

The Mysak Report

Dedicated to Apartment Building Sales

Fall 2011

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Marketing Ideas for Apartment Rentals

Finding reliable tenants can prove to be a difficult task for many landlords and property owners. It is important for landlords to know how to effectively market their rental units so that they can find a suitable tenant as quickly as possible. Landlords must differentiate their rental units from the others, and make it clear to potential tenants why their property will be more beneficial to them. Here are some tips and effective marketing strategies for getting your vacant unit rented:

- Fix it Up- While you do not have to go over the top, doing things such as making sure all of the fixtures have working light bulbs, applying a fresh coat of paint, and performing other repairs will help make showing the property go much more smoothly.
- Try Online Classifieds First- Many people start their searches online first. Kijiji.ca is

one of the more popular used free classified sites. There are also many other real estate listing sites that may be useful for posting online. Posting accurate and appealing pictures will help attract people who have strong interest and weed out those who don't.

- Capitalize on Current Tenants- Your current tenants can be an excellent source for potential referrals, since they most likely have family, friends, and coworkers. Posting flyers around the building, offering special incentives for referrals and other programs that target the people who already live in the building can help you find new residents without needing to spend extra money on advertising.
- Include the Walkability Rating- Have you ever heard of WalkScore.com? It's a site that scores a property's walking score, including

how close it is to shops, grocery stores, libraries and other amenities in the neighborhood that are important to renters. Just enter the rental property's address and you will have a score that will appeal to potential tenants who want to avoid the traffic, congestion and parking problems that come with driving a car.

- If you Allow Pets, Say So- Don't wait for a potential tenant to call and inquire. Many pet lovers will skip your ad if it doesn't state that **pets are welcome**.

Effective marketing will increase your chance of attracting the ideal tenant for your property. The more clearly you state the benefits of your premises, the greater the odds of attracting appropriate prospects.

FOR SALE - Wallaceburg



WALLACEBURG, 36 Units Asking \$2,695,000

A modern adult building steps from the Sydenham River. Consisting of 36 - 2 bedroom units. All of the units have been renovated. All units have ensuite laundry, private balconies, ground floor units have garden

patio doors for private entry. Ample parking, Newer roof, Fire Compliant, Clean Environmental Report Available. Call our office for an Investment Information Sheet and Rent Roll or to book an appointment for viewing.

FOR SALE - Toronto



TORONTO, 34 Units Asking \$3,490,000

This property is in a good rental location, close to TTC, shopping and other amenities. Consisting of 1 - bachelor unit, 1 - 1 bedroom unit, and 32 - 2 bedroom units. Below market rents. All the mechanicals are in good condition. Laundry facilities on-site, Phase 1 Environmental Report Available. Call our office for an Investment Information Sheet and Rent Roll or to book an appointment for viewing.

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**PLEASE CALL US TO LEARN MORE
ABOUT OUR UNIQUE AND PROVEN
SELLING METHODS**

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OUR MISSION STATEMENT

We are a powerfully united team dedicated to apartment building sales and passionately committed to helping our clients achieve their real estate goals, by telling them the truth and using our proven non-traditional selling methods.

Energy Audits

An Energy Audit is an inspection, survey and analysis of energy flows for energy conservation in a building. The goal of the audit is to not only identify the sources of energy but to prioritize the energy uses according to the greatest to least cost effective opportunities for energy savings.

Here is what you can expect at a general Energy Audit:

1. An initial walk through by an Energy Consultant to supply a quote.
2. The quote should include: Energy saving opportunities found, a list of applicable rebates, estimated potential savings percentage, any potential audit rebates as well as the cost of the audit.
3. An on site detailed walk through of all mechanical, electrical and lighting in every room and roof access.
4. An in-suite audit of toilets, sinks, shower heads, windows, doors, appliances and insulation. During this process, the Auditor will usually require a copy of the building blueprints, as well as two years of documentation showing electricity and water consumption.

Following the Audit your consultant will also assist you with the tendering process as well as give you information on how

you can apply for applicable rebates for your building. There are several advantages to doing an Energy Audit on your building.

Below are just a few of the benefits:

- You will become more knowledgeable as to the different technologies used in energy conservation.
- You will find out which are the best products to use for appliances, windows, and furnaces (i.e. Energuide, Energy Star, CEE, CSA).
- You will lower your energy expenses.
- It will help you develop an Energy Plan for your building.
- You will increase the comfort of your tenants.
- You can positively reduce your environmental impact.

Most importantly, in almost all instances an Energy Audit is required in order to be eligible for many energy rebates. In the province of Ontario, there are over twenty rebate programs available. One program which will be of particular interest to owners and operators of multi-unit residential buildings is the Multi-Family Energy Efficiency Rebates (MEER) program. The program offers significant rebates for building upgrades that result in electricity savings. This includes improvements to various of lighting, heat-

ing systems, cooling systems (HVAC), hot water systems, ground source cooling, and even elevators. Rebates are also available for in-suite appliances replaced with new Energy Star versions. There is an additional benefit to building owners in the form of educational materials and energy saving tips, which can be delivered directly to residents. Also, depending on the scale of the building upgrade a program specialist, at no extra cost to the building owner, may also come in to conduct a seminar on site for building residents. It is very important to build momentum and awareness for energy conservation since the results can turn out to be very positive.

The typical savings for a multi-residential building is thirty-percent on natural gas consumption, ten percent on electricity consumption, and thirty percent on water consumption. Reducing energy consumption is one way to improve both the profitability and value of any property.

For more information on Energy Audits and Rebates please contact our office at 416-767-5500 or via email at info@mysakrealty.com.

For energy saving tips please visit our website at: www.MysakRealty.com

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FOR SALE - Wallaceburg



WALLACEBURG, 30 Units
Asking \$1,395,000

Fantastic Turn key Investment. Consisting of 2 - bachelor units, 11 - 1 bedroom units, 17 - 2 bedroom units. Potential 11.2% Cap. Features include an on-site fitness centre and BBQ area for tenants. Within walking

distance from restaurants, schools, and recreational facilities. Clean Environmental Available. Call our office for more information.

FOR SALE - Wallaceburg



WALLACEBURG, 33 Units
Asking \$1,495,000

Immaculate building situated on the banks of the Sydenham River. 9.8% Cap. Close to shops and all amenities. 18 - 1 bedroom units, 14 - 2 bedroom units, 1 - 3 bedroom unit. 100% of the units have been renovated. Laundry facilities on-site, newer roof, ample parking, fire compliant. Clean Environmental Available.

Call our office for more information.

FOR SALE - Dresden



DRESDEN, 16 Units
Asking \$1,195,000

Newly constructed (1998) building located in a quiet location with a comfortable country like atmosphere surrounded by beautifully landscaped gardens. 16 - 2 bedroom units. Tenants pay their own hydro and water. Fully occupied. All units

have been renovated. Clean Environmental Report Available.

FOR SALE - Kingston



KINGSTON 42 units,
Asking \$3,599,000

Turn key investment maintenance free for years to come! Over 1 million spent in upgrades over the last 2 years. Tenants pay hydro. 3 - bachelor units, 8 - 1 bedroom units, 31 - 2 bedroom units. Room to possibly add four more

apartments. Call our office for more information.

If we can be of any assistance for your multi-residential needs please do not hesitate to call us!

Join Our E-Mail Updates

Sign up today to start receiving Market Updates, Exclusive Apartment Building Listings, Recently Sold Properties and Helpful Landlord Information directly to your inbox. Send us an E-Mail to info@mysakrealty.com



- ◆ Phase I and II Environmental Site Assessments, Tank Removals
- ◆ Building Condition Assessments, Property Condition Assessments
- ◆ Designated Substances (Asbestos, Lead, Silica, Mercury, PCB's...)
- ◆ Indoor Air Quality (Mould and Asbestos)

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FISHER CAN PROVIDE YOU WITH WHAT THE BANKS WANT!

FOR SALE - Toronto



TORONTO, 52 Units
Asking \$4,800,000
 2 x 26 unit buildings in a quiet residential area with TTC stop just a short 2 minute walk away. Consisting of 10 - bachelor units, 24 - 1 bedroom units, and 18 - 2 bedroom units. Most of the units have been renovated.

Upside potential on rents. Laundry facilities on-site. New roof in 2010. Thermal Windows. Call our office for further information or to book a viewing.

FOR SALE - Cambridge



CAMBRIDGE, 18 Units
Asking \$1,310,000
 Fabulous opportunity to own two separately titled 3 storey walk up buildings. Consisting of 2 - bachelor units, 4 - 1 bedroom units, 12 - 2 bedroom units. Some tenants pay hydro. Newer roof, windows have been

replaced, Ample Parking, Fire Compliant, Laundry Facilities onsite. Call our office for an Investment Information Sheet and Rent Roll or to book an appointment for viewing.

FOR SALE - Bradford



BRADFORD, 24 Units
Large Price Reduction from \$2,400,000 to \$2,095,000
 Pristine 24 Unit building with 1 - Bachelor, 13 - 1 bedrooms, 9 - 2 bedrooms, 1 - 3 bedroom. Pride Of Ownership Throughout. New roof 2010, New Furnace 2003, Thermal Windows.

No Major Capital Items Needed for Years To Come. Close To New Smart Centre Development And Highway.

SOLD - Barrie



BARRIE, 27 Units
Asking \$2,390,000
 Well maintained building on a very large lot. Potential to increase income. Located in the North part of Barrie in a good rental area. 11 - 1 bedroom units and 16 - 2 bedroom units. Seldom a vacancy. Tenants pay hydro, ample outdoor parking, roof

replaced in 2003, Fire Compliant, Clean Environmental Available, Laundry Facilities onsite.

SOLD in Summer 2011

1434 King St. E., Toronto	9	9 units @ \$157,222/unit	\$1,415,000
321 Elgin St. W., Oshawa	9	9 units @ \$100,556/unit	\$905,000
1447 Catharine St. S., Hamilton*	27	27 units @ \$53,519/unit	\$1,445,000
25 Roehampton Ave., Toronto*	30	30 units @ 198,333/unit	\$5,950,000
859 Kennedy Rd., Toronto*	34	34 units @ 98,176/unit	\$3,338,000
101 Veronica Ave., London	38	38 units @ 65,921/unit	\$2,505,000
723-733-741-745 George St. N., Peterborough	39	39 units @ 82,051/unit	\$3,200,000
215 College Ave. W., Guelph*	40	40 units @ \$ 75,000/unit	\$3,000,000

* Source of Info RealTrack

ADVERTISING

For advertising rates or to write an article for our newsletter, please contact our office via e-mail, info@mysakrealty.com

PUBLICATION

Our newsletter is published Quarterly and is mailed to over 16,000 Owners, Managers and Potential Purchasers

PRIVACY

We respect your privacy. If you wish to be removed from our mailing list, please contact our office via e-mail, regular mail or by phone.



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