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THE BOCA BEACH REPORT

Troubles With A "For Sale By Owner"

We can't think of another reason for the owner to try to sell a home than the saving of the real estate commission. That decision is often being "penny wise and pound foolish". There are very many reasons for the owner not to try to sell his own home.

Recently we were contacted by a homeowner who wanted to list a home for sale. The man and his wife had tried to sell it themselves for two months. They told us of their bad experiences with the potential buyers who looked. Here are a few of the problems they had and some others that we have added.

• The asking price may not accurately and objectively reflect realistic local market conditions. A price that is initially set too high wastes time and

gives the house a negative reputation.

• Owner's information about sales of similar properties in the area will be sketchy at best and will be received with skepticism.

• A sign on the lawn or an advertisement in the newspaper will often be missed by interested buyers who have already visited a broker's office.

• Potential buyers, who have been discouraged or reluctant in the recent past, may be interested now. But owners do not know where or how to reach them.

• The sign encourages "lookers" who consider it an open invitation to see how you live. Owners waste much time with lookers who are not

genuine prospects under any circumstances.

• Prospects do not confide in the owner about their personal finances. It's easier



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*Privileged
information about
your real estate*

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

In This Issue:

- Troubles With A "For Sale By Owner"
- What Happens When You Show A Home During The Holidays?
- How Should You Finance Improvements?
- NEWS FROM OUR AREA

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.

- Purchasing a home or second home Long distance Relocation
 Selling a home or second home Other _____
 Purchasing or selling Investment Property Please contact me between these hours _____
 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.

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for such prospects to say they simply cannot afford the house and move along.

- Owners typically cannot explain the various mortgage possibilities (ARMs, Conventional, FHA, VA) so as to give prospective buyers something positive to think about.
- Prospects rarely will insult an owner by saying what they object to about the house. On the other hand, prospects will not hold back at all when they deal with a real estate agent.
- The key "attractive" features of the home will not be properly stressed. The owner will often not even try to discover what a particular buyer wants and is looking for. Owners will

concentrate on what they like about a house and ignore what a buyer may need or want.

- Prospects will feel free to arrive at any hour, on weekends, evenings, and other times when the owner might simply prefer to be tending to other business. Selling your own home ties you down full-time for as long as it takes.
- A sale cannot be closed quickly. When a buyer says I'll buy, what does the owner do? Is he ready to present a contract of sale?
- Most prospects will first have to sell their own home. That creates a period of prolonged uncertainty. A real estate broker can help speed both sales along, suggesting bridge loans and other ways to solve problems. ♣

What Happens When You Show A Home During The Holidays ?

The answer is, "Good Things Happen".
You'll never have a better time to sell.
Everything is in the seller's favor!

The holiday season is the busiest and most frantic time of the year! The question is: Should you put off listing the home or take it off the market if it is already listed?

Here are some of the reasons we have heard to pass on this season:

- If the home goes off the market, you will save the trouble of "showings".
- If it was to sell during this period, you could

be faced with packing and moving in the busiest time of the year.

- Anyway the showings will be way down in December, right? Maybe you should wait until January.

The holiday season is a wonderful selling period, maybe the best of the year! The house certainly cannot sell if it is off the market, and a sale is the goal, isn't it? Let us handle it.

Sure, fewer people will be looking. But they are the most precious buyers. Motivated buyers, the ones who really want to buy, often are able to ➡

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take time off during the season. Real estate agents like the holidays because only the buyers and sellers who need to buy or sell (the most motivated) are in the market. The "just looking" people don't have the time.

Here Are Reasons To Offer The Home For Sale During The Holidays

- When someone receives a job transfer, particularly a promotion, there is usually no choice of when to make the move. Even the majority of transferring families who have children must move during the school year. These may be the most motivated buyers in the market. They often want to get a property into an escrow so the children can start school in January. A purchase during the holidays is perfect for them.
- Some other sellers in your area will choose to take their home off the market. With a lower inventory of homes for sale and motivated buyers looking, your chance for a quick sale may be better than during another time of the year.
- Our experience over the years is that there is no slow down in sales during the holiday season. If this might be a truly "slow" selling season, why is the "summer vacation" season, when many people are out of town, considered a prime sales period?
- Buyers who have no children, or have grown children may do their shopping after the so-called summer real estate season. They often feel that the decreased activity might make negotiations easier.
- Is there any other time of the year that your home looks more warm and inviting than the holiday season? We all decorate and spend time making our homes the most beautiful that we can, not for potential buyers, but for family and friends.
- Don't worry about having to move on December 24th or on New Years day. The buyer won't want to move then either. Choosing the home and getting the contract accepted is the usual motivation of any buyer. As in any other season, the closing will usually be set 30 to 60 days away. Possession of the home and closings are always negotiable. ♣

How Should You Finance Improvements?

Rather than move to a larger home, you may have decided to add on and remodel your present home. Your banker suggests that it would be best financially to use an equity line of credit to make the improvements and refinance the first mortgage later. That may sound like some of the costs of borrowing might be duplicated.

Maybe not. The costs to set up the equity line may be quite low. Some banks have no fees at all for the equity line. The lender's suggestion may be a good one.

Here's why:

Let's say the improvements will cost about \$75,000. Your mortgage balance is now down to \$150,000. The home should be worth approximately \$500,000 when the remodeling is done. By using the equity line for paying "as you go" you pay interest just on the outstanding balance each month. If you financed the whole \$75,000 up front, the interest would be on the total amount.

Here's an example. The contractor bills you just \$14,000 at the end of the first month. Your payments and interest are based on that amount only. If you had borrowed the entire

\$75,000 with a traditional second mortgage or refinanced the first loan you would be paying interest on that full amount. The line of credit gives you the flexibility to borrow only what you need, when it is needed.

If you had refinanced the existing mortgage into one new, larger loan, the amount of the loan would have been based on the property's value before the improvements, not the value after. It is possible you could be short of money.

Also, getting all of the money up front by refinancing the existing mortgage could require private mortgage insurance since you might need a loan that exceeded 80% of the property's current value. This would increase your monthly payment.

So, there is homework to do with the lender. You must get the costs of the equity line, then the total estimated costs to refinance once improvements are completed. Then compare. If those costs using the equity line do not save significantly, then do the refinance at the beginning. There could be a saving.

While you are working with the lender initially, it might be a good idea to get a commitment on the final refinancing when the work is completed.

As is always recommended, obtaining financing counsel initially from more than one lender can give you the best idea of options and related costs. ♣