



SkyViews

Apartment Report - Summer 2012

DANNY'S CORNER



I trust you are doing well and are looking forward to the coming months of great summer weather in the province of Ontario. Our industry continues to flourish with activity and this is due, for the most part, to the continued low financing rates achievable at this time.

One of the challenges in the multi-unit residential industry is in attracting tenants to your building through marketing. Fortunately, in today's technology-driven society, there are tools available that can help attract the quality of tenants you would be seeking. I would like to recommend a couple of valuable resources to you in this regard:

There's no doubt that every landlord should have a website that can represent their company and the buildings they operate, but many owners struggle with how to get a website up and running. At Landlord Web Solutions, Jason Leonard and his team are experts in the field of web development and apartment building marketing. They have created a unique templated system that allows every owner the opportunity to put themselves on the internet without the hassles of developing it themselves. (www.landlordwebsolutions.com)

The biggest trend in online marketing involves streaming videos through services such as YouTube. In this field of video marketing, Ian Goodwin of Apartment Video has developed a system for creating property feature videos that can attract tenants more than conventional advertising. With YouTube videos being the most visited pages in tenant searches, Ian and his team can produce a quality video that will grab attention for your property. (www.apartmentvideo.ca)

Environmental contamination is one of the hot topics in our industry. With government regulations updating frequently, and many property owners dealing with the consequences of contamination, owners are always on the lookout for new solutions to this problem. With that in mind, I've asked Amie Hingston of Mariner's Choice to discuss their product line and how it can help alleviate the problem of soil and water contamination.

■ Danny Iannuzziello

A New Solution For Environmental Contamination

with Amie Hingston, Mariner's Choice

As an apartment building owner, what are the implications of environmental contamination?

The owner could potentially face many issues when contamination has been detected on their property:

- Property de-valuation
- Potential health hazards
- Legal actions from tenants and neighbours
- Fines imposed by the Ministry of Environment
- Stigma that the property is contaminated, which may reduce the owner's ability to attract tenants.

What are the common causes of environmental contamination?

- Oil or gasoline leak from storage tank, especially heating oil
- faulty septic system
- faulty sewage drainage pipes
- run-off, or subsurface contaminant migration from neighbouring properties if they include gas station, dry cleaner, chemical plant or other such industrial operations. Mixed use properties can especially be a problem with dry cleaners as tenants.

What does the typical process of remediation involve?

There are a number of different processes, depending on the type, severity and source of contaminants, ranging from excavating and removal of the contaminated soil, to applying bioremediation treatment by drilling boreholes or even without disrupting the soil.

How does Mariner's Choice assist in approaching environmental contamination? What makes this process unique?

MC works closely with the environmental engineers and contractors to assess the situation and determine the most appropriate approach. The end-goal is to provide the most efficient and effective lasting solution to the property owner. The products offered by MC, such as MUNOX®, assist in meeting that end-goal. The microbes in the products, in of themselves, are not unique. In fact, they are naturally occurring organisms. However, the manner in which they are harvested and processed to produce the stabilized, non-sporogenic healthy organism in such high concentration level is, indeed, the point of differentiation. The product goes into action almost on contact with the contaminants and with the high population base, it has the ability to overtake and eliminate the targeted contaminants.

The real advantage of our products is that there is a much higher standard of quality control and safety that goes into our products, so the property owner can be confident in great results without potential unintended consequences.

Will the bacteria utilized in your products harm the environment or natural wildlife in any way?

NO. As previously stated, they are naturally occurring bacteria, non-pathogenic (does not carry disease-causing pathogens). Once they have done their work in eliminating the contaminants by metabolizing them, they simply die off without negative impact on the environment.

What is the cost difference of your method versus traditional remediation?

(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

Website: www.SkyviewRealty.com

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



Considerations When Selling An Apartment Building

When it comes to selling your apartment building, there are many things to consider. The most important, however, is which brokerage firm you will choose to represent your interests and generate the right potential buyers. The following is a general guideline for choosing the right brokerage firm for you.

1) Go with Experience

Real Estate markets change from year to year, even from month to month. When dealing with a brokerage, you need to find the delicate balance of experience coupled with the up-to-date understanding of today's current marketplace and trends. Experience alone will fail to provide you with strategies that will apply to current trends in the industry. On the other hand, a brokerage that lacks experience will not be able to accurately predict and prepare for upcoming trends.

2) Look Out for Number One

Above all else, the brokerage you choose should look after your interests and work hard knowing that they have your trust, confidence and commitment. Your brokerage should ultimately be looking to serve your needs throughout the process of selling.

3) Take the Right Approach

Some brokerages focus on the approach of "Bring Me an Offer". While multiple offers can be beneficial, finding the right buyer with the right offer is the most crucial element in working with a brokerage. A good brokerage will bring the right people to the table to help you sell your building.

4) Know Your Value

Many brokerages waste valuable time and resources hoping to pinpoint the market value for your building. The right brokerage, however, will have the knowledge and experience to provide an accurate opinion of value prior to even listing your building. Knowing what your building is worth will help you get the right return on your investment.

5) Exposure is Key

Marketing your property is not just a matter of using one or two forms of communication to blanket the market in hopes of finding potential buyers. To properly market your property, the right brokerage will utilize what is called "target marketing". Having access to multiple forms of communication, your brokerage

should identify the best strategy to reach all buyers in the apartment building industry directly, resulting in you getting the most efficient marketing results.

6) Knowing the Buyers

Your ideal brokerage is connected not only to you but also to a network of current buyers. When you are ready for your property to be listed, your brokerage should already have contacts with potential buyers and know who would be the right fit for your building.

7) Real Estate Networking

Along with knowledge of current buyers, a brokerage should have already established relationships with other companies in the industry - appraisers, environmental and structural inspectors, financial institutions, etc. Having an established network of industry professionals can assist you in bringing your transaction to a quicker close.

8) Beyond the Offer

Many real estate transactions fail at the most crucial stage... the due diligence process. Having a brokerage that engages in a thorough due diligence process ensures that your building's information is verified for the buyer and your transaction closes smoothly and promptly.

9) Get What You Pay For

Whether you are paying a low or high commission fee to the brokerage of your choice, you need to be confident in the level of service you received. The right brokerage will be dedicated to providing the ultimate service for the commission fees you pay.

The Bottom Line

When all is said and done, the most important element in dealing with a brokerage is achieving top dollar for your apartment building. Finding the right brokerage -one that fulfills the above criteria - ensures that you will walk away from your transaction with the confidence that you have received exceptional service, maximum exposure, hassle-free processes, and the financial results you had planned for.

Skyview Realty is THAT Brokerage!

A New Solution for Environmental Contamination

(continued from page 1)

If it is determined that bioremediation is an option and we compare that to removing the contaminants by excavation, the cost difference could be about 75%, with the additional benefits of not entirely disrupting the ground.

Can you tell me about a property case study where your methods produced great results?

Due to the sensitive nature of our work, most property owners would like to disclose as little as possible about contamination on their property even after it has been remediated. However, we can tell you that our products have been used in Cambridge, Massachusetts to remediate heating oil under a condo development that spread under a roadway and under adjoining building. The site was remediated in less than a year without disrupting the properties. It has also been used in the remediation of industrial contamination during condo development

of the Channelside area in Tampa, Florida.

As well, the products have been used in numerous commercial properties, such as dry cleaning plants, gas stations, automotive repair and service shops, malls and shopping centres, and for redevelopment of brownfield properties.

As an owner, I am concerned about revealing publicly my property's contamination. How does Mariner's Choice protect my privacy throughout the process?

We would hold the information in strictest confidence, and would never release information without first obtaining approval.

Sounds almost too good to be true. Are there any negative side effects or disadvantages to using your products?

No, there are none. Frankly, overcoming the

skepticism of "sounds too good to be true" is our biggest challenge. However, we know that the industry is leaning more and more towards bioremediation for many environmental reasons.

The products provide the owners the ability to regain property value, mitigate any health hazards, avoid legal actions from tenants and neighbours, potential fines by the Ministry of Environment, and ensure long-term tenant occupancy.

By consistently delivering cost efficiency and effective results, we will quickly overcome the skepticism.

Amie Hingston
Mariner's Choice
416-238-3510
www.marinerschoice.net

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

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

TORONTO

CONDO
QUALITY



Principals Only Please

63 Suites

- Asking \$8,400,000
- Asking \$133,333 per Suite
- Well Maintained Building
- Recent Improvements including 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)
- 5.5% CAP Rate
- 21.6% 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 and 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

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

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

If you are considering selling your apartment building, our sales team would be happy to assist you in the process.

Give them a call today at
416-444-6545!



Dani Pizzoferrato
Sales Representative

Danny Iannuzziello
Broker & Record

Pat Villani
Sales Representative

ST. CATHARINES

SOLD
CONDITIONALLY



Principals Only Please

11 Suites

- Asking \$785,000
- Asking \$71,364 per suite
- Located 10 min from Downtown
- Located in Residential Neighbourhood.
- Concrete Block construction
- Parking lot asphalted in 2003
- Large two Bedroom suites
- Well landscaped property with tenant Curb Appeal
- 5 x One Bedrooms
- 6 x Two Bedrooms
- Potential upside on one bedroom rents
- YWCA Program in effect for 5 units
- 6.7 % CAP Rate
- 27.4 % R.O.I.
- Treat Financing as Clear
- Seller Will Consider VTB

NORTH YORK

SOLD!



119 Suites

\$15,150,000 or \$127,311 per Suite

Skyview Realty Ltd listed and sold this eleven storey apartment building located near Keele and Wilson in North York. This building had a good number of long-term tenants and was well maintained by the owner and property management company, who operated the building for over 40 years. The property had undergone many updates as part of a RRAP program in the 1990s.

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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"Innovative Financial Products with Exceptional Client Services"

MULTI-UNIT RESIDENTIAL - RECENT TRANSACTIONS

333 BROCK ST Peterborough	Mar. 01, 2012	105 Units @ \$130,476	\$13,700,000
330 DUNDAS ST E Belleville	Mar. 06, 2012	118 Units @ \$ 88,983	\$10,500,000
2386, 2400 NEW ST Burlington	Mar. 07, 2012	230 Units @ \$ 86,565	\$19,910,000
2040 EGLINTON AVE W York	Mar. 14, 2012	37 Units @ \$ 95,270	\$ 3,525,000
2701 EGLINTON AVE W York	Mar. 14, 2012	49 Units @ \$ 97,959	\$ 4,800,000
36 CASTLE FRANK RD Toronto	Mar. 14, 2012	53 Units @ \$275,472	\$14,600,000
90 YORK GATE BLVD North York	Mar. 15, 2012	58 Units @ \$ 84,052	\$ 4,875,000
67-69 GRAND AVE London	Mar. 27, 2012	27 Units @ \$ 49,630	\$ 1,340,000
1 RUNNYMEDE RD 2 KENNEDY AVE Toronto	Mar. 29, 2012	53 Units @ \$119,811	\$ 6,350,000
477 DEAN AVE Oshawa	Apr. 05, 2012	51 Units @ \$ 80,000	\$ 4,080,000
778 BROADVIEW AVE Toronto	Apr. 12, 2012	39 Units @ \$102,564	\$ 4,000,000
2 GAMBLE AVE East York	Apr. 16, 2012	24 Units @ \$100,000	\$ 2,400,000
382 QUEENSTON ST St. Catharines	May 01, 2012	77 Units @ \$ 92,208	\$ 7,100,000
609 WHARNCLIFFE RD S London	May 01, 2012	146 Units @ \$270,221	\$39,452,273
310 CLYDE RD Cambridge	May 03, 2012	39 Units @ \$ 73,974	\$ 2,885,000
445 EGLINTON AVE E Toronto	May 04, 2012	59 Units @ \$181,356	\$10,700,000
411 EGLINTON AVE E Toronto	May 04, 2012	57 Units @ \$212,281	\$12,100,000
224 ST GEORGE ST Toronto	May 04, 2012	91 Units @ \$198,901	\$18,100,000
48 ISABELLA ST Toronto	May 04, 2012	84 Units @ \$227,381	\$19,100,000
2190 LAWRENCE AVE E Scarborough	May 14, 2012	42 Units @ \$131,790	\$ 5,535,170

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

WATCH ON
INTEREST RATES



◆ Canadian Prime Rate (5 Year)
 ● Canadian Bond Rate (5 Year)
 ▲ Residential Mortgage Rate (5 Year)

SkyViews

Summer 2012

PUBLICATION:

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

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