

# Commercial Real Estate

news and more

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Edward A. Collantes presents

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news and more



Ed Collantes

"Your South San Francisco Commercial Real Estate Brokerage Expert"

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

AUGUST 2015

## 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.

*The opportunity to get top dollar for your commercial property is now.*  
**LEASE OR SALE.**  
*We know the marketplace!*

Please contact Ed at 415-602-0055 or [Edward@crcsfo.com](mailto:Edward@crcsfo.com) for a confidential discussion.

## Google Buys in San Bruno!

Google bought 2 buildings in San Bruno (900 and 1000 Cherry) for \$88 million equaling \$448 psf (not cheap!) (YouTube headquarters) between WalMart.com and Google, San Bruno is becoming a 2 company town. Remember, Google bought YouTube for \$1.65 BILLION in 2006. At the time, YouTube had 67 employees and the price equals a staggering \$24.6 million per employee. If you want to sell for TOP DOLLAR, now is the time! Your inquiry will be 100% confidential! Please call Ed at (415) 602-0055 or [Edward@crcsfo.com](mailto:Edward@crcsfo.com)

## Off Market Lease Deal – DONE

We leased 820 Malcolm, Burlingame, CA for 5 years to Airport Van Rentals. Great fair deal for the owner and the tenant. Call Ed (415) 602-0055 for this lease comp.

**Confidential Inquiries**  
[offmarket@crcsfo.com](mailto:offmarket@crcsfo.com) or Ed 415-602-0055

## Keys to Becoming a Powerful Negotiator

Successfully consummating negotiations in commercial real estate isn't just about successfully negotiating the price...it's about communicating to the other side that you're someone they definitely want to do business with.

How you negotiate, the offers and the counteroffers that you make, and your specific style when negotiating sends a message to the person on the other side of the table. It also lets them know whether or not you're a worthy opponent. In addition, it lets them know whether, despite the fact that you're trying to get the best deal from them, you seem to be a fair and reasonable person. On top of all this, it also lets them know whether or not you're a shark who should be avoided.

With respect to the latter, how do you feel whenever someone makes you an offer and then later on takes it back, giving you a considerably worse offer in the process? It makes you not want to do business with the person, doesn't it?

Don't be one of those people.

In the business world, you'll oftentimes be dealing with tough negotiators. When a tough negotiator comes up against a weak one, there is oftentimes a lack of respect for the weak negotiator that then comes into play, and you don't want to end up being the person who's not being respected. Not to mention the fact that you'll end up giving away much more than you need to be giving away in the negotiations, too.

Negotiations between two seasoned business professionals can be like two bulls circling each other. You're feeling out the person on the other side, looking for both weakness and opportunity, while protecting your own best interests at the same time, too.

Now here's where it gets even more interesting...the better you are at negotiating, and the better you are at keeping the other person interested in continuing on in their negotiations with you, the more successful you'll be at closing transactions. There is a certain dance, a certain magnetic attraction that can take place between two principals when both of them are good at negotiating, and continually suggesting alternatives that will keep the other person interested.

The worst negotiators in the world oftentimes are the ones who play hardball very quickly within the negotiations, and soon offer a "take it or leave it" position to the other side. While they may feel strong and powerful in doing so, they may end up having vacant units and vacant buildings for much longer than the other owners who are really great at negotiating. These "hardball" negotiators can make the person on the other side feel like they don't even want to do business the person, making them feel that they just want to walk away from the negotiations instead.

When you're good at negotiating, the person on the other side doesn't want to walk away from the table...they just want to find one more alternative that could really make the transaction work. This in turn will keep you in the negotiations much longer, leading to you successfully consummating your transactions a much higher percentage of the time.

So be polite and congenial within your negotiations. Project that while you may be tough, that you can also be fair and reasonable. In addition, look for alternative ways to give and take during the negotiations that will still yield a great transaction that can really work for everyone.

When you've finally become this kind of negotiator, you'll end up successfully closing a much higher percentage of all of your commercial real estate transactions.



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From the desk of

**Edward A. Collantes, SIOR**  
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**Last month, I wrote about the importance of zoning** - Well, today, we are dealing with 2 zoning issues related to 2 new lease transactions. First, town of Colma has an unusual zoning ordinance that requires a use permit for every use! This issue requires a lease contingency and we had to find a tenant with a minimal on site parking requirement. However with a proactive approach, we were able to determine the issues, locate a qualified tenant and obtain the support of the town planning department. On the second deal, a car rental operator requires a use permit and thus a lease contingency. The property has had 4 different car rental companies over the past 30 years (current occupant is not one). I obtained a copy of the 1999 use permit drawings and my client hired the same architect. I believe we quickly identified the issues and both owner and tenant are comfortable with the forth coming decision. As a broker, I review all zoning issues up front and try to provide my clients with solutions. Please call Ed at (415) 602-0055 if you would like to learn more of these deals.

**Many of our new listings get leased before we can put a sign up!?**  
If you would like a free market evaluation, please contact Ed 415-602-0055 or [Edward@crcsfo.com](mailto:Edward@crcsfo.com)

Have a great day!

## Safety Tips For Attending Fairs

State and county fairs can be exciting events for families to attend filled with food, people, and entertainment, but at the same time, they can also be problematic for those with small children.

Fortunately, there are some helpful tips to make life easier for families attending these events.

One good tip is to make sure you and your children are appropriately dressed for the forecasted weather conditions.

Get protected from the sun's rays with sunglasses and sunscreen, and have lots of water to drink to remain hydrated. Choose closed-toe footwear and do not wear baggy, loose clothes if you or your family members are intending to go on rides.

Children can easily become separated from their parents in large crowds. If this happens, get in touch with fair personnel straight away, but also teach children to remain where they are to make it easier to find them.

When there are more adult family members, establish a meeting place ahead of time in case of separation.



## Healthy Skin Nutrition Tips

Nutrition can have a big impact – positive or negative – on your skin, but happily there are some simple tips to follow to ensure you have the healthiest skin possible. Omega-3 is a must for the diet of anyone concerned for the health of their skin. Try snacking on small handfuls of seeds and nuts and try to eat fish two to three times in a week. In order to make sure you are getting the right amount of Omega-3, you might want to take a supplement as well. Fruits contain antioxidants that protect the skin from aging, so try to eat as many as you can.

One of the most effective antioxidants is Vitamin C, of which a very good source is citrus fruit in addition to leafy vegetables, kiwi fruits, and berries. Another powerful antioxidant is Vitamin A, which combined with Vitamin E actually serves to help improve the markers of skin aging. A vital role in the repair of skin is undertaken by zinc, which is found in dairy products, whole grains, poultry, and red meat.

## How To Learn Skills Faster

The ability to learn new things quickly is a crucial skill, especially in today's fast-paced world. In order to successfully master a new skill, one of the most basic things we need to do is seek advice from those that have already learned it. If you can gain advice from someone who is already doing what you want to do, you will be able to get the same results by learning their methods regardless of age, background, or sex.

Another vital piece of advice is to be careful about multitasking. Multitasking is actually one of the biggest obstacles to learning things more quickly, keeping us constantly distracted with other things and making it much more difficult to focus on learning something new with the optimal level of both focus and passion.

Keeping a sense of commitment is also vital. When we start a new project, we are excited by the thrill of a new challenge, but that thrill can fade before too long, which is why many people quit before they have finished a project. It is important to push through that drop in the thrill factor in order to successfully complete your learning.

## Become a More Active Family

Physical activity is very important for both children and adults alike, and families that are active together will all benefit. Children need at least an hour of physical activity every day, with adults requiring around two and a half hours per week.

Fortunately, there are some good tips that can help your family to become more active.

Setting specific times for activities is a very good idea.

Select particular times during the week when everyone in the family is available and devote at least a couple of these periods to physical activity. You might also want to start off the weekend with these kinds of activities after dinner.

Another good idea is to include work that needs to be done around the house. Children can get involved with active chores such as yard work or helping their parents planting, raking, vacuuming, or weeding.

It is also smart to plan activities that do not depend on facilities or equipment being accessible, and these activities can include walking, jumping rope, dancing, jogging, or playing games of tag.



## Work Health Advice

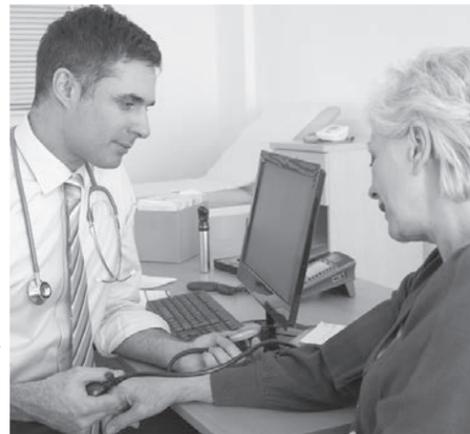
Taking a break at work to engage in some kind of physical activity is very important for your health, but frequency is actually more important than duration, according to experts at Kansas State University.

When people remain seated for long periods of time, the body deactivates an enzyme known as lipoprotein lipase that helps with the consumption of fat and its conversion into energy.

A sedentary lifestyle can result in this enzyme being deactivated permanently, preventing people from using the fat in their bloodstream as fuel.

Long periods of sitting can also increase circulating triglycerides and cut down on insulin sensitivity, which can both result in long term poor chronic health. The good news is that just a few changes to your daily work routine can prevent such health problems.

At least once every hour you should stand up for a while or take a little walk. With this in mind, frequent interruptions to your sedentary lifestyle are the main factor of importance here.



## Social Media and Vacations

Although people may often be tempted to post photos of themselves on social media while on vacation, doing so increases the chances that your home will be broken into while you are away.

A new survey by Nationwide Insurance says that fourteen percent of people on vacation use social media to post photos and updates on social media sites such as Facebook and Twitter, with that figure rising to forty-one percent for those aged between eighteen and thirty-four years old.

Keeping this in mind, TIME Magazine claims that up to seventy-eight percent of burglars make use of social media to find their next target for a break-in.

People going on vacation should resist the urge to tell everyone on social media and only post photographs and the like after you have returned home.

It is also a good idea to disable the settings that identify your location on laptops, smartphones, and tablets to prevent your location from being revealed if you do make a social media post at any time while you are on vacation.



## Stop The Arguments With Your Kids

Anyone who has children is likely to be familiar with certain arguments over demands for new toys, and discussions over responsibilities such as feeding pets and cleaning bedrooms.

Such arguments can cause exhaustion, frustration, and stress, but there are ways to lessen both the amount and the seriousness of such conflicts.

Many parents don't make all of their rules clear to children, assuming that "No throwing balls in the house" will be understood as just simple common sense, but the reality is that children are not aware of all of these unwritten rules, and they won't be aware of them unless they are clearly told to them.

Putting in a system for chores can also help to cut down conflict, so that it's simply understood that it's the child's responsibility to do a certain thing on a certain day at a specific time.

It is also important to remember that you are the adult, so that even if your child becomes angry and emotional, you don't have to.

Anything you can do to bring compassion, understanding, and reason into a discussion with your child will help you to resolve the situation even more harmoniously for everyone.



## Finance Tips for College Graduates



There are a number of pieces of advice that those just graduating college should be aware of when it comes to their finances.

Many college grads make the crucial mistake of ending the frugal lifestyles they practiced while studying, they get into debt, ignore retirement plans, and can start spending big.

One of the best tips for college grads is to begin constant budgeting.

Regardless of age or career status, it is vital to match one's income against expenses.

Be aware of all the things you spend money on and work out how much is needed to cover each category, including fun and entertainment.

Creating a budget not only gives you advance warning if your spending is getting out of control, it also provides a sense of accomplishment and confidence.

Saving for retirement is something that you should begin doing right away, too.

Start with a company retirement plan, if there is one, or begin saving yourself.

It is also a good idea to start creating an emergency fund that would last you about six months in case of unexpected setbacks or circumstances.