small businesses with a website have grown, today roughly 70 percent have an online presence, says Zippia. It is estimated that, 95 percent of all purchases will be facilitated by e-commerce by 2040, so it is important for small businesses to recognize the significance of enabling customers to buy online.



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Since 1962, Home Appliance Sales and Service has been a trusted, family-owned destination for home solutions in Northeast Ohio. With two retail locations in Avon and Brunswick, they've been offering top-notch sales, service, delivery, and installation to the community for over half a century.

Their extensive selection includes major brands like SubZero, Bosch, Thermador, GE, LG, SKS, Speed Queen, Whirlpool, Maytag, Frigidaire, and more. The commitment to quality is unmatched, ensuring customers find the perfect ap-

pliance to suit their needs.

In 2019, they unveiled their premier design center in Avon, a haven for those seeking inspiration. Boasting 28 kitchen displays, six live kitchens, and an outdoor kitchen showcase, the design center is a testament to their dedication to enhancing homes.

Visit their Avon location at 1180 Jaycox Road or contact them at 440.517.1888. For convenience, explore their offerings and services online at YourHomeAppliance.com, where your home's appliance dreams come to life.

Buyer Beware: Some TV Ads Will Cost You

*Following is an opinion editorial by Roland Januzzi,
President of Albert V. Januzzi Footwear Inc.*

When searching for help with foot, ankle, knee, hip and back pain or when looking for personalized arch supports that will help with a variety of alignment issues, it is best to not automatically assume that convincing ads on television or on the internet will lead you to the proper or most cost-effective remedy. In fact, unless you know about the company you are dealing with, you may easily fall victim to price gouging or ineffective remedies – or both.

So here are two ways to make sure you are not being taken advantage of:

1. Find out who the owners of the company are, how long they have been in business, what their qualifications are, who their employees are and what their reputation in the community is. Find out if you can actually meet and talk with the owner of the company.
2. Check with reliable sources such as the Better Business Bureau (www.bbb.org), friends and family, and professionals that you trust. Do not automatically trust what the company's website has to say about itself and do not trust online reviews that are easily manipulated and falsified.

The Januzzi footwear family has been in business since 1926 and has worked relentlessly to earn the trust and confidence of 4 generations of shoe buyers. For dependable, trustworthy, knowledgeable and caring service call Januzzi's Footwear Solutions at 440-984-7463 and ask for Roland or Connie Januzzi. We are here to help.



Things To Do? Call The Dudes!

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22 Years of American Made Furniture

Founded in 2001 by the Arter family, Arter Home Furnishings got their start in the community as Amish Heirloom Furniture, a small store offering wooden accent furniture. Over the years the company has continued to grow through uncertain economic times to become the premier furniture retailer they are today. To this day, Arter's is still family-owned and operated by Doug and Kim Arter, along with their daughter, Rena.

Over the period of growth for the company, Amish Heirloom Furniture transitioned to become Arter Home Furnishings and has expanded to offer a wide variety of products including American hand-crafted hardwood furniture for any room, sofas and sectionals, recliners, lamps, inspirational prints, and many other home décor items.

Arter Home Furnishings takes pride in offering the best customer service with endless options of high quality, American made upholstered and hardwood furniture. They offer a knowledgeable staff that would be delighted to help you find that perfect piece of furniture to fit your style... your home... your life!



Aside from fine hardwood furniture, the company also offers high-quality upholstered furniture made right here in the USA! Our upholstered furniture can be customized with many options to fit your style... your home... your life!

Arter Home Furnishings is located at 37 East Main Street in Norwalk, and is open Monday through Friday from 9 a.m. to 6 p.m. and Saturdays from 9 a.m. to 4 p.m.

How businesses can make the most of Small Business Saturday

Sales and consumer holidays compete for shoppers' attentions every year between Thanksgiving and New Year's Day. Such events save consumers billions of dollars every year, but small business owners know it's no small feat getting holiday shoppers to part with their hard-earned money.

Competing for holiday shoppers is hard work, but those efforts can provide a big payoff. According to Finder's Black Friday Statistics 2022, 55 percent of men and 52 percent of women planned to shop Black Friday sales in 2022, when men planned to spend \$465 and women intended to spend \$300. If small business owners are concerned they can't compete on Black Friday, they can always look to Small Business Saturday, which encourages holiday shoppers to patronize brick and mortar businesses that are small and local. Competition can still be steep on Small Business Saturday, but the following are some strategies business owners can employ to make



the most of this unique event on the holiday season calendar.

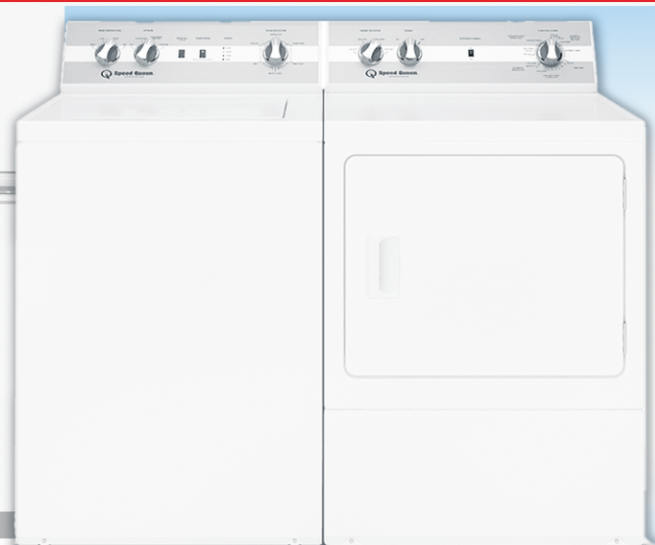
- Update your website. The Small Business Administration recom-

SEE PAGE 8

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SMALL BUSINESS SATURDAY FROM PAGE 7

mends that small business owners consider a digital makeover for their websites. Even though Small Business Saturday encourages individuals to shop in person, modern consumers typically peruse online offerings first. Updating an outdated website or simply reviewing all information, including product details, on the website to ensure it's up-to-date can help small businesses make a strong first impression with holiday shoppers.

- Promote Small Business Saturday. Though it's been around for more than a decade, Small Business Saturday is not yet the household name that Black Friday has become. Small business owners can drum up interest in Small Business Saturday by promoting the day on their social media channels. The SBA recommends business owners encourage shoppers to snap selfies and tag their businesses on their own social medial accounts, which can increase engagement and potentially attract new customers.

- Sell and promote gift cards. Gift

cards help national retailers generate substantial revenue each year, and there's no reason why small businesses can't get their piece of the gift card pie. Gift cards remain wildly popular, as a recent survey from the National Retail Federation found that 54 percent of participants identified gift cards as the most-wanted gift of the 2022 holiday season. Small businesses can offer discounted gift cards on Small Business Saturday and promote those efforts on their websites and via social media.

- Open early and close late. Small Business Saturday, which occurs on the Saturday after Thanksgiving, is a great opportunity for small businesses to start the potentially lucrative holiday season off on the right foot. The SBA urges small businesses to open early and close late on Small Business Saturday so they can capitalize as much as possible on this popular retail holiday.

Small business owners can embrace various strategies to make the most of Small Business Saturday.

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ADVANTAGES LOCAL BUSINESS FROM PAGE 2

customer experience because they know they need to work hard to retain customers. This translates into knowing the products well, and sharing as much knowledge as possible with customers. Big box businesses vulnerable to heavy staff turnover often do not have a vested interest in the brand.

2. Work the local niche

What makes big box retailers so familiar to shoppers is one can stop in a store in the middle of Nebraska and likely find the same items as a store in Hawaii, with only a few subtle differences between the locations. Big box companies work with the same suppliers and ship the same products all over the world. Customers seeking personalized items and services for their particular regions are better off utilizing local small businesses that can bring in regional vendors more readily.

3. Better shopping experience

Big box stores draw customers during peak times when they're home from school or off from work. That often translates to long lines both at checkout and at customer service or return counters. By contrast, there may be no apparent rhyme or reason to when shoppers

visit small businesses, meaning there likely will not be crowds. It's much more pleasant to browse wares without having to contend with shopping cart traffic and people blocking aisles.

4. Advanced technology

Big box companies have invested millions of dollars into their point-of-service systems and other technologies, which means it can be a very slow transition to new options as times change. Small businesses generally can shift to newer, better technology more readily because they do not have to do so on the same scale as their larger competitors.

5. General agility

Changing technology on a dime is not the only ways small businesses excel. They can experiment in other ways, such as a home contractor offering a special price deal for a certain period of time, or a clothing store experimenting with new in-store decor. Big chains cannot pivot that quickly, and any changes must be approved by corporate and implemented across all centers.

Although small businesses may have a tough time beating big box retailers on overall price, there are many other advantages such enterprises have over the competition.

Did you know?

Conscientious consumers who want to help local entrepreneurs thrive may not need any extra incentive to support small businesses in their communities. However, that doesn't mean it isn't worth noting the tax benefits of buying local compared to buying online or in other towns or cities. Small businesses pay sales taxes to the city and county where the business is located, which means a significant amount of the money spent at local businesses is ultimately going to the community at large. In addition, local businesses tend to hire local residents, who pay taxes on their incomes. Those taxes also benefit the towns and cities where workers live and work. This ripple effect of supporting local businesses is one reason why the Small Business Administration estimates that, for every \$100 consumers spend at a small business, \$48 remains in the community.



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Who We Are

The HoneyDudes is an experienced handyman service rooted in the heart of Lorain County, OH. We're not just a team of expert handymen, but a group of passionate, dedicated individuals committed to making a difference in our community. Our business is built on a foundation of trust, reliability, and top-quality workmanship. We work tirelessly to handle those projects around your home that may appear simple but could quickly go wrong.

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The HoneyDudes offers comprehensive handyman services to keep your home looking its best. From your attic, bathroom, living room, kitchen, basement, and everything in between, there's no job too big or small for our skilled team. We are committed to de-

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Quality Workmanship: We believe in doing the job right the first time. Our team is composed of skilled professionals who take pride in their work. We use high-quality materials and proven methods to ensure that every project meets our exacting standards.

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