POINT OF SALE (POS) ORDINANCES AND THEIR POTENTIAL EFFECT ON THE REAL ESTATE MARKET IN CUYAHOGA COUNTY MUNICIPALITIES



The Voice of Real Estate in Northeast Ohio

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EXECUTIVE SUMMARY

- Strategy Design Partners (SDP) was engaged by the Akron Cleveland Association of REALTORS[®] (ACAR) to provide data analysis on the potential impact of municipal Point of Sale (POS) regulations on the Cuyahoga County real estate market.
- This analysis reviews 2012-2014 property sales records for the following pairs of Cuyahoga County municipalities that do and do not have POS requirements in place, as well as aggregate data on the county as a whole and all municipalities with and without POS requirements.
 - **Cleveland Heights** (POS requirement) and **Lakewood** (no POS requirement)
 - **Euclid** (POS requirement) and **Parma** (no POS requirement)
 - Maple Heights (POS requirement) and Garfield Heights* (no escrow requirement)
 - Shaker Heights (POS requirement) and Rocky River (no POS requirement)
- These pairings were arrived at by consulting with ACAR regarding comparable cities in terms of age, size, and quality of housing stock, both with and without POS regulations.

• After completing the analysis, the data indicates that within the pairings and in aggregate analysis, cities without POS regulation had a more robust real estate market.

- Gross annual residential sales in cities without a POS requirement were higher than
 those with a POS requirement, but turnover rates were comparable in each city pair and in aggregate data for the county.
- A review of short sales in each city showed insignificant differences in the number of short sales between comparison cities and in aggregate data for the county.



*Garfield Heights has eliminated escrow requirements but still has POS requirements.

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- Closing prices in cities without a POS requirement were higher than those with a POS requirement, and this was consistent over a three-year look-back.
- Homes in cities with POS requirements spent significantly more days on the market than those in cities without POS requirements.
- Garfield Heights presented a special case as it has POS requirements but eliminated the escrow requirement. Its comparison to Maple Heights served a quasi-control group role and demonstrated again the consistency of data for cities with POS.
- Overall, analysis of MLS sales data shows that real estate sales in cities in Cuyahoga County with POS requirements have been less robust than those without such policies in terms of days on the market and average sales prices.
- Additional factors that might impact days on market and close price could be studied.
 Further analysis is possible comparing and controlling for such variables at a micro level on houses, e.g., age of houses, price per square footage.
- ACAR may want to further test the implications of this data by performing additional qualitative research through focus groups or polling with homebuyers to elicit comments on the impact of point of sale on their homebuying decisions.

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*Garfield Heights has eliminated escrow requirements but still has POS requirements.



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FULL REPORT

INTRODUCTION

Strategy Design Partners (SDP) was engaged by the Akron Cleveland Association of REALTORS® (ACAR) to provide data collection and analysis on the potential impact of municipal Point of Sale (POS) regulations on the local real estate market. In consultation with ACAR, four pairs of municipalities were identified with comparable housing stock in age, size, and quality. In each pair, one municipality has POS requirements in place and one municipality has none or waives parts of the requirement. The analysis explored whether data analysis would support or contradict real estate professionals' assumptions that POS negatively impact elements of the homebuying process. Property and sales data in these municipality pairs and in aggregate data for municipalities with and without POS requirements in the county were the main data source analyzed.

CONTEXT

As a member of the National Association of REALTORS® (NAR), ACAR has identified the elimination of department-generated fees as an advocacy platform within local and state governments. ACAR and other members of NAR believe that administrative costs associated with the real estate industry should be paid from the appropriation of general tax revenues and not the imposition of fees. NAR members find it critical that local governments enforce property maintenance standards, but advocate for consistent, reasonable, and timely inspections of all property, not just those that are for sale. For many years, ACAR and other member institutions have felt that POS requirements negatively impact the homebuying process through fewer sales, longer time on the market per sale, and decreased sale values for comparable properties. This analysis was commissioned in order to identify if such claims are supported by real estate data collected in Cuyahoga County over a three-year period. While analysis will not show causal relationships, it will indicate whether or not the data supports the theory through various means.



METHODOLOGY

This analysis reviews 2012-2014 property sales for the following pairs of Cuyahoga County municipalities that do and do not have POS requirements in place:

- **Cleveland Heights** (POS requirement) and **Lakewood** (no POS requirement)
- **Euclid** (POS requirement) and **Parma** (no POS requirement)
- Maple Heights (POS requirement) and Garfield Heights* (no escrow requirement)
- Shaker Heights (POS requirement) and Rocky River (no POS requirement)

Analysis also was performed for an aggregate of all Cuyahoga County municipalities. A list of those municipalities and the status of POS requirements for the purpose of this analysis can be found in Appendix A.

<u>Table 1</u> identifies demographic data for each municipality, collected from the 2010 Census:

- Population:
 - o Total
 - Density: population per square mile
- Housing Units
 - Total Units
 - Occupancy: occupied/vacant status, owner/renter occupancy
 - Density: Single-, multi-family units

This data was highlighted in order to review comparability within each municipality pair. All data in <u>Tables 2-8</u> was obtained from the Northern Ohio Regional Multiple Listing Service (NORMLS) for the years 2012-2014. While the data available in this dataset is abundant, this analysis reviewed the following variables for each municipality for the 2012-2014 time period:

- Age: year built
- Size: square footage

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- Residential Sales Type: single-family, condominium
- Short Sales: total number
- Prices: list price, closing price
- Duration: days on market

Table 2A continues the review of comparability within each municipality pair, as age and size of housing was a factor in ACAR's selection. Both the median and mean age (relative to 2015) and median and mean square footage were calculated for each municipality, compared across 2012, 2013, and 2014. <u>Table 2B</u> shows the same calculations for Cuyahoga County as a whole and for all municipalities with and without POS requirements, respectively.

<u>Table 3A</u> compares the total number of residential sales and rates of turnover (sales as percent of total housing units) for each municipality across 2012, 2013, and 2014. <u>Table 3B</u> shows the same calculations for Cuyahoga County as a whole and for all municipalities with and without POS requirements, respectively.

<u>Table 4A</u> compares the total number of short sales for each municipality across 2012, 2013, and 2014. <u>Table 4B</u> shows the same calculations for Cuyahoga County as a whole and for all municipalities with and without POS requirements, respectively.

<u>Table 5A</u> compares median original list price, median list price, and median close price for each municipality in the 2012-2014 time period. It also indicates the difference between the median original list price and the median close price for each municipality. <u>Table 5B</u> shows the same calculations for Cuyahoga County as a whole and for all municipalities with and without POS requirements, respectively.

<u>Table 6</u> uses the same variables as the previous table, but compares across 2012, 2013, and 2014, including when indicating the difference between the median original list price and the median close price for each municipality.



<u>Table 7A</u> compares the mean and median days on market for each municipality in the 2012-2014 time period. It also indicates the difference between each municipality within its pair in terms of mean and median days on the market for that same time period. <u>Table 7B</u> shows the same calculations for Cuyahoga County as a whole and for all municipalities with and without POS requirements, respectively.

<u>Table 8</u> reviews Garfield Heights as a special case, considering that it has POS requirements but has eliminated the escrow requirement. This table compares days on the market, median original list price, median list price, and median close price for Garfield Heights across 2012, 2013, and 2014.

ANALYSIS

	Cuyahoga County	Cleveland Heights	Euclid	Garfield Heights	Lakewood	Maple Heights	Parma	Rocky River	Shaker Heights
Total Population	1,280,122	46,121	48,920	28,849	52,131	23,138	81,601	20,213	28,448
Population/square mile	2,800	5,689	4,602	3,990	9,419	4,474	4,075	4,266	4,528
Total Housing Units	621,763	22,465	26,037	13,125	28,498	10,894	36,608	10,181	13,318
Occupied Housing Units	545,056	19,957	22,685	11,691	25,274	9,515	34,489	9,283	11,840
Occupancy Rate	88%	89%	87%	89%	89%	87%	94%	91%	89%
Owner-occupied Housing Units	331,876	11,242	12,259	8,137	10,956	7,013	25,576	6,697	7,569
Renter-occupied Housing Units	213,180	8,715	10,426	3,554	14,318	2,502	8,913	2,586	4,271
Vacant Housing Units	76,707	2,508	3,352	1,434	3,224	1,379	2,119	898	1,478
Vacancy Rate	12%	11%	13%	11%	11%	13%	6%	9%	11%
Single Family Housing Units (attached + detached)	399,603	14,477	15,138	10,669	10,540	9,732	28,676	6,302	7,799
% Single Family Housing Units	64%	64%	58%	81%	37%	89%	78%	62%	59%
Non-Single Family Housing Units	222,160	7,988	10,899	2,456	17,958	1,162	7,932	3,879	5,519
% Non-Single Family Housing Units	36%	36%	42%	19%	63%	11%	22%	38%	41%

<u> Table 1 – Demographics by Municipality</u>

<u>Table 1</u> documents the population and housing numbers for each municipality being studied as well as those statistics for Cuyahoga County. While these numbers do not show direct parallels between the pairs, ACAR considers the housing stocks comparable due to the age, size, and quality of housing stock (see <u>Table 2A</u> below).



Table 2A – City Pairs: Year Built and Square Footage

		-	-								
CITY PAIRS: YEAR BUILT AND SQUARE FOOTAGE											
	Year Built Square Footage										
	Median	Mean	Median	Mean							
Cleveland Heights	1925	1933	1,628	1,979							
Lakewood	1921	1927	1,410	1,634							
Euclid	1951	1948	1,247	1,382							
Parma	1954	1955	1,251	1,401							
Maple Heights	1951	1951	1,131	1,254							
Garfield Heights*	1952	1948	1,170	1,309							
Shaker Heights	1938	1941	2,107	2,522							
Rocky River	1957	1958	1,625	1,909							

= Municipality with POS requirements = Municipality without POS requirements

<u>Table 2A</u> notes the age and square footage figures for each pairing that was analyzed in this study. As can be seen, the figures are highly comparable. The largest variance can be seen in the pairing of Shaker Heights and Rocky River, which potentially was influenced by the former's housing stock including older, generally larger homes.

Table 2B – Cuyahoga County: Year Built and Square Footage

CUYAHOGA COUNTY: YEAR BUILT AND SQUARE FOOTAGE											
	Year Built Square Footage										
	Median	Mean	Median	Mean							
Cuyahoga County (CC)	1955	1956	1,550	1,791							
CC Municipalities with POS	1950	1946	1,373	1,728							
CC Municipalities without POS	1958	1960	1,447	1,819							

<u>Table 2B</u> displays the age and square footage figures for Cuyahoga County as a whole and for all municipalities with and without POS requirements respectively. As seen in the table, the figures continue to show comparability.



= Municipality with POS requirements

Table 3A - City Pairs: Total Residential Sales and Turnover

	= Municipality w	ithout POS requi	rements
CITY PAIRS: TOTAL	RESIDENTIAL SALE	S AND TURNOVE	R
	2012	2013	2014
Cleveland Heights	446	539	509
Sales as percent of Housing Units	2.0%	2.4%	2.3%
Lakewood	505	538	572
Sales as percent of Housing Units	1.6%	1.9%	1.8%
Euclid	550	575	557
Sales as percent of Housing Units	2.1%	2.2%	2.1%
Parma	794	931	951
Sales as percent of Housing Units	1.5%	1.6%	1.5%
Maple Heights	259	295	259
Sales as percent of Housing Units	5.0%	5.3%	5.1%
Garfield Heights*	325	350	363
Sales as percent of Housing Units	4.2%	4.4%	4.2%
Shaker Heights	358	396	414
Sales as percent of Housing Units	4.1%	4.3%	4.2%
Rocky River	341	406	387
Sales as percent of Housing Units	5.4%	5.6%	5.5%

As can be seen in <u>Table 3A</u> above, *Total Residential Sales in each city without a POS requirement were higher than those with a POS requirement*, with the exception of Rocky River, which had fewer Total Residential Sales in 2012 and 2014 than Shaker Heights. The table also illustrates turnover rates, or sales as a percentage of total housing units in the municipality (recorded in the 2010 census). While total sales varied in *municipality pairs, difference in turnover rates within each pair were insignificant.*

CUYAHOGA COUNTY: TO	TAL RESIDENTIAL	SALES AND TURN	OVER	
	2012	2013	2014	
Cuyahoga County (CC)	11,548	13,367	12,980	
Sales as percent of Housing Units	1.86%	2.15%	2.09%	0.4
CC Municipalities with POS	3,635	4,135	4,128	20
Sales as percent of Housing Units	1.93%	2.20%	2.19%	
CC Municipalities without POS	7,913	9,232	8,852	
Sales as percent of Housing Units	1.82%	2.13%	2.04%	

Table 3B - Cuyahoga County: Total Residential Sales and Turnover by Year

<u>Table 3B</u> reviews this data for Cuyahoga County as a whole and all municipalities with and without POS ordinances in the county. Again, *while the total number of houses sold was significantly higher for municipalities without POS, differences in turnover rates were negligible.*

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<u> Table 4A – City Pairs: Short Sales by Year</u>

	= Municipality with POS requirements = Municipality without POS requirements												
CITY PAIRS: SHORT SALES BY YEAR													
		2012			2013			2014					
	Short	Total	% Short	Short	Total	% Short	Short	Total	% Short				
	Sales	Sales	Sale	Sales	Sales	Sale	Sales	Sales	Sale				
Cleveland Heights	14	446	3.1%	17	539	3.2%	14	509	2.8%				
Lakewood	21	505	4.2%	17	538	3.2%	10	572	1.7%				
Euclid	33	550	6.0%	37	575	6.4%	18	557	3.2%				
Parma	32	794	4.0%	32	931	3.4%	34	951	3.6%				
Maple Heights	16	259	6.2%	9	295	3.1%	19	259	7.3%				
Garfield Heights*	18	325	5.5%	30	350	8.6%	16	363	4.4%				
Shaker Heights	8	358	2.2%	7	396	1.8%	5	414	1.2%				
Rocky River	9	341	2.6%	5	406	1.2%	3	387	0.8%				

A review of short sales in each city showed *insignificant differences in number of short sales between comparison cities.* This suggests that crisis situations in sales (short sales, foreclosure, estate sales, etc.) were not a factor that influenced this analysis.

<u>Table 4B – Cuyahoga County: Short Sales by Year</u>

	CUYA	HOGA CO	UNTY: SH	ORT SAL	ES BY YEA	AR				
		2012			2014					
	Short	Total	% Short	Short	Total	% Short	Short	Total	% Short	
	Sales	Sales	Sale	Sales	Sales	Sale	Sales	Sales	Sale	
Cuyahoga County (CC)	440	11548	3.8%	490	13367	3.7%	351	12980	2.7%	
CC Municipalities with POS	159	3635	4.4%	177	4135	4.3%	125	4128	3.0%	
CC Municipalities without POS	281	7913	3.6%	313	9232	3.4%	226	8852	2.6%	

<u>Table 4B</u> shows a comparison of short sales for Cuyahoga County as a whole and for municipalities with POS and without POS requirements. The larger data set again demonstrates an *insignificant difference in number of short sales between municipalities with and without POS requirement.*



Table 5A – City Pairs: List Prices and Closing Prices 2012-2014

CITY PA	IRS: I	LIST PRICES AN	ND (ES 2	012-2014		
		Median					Me	dian Original
		Original		Median		Median		List Less
		List Price		List Price		Close Price	M	edian Close
Cleveland Heights	\$	89,450	\$	99,900	\$	93,000	-\$	3,550
Lakewood	\$	124,900	\$	119,000	\$	113,000	\$	11,900
Euclid	\$	47,000	\$	39,900	\$	35,000	\$	12,000
Parma	\$	94,000	\$	87,900	\$	82,550	\$	11,450
Maple Heights	\$	31,000	\$	25,500	\$	22,500	\$	8,500
Garfield Heights*	\$	44,900	\$	38,950	\$	33,438	\$	11,463
Shaker Heights	\$	214,900	\$	199,900	\$	189,950	\$	24,950
Rocky River	\$	211,000	\$	200,000	\$	195,250	\$	15,750

= Municipality with POS requirements = Municipality without POS requirements

Table 5A above indicates *higher closing prices in cities without a POS requirement than those with a POS requirement.* Euclid and Shaker Heights (with POS requirements) noted more significant differences in median list price less median close price (\$12,000 and \$24,950 respectively) than their counterparts (Parma: \$11,450, Rocky River: \$15,750). Garfield Heights saw greater differences than Maple Heights (\$11,463 vs. \$8,500) and Cleveland Heights actually showed a higher median close price than median list price, resulting in a "surplus" of \$3,550, while Lakewood (without POS) saw decreases of \$11,900. Discussion with staff at NORMLS suggests that the discrepancy in Cleveland Heights was due to the large number of auctions, REOs, and foreclosures in that municipality, leading to high closing prices from interested buyers.

Table 5B – Cuyahoga County: List Prices and Closing Prices 2012-2014

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CUYAHOGA COUNTY: LIST PRICES AND CLOSING PRICES 2012-2014											
		Median					Me	edian Original			
		Original	List Less								
		List Price		List Price		Close Price	N	1edian Close			
Cuyahoga County (CC)	\$	115,000	\$	109,500	\$	101,000	\$	14,000			
CC Municipalities with POS	\$	89,900	\$	79,900	\$	75,000	\$	14,900			
CC Municipalities without POS	\$	127,000	\$	119,900	\$	115,000	\$	12,000			

<u>Table 5B</u> indicates higher closing prices in cities without a POS requirement than those with a POS requirement across the County.

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Table 6 – City Pairs: List Prices and Closing Prices by Year

					_				_		_		_				_				_		_	
	CITY PAIRS: LIST PRICES AND CLOSING PRICES BY YEAR																							
		Media	an C	Driginal List	t Pri	ce		N	1ed	ian List Pric	e			Me	edia	n Close Pr	rice		Median Original List Less Median Close					
		2012		2013		2014		2012		2013		2014		2012		2013		2014		2012		2013		2014
Cleveland Heights	\$	84,900	\$	109,900	\$	119,000	\$	74,900	\$	99,900	\$	85,000	\$	80,625	\$	94,000	\$	104,000	\$	4,275	\$	15,900	\$	15,000
Lakewood	\$	114,900	\$	124,900	\$	129,900	\$	108,500	\$	119,900	\$	125,000	\$	100,000	\$	115,750	\$	123,400	\$	14,900	\$	9,150	\$	6,500
Euclid	\$	49,900	\$	44,900	\$	46,900	\$	39,250	\$	39,000	\$	42,500	\$	32,000	\$	35,000	\$	39,900	\$	17,900	\$	9,900	\$	7,000
Parma	\$	89,950	\$	94,500	\$	94,900	\$	84,639	\$	89,900	\$	89,000	\$	78,550	\$	84,600	\$	84,500	\$	11,400	\$	9,900	\$	10,400
Maple Heights	\$	29,900	\$	29,900	\$	37,900	\$	24,640	\$	24,900	\$	29,900	\$	21,000	\$	22,000	\$	25,000	\$	8,900	\$	7,900	\$	12,900
Garfield Heights*	\$	44,000	\$	41,450	\$	46,900	\$	37,500	\$	35,000	\$	42,900	\$	31,450	\$	30,025	\$	38,000	\$	12,550	\$	11,425	\$	8,900
Shaker Heights	\$	213,500	\$	205,000	\$	219,950	\$	196,750	\$	189,950	\$	210,000	\$	182,750	\$	185,650	\$	200,000	\$	30,750	\$	19,350	\$	19,950
Rocky River	\$	200,000	\$	212,500	\$	215,500	\$	199,900	\$	199,950	\$	209,900	\$	190,000	\$	195,000	\$	201,000	\$	10,000	\$	17,500	\$	14,500

Table 6 above can be used to compare Original List Prices, List Prices, Median Close Price, and the difference between Close Price and Original List Price. The table indicates that the trend of *higher closing price in cities without a POS requirement than those with a POS requirement is consistent over the three-year period.* However, the data was inconclusive and inconsistent in showing any pattern as to the gap between list and closing prices when considering the presence of POS requirements.

Table 7A – City Pairs: Days on Market

= Municipality with POS requirements = Municipality without POS requirements												
CITY PAIRS: DAYS ON MARKET Mean Days Median Days % Difference in % Difference in												
on Market on Market Mean Days Median Days												
Cleveland Heights	134	77	46%	38%								
Lakewood	91	56	40%	36%								
Euclid	118	78	27%	24%								
Parma	93	63	2/70	2470								
Maple Heights	103	68	3%	4%								
Garfield Heights*	106	71	3%	476								
Shaker Heights	122	89	216/	499/								
Rocky River	101	60	21%	48%								

Total days on market was analyzed and is shown in <u>Table 7A</u> above. The data indicates that, with the exception of Garfield Heights and Maple Heights, *homes in cities with POS requirements spent significantly more days on the market than those in cities without POS requirements*. These ranged from 21% to 46% more days when comparing mean days on market and 24% to 48% when comparing median days on market.



CUYAHOGA COUNTY: DAYS ON MARKET											
	Median Days	Mean Days	% Difference in	% Difference in							
	on Market	on Market	Median Days	Mean Days							
Cuyahoga County (CC)	67	105									
CC Municipalities with POS	72	111	11%	10%							
CC Municipalities without POS	65	102	11%	10%							

Table 7B - Cuyahoga County: Days on Market

<u>Table 7B</u> examines the median and mean days on market for Cuyahoga County as a whole and for all municipalities with and without POS requirements. This data shows that *Cuyahoga County municipalities with POS spent more days on the market than those municipalities without POS*.

Garfield Heights presents a special case as it has POS requirements but eliminated the escrow requirement. Its comparison to Maple Heights served almost in a control group capacity and demonstrated again the consistency of data for cities with POS. Garfield Heights spent an average (both mean and median) of 3 more days on the market than Maple Heights, representing a negligible (3% to 4%) difference between the two cities.

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<u> Table 8: Garfield Heights</u>

GARFIELD HEIGHTS								
	2012		2013		2014			
Mean Days on the Market	124		104		92			
Median Days on the Market	83		66		65			
Median Original List Price	\$	44,000	\$	41,450	\$	46,900		
Median Close Price	\$	31,450	\$	30,025	\$	38,000		
Median Original List Less Median Close	\$	12,550	\$	11,425	\$	8,900		
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Considering that Garfield Heights is a special case in that it has POS requirements but eliminated the escrow requirement, the above table shows change in Days on the Market, List and Close Prices for the city over the three years. *Both Median and Mean Days on the Market decreased each year, and the difference between List Price and Close Price decreased each year.*



CONCLUSION

Analysis of MLS sales data shows that real estate sales in cities in Cuyahoga County with POS requirements have been less robust than those cities without such policies. Comparing these eight municipalities as well as aggregate data for the county indicates that, in general, houses in cities without a POS spent less days on the market and had higher average sales prices than those in cities requiring POS.

Additional factors that might impact days on market and close price could be studied. Further analysis is possible comparing and controlling for such variables at a micro level on houses, e.g., age of houses, price per square footage.

ACAR may want to further test the implications of this data by performing additional research through focus groups or polling with homebuyers to elicit comments on the impact of point of sale on their homebuying decisions.

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Appendix A

Cuyahoga County Municipality POS Requirement Status for Aggregate Data

	Cuyahoga County Municipalities Without POS Requirements	Cuyahoga County Municipalities With POS Requirements				
	Bay Village	Bedford				
	Beachwood	Bedford Heights				
	Bentleyville	Berea				
	Brecksville	Bratenahl				
	Broadview Heights	Brook Park				
	Brooklyn	Brooklyn Heights				
	Chagrin Falls	Cleveland Heights				
	Chagrin Falls Township	Cuyahoga Heights				
	Cleveland	East Cleveland				
	Fairview Park	Euclid				
	Garfield Heights*	Gates Mills				
	Gl <mark>en</mark> willow	Highland Hills				
	Highland Heights	Hunting Valley				
	Independence	Lakewood				
	Lyndhurst	Linndale				
	Mayfield Village	Maple Heights				
	Middleburg Heights	Mayfield Heights				
	North Olmsted	Moreland Hills				
Asso	North Royalton	Newburgh Heights				
	Old Brooklyn	North Randall				
	Olmsted Falls	Oakwood				
	Olmsted Township	Oakwood Village				
	Parma	Orange Village				
	Parma Heights	Shaker Heights				
The M	Pepper Pike	University Heights				
ine vo	Richmond Heights	Warrensville Heights				
	Rocky River	Woodmere				
	Seven Hills					
	Solon					
	South Euclid					
	Strongsville					
	Valley View					
	Walton Hills					



*Garfield Heights has eliminated escrow requirements but still has POS requirements.

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