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THE BOCA BEACH REPORT

Make Your Home Exceptional For The Highest Sale Price

In any market some homes always sell at the highest price. These sellers are always the most outstanding homes. In the past few years, in a seller's market (buyers far outnumber sellers) planning the home sale to the extreme brought sellers larger profits. Many buyers were willing to pay a premium price for a truly exceptional home (or one that appears exceptional).

Some owners have even moved all of their furniture out and rented more expensive furniture to have a decorator look to show the home in the best way.

Without taking that step, there are five steps to creating the exceptional home.

- Cleaning
- Clearing the clutter
- Depersonalizing
- Decorating and accessorizing
- Maintaining

Cleaning

This means a cleaning that most of us have never done. It is a deep cleansing that

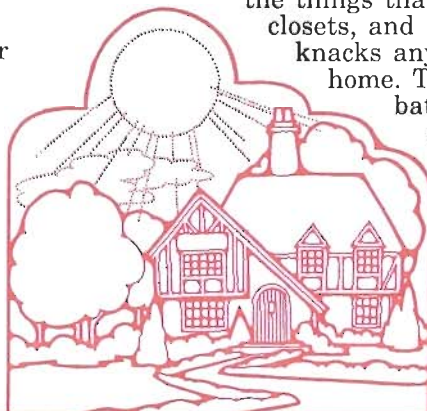
goes to every surface, every window, carpet, ceiling fan, everything in the home. Every exposed surface in the home should look new and sparkling. Replace the covers of any wall plugs and light switches. Replace the carpet if it shows any wear. Many sellers replace all of the doorknobs throughout the home. (Tip: Doorknobs on the inside of closet and bedroom doors are probably like new, and can be switched with worn ones.)

Clearing The Clutter

Most people put this off until after the sale. But now is the time to get rid of those things you will never need again. Throw them away, donate or sell them. Also, pack up anything you can live without for the selling period. Bundle about half of the things that are now in closets, and any knick-

knacks anywhere in the home. The kitchen and bath counters

must be clear and uncluttered. Cabinets and drawers must contain just a few items, because prospective ➔



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- 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.

- | | |
|--|--|
| <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.

buyers will be opening doors and drawers and will want to see a lot of space.

Get rid of some furniture. Most homes have too much. Cut it to a minimum and the home looks larger.

Don't put the packing boxes and furniture in the garage. It should be roomy and uncluttered. Store them with a friend or rent a storage unit.

Depersonalizing

Get the picture of a builder's model home in your mind. Get rid of your personal stuff. Family photographs and personal collections have to go. Buyers try to visualize themselves living in each home they see and it is difficult to do with your personal things around. Try to make every room impersonal and orderly so that it will appeal to everyone.

Decorating and Accessorizing

Paint works wonders and costs little, but more than anything else, gives that new look to the home. You got rid of all the personal things, so

now add fresh flowers, green plants and pretty accessories. These really add to the overall look and do not break the bank account.

Maintaining

Here is the tough one. The "look" that you have worked to achieve must be kept—all day, every day. That is inflexible. Everyone in the family must work at this. It is not easy to keep a home hotel-clean while you are living there, but the payoff can be a higher price and perhaps a quicker sale. The yard must be maintained, neat and trimmed. Don't do elaborate landscaping; the buyer might think it would be hard to keep up.

Pay attention to the traffic flow in the home. You got rid of some furniture. Now arrange the rest so a prospective buyer can easily navigate around. They must be able to walk through a room without being impeded by any piece of furniture.

You can choose how far to go. It might be simply cleaning or might involve a total remodel of an old home. We can help with suggestions when you list it for sale. ♦

Buying A Home Or Building One

So you're going to build a new home. Congratulations! You may have already been counseled by your architect or builder just how to evaluate the sites and how to select the ideal one for you. In case you haven't, here is some basic homework to help you. If you have been advised, maybe some of this was missed.

There are three main things that any site seeker has at the top of the list: location, personal tastes, and price. If you haven't looked at lots for awhile, you'll find that good building sites are scarce. Builders and developers may have swept up all of the available good lots that have been available. Sometimes you can get a developer to part ♦

(Continued)

with one of these lots if he is very busy elsewhere. We can assist with this part of the search.

When you find a good candidate, a lot that looks good, first check the drainage. Never plan the home for a low place on the lot or at the bottom of a hill where runoff is likely to head. Watch this because ground water damage to a home is NOT covered under most standard home insurance policies. Additional flood insurance will cover this type of hazard, at a large additional cost.

Easements will probably be already recorded on the lot. Existing easements for power, telephone, or high-voltage poles can box in the amount of usable land available for building the house. Since these are recorded, your local county assessor's and a local title company can locate those easements for you. In addition to the easements, there are usually set-backs, required by the building municipality (county or city.) These will be so many feet from the street or road in the front of the lot, and a similar side-lot and rear-lot requirement so that homes built in the area will be an equal minimum distance

away from both sides of the lot as well as from the front and rear lot line.

No matter how perfect a lot may look, you would be smart not to close the purchase until your architect or builder has a finalized floor plan for your home. The "perfect" lot may not be so perfect with a certain style of home. By having the home style first, you will know a little more about what size, shape and elevation is right.

As we said, get expert advice. If you are not working with an architect or builder, a construction consultant might be right for you. Consultants are often paid using an hourly fee structure, or a flat fee payment. The consultant can give expert advice up front about how the floor plan will fit on the lot, whether or not the soil is stable, as well as be an outside expert source of answers to problems that crop up during the construction process.

These suggestions can help in making site decisions for your new home. The experts you consult with can make the home investment painless. ♣

Should You Have A Second Home In Your Investment Portfolio?

We have heard reports that many people are moving money out of the stock market and retirement plans and investing in real estate. They consider real estate a safe investment. Other investments are not as secure.

Owning a rental home in your home area is a great investment. A resort home or condo located at or near golf courses, tennis clubs, ski areas, lakes or oceans can also be an outstanding idea. Other than just being able to use it as a second home, there are other benefits used by some owners of these properties. Here's a partial list of extra benefits:

- Tax benefits that include depreciation allowances and deductions for property expenses (for properties that are rented).
- Long term property appreciation.

- A possible retirement residence.
- The opportunity and challenge to own and operate a "small business".
- Trading weeks of vacation time with other owners of resort property around the nation and around the world.
- Forced savings and building of assets.
- A place to entertain friends, family, or business customers and clients.
- The status, pride and pleasure of owning a home at a resort.

When the investor looks at such a property as a rental, the first question usually is, "Will I have a positive cash flow with the investment?" This can be estimated only on a specific property when we know (1) the size of the down payment made on the property, (2) the property's expenses and (3) the amount of rental income.

If this sounds good to you, and you want to make an investment at your favorite vacation spot, give us a call. If you want to trade up or down to another property, we can answer all of these questions for you. ♣