



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

January 2009

*Privileged  
information about  
your real estate*

## In This Issue

- Negotiating For The Right Property
- Your Home's Value Is Important Even When Not Selling
- News From Our Area

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

## Negotiating For The Right Property

There are many homes available in the current market. Finding the right property may be the easiest part of the real estate purchase or exchange. When the negotiations begin and the buyer and seller do not agree on price and terms, the difficult part of the transaction starts. It helps in these negotiations for each of the principals to be as well informed on all aspects of the transaction, the property or properties and their values and current information on financing.

### The Seller's Side

A complete list of comparable sales prices of similar properties must be furnished to the seller. This must be properties actually sold. Other properties still on the market with an "asking price" should be furnished but should be given less emphasis. Only properties that have had the final "appraisal" of a negotiated sale price should be taken into serious consideration.

The best possible information for any

*(continued on page five)*

## Your Home's Value Is Important Even When Not Selling

Most owners have a general idea of the equity in their home. If you want a very close estimate, call me. There are many reasons to keep tab on your value. While most real estate agents are not appraisers, we do have a feel for the market. I can give you a very accurate market analysis which can give you a good idea of value.

Here are a few ways that a market analysis can help you:

- Determine the investment soundness

of a room addition or remodeling.

- Make realistic judgments in planning your estate or writing a will.
- Set the right selling price in line with other recent sales which might save thousands of dollars.
- To know if your insurance coverage is adequate.
- Make the decisions necessary

*(continued on page three)*

## 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.

### *Negotiation For Right Property ... (continued from page one)*

seller is to have a professional fee appraisal done on the property. The cost is usually small in comparison to the value, and is worth it. Some owners have found out too late that they sold too low!

In finding the value of a property, either by appraisal or by a carefully prepared list of comparable sales by a knowledgeable broker, a "range" of values will be given to the potential seller. Rather than a specific price, a small house may be worth from \$390,000 to \$415,000. A larger property might have a range of \$2,050,000 to \$2,200,000, for instance. A sale with much cash offered may be at the lower end of the price scale, with a higher price negotiated with less cash and a sale for terms.

This gives the seller confidence in the final decision on the asking price. They might list the property at the high end of the range, but have the knowledge to seriously consider an offer at the lower end. This seller might be totally comfortable in any negotiation that starts anywhere in this range. If a final agreement of the negotiation works out anywhere near the top of the range, it would be satisfying.

#### **The Buyer's Side**

When the buyer enters the market for a property, it also helps in the final transaction to have him/her as knowledgeable as possible. Buyers often only see the "asking" prices on properties being shown to them. They should know more. The buyer's agent should secure information on those comparable sales to give that buyer the same confidence in negotiation that

the seller possesses.

Without sufficient information available, the potential buyer may make the decision based on a lack of information - the decision to do nothing!

#### **The Broker**

With knowledgeable and confident buyers and sellers entering into a negotiation, both will have the hope of working out a fair price and terms quickly, then closing the transaction.

Negotiations should begin with a broker, since the broker furnished the needed information in advance. In addition, brokers always use written documents, signed by the parties involved, to negotiate sales or exchanges. Negotiations are handled on a point to point basis, always in writing, so both parties

## Negotiation For Right Property ...*(continued from page two)*

have a complete written record. Here is an example of a simple negotiation between a buyer and seller in a sale transaction.

1. The seller lists a property for sale through his broker. Asking price after examination of comparable sales is **\$300,000** for the property. It is free and clear of loans.

2. Broker brings an offer from a buyer. Offer is at **\$270,000**, with a cash down payment of **\$90,000**. The terms are the seller is to carry back a **\$180,000** note secured by the property, at monthly payments of **\$2,000.00** including interest at **8%**, with the balance all due in five years. (Loans carried by the seller avoid bank approvals, appraisal fees, and "points".

3. Seller counter-offers. The price is to be **\$285,000**. Buyer to pay the **\$90,000** in cash and buyer to get new bank loan for **\$195,000**, giving the seller all cash in the sale.

4. Buyer sets new terms with another counter-offer. The sale price of **\$285,000** is accepted. Buyer to pay **\$90,000** down payment. Buyer will get a new bank loan of **\$150,000**. Seller to carry **\$45,000** balance at **\$525.00** monthly including interest at **8%**, with the balance due in five years.

5. Seller accepts these terms.

Even though these changes in negotiations are very simple, they might have fallen apart without the patient and professional help of the third party real estate broker.

### Negotiations with Terms

Price is important in any sale; terms can be just as important. A seller might get his "price" but lose something more important in the terms.

Notes carried by a seller are usually at higher than bank interest. Accepting a lower interest rate on a note carried back can be the same as cutting the selling price. Think of the difference between a \$100,000 note at 8% or at 10%. The 8% note might have payments of \$956.00

for 15 years while the payment at 10% for the same 15 years would be \$1,075.00 a month. This is a difference of \$119.00 a month. In the 180 months in the 15 years, this would be a difference of \$21,420.00.

Interest rates must be negotiated as carefully as the original price. The length of time covered by the note is just as important. In the note example, the 8% interest might have been a bad negotiation over the fifteen year period. However, if the balance of the note became due in just one year, the \$119.00 a month would be for only 12 months, for a total difference of only \$1,428.00, an amount that the seller might find acceptable.

There are no limits to the things that can enter into the terms of a real estate transaction. Price might be sacrificed for an "all cash" sale. There might be considerations negotiated for a fast "closing" or a long wait until a close, for personal or tax reasons on either side. ♣

## Your Home's Value ...*(continued from page one)*

if you are refinancing the home.

Making a fair-market analysis is a exact, detailed skill. For instance, in arriving at the value, the calculations include the following:

1. Measuring the size of the home and the lot. Checking the age of the structure and its condition. Evaluating the number of rooms, baths, number of

bedrooms and extras such as decks, spas, size of garage.

2. Examining the condition of the exterior and interior. If selling soon, I can help to determine what repairs and refurbishing can bring you the top dollar.

3. Comparing the home with similar properties in the immediate area for sale or recently sold.

4. Looking at current interest rates and lender's criteria and market conditions with my experience in real estate sales and listings.

I can help you to know the value of your home today. Only a careful inspection and calculation can establish its unique position in the real estate marketing arena. Call me for an early inspection of the home. ♣

# 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	0	0.0%	0	SOLD OUT	0
2066	Ocean Reef Towers	55	5	9.1%	422	485K to 999K	0
2000	Brighton	39	2	5.1%	505	1.295M to 1.39M	0
S/T	North Beach	106	7	6.6%	446	873.4K	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%	110	649K to 1.549M	2
310	Boca Mar	38	2	5.3%	484	425K to 499K	0
350	Beresford	53	3	5.7%	504	1M to 1.85M	0
400	Excelsior, The	27	7	25.9%	220	3.4M to 7.95M	0
500&550	Chalfonte, The	378	23	6.1%	224	475K to 1.475M	1
600	Sabal Shores	125	6	4.8%	186	349K to 1.299M	0
700	Sabal Point	67	1	1.5%	728	850K	0
750	Sabal Ridge	31	2	6.5%	178	2.3M to 2.65M	0
800	Presidential Place	42	1	2.4%	599	4.15M	0
S/T	Boca Beach	916	51	5.6%	248	1.35M	3

## 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%	294	399.9K to 599K	0
1200	Cloister Beach Towers	128	7	5.5%	227	439.9K to 565K	0
1400&1500	Addison, The	169	10	5.9%	385	895K to 2.2M	0
1800	Placide, The	54	1	1.9%	383	699.9K	0
2000	Whitehall	164	11	6.7%	365	355K to 849.9K	2
2494	Aragon, The	41	5	12.2%	198	2.15M to 7.25M	0
2500	Luxuria, The	24	1	4.7%	555	6.8M	1
2600	Stratford Arms	120	9	7.5%	337	795K to 1.115M	0
2800	Whitehall South	256	15	5.9%	163	545K to 2.95M	0
3000	Three Thousand South	80	8	10.0%	223	525K to 799K	0
S/T	South Beach	1132	73	6.5%	279	1.119M	3

Totals	Boca's Oceanfront	2154	131	6.1%	276	1,196M	6
--------	-------------------	------	-----	------	-----	--------	---

### 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 November 25, 2008. 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.