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PRESIDENT'S MESSAGE

They say that "time flies when you're having fun"...

It's hard to believe that I have been in this industry since 1981 and that Skyview Realty is celebrating its 25th year anniversary of selling multi-unit residential properties. When Skyview was formed in 1989 I had no idea of the great adventure that lay ahead and I've been blessed to be part of this exciting industry. Skyview has made some great relationships along the way and we are honoured to have made some significant impact in the lives of others while doing what we love.

However, I cannot take full credit for Skyview Realty's success over the years. I've had the privilege to work with great clients, many of whom I now call friends. In the early days I loved sitting down with owners of apartment buildings and listening to their stories, how they got started, what their adventures were like, their risk, their profit, their commitment, their entire trip. It was fun and a great learning experience, which I share with others to this day. You'll hear some of their stories in this magazine.

I have also been fortunate to have skilled and dynamic team members to work alongside. Some have been with me for years, and others have come and gone, but all have contributed to Skyview Realty's success in one way or another. It would be difficult to name all of the people who I have worked with over the years but I do want to recognize a couple of key individuals that made a significant impact in my professional life and in the growth of Skyview Realty. I was privileged to be mentored by Ken Jennings, a veteran in multi-unit residential sales, who exemplified in his life the values of building lasting relationships and conducting business with integrity. These core values are what Skyview Realty were founded on, based on Ken's example. I would also like to acknowledge Michele Ohayon, who, in Skyview's formative years, modeled a commitment to providing quality service and a dedication to excellence in all she did. Michele was an integral part of the growth of Skyview because of that commitment. After an 8 year absence, Michele has returned to Skyview as Controller for the Skyview Group of Companies. Another individual who has had a great impact on the development of Skyview, is Cliff Ford, our Director of Sales & Marketing. For over 7 years, Cliff has worked alongside me ensuring our clients receive the utmost in service from his team. His dedication to Skyview, and to our industry, motivates me and the Skyview team on a daily basis.

Finally, I could not have done any of this without the love and support of my family and friends. We work hard so that we can provide for, and enjoy time with, our loved ones. To these people, I want to say the greatest thanks.

You know, many people equate "Skyview Realty" with "Danny Iannuzziello", but I would be remiss if I didn't acknowledge all of these individuals' contributions to making myself and Skyview Realty what it is today.

It feels like I've always had an interest in real estate and specifically apartment buildings. I recognized, in my early years, the potential to develop inter-generational wealth while also being able to provide an essential service to people, namely providing a roof over their head. I'm sure I'm "preaching to the choir" when I talk about the many benefits of investing in multi-unit residential properties. You wouldn't be reading this magazine if you didn't already see these benefits in your own life. One of the greatest benefits this industry has given me and Skyview Realty is the ability to contribute back to the community around us through organizations and causes that are near and dear to us.

As you read the upcoming pages, my hope is that our corporate story—and the stories from some of our clients—will inspire and encourage you in your journey towards further success in Health, Happiness, and Prosperity. Cheers!

*With sincere thanks and regards,
Danny Iannuzziello
President & Broker of Record
Skyview Realty Ltd, Brokerage*



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SKYVIEW REALTY

Soaring to New



Y: w Heights



Skyview Realty is a successful real estate brokerage specializing in the sales of multi-unit residential apartment buildings. Located in Toronto, the boutique firm has brokered many hundreds of transactions in its twenty-five-year history—from the smallest of sixplexes to the twenty million dollar high rise towers to the private family portfolio of over \$65 million dollars. But for owner Danny Iannuzziello, it's not the size of the transaction or the prestige of the customer that gives meaning to the word success. Quite simply, it is the strength of the many relationships he and Skyview have built over the years, turning valued customers into valued friends, and valued employees into valued family.



THE SKYVIEW DIFFERENCE

Founded on the strength of honest relationships and conducting business with integrity, the team at Skyview know that selecting a professional brokerage firm is one of the most important steps in real estate. They also know that at the heart of every good relationship is communication.

“We pride ourselves on being open and straightforward with our clients,” explains Danny. “We know that they need to fully understand what they are getting into, so we talk to them openly about the process and we listen to their expectations. We make them aware of the steps—from the listing process to the showing and buying process. We let them know what to expect ahead of time so there won’t be any surprises.”

Beyond delivering the personal touch, Skyview strives to stay abreast of the changing market conditions and trends, and to assist where possible, with landlord/tenant legislation, tax implications, and all other particulars that may affect the decision-making process of the investor. By working closely with the buyers, sellers, lawyers and accountants, engineers, consultants, tax experts and mortgage lenders, Skyview remains actively involved at all stages of the transaction, helping make each new acquisition a success for the investor.

“What makes us unique is the depth of our database,” Danny says. “It’s our longevity and the strength of our relationships. Not only are we selling buildings, but we are connecting people with suppliers. We are with them for the long term; not just during the transaction process. If something goes wrong, we want to be there to try and help them fix it.”

Though Skyview specializes in brokerage, the company is known to deliver a variety of services. “As soon as we establish a lender, we arrange for structural and environmental engineers, appraisers and all other professionals to ensure a sound investment,” Danny says. “We are even able to help arrange the financing of the sale given our strong investment contacts.”

In an effort to continually expand his network and remain on the cusp of the industry, Danny is a member of various

landlord associations. He has previously sat on the board of directors of the MDSA (Multiple Dwelling Standards Association) and currently holds a membership to FRPO (the Fair Rental Policy Organization), GTAA (Greater Toronto Apartment Association), and HDAA (Hamilton District Apartment Association), allowing him to stay on top of trends and issues that affect the apartment sector.

Although the majority of Skyview’s buyers are located in Ontario, over the years its territory has expanded to include other Canadian cities while also acting on behalf of clients from Germany, Hong Kong, Israel, South America, Italy, South Africa and the United States.

“The best service with the most reasonable fees—that is our philosophy and that is what we strive to deliver,” Danny says. “Solving problems and ensuring deals go through successfully brings me a great sense of personal fulfilment.”

IN THE BEGINNING

While most kids dream of becoming a pro baseball player or an astronaut, Danny grew up imagining he would someday own a large portfolio of apartment buildings ideally speckled across the city. It was no coincidence, then, that he ended up in the business of residential real estate.

Tragically, his dream was realized all too soon, after his father died in a construction accident leaving him in charge of the family-owned triplex. At the time, he was also studying computer science at York University and working part time in sales. Though juggling many balls while simultaneously coping with the loss of his dad, the experience gave him the hands-on skills and know-how he needed to succeed in the field that was to become his greatest passion.

In 1981, Danny obtained his real estate licence and has been specializing in selling apartment buildings ever since. “In my twenties, I was doing joint ventures and buying up properties,” he explains. “As an analytical thinker, I quickly discovered that I loved the brokerage side of the

business, that I was good at it and had a passion for it.”

In 1989, Danny opened the Skyview Group of Companies and has been on a steady path of growth ever since. The boutique company currently employs 25 staff members and conducts on average 20 apartment transactions per year.

“My staff is the heart and soul of this company, they make it all happen,” Danny says. “It is their expertise, their aptitude for delivering the best service that truly sets us apart from the competition.”

THE EVOLUTION OF APARTMENT BUILDING SALES

Over the 25 years of Skyview’s history, there has been a shift in the way that brokerages, and Skyview specifically, have conducted investment property sales. In the early days, Danny recalls his first brokerage and how the 12-15 agents would divide up the Toronto region (at the time, no one was going to other markets) and they would sit around a board room table swapping opportunities. One agent would bring in a new listing and another agent would bring in their buyer. A few years later in the late 1980s, those same agents were still pounding the phones, while Danny began to invest in the new wave of technology... fax machines. Now, instead of talking to one buyer or one seller at a time, Danny was able to broadcast his property listings to hundreds of individuals at once.

And technology continued to evolve... By the early 1990s the fax machine had gone digital. Now Skyview Realty was able to setup fax blasts to the entire industry using WinFax a digital speed-dialing fax software system. By the mid-90s, the industry had started to adopt the Internet and the way it could improve how business was run. Skyview Realty was one of the first brokerages to incorporate a website and email broadcast system in order to inform investors of new properties coming to market. Incorporating this emerging technology opened up a new opportunity for Skyview Realty. Now, instead of solely focusing on the Toronto market and surrounding areas, Skyview was able to reach out digitally to other locations such as Hamilton, Niagara Falls, Oshawa, and beyond.

Peoples Trust would like to
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Since that time, not much has changed in the technology associated with operating a multi-unit residential brokerage. Internet communications continues to be a primary form of information flow, but that didn't stop Skyview's business from continuing to evolve. As the internet evolved and its capabilities expanded, Skyview focused its attention on streamlining its processes for maximum efficiency within its technology-based systems. As the industry, and technology, continues to evolve, Skyview is poised to capitalize on new trends and use technology to bring greater service levels to multi-unit residential investors.

SUCCESS STORIES

For Danny, the idea of success comes in many forms, and one of the models he is most interested in is the kind that begins with listening and learning and ends with the rewards of committed hard work.

"I enjoy listening to people and understanding where they came from. I always ask how they got started—what they began with, what got them to where they are today," explains Danny. "I am amazed by some of my clients who arrived in Canada with nothing—or of others who worked for decades doing menial jobs only to barely get by. Then at some point, through conviction and some risk taking, they were able to amass 700-800 apartment units. They would buy them, improve them, pay them off over a career and have the cash flow to support two generations. This is the model that interests me. This is the model I preach to others."

Many of Danny's current clients are reflections of that model; the hard-workers who listened and learned before amassing small fortunes that would afford their families better lives. "I look up to them," he says. "I take that model of success and make it part of my own mission. I convey some of those opportunities to others, the little guys just starting out."

Spotting opportunities and acting on them is a big part of the success puzzle, but Danny emphasizes that there's more to this journey than the sheer pursuit of wealth. "It's about the people you meet and the decisions you make along the way," he says. "That's what makes you a true success."

BUILDING A MODEL, BUILDING A LEGACY: THE BLETA FAMILY WORK ETHIC

When Karl Bleta arrived from Albania in 1954, he had nothing but his clothes and a few meagre possessions. Though blessed with street smarts and a strong work ethic, the thirty one-year-old had received little in the way of a formal education, having grown up in a rural neighbourhood of what was then a communist country. In short, everything Karl knew about business and getting ahead in the world was gleaned in the military—knowledge that would end up being the foundation for the small real estate empire he would amass throughout his life.

"There was a community of Albanese on the west side of Toronto, in the Junction area, where all the newcomers went," reflects Karl's son, Leroy Bleta, a lawyer. "Family and community were very important to him, and it didn't take him long to become established in both."

Shortly after settling in to his new neighbourhood, Karl found a job at Canada Packers, a job he sustained for more than two decades. In the mid 1950s, he met and married Muazes, with whom he raised three children: Leroy, Bertha and Marline. In 1959 Karl purchased his first property for \$8,000, a tiny bungalow, which, proudly, the family continues to own and rent out today.

"My father didn't speak English very well," says Leroy, "but he listened and picked things up by being part of his community, from his compatriots. He learned from everyone—the workers, the real estate agents. He would live in the basement so his tenants could live upstairs."

Over the years, Karl would buy multiple properties—from single family homes to duplexes and triplexes. He would leverage them, fix them up, expand them, and eventually rent them out. In 1979, Karl acquired his first apartment building, a 42-unit property located in the west end of Toronto.

"He was the landlord, the property manager, the labourer, the person his tenants would come to count on for everything," explains his daughter, Bertha. "He didn't even have a car. He'd hire people but he was mostly doing the work himself. He'd watch them as they worked, and he'd learn."

In the early 90s Karl and Danny met for the first time, establishing an immediate rapport that developed into a trusting friendship. The first apartment building Karl purchased, with Danny brokering the deal, remains the heart and soul of the Bleta portfolio. Described by Leroy as a 'jewel on the waterfront,' the property consists of 114 units in three separate apartment buildings. Today, the family owns and manages 500 units all across the GTA.

"Karl Bleta has taught me the real meaning of success," says Danny. "Here is a man who came in with virtually nothing and has amassed a small empire—two generations' worth of units. And he did it all by himself, with no partners. It's a model that I have extended out into the industry, one that can be grasped by others in similar situations, people not afraid to build something on their own by making wise investments and putting in a hard day's work."

Hard work is something Karl was adamant he pass along to his children. "When we were kids, we worked after school and on the weekends—painting, cleaning, answering the phones," says Bertha. "The whole family was involved in the business. My mom was the person behind the scenes taking care of administrative duties while my dad manned the properties. It was how he raised us. "



DANNY MEETS WITH LEROY AND BERTHA BLETA.



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“CONGRATS SKYVIEW ON 25 YEARS! I HAVE ALWAYS FOUND YOUR BROKERAGE’S SERVICE LEVELS UNMATCHED IN THIS INDUSTRY.” DANIEL GRYPE, PRECISE CAPITAL MANAGEMENT

GROWING AND GIVING: THE HAGEMAN FAMILY’S ALTRUISM

Fred Hageman arrived in Canada from Holland in 1949 and began working on a dairy farm in the Picton area of Ontario. It was back-breaking labour that paid just \$30 a month, but it was all he could find in the only field he knew. Eventually, though, the lack of reliable work in farming prompted Fred to try something else—sales—and for a few years he worked diligently as a shoe salesman for Bata shoes, a job where he ran a shoe store and trained new shoe store managers in Canada.

“Selling was something my dad was very good at,” recounts Ben Hageman, Fred’s eldest son. “The problem was; he didn’t like working for anyone but himself.”

In the mid fifties Fred met his wife Dorothy, and the young pair moved to Hamilton where Fred continued to sell shoes. After a while, his entrepreneurial spirit coupled with his love of the land, persuaded him back to the field that was so dear to his heart, farming.

After purchasing a truck and dabbling in ‘a little bit of everything’, Fred went on to buy a business called Cherrylawn farms, in Burlington, Ontario. “It was a small fruit and vegetable outpost going to farmers markets,” Ben describes. “But it called for hard physical labour, and this didn’t suit my dad very well.” So after buying a fleet of trucks and spending a few years hauling liquid waste all around Southern Ontario, a new opportunity came knocking.



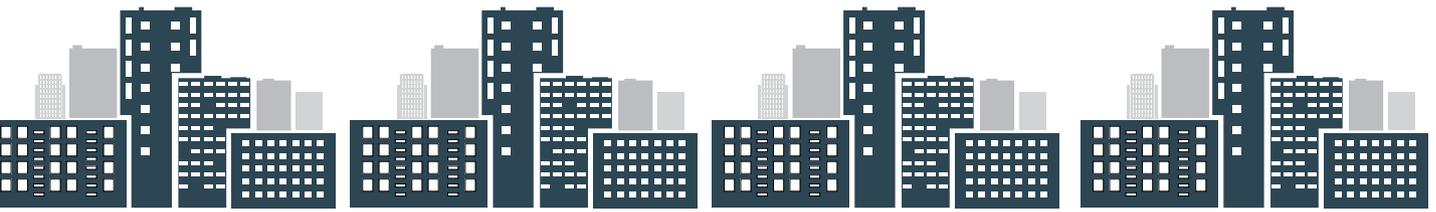
THE HAGEMANS: DOROTHY, JEFF, BEN, FRED AND MATT GATHER WITH DANNY AND KEN JENNINGS.

Fred met a broker by the name of Ken Jennings, a sales representative of Skyview Realty, who cultivated his instinct to dabble in real estate. After crunching some numbers and analyzing a few opportunities, Fred bought his first property in Brampton. He was fifty five years old.

“He’d never run rental apartments in his life but he knew how to get things fixed, he knew how to treat people, and knew how to run a business,” Ben says. “Give people what they are supposed to have, make sure it’s clean, and you can’t go wrong. That was his philosophy.”

Today, with Skyview Realty as its broker, Hageman Holdings has 7 buildings totaling 715 units in its portfolio stretching from Toronto to Burlington. Fred’s son Ben is the administrative arm of the business, looking after the residents and managing the day-to-day flow of operations, while brother Jeff oversees the mechanical side of the operation. Eric and Matt, Fred’s grandsons, are also part of the management team. “Growing up I had no interest in becoming a property manager,” reveals Matt, who heads up the company’s largest property in Toronto, “but today I am grateful for the opportunity I’ve been given and I wouldn’t change it for the world.”

As for Jeff, his true passion is of an altruistic nature, and though he’ll continue to oversee the company’s mechanical operations, his heart belongs to the missions he serves in Haiti and Africa. After visiting Haiti in his early twenties, Jeff initiated the company’s philanthropic initiative—using his technical skills to convert ex-military vehicles into ambulances and transport carriers, on site, for the missions the Hagemans support today. “It started out as my passion,” says Jeff, “but I wouldn’t be able to do any of it without the support of my family and the financial investment of Hageman Holdings.”



DAVID SHIFFMAN AND DANNY IANNUZZIELLO

THE MEASURE OF SUCCESS: DAVID SHIFFMAN'S JOURNEY TO DEBT FREEDOM

If someone had told David Shiffman back in 1940 that at age 91, he would donate \$1 million to charity, he probably would have laughed. After all, back then, he was earning just \$5 per week as a plumber in Toronto. But thanks to a long, successful career in real estate, earlier this year, David proudly bestowed a seven-figure cheque to Baycrest, an education and research hospital for the elderly.

Real estate wasn't David's original career plan; nor was being a plumber. From a young age, he dreamed of becoming an electrician, and to kick-start his future, he enrolled at Central Technical school in Toronto. But after a few years of diligently learning his profession, youthful impatience won out against pragmatism and he dropped out of school to join the workforce. Unfortunately, David quickly discovered that there were no jobs for 'part electricians.'

But luck was on his side. "As circumstances would have it," he recounts, "a friend of mine had to leave his job as a plumber, and he suggested that I apply for his position. I got

that job, happily, and was told I would be working five days a week for \$5 a week. That was in 1940."

It wasn't long before David got a raise to \$8 a week, and with renewed optimism, he began working towards getting a proper plumber's license. At the age of 22, he became the youngest Master Plumber in Toronto, which meant he could start his own business and hire staff.

Many years later, now with a company and a family of his own, David took on a contract for a pair of five-storey walk-up apartment complexes in mid-town Toronto, each with about 60 units. "The developers convinced me to buy one of the buildings, the last one they'd built," he says. Using funds he had saved from his job, he did just that, in 1958. "This was the beginning of my apartment career."

Although David's employees were all plumbers, they learned quickly how to run and manage a rental property on the side. "It went well, and that's when my dream started to change," David recalls. "That's when I started buying properties." Over the next several decades, he bought many more buildings, both in Canada and the United States.

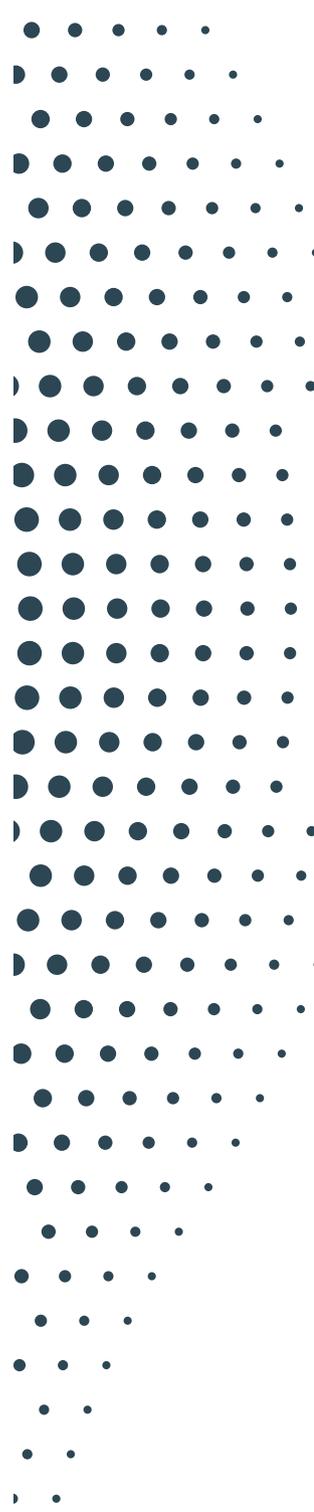
By most measures, David was a success. But despite being the owner and manager of multiple buildings, and having created significant wealth for himself and his family, he often thought of his dad who saw "success" differently. "I had a father who didn't believe in owing any money to anyone," says David. "He never had any kind of debt, and he told me that as long as I had debt, even in the form of a mortgage, then I wasn't a success in his eyes. He never gave me any credit for what I accomplished."

That's why David becomes emotional, even welling up, when he recalls a pivotal moment in his career: the day he became a multi-millionaire, without a penny of debt, at the ripe age of 85. "I sold a building in 2008 through Skyview Realty, two towers in Mississauga that nobody had wanted back in the day," he says. "I'd purchased the property at an auction and worked very hard putting it together, fixing it up and turning it around. When I sold it, it went for the highest amount ever paid for that vintage of building in the city of Mississauga. I held the cheque in my hand, and my only regret was that my father wasn't there to see it."

The rest of David's family was there, however, and with seven kids, a loving wife and a great gaggle of extended relations benefiting from his enormous success—not to mention Baycrest, the most recent beneficiary of David's achievements—there's not a shred of doubt that his father would have been proud as can be.

"I HAVE DEALT WITH A NUMBER OF REAL ESTATE COMPANIES AND CAN SAY THAT SKYVIEW REALTY WAS THE MOST ORGANIZED AND PROFICIENT THAT I HAVE COME ACROSS."

JASON CASTELLAN, SKYLINE





THE VALUE OF INDEPENDENCE

Success in the multi-unit residential industry does not necessarily mean amassing thousands of units. Obtaining 500-800 units as an independently owned family operation can result in tremendous success for several generations. There are many advantages to being independent and building an empire similar to the case studies discussed in here. There are significant tax advantages as a sole operator. Decision making also becomes easier when you operate your own portfolio, without a chain of command to go through. In later years, being independent can also benefit you during estate planning. Being independent, an investor can remain under the radar because the majority of people would not know who you are. Ultimately, however, having an independent portfolio can be a fulfilling family experience;

“IN MY 20 YEARS OF BUYING AND SELLING APARTMENT BUILDINGS, I HAVE NEVER HAD THE PLEASURE OF DOING BUSINESS WITH A COMPANY OR PERSON OF SUCH GREAT INTEGRITY.” MICHAEL KLEIN

working together towards a common “future generation-minded” goal.

Not only has Skyview experienced this business model through the lives and stories of their clients, but the Skyview Team has bought into this model type as well. Danny and his team believe strongly in this model and practice the same principles in their own investments and have also been known to “preach” this model to their clients. Many of Skyview’s clients

are now using this same legacy-building model in their businesses.

“To see my business friends obtain a deeper level of success through this model brings me great joy and fulfillment,” says Danny. “I’ve been privileged to learn from and to apply what I’ve learned from people like the Bletas, the Hagemans, and the Shiffmans. It’s even more special to be able to inspire my clients and team towards similar ideals of success.” ●●

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TEAM APPROACH



THE TEAM APPROACH TO SELLING PROPERTIES



In the early years of Skyview Realty, Danny Iannuzziello was a one-man show. You could find him balancing two phones talking to a buyer and seller to negotiate a sale while spread out on his desk would be the latest fax blast of a new listing and the notes he'd gathered for the upcoming "Skyviews" newsletter. He was the sales team, the admin staff, the marketing coordinator, and the operator of a growing business. While staying independent and small had its advantages, Danny saw there were advantages in growing a knowledgeable team to work alongside him.

Fast forward to present day and you have the team approach model that Skyview Realty has adopted. But what benefits are there to a "team approach" and what makes this particular model so unique?

Danny envisioned a multi-talented team that worked simultaneously to bring the utmost in service levels to the clientele that Skyview had connected with.

"I see our industry as under-served. The only way to truly reach the needs of buyers and sellers in Ontario was to grow beyond myself. The team seemed to be the best approach." Danny went on to add, "Finding the right people who share the vision became my goal."

In the high-paced, high-stakes arena of real estate sales, it can be difficult to build a team of individuals that all work towards a

common goal. Many times team members from within the same brokerage can become overly competitive and hostile. Skyview Realty's team approach model changed that. By recruiting team members who aligned themselves with Skyview Realty's principles, who each contributed their own talents and knowledge to the team, and with one vision to unite them all, Danny's team began to grow.

Danny reminisces, "There have been many great individuals who have worked with Skyview Realty over the years, each a vital part of the team in one way or another. Skyview wouldn't be where it is today without individuals I've worked with along the way... People like Ken Jennings, my mentor in this business, and Glen Haskett, Alan Johnson, and Oren Steinman who



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have had great success and made their mark in our industry even to this day.”

Skyview Realty’s team today is a great example of that team approach model that Danny set in motion in the early stages of Skyview’s growth. There are three main reasons why Skyview Realty’s team approach sets them apart in the multi-unit residential sales industry:

1. STRENGTH IN NUMBERS

With a diverse team of sales representatives, administrative and support staff, and management, Skyview Realty is able to provide service to more individuals throughout Ontario.

Danny remembers a time when he felt as though he could not keep up with the demand. “Today is different”, he adds, “I can fully rely on my team to carry the ball even when I’m not involved in the smaller day-to-day details of a transaction.”

2. KNOWLEDGE IS POWERFUL

With Skyview Realty’s model, each team member specializes in one aspect of the business

or another. When a sales representative comes across a problem on the sale of a property, they can tap into another team member who may have experience in finding the right solution. Skyview Realty has experts in the areas of marketing, research, evaluations, customer service, property management, showing properties, and preparing offers.

In addition to being specialists in the area of selling multi-unit residential properties, Skyview has gained additional knowledge of the industry through the ownership and management of a number of investment properties throughout the Golden Horseshoe region. This gives Skyview Realty a distinct advantage when talking with buyers and sellers, as they are familiar with what it takes to run a successful portfolio.

3. EFFICIENCY FOR CLIENTS

On a daily basis, Skyview Realty is contacted by clients who are looking for advice on running their apartment investment businesses; from recommending a supplier or tradesman to advice on dealing with problem tenants. With Skyview’s team approach, the client has a whole team of support to assist.

“When I first started with Skyview Realty, I was amazed at how the Skyview Team was completely dedicated to our clientele. Every person on my team brings a different skill set or knowledge base that contributes to the whole. We truly are a family at Skyview, and we all work with a common vision.”, says Cliff Ford.

When it comes to selling properties, the team approach also has an advantage. From time to time, and for various reasons, an owner may be looking for a quick sale of their property. Each sales representative at Skyview Realty is connected to their own personal network of buyers and sellers. Having a team that works together allows one agent, who may have an eager seller, to work alongside another team member who may have the right buyer for that property.

THE BOTTOM LINE

Ultimately, what is the benefit to you in working with Skyview Realty’s team approach model? You will get an entire team of individuals unified to work on your behalf, rather than just one representative. You have an accessible knowledgebase at your disposal, and you know you will receive efficient and dedicated service to get the results you look for. ●●

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THE FUTURE OF SKYVIEW REALTY



THE FUTURE LOOKS BRIGHT FOR SKYVIEW REALTY!

Over the 25 years of its existence, Skyview has strived to innovate within the multi-unit residential industry. In the early days, while other agents and brokerages were pounding the phones, Danny was investing in technology. At that time, the fax machine was just coming into its own within the real estate sector. Skyview Realty was the first boutique brokerage selling apartment buildings that utilized “fax blasts” to the industry to inform buyers and sellers of current properties, trends within the industry, and resources for owners to utilize.

Further investment into technology over the years improved how buyers

received information about a property. The Skyview Realty system was designed, at that time, to produce a one-page document that could detail the financial information and property descriptions on a property allowing a buyer to know at a glance whether the investment was truly for them. The Skyview Realty “Operating Statement” quickly became the industry standard in investment reporting. Today, this statement can be seen in one form or another through a number of brokerages and independent agents within the apartment building sector.

“While guys were collecting business cards and making a phone call at a time to each potential investor, I was collecting client’s fax numbers and sending my properties to hundreds of buyers at a time.”, recalls Danny.

In the mid-1990s, as companies were just getting familiar with the Internet

and the opportunities it presented, Danny insisted on using the technology to further service the industry. Skyview Realty began utilizing the internet to display property details and to provide picture tours to potential buyers. Skyview also invested in collecting email addresses as more and more people began to use this form of communication. Today, Skyview’s primary form of communication is through their email blasts and website.

“In a matter of minutes, we can have an email communication out to over 11,500 investors; informing them of a new property available or the latest legislation that affects how a building is operated. With 500,000 hits a month, our website has become the major hub of activity for people involved in apartment building ownership,” says Cliff Ford, Director of Sales and Marketing for Skyview Realty.



SO WHAT DOES THE FUTURE HOLD FOR SKYVIEW REALTY?

“Certainly the emphasis is on using existing technology to further the efficiency of doing business, there’s so much that can be incorporated into Skyview’s systems to ultimately benefit our clients,” says Cliff. “But we are also investing in new technologies as they become available.” When asked about the type of new technologies to be incorporated, Cliff smirks. “You’ll just have to wait and see. We believe we are on the cusp of something relevant and extremely beneficial.”

On top of the technology aspect of future planning, Skyview Realty has also invested time and resources into understanding current trends within the industry and how, as a company it can best evolve as the industry changes. By tapping into experts who analyze these trends, Skyview hopes to

“CONGRATULATIONS SKYVIEW ON 25 GREAT YEARS! YOUR EXPERIENCE & DEDICATION TO OUR INDUSTRY IS SECOND TO NONE!” BRENT MERRILL, METCAP LIVING

anticipate developments before they impact owners of multi-unit residential buildings.

“No one here has a crystal ball. Certainly as changes occur, we would all like to know ahead of time, but unfortunately that’s not always possible,” says Danny, who is proud of his ability to anticipate challenges or opportunities in advance. “You watch the trends, gather the information, then at some point you have to make a calculated risk about what should be done.”

Skyview Realty specializes in the sale of apartment buildings and investment

properties because, as Danny suggests, “It’s one of the most stable arenas within the real estate sector.” The multi-unit residential sector has seen steady and consistent growth over the years, even during times of economic instability such as was experienced in 1981, 1989, 1992, and 2008.

As the future unfolds, Skyview Realty will continue to lead within the multi-unit residential industry. The key to their success is through investing in technology as it evolves, and watching the indicators that can anticipate future trends. ●●

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SKYVIEW GIVES BACK



"We make a living by what we get. We make a life by what we give." - Winston Churchill

Growing up in a working-class family, Danny Iannuzziello was taught the importance of giving to the community. Danny's family made sure to care for those who were in need. This principle remained with him as he formed Skyview Realty 25 years ago. Over the years, Skyview has contributed to a number of causes as a way to say thank you for the success Skyview enjoyed, but also to ensure that others were given the same opportunities in life that we can sometimes take for granted.

One of the first organizations to catch Danny's attention was Reena, a GTA-based leader in the field of caring for those individuals with developmental challenges. Growing up with a brother who was developmentally challenged, this was a cause dear to his heart. Over the past two decades, Danny has participated on the board of Batay Reena—the housing arm of Reena—and Skyview has contributed to their programs corporately. Recently, Skyview Realty teamed up with Reena to start a fundraising campaign to replace all of the appliances at their 38 group homes operating throughout the GTA.

"I've seen first hand the amount of care and attention that is required by families to provide a healthy lifestyle for these individuals. Reena has always been a leader in the field of health care, education, and participation within this community," says Danny.

This concept of "giving back" is also encouraged throughout the Skyview office. As a team, every year during the holiday season, Skyview employees collect and contribute donations of toys and art supplies to provide to Holland Bloorview Children's Rehabilitation Hospital. Many of the children in this facility's care struggle with being in a hospital setting during the holidays.

"The looks on the kids' faces as they receive gifts from total strangers is so priceless; they are overwhelmingly grateful. Being able to participate in this capacity is

a highlight of our year at Skyview," recalls Schenay Schank, who has been organizing this outreach for the past five years.

Each team member at Skyview is also encouraged to give back to their own causes. Whether it is volunteering their time or gathering donations of money and supplies, it is a standard ambition that is voluntarily upheld throughout the office.

"We believe that we have been blessed with much and therefore should reach out to others in return," says Cliff Ford, "it's just a part of the culture of who Skyview is."

As a young man, Danny was actively involved in the soccer program at the university level. After "retiring" from soccer early in his career, he wanted to ensure other athletes would be able to compete while still keeping the focus on their studies. To this end, Danny set up a soccer bursary through his alma mater York University. Every year this bursary is presented to a male and female soccer player in the York program.

As Danny remarks, "Athletics is a vital part of the growth and learning process. Obviously getting a degree and a career path is first and foremost, though, so my scholarship contribution ensures that these individuals can continue to pursue their academics while gaining the valuable lessons found in their sports."

Different people have different definitions of success. For Skyview Realty, however, it is clear. A definition strictly based upon a bottom-line return is only a small fraction of the overall picture of success. To be able to rest at night knowing that one has made a difference in the world around them and in the lives of others, is the Skyview team's true definition of success.

"We are a business first, no doubt. But what we can do with the gains received from that business is what really makes us good humans," says Danny. "The only problem is that there is always more needs than time and resources to fill them. Our hope is that others will take up the mantle to give back in their communities. If we can inspire that even on a small scale, then we are succeeding." ●●



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