



SKYVIEW
REALTY LTD., BROKERAGE

SkyViews

Apartment Report - Summer 2013

DANNY'S CORNER



The warmer weather has arrived and no doubt you are feeling more energized and ready to enjoy the Summer ahead! Similarly, our industry continues to heat up and we are seeing a significant increase in activity.

In late May, the Bank of Canada released their latest policy announcement regarding borrowing rates and it appears they are holding the line on their benchmark interest rate for the time being. Since that announcement we have seen a slight increase in the bond rate, causing mortgage interest rates to increase to approximately 2.5% for 5 year terms and 3.10% for 10 year terms, at the time of writing this. Compared to previous years, however, these rates are still very attractive.

With a significant shift in demographics over the past few years, more and more individuals are choosing to rent rather than own their residence. This has spurred, at least in major rental markets, a very competitive atmosphere for advertising to potential tenants. With many options for online and print marketing to these renters, many landlords struggle to get their message in front of the right tenants. To that end, I've asked Carissa Drohan to contribute her thoughts on how to improve your marketing efforts to get the most attention. Carissa is known in our industry as a specialist in the area of marketing strategies and communications.

As you know, the apartment investment industry has key periods of the year where activity increases and utilizing those key times can help to get more interest in your property for sale. We have identified September as likely the most active month in our industry for marketing properties. If you are considering selling your property in the upcoming months, now is the time to start that process! My SkyView Team would be pleased to work with you on preparing your property to get the top dollar it can achieve in the marketplace. I welcome you to call myself or my team anytime to discuss SkyView Realty's unique process and what we can do for you and your valued investments.

■ Danny Iannuzziello

3 COPYWRITING SECRETS THAT MAKE YOUR ADS SELL

By Carissa Drohan, *GottaRent.com*

If you're a landlord who is designing a print ad or writing an online apartment listing, knowing how to catch a renter's attention is critical. There is a three-second rule in marketing and it refers to the amount of time you have to capture the attention of your customer with your advertising piece. After that amount of time is up you have lost the customer's interest.

These three copywriting secrets will give you an edge and will help you develop effective advertisements that capture and hold a renter's attention.

Secret #1: Eye Catching Headline

A well-known copywriter said, "The first 15 words matter more than the 15,000 that follow." The headline therefore is the lifeblood of any ad; a crucial component that provides the first, and perhaps only, chance to make an impression on the renter.

Would it surprise you to learn that professional copywriters often spend half of their time coming up with a headline and the other half writing an actual article? It's true. In fact, although eight out of 10 people will read a headline only two of those people will actually read the entire article or ad. With those slim numbers it's no wonder that copywriters spend ample amounts of time writing a headline.

So how do you develop a good headline?

A good tip is to look on the cover of the magazines at your local grocery store because *Cosmopolitan's* headlines sell magazines!

"5 Proven Tips For Losing Weight"

"3 Key Reasons He's Not Calling"

"WARNING: Diet Pills That May Be Killing You"

Headlines like these are meant to attract attention and compel a reader to read the article – and they work.

Apartment headlines will obviously be a little different in nature compared to those examples, but the concept of baiting a reader with juicy information can still be utilized. Take these headlines for example:

"Amazing Apartments: Exploring 3 Buildings That Provide Renters With A Perfect Home"

"3 Shocking Reasons Why 99% Of Residents Like Living At Riverside Gardens"

"Location, Location, Location (Riverside Garden Apartment Secrets That Every Toronto Renter Needs To Know)"

In most cases renters will only be able to read or scan about 7 words in three seconds, so it is up to you to make those words count.

Once you've got them interested it's time to sell them with the body copy.

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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.

Secret #2: Bodies That Sell

The body copy of an ad is meant to provide a renter with information about an apartment. Although the information in the body should be factual in nature, adding a little sizzle to the text will help keep a reader interested.

Here are some ways to add a bit of sizzle to your body copy:

Storytelling: Everyone loves a story and storytelling is a great way to keep a reader interested in what you have to say. Try incorporating a story about a tenant that readers will identify with emotionally.

Benefit Selling: It's always important to remember that you're selling a lifestyle, not just an apartment unit. Explaining the benefits of living in your building to a renter is a great way to win them over.

To enhance bullet points try also listing the benefits that provide for a bet-

ter lifestyle. This will not only set your building apart from that of your competition, but it will also help the renter see the added advantage of renting in your building. Here are two quick examples:

- Brand New, Energy Efficient Refrigerators

The quiet operation of these models allows our residents to keep a calm and quiet ambiance within their units, while the high efficiency keeps food at a steady (and safe) temperature all year round.

- Close to University and Transit
Riverside Garden is nestled in a quiet neighborhood close to the University of Toronto campus. Our residents enjoy living close to campus, while having that extra few minutes of sleep every day makes all of the difference after a late night of studying.

Even though it may seem obvious that living close to transit and the university is a benefit to many individuals, painting a picture of daily life allows

them to imagine what their life could be like living at your property.

Secret #3: Call To Action

After the renter has read the body copy there needs to be a call to action. A call to action *tells the renter exactly what to do, how to do it, and that you want them to do it right now!* Do you want them to call today? Do you want them to email you for more information? Do you want them to come by the building for a tour? Whatever the next steps are, lay them out clearly. Here is an example of an effective call to action:

Call (555) 555-5555 and ask for Charles to give you a no-obligation tour today!

Email Ben at ben@apartment.com to request your free move in package today!

It's not enough just to list your phone number, email and website address. You need to take it one step further and ask them to contact you. The old adage is true, "Ask and you shall receive".

Article By: *Carissa Drohan, Accounts Manager* | Phone: (519) 362 3857 | Email: cdrohan@gottarent.com | Website: www.GottaRent.com

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

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

Anne Meinschenk
Associate Vice President

Danny Iannuzziello
Broker of Record

Pai Villani
Sales Representative

Arsalan Wathra
Sales Representative

PROPERTIES CURRENTLY OFFERED FOR SALE

TORONTO

GREAT LOCATION!

6.6% CAP RATE



Principals Only Please

21 Suites

- Asking \$3,570,000
- Asking \$170,000 per suite
- Each Unit has A/C and Washer/Dryer
- Tenants Pay Heat and Hydro
- Newly Renovated Corridor and Lobby
- 75% Units New Bathrooms and Newly Installed Ceramic Kitchen Floors
- No Elevators, Balconies or Underground Parking
- End of Quiet Residential Street, Minutes to Retail Amenities
- 13 x Two Bedrooms
- 7 x Three Bedrooms
- 1 x Four Bedrooms
- Potential Upside on Some Rents and
- Additional Income Possible Through
- Parking Rental
- 6.6% Cap Rate
- 10.7% R.O.I.
- Seller May Consider a VTB
- 1st Mortgage to be Assumed for 59% @ 3.74% due April 2016

WELLAND

MANY RECENT UPGRADES

CONDO STATUS



Principals Only Please

52 Suites

- Asking \$4,628,000
- Asking \$89,000 per Suite
- Located near Highway 406 exit and Close to All Amenities
- Many Recent Upgrades to Complex in 2012 Including Roofs, Sidewalks, Exterior Painting, and Unit Upgrades
- Condo Quality Model Home Already Completed
- 44 x Three Bedrooms
- 8 x Four Bedrooms
- Complex is Condo Draft Plan Approved
- Tenants Pay for Own Heat & Hydro
- 6.7% CAP Rate
- 27.3% R.O.I.
- Treat Financing as Clear!

OSHAWA

LOCATED CLOSE TO AMENITIES

SOLID CONSTRUCTION



Principals Only Please

21 Suites

- Asking \$1,995,000
- Asking \$95,000 per Suite
- Located 5 minutes from the New Oshawa GO Station
- Located less than 10 minutes from the Oshawa Centre
- Recent improvements include: New Sliding Patio doors, complete common area painting (2012), New Intercom
- Possibility to convert tenants to individual meters
- Ample surface parking
- 1 x Jr. One Bedrooms
- 6 x One Bedrooms
- 12 x Two Bedrooms
- 2 x Three Bedrooms
- Located at the end of a quiet residential area
- 5.5% CAP rate
- 19.6% R.O.I.
- Treat as clear
- VTB 2nd Available to Buyer
- Contact Dani Pizzoferrato for more information

COLLINGWOOD

PRICE REDUCED!

REDEVELOPMENT POTENTIAL



Principals Only Please

10 Suites

- Asking \$799,000
- Asking \$79,900 per Suite including the two commercial units
- Nicely kept Apartments
- Very close to new Shoppers 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 Rate
- 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

STONEY CREEK

ORIGINAL OWNERSHIP

GREAT LOCATION



Principals Only Please

8 Suites

- Asking \$725,000
- Asking \$90,625 per suite
- Tenants Pay Own Hydro
- Built Approx. 1964 by Current
- Owner, Concrete Construction
- Large, Bright Apartments
- Terrazzo Halls/Stairs
- Close to Amenities
- 8 x Two Bedrooms
- Large Lot, Excellent Location in Town
- 4 Concrete Balconies
- 5.8% Cap Rate
- 20.7% R.O.I.
- 9 Parking Spaces
- Treat Financing as Clear

TRENTON

PRICE REDUCED!

8.3% CAP RATE!!



Principals Only Please

14 Suites

- Asking \$779,000
- Asking \$55,643 per suite
- Property Contains Four Semi-Detached Bungalows & One Six-Plex
- 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
- 8.3% CAP Rate
- 30.4% R.O.I.
- Treat Financing as Clear!

1420-1422 Ritson Rd, Oshawa

SOLD!



10 Suites

This property was sold exclusively by Dani Pizzoferrato and Pat Villani of Skyview Realty Ltd, Brokerage. Located in South Oshawa, these two buildings totaling 51 suites were in an ideal location close to 3 schools and a new community centre, only a few blocks north of the lakefront. The buildings showed well and displayed a pride in management/ownership. The capital items were in good condition and there was upside on rents with many units below market.

MISSISSAUGA

SOLD FIRM!



Principals Only Please

33 Suites

- Asking \$5,375,000
- Asking \$162,879 per Suite
- Capital Items in Good Condition including Roof done in 2000, Double Thermal Windows, and Updated Elevator Equipment
- Family Owned and Operated since the early 1990s
- Building Achieves Higher than Average Rents
- 16 x One Bedrooms
- 17 x Two Bedrooms
- Additional Revenue via Cell Phone Tower
- Potential to Add Additional Unit on Ground Floor
- 6.5% CAP Rate
- 26.2% R.O.I.
- Treat Financing as Clear

TORONTO

LOCATION! LOCATION! LOCATION!

ABSOLUTELY IMMACULATE RARE 6 PLEX



Principals Only Please

6 Suites

- Asking \$1,599,900
- Located in Desirable Engle-mount Lawrence District (Lawrence & Allen Expressway)
- Exceptional Rental Area
- Quiet Residential Neighbourhood of Toronto
- Four Balconies
- Gleaming Terrazzo in Hallways, Landings, and Stairwell
- Quality Spacious Rental Units
- 1 x One Bedrooms
- 3 x Two Bedrooms
- 2 x Three Bedrooms
- Tremendous Upside in Rents
- Park-like Setting
- Building Shows Pride of Ownership
- Treat Financing as Clear
- Call Pat Villani or Arsalan Wathra for More Info

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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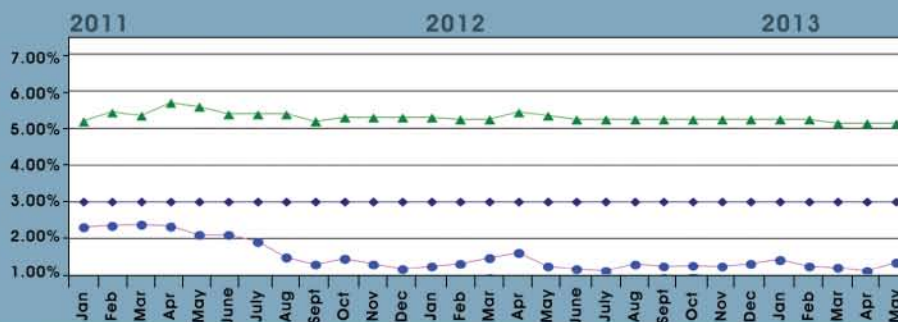
"Innovative Financial Products with Exceptional Client Services"

MULTI-UNIT RESIDENTIAL - RECENT TRANSACTIONS

2500 KEELE ST North York	Mar. 21, 2013	95 Units @ \$131,579	\$12,500,000
70 ROEHAMPTON AVE St. Catharines	Mar. 25, 2013	64 Units @ \$93,594	\$5,990,000
191, 205 QUEEN MARY DR Oakville	Mar. 27, 2013	135 Units @ \$199,900	\$26,986,500
35 TOBERMORY DR North York	Apr. 2, 2013	130 Units @ \$102,000	\$13,260,000
14, 18, 22, 26 ENGLEHART CRES Scarborough	Apr. 4, 2013	47 Units @ \$129,787	\$6,100,000
3253,3255,3257 BATHURST ST North York	Apr. 5, 2013	64 Units @ \$148,438	\$9,500,000
554 HARVIE AVE Toronto	Apr. 11, 2013	15 Units @ \$110,000	\$1,650,000
255-265 WILLSON RD Welland	Apr. 11, 2013	56 units @ \$58,929	\$6,600,000
125 RAILROAD ST Brampton	Apr. 12, 2013	73 Units @ \$119,110	\$8,695,000
5220 LAKESHORE RD Burlington	Apr. 15, 2013	127 Units @ \$188,386	\$23,925,000
1420-1422 RITSON RD S Oshawa	Apr. 19, 2013	51 Units @ \$80,098	\$4,085,000
140 KENT ST Whitby	Apr. 22, 2013	21 Units @ \$106,190	\$2,230,000
205 VODDEN ST E Brampton	Apr. 24, 2013	47 units @ \$115,160	\$5,412,500
4 TREEWOOD ST Scarborough	Apr. 26, 2013	82 Units @ \$89,329	\$7,325,000
205-207 MORNINGSIDE DR Scarborough	Apr. 26, 2013	214 Units @ \$85,280	\$18,250,000
349 QUEENSTON ST St. Catharines	Apr. 30, 2013	34 Units @ \$77,941	\$2,650,000
65 WEST ST N Orillia	May 15, 2013	26 Units @ \$63,596	\$1,653,500
16 ALBERT AVE Etobicoke	May 7, 2013	18 Units @ \$116,667	\$2,100,000

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 2013

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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.

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