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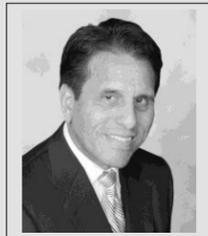
Ed Collantes

A "GOOD NEWS" NEWSLETTER FULL OF FUN AND INTERESTING FACTS FOR YOU

SEPTEMBER 2014

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From the desk of

Edward A. Collantes, SIOR
BRE #00523983

This is How Fast a Commercial Market Can Change – On March 31, 2014, there was nearly 4.5 million square feet of vacant warehouse / industrial space in North San Mateo County. As of June 30, 2014, this number dropped by 2,781,932 sq. feet, averaging over 185,000 sf leased per month. SSF West of 101 has the lowest vacancy rate within the SSF market recording just 1.2% as compared with 13.5% just 15 months earlier! (I have a spreadsheet with these numbers as well. I can send it to you.) Great news for upcoming vacancies. I would very much like to hear from you about upcoming vacancies and I may already have a qualified client ready to lease it! Please contact Ed at **415-602-0055** or Edward@crcsfo.com

Are You a Seller? – With record low vacancies, this is the best time sell you warehouse/commercial property for top dollar. Our marketing plan works best to get you the most money imaginable for your property. If you would like a free market evaluation, please contact Ed **415-602-0055** or Edward@crcsfo.com

Have A Great Day!

Paris Travel Tips

There is so much to see and do when vacationing in Paris that it can almost become overwhelming to try and fit it all in. However, there are some helpful tips to follow that can enable you to get the most out of your dream vacation.

One good tip is to hire a local guide for a private sightseeing tour. Private guides are not cheap, but they are able to give you cultural experiences and fun stories, and slices of history, as you explore this famous city.

Another good tip is to not be afraid to use the Metro. The map of Paris can be deceiving, and seemingly short walks will likely take a good deal longer than you think. The Metro is easy to use, it's clean and well maintained, and it gives you access to venues and attractions all over Paris. In addition, it has well-marked signs, maps and information desks everywhere.

Using the Metro is a good deal easier than trying to navigate the very busy, less well-marked roads, where "traffic lanes" appear to be merely a suggestion.



Hello!

This issue of *Commercial Real Estate News* is being sent to you courtesy of

Edward A. Collantes, SIOR
BRE #00523983

It is my way of saying that you're important and that I truly value your business. Please feel free to pass this newsletter on to friends and business associates.

Recent Property Sales

No additional industrial building sales in July 2014 have been announced yet. However development sites are going into escrow quickly due to an abundance of investor capital. Fairly priced sites will move. Here are a couple of land sales.

E 5th Ave/San Mateo Drive – Sold for \$10.8 million to major developer. Approved for 171 residential units.

4.91 Acre Site in Daly City – Sold in July 2014 to publicly-traded home builder.

4 Sites are Under Contract – (Daly City, San Mateo, 2 – SSF)

If you own property that you would consider selling and would like to get the maximum sales price, please call **Ed at 415-602-0055**.

For Sale – SSF Industrial

30,000sf industrial building with 2 docks, 1 drive in door - \$164psf

27,000sf industrial building with 2 drive in doors - \$167psf

2.2 acres site, SSF Airport – Seldom - available opportunity. Off market deal.

Confidential Inquiries
offmarket@crcsfo.com or
415-602-0055 Ed Collantes

Do Your Homework Whenever You're Negotiating Leases

Whenever you're negotiating a lease, as a landlord you're trying to get the most amount of money you can out of the tenant, and as a tenant you're trying to pay the least amount of money possible for the property. In the end, as in any successful lease negotiation, both parties will arrive at an agreement that will be somewhere between both of their wildest dreams.



But as a landlord, what are your most important considerations? You ideally want to get as much rent as you can for the property you'll be renting, but you'll also want to make sure that the tenant is someone you can really rely on to pay the rent. So you'll want to obtain financial information on your prospective tenant, which may involve getting a credit report and/or a financial statement on them. But there's one thing you can do that may be even more important than this—and that is speaking to their previous landlords.

Getting all the information on their financial history is definitely a solid idea, but you'll really want to talk to the people who have already been their landlord--because this is the same kind of relationship that you, too will be entering into with them. With this in mind, people tend to exhibit the same kind of behavior they've exhibited in the past, whenever they're entering into similar relationships in the future. So talking to both their current and previous landlords can give you some solid insight into what you can expect from them.

But make sure you go beyond just talking to their current landlord, because if this one landlord is sick and tired of having this tenant in their property, they may not want to tell you about the bad experiences they've had with the tenant, because they'll want the tenant to just vacate their property and move into yours. So if you can, talk to their current landlord, and talk to one or two of their previous landlords, too.

Now on the other side of the coin, as a tenant, in addition to negotiating the terms of your lease, you'll definitely want to be certain that your landlord is someone who will abide by the lease terms, too. So before signing the lease, it may be wise for you to talk with some of the landlord's other tenants also. With this in mind, if you'll be moving into a multi-tenant building, this can be very easy to do. Just walk over to some of the other units, tell the tenants there that you're considering moving into the building, and ask them if they're happy with how their landlord is treating them. Ask them if their landlord has been doing a good job of maintaining the property, and responding to their calls whenever something needs to be fixed. Because some landlords really love collecting their rent every month, but they're not nearly as excited about fixing and maintaining the property.

So whether you're a landlord or a tenant, there are some steps you can take to ensure that the next principal you'll be signing a lease with will be someone you'll actually want to be in business with.

Do your homework and talk to the people who have already been doing business with them. Because everything may seem great within their outer presentation to you, but the truth is really in what others have to say about their own experience in working with them.

Getting Past The Inspiration Block

Everyone has felt the frustration of staring at a blank piece of paper or a computer screen that needs to be filled with content or ideas. Intellectual property is highly valued these days, making it vital to come up with new ideas, content and innovations at a moment's notice, even when inspiration seems to have gone on vacation.

The good news is there are ways to keep those ideas and creative juices flowing, and one good tip is to break a task you need to do down into different stages. Even just writing what you need to do and how you need to go about it can often be enough to get you started. Starting is frequently the most difficult part but even just the small step of coming up with a plan enables you to give more clarity to what you need to do, it saves you time and makes it easier for you to get the job done. It is also important to remember that you do not have to immediately work out everything entailed in the current project. Ideas are often a work in progress, and if you feel you are becoming stuck on one area, move onto the next section and go back to the other one later. Do not become so caught up in trying to be a perfectionist that you end up ceasing to make any progress.

Study Smarter

Most students study by re-reading textbooks and their own notes, but according to memory researchers, this is a terrible way to learn. A more effective strategy is to use active learning strategies such as diagramming, flashcards and quizzing yourself, as well as mixing different topics and spacing out studying over a period of time.

Re-reading assignments and notes is a repetitive recycling of information, and it's not the best way to learn and create more permanent memories. The first reading can create a lot of understanding, but when re-reading there is a sense of already knowing the material that prevents even deeper processing. A better strategy would be a first read followed by asking yourself questions about the material. Even if you answer some of the questions incorrectly, this will help you to determine what you do not know, and which pieces of information it's important to study further.

Asking questions and trying to explain the answers creates a better understanding, which in turn leads to learning and better memory.

Lending Money to Family Members

Lending money to friends and members of your family can be a touchy subject, particularly if you have opened both your wallet and your heart... and have gotten both trampled on. Loaning money is rarely simple, but lending to friends and family members has the potential to derail important relationships, particularly if the money isn't repaid.



There are a number of precautions you should take if you are considering lending money to loved ones. One important point you really need to take under consideration is whether or not you can really afford to offer financial assistance.

One of the biggest errors people make is offering a loan without really thinking about the consequences. You need to think about what you had previously intended to use that money for, particularly if you had plans for it. Jeopardizing your own financial security is definitely not a good idea.

If you are in a relationship, especially if you have a shared bank account with your partner, it is vital to get that person's approval before offering financial help to your relative or friend. Not doing so will put a strain on your romantic relationship, as well as on your bank account.

Avoiding Shopping Mistakes

Even with the best of intentions about healthy food and nutrition, we can still make mistakes when we actually go out to shop. There are a number of common mistakes and misperceptions that even people who thought they were well-informed can make.



One common mistake is people paying more for brown eggs rather than white in the belief that the brown eggs are better for you.

The reality is there is no truth to this whatsoever.

The color of the egg is irrelevant to its nutritional content or its taste. The only thing that makes a shell a certain color is the breed of the chicken.

Another mistake is purchasing low-fat peanut butter to save on fat and calories.

The irony here is that the fat in peanut butter is actually good for you, so there is no point in avoiding it.

Low-fat peanut butter also actually has higher sugar content in order to make up for the reduction in taste with less fat, with little if any difference in calories.

When buying peanut butter, choose the one with the least amount of added ingredients, preferably containing nothing more than peanuts and a small amount of added salt or sugar.

Tips For First Time Managers

Stepping into management can be an intimidating experience. All of your past accomplishments are now ancient history, and you are starting again from scratch with a steep learning curve in front of you. You will be dealing with people from different generations and cultures, that may have wildly differing ambitions and personalities, and many of whom may be more talented and experienced than you. Added to that is the fact that everything is now your responsibility, from hiring and firing, to appraisals, discipline and training.



One good tip is to not try and move too quick too soon. The smart thing to do would be to spend your first couple of months learning, listening and observing. Keep a log of all the things you want to ask questions about and do not be afraid to ask advice from those with institutional experience. Grow into the job and be humble.

Another good tip is to meet with all your people on an individual basis. Let everybody start off with a clean slate with you, and learn about their aspirations while watching them in action. The most important thing is to gain the support of respected veterans and star performers, because if you can get them on your side, the rest will definitely follow.

Achieving and Maintaining the Balance

There are ways to help people to achieve and then maintain a healthy balance between work and life. While no one approach will be able to suit everyone, from employees to entrepreneurs to managers, such tips can result in highly productive discussions for all concerned.



One of the most important pieces of advice for those looking to achieve a healthy work/life balance is to be open about your own needs. The very first thing that people should do is work out what is really important to them... and then communicate that.

You should not hide what you need, or expect others to guess or understand what you mean without making it clear. An open dialogue between employees and managers is vital, and managers must be able to understand what is possible, and what works.

Boundaries also need to be respected. A healthy work/life balance is only possible if you respect your own boundaries. Develop a routine and stick to it.

There will always be another work problem or another email that needs answering, but if you do not respect your boundaries, then no one else will.

How To Protect Your Retirement Savings



People take out insurance to protect their house, their car and their health, but for a lot of people their largest material asset is likely to be their retirement portfolio, which in most cases has no insurance on it.

You can take steps to insure your retirement fund by making sure that at least some of it is being guaranteed.

Your retirement income will probably be derived from a number of different sources, such as your pension plan and your Social Security benefits.

That income needs to be guaranteed in order for you to continue on paying your bills.

Everything else you can play with by taking risks to try to grow it within the financial markets.

Invest some portion of your retirement portfolio in annuities.

This will guarantee you payments over a specific period of time.

Another good piece of advice is to roll your employer sponsored 401(k) into an IRA whenever you leave your job, so that you can avoid paying any unnecessary taxes.