



**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

**March 2016**

*Privileged  
information about  
your real estate*

## In This Issue

- Should You Invest In A Second Home?
- Selling A Home And Getting The Best Price
  - Be Smart When Making An Offer
- Hire The Expert In Real Estate
- News From Our Area

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

## Should You Invest In A Second Home?

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 safer investment. Other investments may not be as secure since real estate prices have leveled out.

In many areas, homes in resorts have declined in price. There may be bargains out there. Owning a rental home in your home area can be 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.
- The opportunity and chal-

lenge to own and operate a “small business.”

- A possible retirement residence.
- 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. ♦

# Selling A Home And Getting The Best Price

In any real estate market some homes always sell at the highest price. These homes are always the most outstanding homes. Many buyers are willing to pay a premium price for a truly exceptional home (or one that appears exceptional). A seller must work hard to achieve this look and feel of a truly great home.

It is the time to listen to the advice of the most experienced real estate broker.

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

Without taking that step, here are five must do ways 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 knickknacks anywhere in the home. The kitchen and bath counters must be clear and uncluttered. Cabinets and drawers must be very clean and contain just a few items, because prospective 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 too. 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. Remember, think model home.

## 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.

Look at the front door. Is it beat-up from years of use, can it be saved with a new coat of paint. Make the entrance as homey and attractive as possible. Maybe a flowering potted plant on the porch. You want the first impression to be a great impression.

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. ❖

## Be Smart When Making An Offer

When a buyer finds the right house, and wants to buy it, the negotiation is just one buyer and one seller.

When you are buying a house, there are some things that don't count when making an offer. What really doesn't count is an oral offer. It must be in writing. The seller could tell you in front of 100 witnesses, "I'll sell you the house for \$300,000, and I will give you a receipt for the \$30,000 you are handing me to serve as an earnest money deposit. Let's shake hands on it."

And if the seller backed out, and you took the 100 witnesses into court to prove he had accepted your offer, it would not do any good. There would be no sale. Nothing is legally enforceable in the purchase and sale of real estate, unless it is in writing. (That's according to a law known as the Statute of Frauds.)

Even that \$30,000 given as a deposit would not help – though the judge would probably order it returned.

### Be Careful What You Say

Remember that the seller's agent is legally obligated to report everything he knows to his client. Suppose you say, "This is the house for us – if they don't take this offer, we'll go higher." Statements like this will be reported to the seller.

### How Much Should You Offer?

Do not assume the sellers have built in a cushion because most sellers expect a "usual" five or ten percent bid under the listing price. Some owners hate negotiating and may list at rock-bottom for a quick sale.

No matter what the asking price, some buyers think it is smart to make a very low offer and wait for the seller to counter a few thousand dollars off of that

price. Then the buyer raises the offer a little and continues with offers and counter offers until a low price is reached on the house.

In our experience, this tactic might kill the sale. Too low on the original offer and picking on the seller with many offers and counter-offers can raise tempers and frustrate the seller. When the seller is angry and will not answer another counter-offer, the buyer is left hanging.

The broker can show you a list of sales that are comparable to this house and the asking price. If the price is fair and in the market, it's wise to make your original offer close enough to the asking price to tempt the sellers to accept it immediately and be done with everything. They won't have to keep the home perfect for showing and can get on with their lives.

The list of "comp" sales establishes accurately the real value. They show the process of supply and demand in the open market – what other buyers have been paying for similar property in the neighborhood recently.

Here is where you might make a low offer. If the house has been on the market for many months at a given price, then other buyers have voted that it isn't worth what's being asked. Don't offer full price.

On the other hand, don't hesitate if you find a bargain. (With your list of "comps" and experience in the neighborhood, you should be able to recognize one.) If the house is just listed and "hot" – unusually attractive, under priced, it won't last long. Offer full price. If other buyers are swarming around an open house, your offer may be in competition with others by that evening; consider offering something over full price. ♦

---

## Hire The Expert In Real Estate

Helping the people of the community with their real estate purchases, sales, trades, leasing, acquisition of rentals and other transactions is what I do on a full time basis. It is not just a job, but my career.

Since real estate is my only business, I stay current on all tax laws, local ordinances and anything else that will affect your investment. I am able to pass on this information that you just do not have the time to look up for yourself.

When you need to buy or sell a property, I am here. If you want to trade up or down from your present home to another, I can handle both ends of the transaction and coordinate the closings to your satisfaction. You

can expect my assistance in setting correct prices that will result in the fastest and most profitable sale. My firm's marketing techniques will insure the maximum exposure to the marketplace in the shortest time.

When you receive a purchase contract, I can help you evaluate all of the terms and conditions so that the final acceptance will be satisfactory to you. 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.

Call on me for real estate assistance. ♦

# 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	Price Range	Average	PC
2150	Aegean	8	0	0.0%	0	SOLD OUT	N/A	0
2070	Athena	4	0	0.0%	0	SOLD OUT	N/A	0
2066	Ocean Reef Towers	55	3	5.5%	80	982K to 1.695M	1.292M	1
2000	Brighton	39	1	2.6%	191	2.25M	2.25M	0
<b>S/T</b>	<b>North Beach</b>	<b>106</b>	<b>4</b>	<b>3.7%</b>	<b>108</b>		<b>1.532M</b>	<b>1</b>

## 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	Price Range	Average	PC
250	Marbella	155	1	0.7%	124	1.1M	1.1M	3
310	Boca Mar	38	1	2.6%	129	495K	495K	0
350	Beresford	53	2	3.8%	29	988K to 1.595M	1.291M	1
400	Excelsior, The	27	3	11.1%	159	3.595M to 5.995M	4.780M	1
500&550	Chalfonte, The	378	2	0.5%	106	459K to 889K	674K	4
600	Sabal Shores	125	6	4.8%	142	515K to 1.0M	713K	0
700	Sabal Point	67	0	0.0%	0	SOLD OUT	N/A	2
750	Sabal Ridge	31	1	3.2%	62	1.5M	1.5M	0
800	Presidential Place	42	1	2.4%	147	5.65M	5.65M	0
1000	One Thousand Ocean	52	6	11.5%	269	3.995M to 6.495M	5.272M	0
<b>S/T</b>	<b>Boca Beach</b>	<b>968</b>	<b>23</b>	<b>2.4%</b>	<b>160</b>		<b>2.736M</b>	<b>11</b>

## South Beach

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

Address	Condo Name	TA	AA	%A	ADOM	Price Range	Average	PC
1180	Cloister del Mar	96	6	6.3%	93	499K to 719K	631K	0
1200	Cloister Beach	128	4	3.1%	106	499K to 595K	527K	0
1400&1500	Addison, The	169	3	1.8%	46	1.45M to 2.899M	2.216M	2
1800	Placide, The	54	3	5.5%	162	1.075M to 1.695M	1.323M	2
2000	Whitehall	164	5	3.1%	63	650K to 849K	706K	0
2494	Aragon, The	41	3	7.3%	317	2.499M to 5.25M	3,748M	0
2500	Luxuria, The	24	1	4.2%	205	8.25M	8.25M	0
2600	Stratford Arms	120	2	1.7%	82	995K to 1.15M	1.073M	1
2800	Ocean Towers	256	6	2.3%	58	735K to 2.5M	1.124M	1
3000	3000 South	80	4	5.0%	118	569K to 1.299M	805K	0
<b>S/T</b>	<b>South Beach</b>	<b>1132</b>	<b>37</b>	<b>3.3%</b>	<b>110</b>		<b>1.396M</b>	<b>6</b>

<b>Totals</b>	<b>March 2016</b>	<b>2206</b>	<b>64</b>	<b>2.9%</b>	<b>128</b>		<b>1.886M</b>	<b>18</b>
<b>Totals</b>	<b>March 2015</b>	<b>2206</b>	<b>63</b>	<b>2.9%</b>	<b>99</b>		<b>1.801M</b>	<b>19</b>

### 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 FlexMLS on February 16, 2016. This representation is based in whole or in part on data supplied by FlexMLS.  
 FlexMLS does not guarantee or is not in any way responsible for its accuracy. Data maintained by FlexMLS may not reflect all real estate activity in the market.