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SERVING

Boca Raton's OCEANFRONT Condominiums



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The Descriptive Sales Package

Now that you have decided to sell your home and make the big change to another job, retire, or for whatever reason, it is most important to hire the best, most active real estate office to handle the transaction.

There is a big difference between real estate offices and the way that properties that are listed are promoted. The agent's marketing plan has two main objectives. The prospective buyer must be persuaded to go out and see the property—then he must “see” it through your eyes, with its true potential fully realized. Other brokers must also see the home as “special” so their clients will appreciate it, when they show it. A well-conceived descriptive sales package or report on the property can achieve both of these aims.

Assembling all of the data that prospects need and presenting

it in a handy and attractive form can expedite the entire process of negotiation as well as the ultimate sale. Besides speeding up the communications process, the “package” also provides the seller with a means of getting his information to a wider range of buyers in a more effective manner.

The Benefits

A well-prepared sales package serves essentially five marketing purposes:

- Helps the seller's agent identify and reach prospective buyers or lessees.
- Provides an agent and his/her associates with an attractive and effective way of presenting the property.
- Gives the buyer, in one neat package, all the information needed to decide whether or not to buy.

- Provides dollars and cents demonstrations that will support the seller's price.

- If the property is other than residential, it provides information on the property's potential for development.

Included In The File

The following information should be of interest to a prospective buyer and should be preassembled in a handy, attractive form.

Physical Features:

- Legal description of the property.
- Plot plan showing survey boundaries and dimensions, access streets, sidewalks, buildings, structures, parking areas, easements, etc.
- Description of topography and surroundings.
- Topographic map, if available.



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- Photographs of the property, including an aerial view.
- Soil Analysis report, if applicable.
- For an existing building, a statement of its physical condition, copies of floor plans, gross and net square footage.

Other Attributes:

- Statement of present ownership.

- List of any encumbrances.
- Statement of present zoning status.
- Proximity to highways, public transportation, residential areas, schools, houses of worship, shopping, sources of employment, etc.

All of this can be done in multiple copies in folders so that each prospective buyer who shows a serious interest can take a copy for further study. ♦

Investing In Your Future

Owning more real estate is an investment in the future.

People are buying single family homes as an investment. If you already own the home you live in, is it time to buy another? Many own a second home in a resort area. Why not start on a program of estate building by the purchase of an extra home or homes for rentals? Each successive investment gets easier.

Your Down Payment

Compared to investments such as the stock market, the amount of capital required can be remarkably small. The leverage is better, with down payments as low as 10% or 15% of the value. You may be able to make an investment in a significant property with just a low down payment. Someone else, either a lender or maybe the seller of the property will put up the rest of the investment capital. Real estate is always the perfect place for the use of OPM (other people's money). Usually the rents will cover most of the expense.

Capital Gains

If there is any increase in value in real estate, the potential for big gains on a leveraged (OPM) investment can be significant. An increase in value affects the whole value of the property, not just your equity.

Suppose you have invested a \$30,000 down payment in a \$300,000 property (or properties) that increases in value by only 20%. The \$300,000 total value just increases to \$360,000. That 20% increase in value of the property made your equity increase to \$90,000. That is a 200% increase in equity.

Picture the profit on this transaction if the property went up 50% in value to \$450,000.

Look For The Right Location

What should you look for?

A neighborhood where most homes are occupied by the owners. You will probably be able to get higher rents in an area where the other houses are owner-occupied. Owner-occupied houses will usually be better maintained and the neighborhood will be more stable. If you own a second home in a resort, check out that area. Resort areas bring in high rental amounts and usually have excellent property managers.

In the area of your primary home, be aware of the location of schools, churches, shopping - just as you would if you were purchasing the property for your own residence. The person you sell to later will be doing the same. Make sure of the zoning of the neighborhood and any adjoining areas. Be sure you do not have any sudden surprises after you make your purchase. (We will make sure that this will not happen when we help you with the purchase.)

Other Benefits

There are many more benefits from investments in single-family homes. Many professional investors specialize in houses and have never owned any other type of income property:

- It is usually the easiest property to qualify for a high ratio loan. It is not unusual to have 80% or 90% loans on homes, even when not owner-occupied. Remember the example of leverage when property increased by only 20%.
- Refinancing any income property already

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owned can be a good source of tax-free cash. Any house owned for any length of time can probably be utilized to borrow against to acquire cash to buy another property. Later, when you can refinance both houses again, your investments can multiply!

- There is little risk, if you have chosen the right property and neighborhood. Can you think of any less risk in investing than owning a home in a good neighborhood?
- The negotiation can be easier than dealing with professional investors of income property. When you purchase a home, you are usually dealing with a seller who is not a professional investor, but just the owner of a house.
- The owner of a rented single-family home has all of the tax benefits of depreciation.
- Down payments are low compared to investments in apartment properties, since you only purchase one unit at a time. In the single family house, you are purchasing one house, one unit, rather than two or more units.

- Like the purchase, when you sell the home, the buyer will usually be buying the property as a home. The sale transaction is very simple since you will not be dealing with a professional investor.

- If you own more than one investment home, your investments are scattered and are separate properties. Later, when you sell, you can then have the choice of paying the income tax on the gain in whatever year you choose. By selling only one, two or a few houses in any one tax year, the gains can be spread out for years to fit into a long-term plan to minimize income taxes. You can move from one to another, live in each long enough to qualify for the \$250,000 or \$500,000 exemption from capital gains taxes, and retire very rich.
- Since rental houses are investment properties like any apartment or business property, the owner can combine them using any or all equities at any time for a tax-deferred exchange into other investment properties. ♦

Carefully Check Your Closing Documents

We all make mistakes. I do. You do. We all do. That is why we always recommend that all closing papers for a real estate transaction be carefully checked and recomputed.

There may be errors in addition or subtraction. There may be errors in the information that was reported to the person that is drawing the closing documents. If you are the seller, was your last mortgage payment reported correctly? Is there a refund coming to you on your prepaid insurance policy?

When you purchase or sell a property, the columns of figures on the charges and credits prepared by the attorney, escrow company or title company go on for pages. They can be intimidating. Further, they might not be all correct. Take your time and question anything you do not understand fully. It's your money.

Professional real estate agents will help a buyer or seller check the closing papers when a property changes ownership. The terms and conditions of the sale were spelled out in advance. The buyer's loan papers were also worked out carefully with the lender, spelling out the terms of the loan.

Whether you are the seller or buyer, make sure the figures are correct when signing the documents.

- The monthly payments. The total amount of the indebtedness and the term in months of the loan.
- Per diem figures for utilities, taxes, and/or interest.
- Rents, security deposits, and/or interest on deposits that have not yet been transferred.
- Any charge for utility bills that have already been paid.
- Any charge for loan fees that have been paid in advance.
- Look for contractors, attorney, appraiser, or some other party to the contract who has not yet been paid.

It is much easier to correct any error or omission before signing and before the closing than to try to get something corrected at a later date, perhaps from a new address across the country. ♦

Oceanfront In BOCA

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	0.00M	0
2070	Athena	4	0	0.0%	0	SOLD OUT	0.00M	0
2066	Ocean Reef Towers	55	1	1.8%	13	1.725M	1.725M	0
2000	Brighton	39	0	0.0%	0	SOLD OUT	0.00M	0
S/T	North Beach	106	1	0.9%	13		1.725M	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	Price Range	Average	PC
250	Marbella	155	2	0.6%	69	1.599 to 2.149M	1.874M	1
310	Boca Mar	38	0	0.0%	0	SOLD OUT	0.00M	0
350	Beresford	53	0	0.0%	0	SOLD OUT	0.00M	1
400	Excelsior, The	27	3	11.1%	91	5.999M to 6.675M	6.390M	0
500&550	Chalfonte, The	378	0	0.0%	0	SOLD OUT	0.00M	0
600	Sabal Shores	125	3	2.4%	113	685K to 1.395M	956K	1
700	Sabal Point	67	0	0.0%	0	SOLD OUT	0.00M	1
750	Sabal Ridge	31	0	0.0%	0	SOLD OUT	0.00M	0
800	Presidential Place	42	1	1.9%	5	5.995M	5.995M	0
1000	One Thousand Ocean	52	4	7.7%	146	6.25M to 11.995M	8.024M	0
S/T	Boca Beach	968	13	1.3%	103		4.913M	4

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	1	1.0%	151	599K	599K	0
1200	Cloister Beach	128	2	1.6%	18	675K to 895K	785K	0
1400&1500	Addison, The	169	1	0.6%	54	2.895M	2.895M	1
1800	Placide, The	54	0	0.0%	0	SOLD OUT	0.00M	0
2000	Whitehall	164	2	1.2%	59	1.2M to 1.295M	1.248M	0
2494	Aragon, The	41	0	0.0%	0	SOLD OUT	0.00M	0
2500	Luxuria, The	24	2	8.3%	55	5.95M to 7.3M	6.625M	0
2600	Stratford Arms	120	2	1.7%	54	2.25M to 2.85M	2.55M	0
2800	Ocean Towers	256	5	2.0%	45	1.05M to 2.55M	1.419M	0
3000	3000 South	80	1	1.3%	12	879K	879K	0
S/T	South Beach	1132	16	1.4%	51		2.118M	1
Totals	Dec. 2022	2206	30	1.4%	72		3.316M	5
Totals	Dec. 2021	2206	22	1.0%	99		2,844M	23
Totals	Dec. 2020	2206	98	4.4%	128		1.978M	22

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 November 9, 2022. 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.