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# THE BOCA BEACH REPORT

May 2009

*Privileged  
information about  
your real estate*

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*This publication is not  
a solicitation but is an  
information service from  
this real estate office.*

## Real Estate– Now Is The Best Time

With the real estate turndown, many people seem to be in despair. Many of them look as if there might be no opportunities for profits in this market. There are opportunities for profit in any market.

In fact, most Americans still have a job and income. Don't listen to the naysayer. Think

for yourself and look for the opportunities all around you. Look at the huge turnouts of buyers at the auctions of foreclosed homes. Those buyers are taking action!

Nearly 30% of families in the United States have household incomes of \$60,000 or more. This is enough to buy a house in most parts of the country (easier now, with prices down). Real

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## You Need An Expert In Real Estate

The investment in your home or other real estate is probably the most important investment of your life. A major portion of your life's savings should not be trusted to just anyone that you might meet.

Helping the people of the community with their real estate purchases, sales, trades, leasing, acquisition of rentals and other transactions is what I do on a full time basis. It is not just a job, but also my career.

### Information – All Important

You need up-to-date information on real estate at your primary home or at a second home investment in order to maximize the benefits that are received from the ownership of these properties. Since real estate is my only business, I stay current on all tax laws, local ordinances and anything else that will affect your investment. I am able to pass on this information that you just do not have the time to

look up for yourself.

When you need to buy or sell a property, I am here. If you want to trade up or down from your present home to another, I can handle both ends of the transaction and coordinate the closings to your satisfaction. You can expect my assistance in setting correct prices that will result in the fastest and most profitable sale. My firm's marketing techniques will insure the maximum exposure to the marketplace in the shortest time.

When you receive a purchase contract, I can help you evaluate all of the terms and conditions so that the final acceptance will be satisfactory to you. Prices and terms in an original offer can be changed with a simple counter proposal. A minor change in terms might make the amount of money you receive, after taxes, much more satisfying.

Call on me for real estate assistance. #

## Please Clip and Mail or Call Me for More Information

As your real estate professional, I am available to assist you in your planning. Simply complete and return the following request for information or contact me today for immediate assistance.

- |  |  |
|--|--|
| <input type="checkbox"/> Purchasing a home or second home          | <input type="checkbox"/> Long distance Relocation                    |
| <input type="checkbox"/> Selling a home or second home             | <input type="checkbox"/> Other _____                                 |
| <input type="checkbox"/> Purchasing or selling Investment Property | <input type="checkbox"/> Please contact me between these hours _____ |
| <input type="checkbox"/> Checking on current value of my property  |  |

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail: \_\_\_\_\_

If your property is now listed with a broker, please disregard this offer. We will cooperate with other brokers.

### *Real Estate – Best Time ... (continued from page one)*

income (income adjusted for inflation) has had a substantial increase in the past ten years. More people than ever can afford new homes. (Many in foreclosure should not have been in ownership at all.) These increases in income for the average family have fueled the higher values in real estate during the past years.

#### **The First Time Buyer**

According to these figures, there could not be a better time for the first-time homebuyer to get into a home. Interest rates are favorable now and money is available for loans. Lenders are anxious to work with the homebuyer. As it has been for decades, the time for

that purchase is always now. Prices and values will be higher in the future.

First time homebuyers may not have been in contact with a real estate agent before. They are in for a pleasant surprise. In this office, the buyers are the customers and the ones being served. We will answer all possible questions regarding their decision to purchase now, explain the whole buying process to them and make the experience free of problems. Your financing options are covered fully. Finding just the right property in the right location for you is what we do.

#### **Time To Move Up**

Owners of an existing home who want to move up into a larger, more expensive home could not find a better time

to make the move. When overall prices move up or down at any time, all properties are affected in about the same percentage. The existing home can be sold at today's market value and the equity used to purchase the larger home, also at today's market value.

There is never a better time to make that move in real estate. Let us show you the way you can purchase the next, larger property with no risks in being unable to sell your currently owned home. It is always possible to make an offer to purchase a home contingent on the sale of another property within a specified time—at terms that are acceptable. ♣

# Ten Low-cost Ideas to Make Your Home More Saleable

It's the little things as well as the big things that count when you are selling your home. You never know what will capture a buyer's fancy and what will turn them off. Most buyers predictably respond to the same things – clean, clutter-free homes in good repair. Your agent may have already suggested that you paint the house, or that you do some major repairs. Those are big-ticket items, but what can you do on a small scale to get your home ready to compete on the market?

There are a few time-honored tricks you can use to make sure your buyer sees what you want them to see, and overlook what you want them to overlook. Keeping your home in tip-top shape for showings will insure that your buyer will offer a higher amount than for a home that isn't show time-ready.

Always look at a home from the buyer's perspective. Be objective and honest with yourself. If something bothers you about your home, chances are good it will bother the buyer, too. Do what you can to get rid of the problem. You want to keep objections about your home to a minimum. Preparing a home for market means you'll be putting some elbow grease into it, so get ready.

**1. Have a garage sale before the home is listed.** Get rid of clutter so that the buyer can really see your home. Clean out what you think you won't need in your next

home. Pack away all that you can. Homebuyers will expect you to be preparing to move, so a few packing boxes here and there can be used to your advantage. They could be a good visual stimulant to someone who is "on the fence". They show that you are moving and are serious about finding a buyer. Be sure, though, to find the fine line between clutter and emptiness.

**2. Welcome the buyer at the entry.** Put out a new doormat, but avoid mats with cutesy sayings. Clean and polish the brass doorknocker. Put potted flowers on the porch. Make sure the front entry floor is always sparkling clean and the porch and steps are always swept. First impressions count.

**3. Stimulate the buyer's imagination by setting the stage.** Set the dinner table with your best china. Use the coziness and romance of the fireplace to advantage. Put a pair of wine glasses and a vase of flowers on the coffee table in front of the fire.

**4. Be ruthless about odors.** If there is a smell, your house won't sell. Use cleansers of all kinds to make the home smell fresh, from carpet freshener to potpourri. Deodorize cat litter and scoop litter daily. Put cedar chips inside the closets. Be careful with room sprays, they could stimulate allergies. Use the sense of smell to your advantage by having fresh-baked cookies on the kitchen table.

**5. Create a spacious feeling.** Make sure that all doors, cabinets and drawers open all the way without bumping into anything or sticking. Clean out the entry closet and put only a few hangers so that the buyer can visualize

winter coats. Move oversized furniture to a storage facility. Make sure entrances to all rooms have an open flow.

**6. Make the most of views.** Disguise unsightly views. Put a screen or a basket of flowers in front of a fireplace if not in use. Let the breezes move your sheer curtains at the window. Make sure the interior is visible from the street. All windows must be crystal clean and clear.

**7. Create counter space.** Store away extra appliances. Put away dish racks, soap dishes and other clutter. Decrease kitchen clutter further by removing magnets from refrigerator.

**8. Avoid eccentric decor.** De-personalize your teenager's room, the game room or other areas by removing wild posters or any decorative items that could be construed as offensive. Remove hanging beads in doorways, your children's jars with spiders or bugs, and anything, which won't appeal to the masses.

**9. Increase the wattage in light bulbs in the laundry room, kitchen and bathrooms.** For showings, turn on lights in every room.

**10. Put photos of the family enjoying your home in at least three different places.**

**Now step back.** Stand outside the front door, as much as 30 feet away and evaluate the feeling you get. Is the house warm and inviting? Does it feel like home?

Then perhaps it will to your buyer, too. ♣

# Boca BEACHFRONT Availability

The following is a summary of the available and pending residences located on the East (BEACH) side of OCEAN Blvd. (A1A) in Boca Raton. 0.1% to 3.9% is Low Inventory \* 4.0% to 6.9% is Balanced Inventory \* 7.0% to 9.9% is High Inventory \* 10.0% + is Excessive Inventory

## North Beach

*(North of Palmetto Park Road on North OCEAN Blvd. - Listed from North to South)*

Address	Condo Name	TA	AA	%A	ADOM	List Price Range	PC
2150	Aegean	8	0	0.0%	0	SOLD OUT	0
2070	Athena	4	1	25.0%	5	2.95M	0
2066	Ocean Reef Towers	55	7	12.7%	412	499.9K to 998K	0
2000	Brighton	39	3	7.7%	431	1.295M to 1.7M	0
S/T	North Beach	106	11	10.4%	380	1.104M	0

## Boca Beach

*(South of Palmetto Park Road to the Boca Inlet on South OCEAN Blvd. - Listed from North to South)*

Address	Condo Name	TA	AA	%A	ADOM	List Price Range	PC
250	Marbella	155	6	3.9%	137	509K to 950K	3
310	Boca Mar	38	2	5.3%	473	349.9K to 449K	0
350	Beresford	53	3	5.7%	507	1M to 1.85M	0
400	Excelsior, The	27	8	29.6%	247	3.4M to 7.95M	0
500&550	Chalfonte, The	378	15	4.0%	252	369.9K to 875K	4
600	Sabal Shores	125	7	5.6%	236	339K to 1.195M	1
700	Sabal Point	67	2	3.0%	456	800K to 819K	0
750	Sabal Ridge	31	4	12.9%	122	899K to 2.65M	0
800	Presidential Place	42	2	4.8%	367	2.695M to 4.15M	0
S/T	Boca Beach	916	49	5.4%	262	1.794M	8

## South Beach

*(South of the Boca Inlet on South OCEAN Blvd. - Listed from North to South)*

Address	Condo Name	TA	AA	%A	ADOM	List Price Range	PC
1180	Cloister del Mar	96	6	6.3%	286	399.9K to 599K	1
1200	Cloister Beach Towers	128	5	3.9%	294	349K to 565K	0
1400&1500	Addison, The	169	11	6.5%	470	875K to 2.2M	0
1800	Placide, The	54	3	5.6%	202	649.9K to 1.15M	0
2000	Whitehall	164	16	9.8%	234	339K to 795K	2
2494	Aragon, The	41	6	14.6%	231	1.999M to 7.25M	0
2500	Luxuria, The	24	1	4.7%	40	4.5M	0
2600	Stratford Arms	120	9	7.5%	324	738.9K to 1M	2
2800	Whitchall South	256	20	7.8%	193	485K to 2.89M	3
3000	Three Thousand South	80	12	15.0%	222	499K to 695K	0
S/T	South Beach	1132	89	7.9%	265	1.028M	8

Totals Boca's Oceanfront 2154 149 6.9% 272 1.285M 16

### Key:

TA = Total Number of Apartments in Development \* AA = Number of Apartments Available For Sale  
 %A = Percent of Apartments in Development For Sale \* ADOM = Average Number of Days on Market per Listing  
 PC = Number of Apartments SOLD and Pending Closing

This information is compiled from RMLS, Inc., on March 29, 2009. This representation is based in whole or in part on data supplied by the RMLS, Inc. RMLS, Inc. does not guarantee or is not in any way responsible for its accuracy. Data maintained by RMLS may not reflect all real estate activity in the market.