



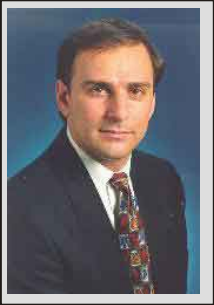
SKYVIEW
REALTY LTD.

SkyViews

DISTRIBUTION TO OWNERS OF OVER 11,000 APARTMENT BUILDINGS

APARTMENT REPORT SPRING 2002

DANNY'S CORNER



Danny Iannuzziello
Broker

I continue to be thankful to the apartment building community for giving us the opportunity to market your building at a time when you're ready to sell.

By specializing in this unique area of investment real estate allows us to re-invest back into this specific market. I believe that in obtaining the greatest value for your building requires the greatest exposure in the market place. Over the past while we are doing even more, which I would like to share with you.

In addition to the great expenditure of getting this quarterly newsletter out to owners of over 11,000 apartment buildings in the greater golden horseshoe, we are now promoting properties on a monthly basis in the Commercial Investor magazine. The magazine issues over 50,000 copies in 1800 locations in the areas abounded by Fort Erie, Windsor, Barrie and Kingston. It targets over 100,000 real estate investors who buy commercial real estate.

We have also launched our Website this past January, which I invite you to visit at www.skyviewrealty.com. Although the website is up and running, we hope to have it totally current with all of our listings and recent sales.

Although the marketing creates interest in a property, we still pride ourselves that our skills and our variety of contacts allows us to do the volume of business that we do.

To further assist us, we are pleased to have Alex Maksymec join our team in apartment building sales.

WEBSITE MARKETING

By George Cottage
www.gsrentals.com

The Internet is making an ever increasing impact on the apartment rental market in Ontario. Since its inception about 10 years ago at the University level, the demographics of renters using the internet have now extended beyond the 35 year olds. The public is doing less browsing on the internet and more specific searching and buying for particular items. The rental market is no different, and it's showing increasing usage each year.

Placing an ad in the local newspapers or magazines may no longer be the only and most popular method of attracting potential customers to your building. The drafting of the ad, placing the call to the newspaper and then waiting for publication in some cases could be a timely process--anywhere from 12 hours to several days.

"Real Time" is the new buzzword in the industry and, although in a landlords world it has been a long time in coming, it is getting closer. While not quite Real Time, it is certainly within 30 seconds of real time.

On the internet an ad can be in place within an hour and, if pre-prepared, within 30 seconds. That's advertising at its best.

On the reverse side, when all units in the building are fully occupied, the newspaper and magazine ads are still running out their shelf life while the internet ad can be stopped or changed within the same 30 second time span.

Some advantages of website marketing

In this issue of *SkyViews*, I have asked my longtime friend George Cottage to write an article on the advantages of WEBSITE Marketing. George has launched a commercial website to assist landlords in attracting potential renters to apartment buildings.

include:

COST - the cost of advertising is extremely low for the numbers of persons reached.

EXPOSURE - the internet is worldwide, which no other media is.

TIME SAVER - information posted on the net is available instantly keeping the rental status of the property current.

COMMUNICATION - e-mail has cut communication costs drastically. What used to be a long distance phone call is now a no cost e-mail.

SMALL LANDLORD BENEFIT - the internet allows the small landlord (a few buildings or buildings in different cities) to access the world market.

LARGE LANDLORD BENEFIT - a landlord with buildings concentrated in one area can create a website for his own promotion or, if buildings are widespread, can use the benefit of a commercial site.

Do's and Don'ts of Website use

Do's

If you have your own website, update it as often as possible, the public is looking for current information. If they see a date that is 2 or 3 months old they will not likely revisit the site on a regular basis. An updated site has people coming back day after day until they find what they want.

Continued on Page 4

I also close in this issue acknowledging a unique individual who represented our industry as President of The Multiple Dwelling Standards Association for over 30 years. Jan Schwartz past away recently at the age of 82. ■

DANNY IANNUZZIELLO

WE SPECIALIZE IN THE SALE OF APARTMENT BUILDINGS

IF YOU ARE THINKING OF BUYING OR SELLING, PLEASE CALL (416) 444-6545 Fax (416) 444-6997
For future mailing, please inform us if there is a change of address

E-mail: info@skyviewrealty.com

Website: www.skyviewrealty.com



ARE YOU THINKING OF SELLING

ANNOUNCEMENT

Skyview Realty Ltd. Is pleased to have Alex Maksymec join our team in apartment building sales.

Alex has been with Colliers International for many years in retail leasing and investment sales.



Alex Maksymec
Associate Broker



360 Westwood Drive, Cobourg

This 47 Unit building was listed and sold by Skyview Realty Ltd. For \$2,150,000 or \$45,745 per suite. The building sold for a 10.8% CAP Rate. A small VTB mortgage facilitated the transaction. The building was in good condition, however, some improvement was required to tenant profile. Closed: January 2002.

What our Clients Have to Say:

Dear Danny:

I would like to thank you for all of your assistance and guidance during our recent purchase of the apartment building.



3131 Jaguar Valley, Mississauga
Listed and Sold by Skyview Realty Ltd.

I recall meeting you for the first time in 1995 when I walked into your office without an appointment.

I must admit that I was apprehensive about proceeding with this purchase. However, you guided me through the complete process from initial negotiations to arranging the financing.

As in any business transaction there are problems that develop and have to be solved. It was very re-assuring to have your assistance throughout the entire buying process, which included your timely reporting, returning of telephone calls, and attention to detail.

I certainly appreciate the high level of service that I have always experienced from you and your staff at Skyview.

I would highly recommend Skyview Realty to anyone interested in either buying or selling an apartment building.

Sincerely yours,
J. Bullas



19 Tasker Street, St. Catharines

This 26 Suiter in St. Catharines was sold for \$1,106,000 upon receipt of multiple offers. Skyview assisted with the financing in obtaining a 75% mortgage at 5.65% for 5 years. The building was in very good condition with a good tenant profile. Closed: January 2002



193, 195, 197 Mohawk Road, Brantford

This 31 Unit townhouse complex was listed and sold by Skyview Realty Ltd. For \$1,520,000. Skyview assisted with arranging a 75% first mortgage. The property was purchased for a 10% downpayment sold for an 11.3% CAP rate. Closed: March 2002

PROPERTIES CURRENTLY OFFERED FOR SALE

FULLY OCCUPIED



AVAILABLE IN TORONTO
37 Unit Apartment Building

- Asking \$65,486 / suite
- 15% downpayment
- 19.3% R.O.I.
- 21 x one bedrooms
- 16 x two bedrooms
- First mortgage 5 yrs @ 6.45%
- New roof
- Rents well below market
- Great location at Jane St. and Eglinton Ave.
- Fire retrofit complete
- VTB to sell

ASKING \$42,810/SUITE



FOR SALE IN HAMILTON
21 Unit Apartment Building

- Asking \$899,000
- Built in 1961
- Well maintained building
- Occupied predominately by seniors, some over 30 years
- RENTS WELL BELOW MARKET
- 15% downpayment
- 22.5% Return on Investment
- VTB mortgage to sell
- Treat as clear
- 10 x one bedrooms
- 11 x two bedrooms

REDUCED TO SELL



AVAILABLE IN WHITBY
13 Suite Apartment Building

- Asking \$640,000
- 7 x 1 bedrooms
- 4 x 2 bedrooms
- 2 x 3 bedrooms
- 15% down
- 27.7% Return on Investment
- Fire retrofit complete
- New roof year 2000
- New boiler 1998
- VTB to sell
- Vendor motivated and will consider all offers

GREAT LOCATION



AVAILABLE IN NIAGARA FALLS
36 Unit Apartment Building

- Asking \$2,052,000
- 15% downpayment
- 9.5% CAP Rate
- 22.8% R.O.I
- VTB to sell
- Close to Falls / Casino
- 2 x one bedrooms
- 23 x two bedrooms
- 11 x three bedrooms
- Good tenant profile
- Hot water gas heating
- Rents below market

EXCLUSIVE LISTING



AVAILABLE IN NEWMARKET
6 Plex in Great Rental Area

- Asking \$425,000
- Older building with many new interior finishes
- Fully occupied
- Spacious apartment units
- 20.6% Return on Investment
- Roof re-shingled in 2000
- Rents below market
- Pleasure to show

*We Don't Just List
Apartment Buildings*

WE SELL THEM!!!

PROPERTIES FOR SALE INTENDED FOR PRINCIPALS ONLY

For these and other buildings we have for sale please call (416) 444-6545 Fax (416) 444-6997



SKYVIEW REALTY LTD.
220 Duncan Mill Rd. Suite 419, Toronto, ON M3B 3J5
E-mail info@skyviewrealty.com www.skyviewrealty.com

Not intended to solicit properties already for sale. Not intended to interfere with Purchaser-Agency Agreements.

COMPANIES WE'VE DONE BUSINESS WITH AND SERVICES WE WOULD RECOMMEND



**THE
EQUITABLE
TRUST COMPANY**

David R. Downie

MANAGER, MULTI-RESIDENTIAL MORTGAGES

- Specializing in conventional investment property loans under \$2,000,000
- Quick turnaround, competitive terms
- Multi-Residential • Store & Apartments • Commercial
- Call or e-mail ddownie@equitabletrust.com to discuss your situation

30 St. Clair Avenue West, Suite 700, Toronto, Canada M4V 3A1
Tel.: 416-515-7000 Fax: 416-515-7001 Cell: 416-885-9847



www.gscrentals.com

Ontario's Premier Apartment
Rental Web Site

Renters from in town and around the world

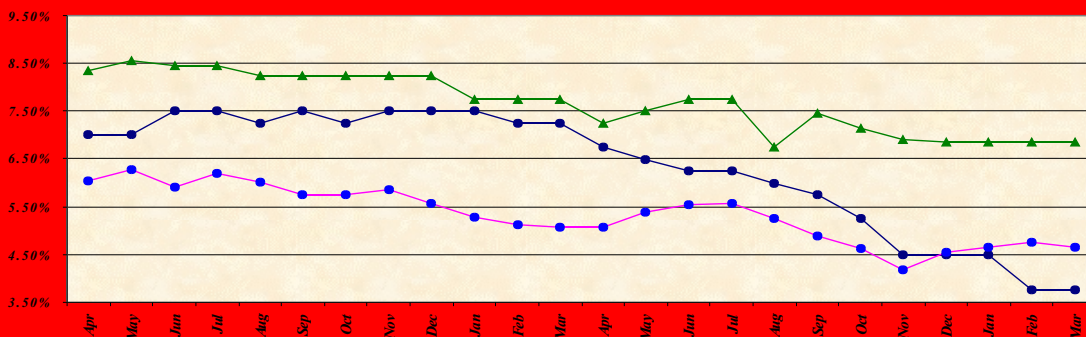
1-888-966-4966

Watch on Interest Rates

2000

2001

2002



—●— Canadian Prime Rate (5 year)
—●— Canadian Bond Rate (5 year)
—▲— Residential Mortgage Rate (5 year)

Source: Royal Trust

Continued from Page 1

WEBSITE MARKETING

Provide as much information as possible on the site. There is no cost for you to put the extra information there.

Promote the site. The largest site is still a secret if it is not promoted.

Make sure your site downloads quickly. The public once again are not willing to wait.

Have a method of checking the response from your site. Are the supers or rental agents asking where the inquires are coming from.

Don't's

Don't let your nephew create a site for you. Use a professional. The results are obvious. Just like you make sure the entrance to your building is in top shape, your website is the entrance to your business.

Don't misuse colours. Blue lettering on a black background is hard to read. Examine the site yourself or ask others for opinions on your site.

Don't spend a lot of money on site for a small number of buildings, or buildings in different cities. A commercial site is a better alternative.

Here are two quotes I am using from cohosohiostate.com and the HTML Writers Guild. Both are 7 years old but so true today.

"Not being on the World Wide Web will soon be equivalent to not having a Fax Machine."

"In the not too distant future, not doing business on the World Wide Web will be equivalent to not doing business at all."

George Cottage, President
gsc@gscrentals.com
Telephone 1-888-966-4966

**VISIT OUR
NEW WEBSITE AT**
www.skyviewrealty.com