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THE BOCA BEACH REPORT

The Right Price Is Critical For A Quick Sale

It is only natural for a seller to want immediate action on the sale of a home. After all, the listing of the property is only the final move in a long series of decisions that most homeowners have made. While the broker just has the listing in hand on listing day, the owners have debated the move, the purchase of another property, the possible change of jobs, moving the children’s school, etc., for days, weeks or months.

The ink is still wet on the listing form, but where are those offers? The owner sometimes wants the broker to perform miracles in a sale, not realizing that the most important factor in the transaction is in his (the owner’s) hands.

That factor in the time that the home takes to sell is the price that the owner puts on the home. In today’s market, supply and demand of homes are in such a close balance that the asking price is extremely critical. Overpricing

a home, by even a small amount, can be a problem. That is why the agent carefully prepares a comparative market analysis that shows all of the recent sales prices for similar homes in the area. He or she will always make a firm recommendation on the price range for the listing of the home. This may be one of the most important documents in the sale transaction.

No matter how long the real estate brokers and agents are in the business, they still get excited about a new home coming on the market. They give strong attention to a ➔



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*Privileged
information about
your real estate*

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solicitation but is an
information service from
this real estate office.*

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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.

(Continued)

newly listed home. The house that is overpriced doesn't get this interest. Potential buyers and brokers are initially attracted, but if the price is out of line, the early attention and excitement is lost. The home may get very little action from brokers from other offices after that.

The Wrong Buyers Are Looking At The Overpriced Home

The greatest drawback to the overpriced home is that the buyer that can afford the house and qualify for the loan is not looking at it. If a buyer has been prequalified for a loan and can purchase a \$500,000 house, he will not be looking at one that is priced at \$575,000 or \$600,000. The buyers that are looking at homes in that higher range will find that the overpriced house is very lacking in comparison to other homes being shown in that price range. **The set of buyers that might buy the house may never see it; the other set of buyers that do see it will reject it.**

A neat, clean home that is priced right will usually sell within a reasonable length of time. Buyers who are in the market for that home in that price range will be looking at it with their brokers. That home will sell.

A Quick Home Sale Is Planned By Owner And Agent

The real estate owners in this community have gotten the word on the leading office in real

estate sales. More and more home owners are calling on us when they are buying, selling or leasing a home, second home or other types of real estate.

Since real estate is our only business, we stay current on all tax laws that will affect your investment. We are able to pass on this information that you just do not have the time to look up for yourself. 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.

The time will soon come when you need to sell a property. You may want to move to a smaller or larger home. Then you can expect our assistance in setting the correct price that will result in the fastest and most profitable sale. Our marketing techniques will insure the maximum exposure to the marketplace in the shortest time. In addition, we will help you evaluate all of the terms and conditions of offers so that your final acceptance result in exactly what you wanted in the sale. When you are moving to that other property, we will coordinate the closings to make it as easy as possible.

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. ♣

Make Your Move Easy

Moving can be easier than you might think. We all love it when a home is sold or we have picked out and purchased a new one. The move is the hard thing. It becomes a little easier when we have a checklist of things to do. Here is a list that covers many of the problems most of us face. It is a fairly good list, but we do not guarantee that it will cover everything you will face. We hope it will help.

Tip for renters. If you are leaving an apartment or rental house, review your lease with the landlord so you know everything you need to do to get all of your security deposit back.

Three Weeks In Advance

- Send your change of address form to the Post Office with your effective change date.
- Schedule either your mover if you're hiring a moving company or a rental truck if you are doing it yourself.

Two Weeks In Advance

- If you haven't done so already, call the board of education at your destination community to arrange for transferring or

enrolling your children in schools there.

One Week In Advance

- Arrange to have your electric, gas, satellite, cable, water and other services connected at your new home the day before you move in. Have service turned off at your old address the day after you move

Remember to make arrangements to have your cable box turned in or picked up to avoid extra charges.

Extras

For your convenience on moving day, pack a "survival kit" of things you will need in the first few hours at the new home. Here are some ideas:

- Paperwork and payment for movers.
- Vital phone numbers.
- Medications for family or pets.
- Basic tools: hammer, screwdriver, knife, wrench.
- Trash bags and cleaning needs.
- Bathroom supplies.
- Snacks, drinks, cups, utensils and disposable plates. ♣

Check Your Insurance For After-Disaster Living Expenses

There have been disasters all over the country. The hurricane season has already done a huge amount of damage this year. More people than ever before have been filing claims with insurance companies.

If your home is damaged by a casualty, such as a fire, you may have to live elsewhere until the house is repaired and made habitable. During this time, you may incur increased living expenses, which may be covered by insurance. If the expenses are reimbursed by insurance,

part of the reimbursement may be tax free to the extent that it covers what the law defines as excess living costs. Excess living costs comprise the difference between normal living costs and those incurred during temporary dislocation.

Whether you have a taxable or tax-free reimbursement is figured at the end of what the law considers the end of the loss period, which is the period you are unable to use your residence. Thus, if the dislocation covers two taxable years, the taxable income, if any, will be reported in the taxable year in which the loss period ended.

See your tax advisor for full information. ♣