



**Richard L. Dusik**  
President



**FLORIDA BEACH REALTY**  
and Financial Services, Inc.

1515 N Federal Hwy, Suite 300, Boca Raton, FL 33432-1994 (USA)

Bus: 561.391.9196 • TOLL FREE: 800.817.6957 • Fax: 561.391.0219

Website: [www.FloridaBeachRealty.com](http://www.FloridaBeachRealty.com) • E-mail: [RLD@FloridaBeachRealty.com](mailto:RLD@FloridaBeachRealty.com)

Exclusively Serving “Boca’s Beachfront Condominiums”

[TheAddison.org](http://TheAddison.org) • [TheExcelsior.org](http://TheExcelsior.org) • [PresidentialPlace.org](http://PresidentialPlace.org)

[TheAragon.com](http://TheAragon.com) • [TheStratfordArms.com](http://TheStratfordArms.com) • [ThreeThousandSouth.com](http://ThreeThousandSouth.com) • [WhitehallSouth.com](http://WhitehallSouth.com)

# THE BOCA BEACH REPORT

## Sell A Home Quickly – Price It Right

There is much in the news about the home real estate market changing to a buyer’s market. This means that the speculators who have been buying and selling for profit are dropping out. Buyers who want a home to live in are still out there.

The time will come, sooner or later, when you need to sell a home. 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 results 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.

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 already 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.

### The Seller’s Decision On The Asking Price

That factor in the time that the home



October 2006

*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

- Sell A Home Quickly – Price It Right
- Check Your Insurance For After-Disaster Living Expenses
- Make Your Move Easy
- 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.

(Continued)

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. The market is changing to a buyer's market.

Overpricing a home, by even a small amount, can be a serious 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 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 homeowners 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.

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. ♣

## Check Your Insurance For After-Disaster Living Expenses

There have been disasters all over the country. The hurricane season has started again but is not predicted to be as severe as last year. But in the last year, more people than ever before have filed 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. ▲

## 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. (We'll have more to say about moving companies later.)

### 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.
- Sheets and towels.
- Radio with batteries and telephone.

### The Moving Company

The US Department Of Transportation (USDOT) recommends:

- Get estimates from at least three companies. Ask about the conditions of each estimate (for instance, is it guaranteed not to exceed a certain amount?)
- Ask for each company's Motor Carrier number and call USDOT at **202-358-7000** to find out if they are properly registered and insured.
- Ask your moving company for a copy of *Your Mover's Rights and Responsibilities*. Or visit the USDOT Web site: <http://www.mcs.dot.gov/facts-figs/moving.htm>. ▲

# 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.

## North Beach

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

Condo Name	Address	AA	List Price Range	SF	Br	Ba	PC
Mizner Del Mar	2500	1	6.9M	7,000	5	6.5	0
Aegean	2150	0		TEMPORARILY SOLD OUT			0
Athena	2070	0		TEMPORARILY SOLD OUT			0
Ocean Reef Towers	2066	1	1.399M	2,209	3	2.0	0
Brighton	2000	2	1.65M - 1.799M	2,435	3	3.0 - 3.5	0

## Boca Beach

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

Condo Name	Address	AA	List Price Range	SF	Br	Ba	PC
Marbella	250	7	799.9K - 2.25M	1,600 - 3,510	2 - 4	2.0 - 4.0	1
Boca Mar	310	1	589K	1,300	2	2.0	0
Beresford	350	0		TEMPORARILY SOLD OUT			0
Excelsior, The	400	9	3.595M - 7.5M	3,687 - 4,784	3	3.5 - 5.0	0
Chalfonte, The	500-550	14	599.9K - 2.75M	1,351 - 3,605	1 - 4	2.0 - 4.0	0
Sabal Shores	600	4	495K - 1.395M	1,180 - 1,865	1 - 2	1.5 - 2.5	0
Sabal Point	700	0		TEMPORARILY SOLD OUT			0
Sabal Ridge	750	0		TEMPORARILY SOLD OUT			0
Presidential Place	800	2	3.495M - 3.875M	4,747 - 4,947	4	5.5	0

## South Beach

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

Condo Name	Address	AA	List Price Range	SF	Br	Ba	PC
Cloister del Mar	1180	3	469K - 969K	1,300 - 2,100	2 - 3	2.0	0
Cloister Beach Towers	1200	9	499K - 1.195M	1,360 - 2,006	2 - 3	2.0 - 2.5	0
Addison, The	1400-1500	11	1.295M - 3.5M	2,156 - 4,312	2 - 3	2.5 - 3.5	0
Placide, The	1800	5	699K - 1.15M	1,597 - 2,190	2 - 3	2.0 - 2.5	1
Whitehall	2000	8	699K - 2.2M	1,440 - 3,458	2 - 4	2.0 - 4.0	0
Aragon, The	2494	6	2.75M - 6.495M	3,764 - 8,500	3 - 6	3.0 - 8.5	1
Luxuria, The	2500	4	5.1M - 11.5M	4,655 - 8,319	3 - 5	4.5 - 7.0	0
Stratford Arms	2600	8	1.025M - 1.295M	2,101	3 - 4	2.0 - 3.0	0
Whitehall South	2800	18	695K - 1.499M	1,423 - 2,173	2 - 3	2.0 - 3.0	1
Three Thousand South	3000	4	650K - 998.5K	1,350 - 1,782	2 - 3	2.0	0
<b>TOTALS:</b>		<b>117</b>					<b>4</b>

**Key:** AA = Number of Apartments Available For Sale, SF = Range of Living Area Square Footage, Br = Range of Bedroom, Ba = Range of Baths, PC = Number of Apartments SOLD and Pending Closing

This information is compiled from RMLS, Inc., on August 3, 2006. 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