



**SKYVIEW**

REALTY LTD., BROKERAGE

# SkyViews

Apartment Report - Fall 2012

## DANNY'S CORNER



This summer I was reminded once again about why we really got into this business. While we often focus on the financial gains afforded to us in this industry, we rarely talk about the more important aspect of

our lives... Our loved ones. Spending time with family and friends over the summer months, it was a reminder to me that we are ultimately here to enrich the lives of those around us. I have also been blessed to have many friendships develop out of the interactions within this industry.

That's not to say this time in our apartment industry isn't a very profitable time to be active in the market. This summer we saw interest rates on 10-year terms dip below the 3% mark. While it has climbed back slightly, at the time of writing this, one can still achieve 3.1-3.2% on a 10-year term. Five year terms are still hovering around 2.6-2.7%.

In my last publication I mentioned Ian Goodwin as an expert in the field of preparing apartment videos for publishing on YouTube. Many of you asked me what the benefits were in this form of marketing your vacancies. So to help you understand more of how this could benefit you at your properties, I've asked Ian to provide more details in this issue's article.

As we start the fall season in the multi-residential industry, I look forward to assisting you in benefiting from these economically gainful times. We, at Skyview Realty, have the resources available to ensure that whether you're buying or selling, it will be a successful endeavor for you. As always, I welcome your call; and my team and I stand ready to deliver you the results you are looking for.

■ Danny Iannuzziello

## Why Use Video to Market Your Apartment Vacancies?

by Ian Goodwin

Why should I use video advertising? Landlords and property managers across the board are asking this very question today. Many of them feel a video ad is too flashy and completely unnecessary for their advertising campaign. Some feel it's not worth the expense. Most truly don't understand video advertising and should start to consider not only the short term benefits but the long term effects of video advertising.

Video advertising accomplishes what text ads can't - It delivers more information in a shorter time. Forrester research estimated that a 60 second video was worth 1.8 million words. Not only can you include more information in a video ad, but your information is 3x more likely to be retained when delivered with video.

So bring life to your advertising and acquire a professionally crafted video for your building.

How do you get started? We suggest you consider the benefits of your building and what you think attracts renters. In video you want to first convey the information the tenant would need to know such as where the building is located, what type of suites are offered, and any onsite amenities. Then turn their attention to what they want to know like where the nearest grocery store is, what types of restaurants and shopping malls are nearby, and if there is convenient access to a transit stop or subway station.

Now that you've created a video that will attract tenants, it's time to think about exposure and of course the benefits. Your target audience is looking to the internet as their first resource when hunting for a new apartment. So you will want a high ranking on Google and other search engines. An informative website with professional quality photos is great, but that alone won't get you a high ranking on search engines.

Since Google assumes all websites with video content are more relevant than sites without, adding a video (along with a video site map) to your website will get you a higher ranking. Additionally, if you embed your video on your website through YouTube, you automatically get the benefits from Google without the added hassle of creating a video site map for video search engine optimization.

Aside from top rankings on Google, a major benefit to video advertising is qualified leads. Consider tenants with physical disabilities, these individuals will find apartment hunting far more difficult than anyone else. For a person with limited mobility, video advertising is the answer. These prospective tenants can watch the video to see if the apartment and building meets their check list. If it does, then they can plan one trip out to visit the location rather than trying to plan out a day or two of appointments and go from apartment building to apartment building with nothing to show for it but a lost day and endless frustration.

This is also true for anyone who has to relocate. Anyone who has ever relocated knows the hassle involved in finding a place to live when you have travel time to think of. One usually ends up planning for a few days off to take a trip to the new city, where they will attend several pre-planned appointments and often times head home with no prospects. An apartment building with a video ad would help tremendously for those individuals. They can watch a few videos, pick their favourites, and spend an afternoon visiting only the apartments they know fit their needs.

If you were to share all the pertinent information about your rentals within a video, the prospective tenant will feel more confident towards your building; becoming a more qualified lead.

*(continued on page 2...)*

**IF YOU ARE THINKING OF BUYING OR SELLING, PLEASE CALL (416) 444-6545 FAX (416) 444-6997**

Email: [info@skyviewrealty.com](mailto:info@skyviewrealty.com)

Website: [www.SkyviewRealty.com](http://www.SkyviewRealty.com)

NOT INTENDED TO SOLICIT PROPERTIES ALREADY FOR SALE. NOT INTENDED TO INTERFERE WITH BUYER-AGENCY AGREEMENTS.




# RECENTLY SOLD

## Why Use Video to Market Your Apartment Vacancies?

(continued from page 1)

**NORTH YORK**



**11 Suites**

**\$1,250,000 or \$113,636 per Suite**

This eleven suite apartment building, situated near Bathurst and 401, was located at the heart of an excellent rental and residential community. With easy access to transit, shopping, schools, and all other amenities, this building had very little vacancy and turnover. The roof was approximately 7 years old, and capital items were in good condition. There was potential upside on suite rents, as well as additional revenue from renting garages and parking. At the time of closing there were no vacancies.

Furthermore, they would most likely sign a lease agreement during their first appointment.

This quote from Marketing Sherpa - Video Marketing Benchmark 2009: "Online video is second only to word-of-mouth for its ability to influence decision makers in every stage of the purchase lifecycle." is exactly what we at Apartment Video are finding. The feedback we receive from companies who have asked us to produce videos is amazing. Everything from immediate contact and offers, to appointments set and inquires requested - All immediately after viewing one of our videos.

For a little money upfront (less than what you'd expect), a well produced video can generate high quality leads, top rankings on Google, and therefore money in your pocket and recognition for your company.

### For More Information:

Ian Goodwin

**Apartment Video**

289-214-1960

[www.apartmentvideo.ca](http://www.apartmentvideo.ca)

## ARE YOU THINKING OF SELLING?

Below is a partial list of services that our team at **Skyview Realty, Ltd. Brokerage** will provide for you.

- Provide you up front with a market evaluation of your building.
- Determine an asking price which is acceptable to you.
- Describe how to prepare your building for the best exposure in the market place.
- Prepare a marketing information package to be presented to all prospective purchasers.
- Create a dynamic marketing plan.
- Marketing directly to all prospective purchasers of apartment buildings.
- Follow up and represent the building to qualified potential builders.
- Negotiate an agreement of purchase and sale.
- Advise on various clauses pertinent to the purchase and sale of a prospective building.
- Facilitate the transaction during the due diligence process to ensure a smooth closing.
- Maintain the relationship even after close by providing resources and assistance.

By using Skyview Realty, Ltd. Brokerage, you don't just sell your apartment building, you experience a sense of comfort that you are making a proper decision each step of the way.

My team and I look forward to sharing that experience with you. We can be contacted at anytime through our office at (416) 444-6545.

- Danny Iannuzziello, Broker of Record

**"We Don't Just List Apartment Buildings, We Sell Them!"**

# PROPERTIES CURRENTLY OFFERED FOR SALE

## OSHAWA

GREAT  
CONDITION

BUILT IN  
1989



Principals Only Please

17 Suites

- Asking \$1,675,000
- Asking \$98,529 per Suite
- Building has Individual Hydro Meters and Hot Water Tanks for each unit
- Thermo Windows
- Sloped Shingled Roof
- Building and Capital Items are in good condition
- Fire Retrofit Completed
- 8 x One Bedrooms
- 9 x Two Bedrooms
- Good tenant profile with low turnover
- Located in Residential neighbourhood North of Highway 401
- 6.5% CAP Rate, 17.2% R.O.I.
- Existing 1st Mortgage of Approx. \$1,069,694 to be Assumed
- VTB May Be Available

## TORONTO

EXCLUSIVE  
LISTING

CONDO  
QUALITY



Principals Only Please

63 Suites

- Asking \$8,400,000
- Asking \$133,333 per suite
- Well Maintained Building
- Recent Improvements include Balcony Railings & Waterproofing, Irrigation System, and New Water Main
- Suites Feature Larger than Average Bedrooms
- Potential to Submeter
- 17 x One Bedrooms
- 35 x Two Bedrooms
- 11 x Three Bedrooms
- Upside on Rents- Many Rents Well below Market
- Long Term Owner (1960's)
- Some Excess Land at Rear
- 5.5% CAP Rate
- 21.6% R.O.I.
- Treat Financing as Clear

## ETOBICOKE

UPSIDE ON  
RENTS

GREAT  
LOCATION!



Principals Only Please

68 Suites

- Asking \$8,420,000
- Asking \$123,824 per Suite
- Well Maintained Building
- Recent Improvements include Balcony Waterproofing, Irrigation System, and Elevator Cab
- Three Bedroom Suites feature One and a Half Washrooms
- Excess Parking Lot Area
- Thermo Windows
- 2 x Bachelors
- 26 x One Bedrooms
- 33 x Two Bedrooms
- 7 x Three Bedrooms
- Upside on Rents - Many Rents Well Below Market
- Long Term Owner (1960's)
- 5.4% CAP Rate
- 20.5% R.O.I.
- Treat Financing as Clear

## COLLINGWOOD

PRICE  
REDUCED!

REDEVELOPMENT  
POTENTIAL



Principals Only Please

Sixplex, Duplex, & 2 Commercial

- Asking \$799,000
- Asking \$79,900 per Suite including the two Commercial units.
- Nicely kept Apartments
- Very close to new Shopper's Drug Mart, Pizza Hut, McDonalds and Tim Hortons
- Tenants pay own utilities (except 1 unit) including Heat, Hydro and Water
- Corner Property on Main Thoroughfare
- 2 x Commercial Units
- 8 x 1 Bedrooms
- Property is already severed into two (2) parcels.
- 6.9% CAP
- 20.6% R.O.I.
- Treat property financing as clear
- Seller willing to hold a second mortgage for 10% of the purchase price for qualified buyer.

## KINGSVILLE

REDUCED  
TO SELL!



Principals Only Please

18 Suites & 14 Commercial

- Asking \$1,895,000
- Asking \$59,219 per Unit including Commercial (14 Units)
- Serviced with Elevator & Wide Stairwells
- Roof approx 7 year old
- Thermal Windows
- Commercial areas Sprinklered
- Residential Units Range from 900 sq. ft. to 2,160 sq. ft.
- 2 x 1 Bedrooms
- 14 x 2 Bedrooms
- 1 x 3 Bedrooms
- 1 x 4 Bedrooms
- 14 x Commercial
- Units have Large Balconies
- Property Shows Great, Good Tenants
- 8.0% CAP Rate
- 15.9% R.O.I.
- Treat property as clear
- Purchaser to arrange Financing

## TRENTON

ONLY 125K  
DOWN!

33.6%  
R.O.I.



Principals Only Please

14 Suites

- Asking \$815,000
- Asking \$58,214 per suite
- Property Contains Four Semi-Detached Bungalows & One Six-Plex
- Recently Under New Management with Many Improvements Being Done
- Some Rents are Below Market, Potential Upside
- New Tenants Paying All their Own Utilities on Turnover
- 5 x One Bedrooms
- 9 x Two Bedrooms
- Quiet Community with Good Tenant Profile
- Waterfront Property on Bay of Quinte with Boat Launch
- Good Amount of Excess Land at Rear of Property
- 7.4% CAP Rate 33.6% R.O.I.
- Treat Financing as Clear!
- Seller Will Consider a VTB to Qualified Buyer

## We Don't Just List Apartment Buildings...WE SELL THEM!

Skyview Realty wishes to extend a special welcome to Arsalan Wathra as the newest member of our sales team!

If you are considering selling your multi-unit residential property, our sales team would be happy to assist you in the process.

Give them a call at 416-444-6545!



Dani Pizzoferrato  
Sales Representative

Danny Iannuzziello  
Broker of Record

Pat Villani  
Sales Representative

Arsalan Wathra  
Sales Representative

## TORONTO

UPSIDE  
POTENTIAL



Principals Only Please

29 Suites

- Asking \$2,465,000
- Asking \$85,000 per suite
- Well Maintained and Landscaped Property Located in the Heart of Toronto (York)
- Located close to Transit, Shopping, and Residential Neighbourhood
- Possibility to Convert Tenants to Individual Meters
- 18 x One Bedrooms
- 11 x Two Bedrooms
- Double Membrane Roof New in 2008
- Thermo Windows
- 6.7% CAP Rate
- 27.4% R.O.I.
- Terrazzo Flooring in Hallways
- Treat Financing as Clear
- Seller May Consider VTB to Sell

# industry report

trends and services

SKYVIEW'S  
RECOMMENDED  
SERVICES

## WEEKLY E-MAIL BLASTS

Sign-up and begin receiving:

- Weekly Multi-Residential Property Listings
- Industry Related Articles
- News, Resources, and Valuable Links
- Updates on Sold Properties in Your Area



Send us Your Email Address Today!  
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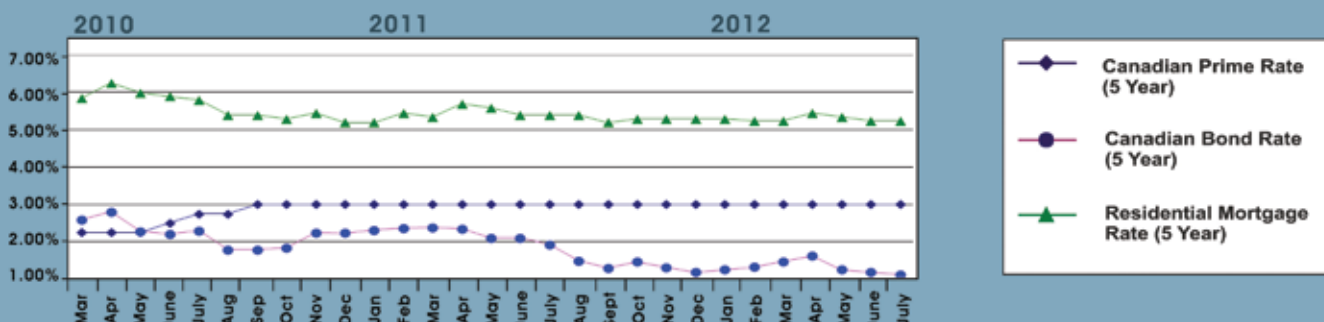
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## MULTI-UNIT RESIDENTIAL - RECENT TRANSACTIONS

2427 HURONTARIO ST Mississauga	May 15, 2012	25 Units @ \$102,000	\$ 2,550,000
1525 BLOOR ST Mississauga	May 31, 2012	44 Units @ \$134,091	\$ 5,900,000
1355 SILVER SPEAR RD Mississauga	May 31, 2012	199 Units @ \$168,342	\$33,500,000
133 HERKIMER ST Hamilton	Jun. 01, 2012	48 Units @ \$ 88,542	\$ 4,250,000
273 VINE ST St.Catharines	Jun. 04, 2012	107 Units @ \$ 88,785	\$ 9,500,000
2757 BATTLEFORD RD Mississauga	Jun. 14, 2012	184 Units @ \$129,891	\$23,900,000
124 TYNDALL AVE Toronto	Jun. 15, 2012	28 Units @ \$ 92,500	\$ 2,590,000
2440 QUEEN ST E Scarborough	Jun. 20, 2012	24 Units @ \$122,917	\$ 2,950,000
181 JOHN ST N Hamilton	Jun. 25, 2012	191 Units @ \$ 63,848	\$12,195,000
100 COSBURN AVE East York	Jun. 28, 2012	136 Units @ \$122,059	\$16,600,000
2641 KING ST E Hamilton	Jun. 29, 2012	67 Units @ \$ 44,030	\$ 2,950,000
211 & 215 REEDAIRE CRT Whitby	Jun. 29, 2012	76 Units @ \$ 67,105	\$ 7,500,000
3315 FIELDGATE DR 1750 BLOOR ST E Mississauga	Jun. 29, 2012	302 Units @ \$139,073	\$42,000,000
6030 BATHURST ST North York	Jun. 29, 2012	246 Units @ \$119,919	\$29,500,000
6020 BATHURST ST North York	Jun. 29, 2012	147 Units @ \$108,844	\$16,000,000
274 - 278 CEDAR AVE Richmond Hill	Jun. 29, 2012	95 Units @ \$131,579	\$12,500,000
9 TENNIS CRES Toronto	Jun. 29, 2012	112 Units @ \$107,143	\$12,000,000
45 WASDALE CRES North York	Jul. 12, 2012	25 Units @ \$139,000	\$ 3,475,000
4 - 6 FOLCROFT AVE Scarborough	Jul. 13, 2012	26 Units @ \$ 79,231	\$ 2,060,000
1391 WILSON AVE North York	Jul. 26, 2012	35 Units @ \$107,571	\$ 3,765,000

SOURCE: RealTrack Inc. www.realtrack.com 1-877-962-9033

WATCH ON  
INTEREST RATES



## SkyViews

Fall 2012

**PUBLICATION:**

Our newsletter is published quarterly:  
(January, March, June, and September).

**ADVERTISING:**

For advertising rates and article suggestions, please contact the marketing department or email info@skyviewrealty.com

**PRIVACY:**

Please refer to our website for our Privacy Policy Statement.  
If you wish to be removed from our mailing list, kindly advise us by fax, e-mail, or telephone.

### THE SKYVIEW TEAM

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