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SERVING

Boca Raton's OCEANFRONT Condominiums



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Help Us Sell Your Home By Being Away

When we list your home, we go over a short list of ways that you, the owner, can help us market your home. Most of these have to do with the appearance of the home and yard, to make the property as nice-looking as possible to any prospective buyer.

One of the most important on the list is not pertaining to the physical property but to you. When I or one of my cooperating agents show the property, make yourself scarce—get out of the way and let me do my job. Believe me, the owner is not any help to the agent. Here are a few reasons why:

1. You make the buyer uncomfortable.

If you can recall how you felt when you were shopping for the home before you bought it, think about it. If the owner was there, you may have felt

somewhat intimidated or reluctant to spend much time in the home. When it is only the agent and the buyers, the buyers are relaxed and will give your home their full attention and consideration. If the buyers have a minor objection to the home, they often will not voice it in front of the seller.

2. The buyer makes you uncomfortable.

Sellers are always anxious. They are unsure of the price, and the length of time it has taken or will take to sell. Buyers are always critical even if they instantly like the home. There is no need to hear their criticisms of the color scheme or their redecorating plans. An experienced agent can detect some of these comments as “closing” signs, meaning they have decided on this home.

3. Sellers might say the wrong thing.

Have you had a little disagree-

ment with a neighbor? You might find yourself telling the buyer. Is the swimming pool too expensive to maintain in your opinion? This buyer might have a swimming pool like yours at the top of his “want” list. Schools close by? Maybe they have no children. Anything you say might be a “deal-killer”. Discussing your motivation for selling can give them a reason to make a low offer.

4. We'll sell the home quicker

We want to show the home when you are not there. This is the same at a weekend open house or a private showing. The one-on-one frank conversations that we can have with prospective buyers just cannot happen in front of the seller. When we call ahead for an appointment to show the home at a certain



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time, it is your signal to get out. This is the main reason for the call.

Prepare yourself and your family to be out of the house during showings and open houses. It's an inconvenient part of the process, yet, the upside is that the less time you spend there, the cleaner everything will remain!

Plan ahead for more activities outside of the home and try to have all items necessary for the excursions packed and ready ahead of time. The last thing you want to do is keep potential buyers waiting when they want to stop by for a showing; otherwise, they may move on to the next property.

Plan day trips, outdoor picnics for lunch, and make restaurant reservations for dinner. If your budget doesn't agree with the latter, accept any dinner invites from relatives and friends. Eating outside the home is especially helpful for reducing kitchen and dining area odors and cleaning chores.

Here are some other tips to make your household available for a showing:

Use the laundromat so your laundry room stays neat and tidy.

Take your dog to a self-serve wash rather than using the bathtub

Cook those fish burgers outside on the grill rather than in the kitchen.

Skip the DIY haircuts for the kids and go to your local barber shop.

Take trips to the local park if the weather is nice.

Visit a museum.

Take the family to a movie.

Go camping.

Make A Last-Minute List

Showings could be scheduled with little notice and you don't want to be scrambling to check all the nooks and crannies to make sure they're clean. Instead make a list of any areas that need a once over before leaving the house. Here are a few that could slip through the cracks:

- Make all the beds.
- Wipe down kitchen countertops.
- Clean and disinfect bathroom surfaces (for that just-cleaned smell).
- Use a lint roller on the furniture and pet areas.
- Close closet doors.
- Lower toilet seats and shut medicine cabinet doors.
- Tidy up the kid's playroom.
- Wipe handprints off the front door glass or windows.
- Empty and rinse the kitchen sink.
- Shut the dishwasher.
- Organize shoe areas and make sure mud rooms or entrance hall floors are clean.
- Secure personal items like checkbooks, IDs, credit cards, medications, etc. out of view.

By following these tips you'll be on your way to a smooth sale by showing buyers your home is perfect.

Occasionally, an agent from another office may be driving by with a prospective buyer who sees the for-sale sign and asks to see the home. Without any appointment, he may just knock on the door. The "perfect seller" will open the door and say, "Come on in, we were just leaving." And leave. ♦

Upgrade For Comfort and Later Profits

If you are just thinking about selling your home or you intend to live in it for many years to come, you may want to modernize or upgrade the home for your own comfort and enjoyment. Upgrading will increase your equity and will help with a sale in the future.

Building experts have given opinions of the improvements or changes that might help to sell a home quicker or bring in a little more cash when you do decide to sell. Here are some of the improvements that can add equity or make a

quicker sale according to experts:

- **Skylights.** If you have the right place, a skylight can be a welcome improvement for a home. It is most desirable in a windowless bathroom and in a family room or kitchen that has high ceilings. The latest models of skylights have high performance, low-emissivity glass and excellent sun-shading accessories.
- **Lighting.** Adding new light fixtures in a kitchen under the cabinets or over an island can give a new updated look. Do you really need that

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curtain at the kitchen window. Getting rid of it will add additional light and bring in the outdoors.

- **Deck.** Outside living on a deck with nice outdoor furniture is one of the most desirable features for a home. Any deck should be designed to go with the architecture of the house. Outdoor spaces are now extremely coveted features.
- **Home office.** Convert a guest bedroom to a home office. The number of people who work from home has risen over 200% in recent years. Install a desk and workspace then add a murphy bed or wall bed so the room can still be used as a guest bedroom.
- **Landscaping.** Nothing gives a home better curb appeal. When the yard is adequately planted, keep the shrubs and flowers trimmed and neat. Make sure the place looks lived in. Give the plants enough time to fill out before listing the home. Try not to over-plant. This could give prospective buyers a feeling that yard work will consume much of their time. Attractive landscaping implies that you take care of your home.
- **Curb appeal.** Enticing buyers before they even enter your home, replace an existing front door with a new one or repaint the existing door a beautiful, shiny new color. Place a healthy green plant in an attractive container beside the front door for eye appeal.
- **Garage Door.** Is the garage door looking a little dingy outside or making strange noises? Or perhaps the style is now dated compared to what your neighbors have? A new garage door is also likely to be worth the investment.
- **Mailbox and House Numbers.** Believe it or not, small touches like new house numbers or a shiny new mailbox grabs the buyers' attention. You have a beautiful home, and a dented-up old mailbox, so when you walk up, you think, OK, what's the inside look like if they can't even replace a mailbox?"
- **Front Porch.** Front porches have come back in vogue since the pandemic began, with rocking

chairs or other cozy seating offering a nice way to visit with friends and have a cup of coffee.

- **Kitchen And Bathroom Fixtures.** New faucets, drawer knobs, and pulls in a matching style give a room a modern, up-to-date look.
- **Paint With a Neutral Color.** Light, neutral wall colors make for a good palette for resale because buyers can imagine their belongings in the space.
- **Energy Star.** Appliances, windows, and lighting with the Energy Star symbol, the federal certification that they reduce energy use without sacrificing performance, ranked either as essential or a desirable home feature.

Projects That Can Hurt A Sale

Not everything that you can do to a home is an improvement. Some can turn most buyers off and reduce the salability. Examples are in-ground swimming pools and bedroom-to-bath conversions. While most people like the idea of lounging around a pool, many would prefer that it not be in their own backyard.

One builder's experience with a pool makes the point. One owner installed an in-ground pool. The next owner had it filled in with soil. The third had it dug out.

Few buyers would be willing to pay extra for a house with an in-ground swimming pool, and some would back off from the purchase completely. The pool requires maintenance, increases liability insurance costs and reduces yard space for other activities.

Converting a bedroom to a huge master bath might be desirable to someone. The big drawback is that it eliminates a bedroom (changing the appraisal). Few buyers want it.

Another damaging remodel job is creating a room off a room. For instance, adding a bedroom in a position off another bedroom. From the added room, you would have to go through the original bedroom to get to a bath and hall.

Any additions should be done by professionals. Nothing looks worse than bad carpenter work. ❖

A Holiday Energy Saving Tip

Residential LED lights use at least 75% less energy, and last 25 times longer than incandescent lighting and are just as much fun and effective as traditional bulbs. A lot of neighborhoods decorate their yards and homes for the

Holidays and seem to be in competition as to who has the most lights. This practice can send your electric bill soaring. Remember to turn off, unplug or set a timer so lights are off during the day or when you are away from home. ❖

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	1	25.0%	91	6.5M	6.5M	0
2066	Ocean Reef Towers	55	2	3.6%	77	1.275M to 1.8M	1.538M	0
2000	Brighton	39	0	0.0%	0	SOLD OUT	0.00M	0
S/T	North Beach	106	3	2.8%	81		3.192M	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	1	0.6%	66	2.299M	2.299M	1
310	Boca Mar	38	0	0.0%	0	SOLD OUT	0.00M	0
350	Beresford	53	2	3.8%	75	2.225M to 5.65M	3.938M	0
400	Excelsior, The	27	0	0.0%	0	SOLD OUT	0.00M	0
500&550	Chalfonte, The	378	14	3.7%	75	1.5M to 4.495M	2.081M	0
600	Sabal Shores	125	4	3.2%	58	1.475M to 2.195M	1.71M	1
700	Sabal Point	67	1	1.5%	3	1.295M	1.295M	0
750	Sabal Ridge	31	0	0.0%	0	SOLD OUT	0.00M	0
800	Presidential Place	42	1	2.4%	74	5.495M	5.495M	1
1000	One Thousand Ocean	52	3	5.8%	46	6.795M 10.5M	9.097M	0
S/T	Boca Beach	968	26	2.7%	70		3.085M	3

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	4	4.2%	74	659K to 1.25M	962K	2
1200	Cloister Beach	128	3	2.3%	86	729K to 799K	759K	0
1400&1500	Addison, The	169	2	1.2%	253	2.895M to 3.4M	3.148M	0
1800	Placide, The	54	1	1.9%	109	1.795M	1.795M	1
2000	Whitehall	164	1	0.6%	56	1.15M	1.5M	1
2494	Aragon, The	41	2	4.9%	37	6.695M to 6.9M	6.798M	0
2500	Luxuria, The	24	2	8.3%	79	6.2M to 6.95M	6.575M	0
2600	Stratford Arms	120	3	2.5%	87	1.9M to 1.975M	1.942M	0
2800	Ocean Towers	256	2	0.8%	51	1.1M to 1.995M	1.548M	0
3000	3000 South	80	2	2.5%	26	1.3M to 2.149M	1.725M	0
S/T	South Beach	1132	22	1.9%	85		2.476M	4
Totals	Nov. 2023	2206	51	2.3%	75		2.829M	7
Totals	Dec. 2022	2206	30	1.4%	72		3.316M	5
Totals	Dec. 2021	2206	22	1.0%	99		2,844M	23

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 17, 2023. 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.