



Ed Collantes

"Your South San Francisco Commercial Real Estate Brokerage Expert"

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

OCTOBER 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
for a confidential discussion.

Demand for Smaller Spaces is Increasing!

Smaller industrial spaces for lease (under 10,000sf) are in high demand especially the under 5,000sf spaces. We listed 5 spaces and have received no less than 20 calls. As a result, the asking lease rates are moving up to the \$1.20 psf range (this compares favorably to San Francisco where warehouse lease rates exceed \$2.00 psf). We provide an owner with valuable assistance is qualifying a tenant.

Our tenant application forms are detailed and thorough so a property owner has no surprises.

We Have Qualified Tenants/Buyers for the Following!

- 50,000sf to 150,000sf SSF industrial building FOR LEASE (National Credit)
- \$4 million to \$5 million leased investment FOR SALE (Trade Buyer)
- 5,000 to 10,000sf warehouse space FOR LEASE (qualified tenant)

Confidential Inquiries

offmarket@crcsfo.com or Ed 415-602-0055

The Role of Your Broker in Commercial Real Estate Transactions

Commercial real estate brokers have many different responsibilities in connection with closing your commercial real estate transactions. Even when we're not working specifically right now on a transaction for you, providing you with market knowledge and keeping you informed on what's really going on can be a very important part of our relationship with you.

As an example, an owner or a tenant may still be months or years away from closing their next commercial real estate transaction, but they may still want to know what's going on in their marketplace right now. Oftentimes people who are successful business professionals will still want to know what's going on right now, then determine how it will impact their current situation, and how it may impact their decision making in the future, too.



So since we as commercial real estate brokers are the best resource for what's going on in the marketplace, and what the current rates per square foot are for sales and leasing transactions, you can always contact us at anytime to obtain this information.

But when you get closer to working on your next commercial real estate transaction, getting this information now becomes even more important. You'll want to have this information to help you to make the most informed decision possible, and you'll want to be working along with an extremely knowledgeable commercial real estate broker, too.

One of the most important skill sets that your commercial real estate broker needs to have is the ability to interpret all of the comparable sales and leasing information, and tell you what this really means in terms of the value of the specific property. There are oftentimes many nuances that can come into play when doing this, leading brokers to sometimes wonder how appraisers ever arrived at the value that they did for a particular property. Appraisers may be certified experts with respect to the general appraisal process, but since they can easily be appraising properties that are tens or hundreds of miles apart from each other as part of their ongoing business, they're definitely not the ultimate experts on the local market.

Your broker is really the one person that you can rely on for what values truly are right now in this current market.

In addition, you'll want to be working along with a broker who you feel certain will represent your own best interests at all times during your real estate transaction, and someone who will stand firm for you as your negotiator in the transaction. Keeping this in mind, this means that you need to be willing to have your broker tell you the truth as they see it, because once again they are the experts on what's really going on in the market. In addition, when they're negotiating through another broker or principal in the transaction, your broker will oftentimes get a sense of where the pricing really needs to be in order to successfully consummate the transaction. So if this transaction is one that you really, really want, listen to what your broker is telling you. As brokers, we've all had many situations where our principals played hardball with the other side, they lost the transaction, and then they spent weeks or months kicking themselves for doing this afterwards.

So in summary, your broker needs to be a true professional who provides you with solid, current market information. In addition, they need to be someone who always represents your best interests at all times, and someone who does a great job of both representing you and standing firm for you during negotiations.

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From the desk of

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Property For Sale - There is a shortage of commercial properties for sale in South San Francisco and surrounding communities in North San Mateo county. If your commercial property has a lease expiring soon and you aren't interested in re-tenanting/remodeling your building, you may consider selling your property for TOP DOLLAR. Please contact me for a free review of your commercial property as I bring over 25 years of quality commercial real estate expertise to advise you!

Please call Ed today at (415) 602-0055

Unemployment drops again - In September 2015, the unemployment rate in San Mateo County dropped to 3.1%, (as compared with California 5.5% and USA 4.9%). We can get you the more money today than any other time. If you would like a free market evaluation, please contact Ed 415-602-0055 or Edward@crcsfo.com

Have a great day!

The Right Behavior On Social Media

Once upon a time, social media just gave people the chance to reconnect with friends from days gone by.

Now, while social media has evolved to include networking and keeping up to date with various interests, it has also become something that seems to compromise our personal space more and more. The good news is that there are ways to limit its influence.

If you want to keep business relationships strictly professional, do not accept friend requests from these people on Facebook. Politely explain that you wish to keep your account strictly for people you know in your personal life, and that you wish to keep it separate from work.

If you feel uncomfortable doing this, you could always add people to a restricted friend list to ensure that they are only allowed to view certain posts. If you are in the position of wanting to add someone from work to your Facebook account, it's a good idea to ask them first.



Easy Tech Tips

There are some tech tips out there for common functions and requirements that are so easy they almost seem difficult to believe. Take downloading videos from YouTube, for instance. Many people think they have to go to the trouble of downloading software to do the job for them, but if you really want to download a video from YouTube, the simplest way to do it is to just type “ss” following the www. in the video’s URL. Another method to do the same thing is to go to deturl.com and copy and paste the URL of the video there. This also works on Reddit or any image URL, as well as on YouTube. If you want to get some education without having to pay thousands of dollars for it, try visiting MIT OpenCourseWare, which offers hundreds of college lectures from some of the world’s best professors, absolutely free of charge. If you are going to be giving a presentation at work using PowerPoint, a good way to impress your boss is to save the project as a .pps file rather than as a .ppt, as this will then immediately open up the file in the form of a slideshow.

Leadership Tips

Being a leader is a vitally important skill, and not something that will happen for you overnight. However, there are a few helpful pieces of advice that can assist you to step up to the challenge.

One of the vital ingredients of leadership is initiative. Organizations need leaders at almost every level rather than just people waiting to follow orders. Restlessness is another good quality to have in a leader, as those who are hungry to improve things and have the energy to try and do so are the kinds of people that actually make things happen. Courtesy is another quality that seems to be lacking a lot in society these days, but in management it can help to create a less confrontational and aggressive atmosphere.

Not everything will always go your way, even when you are in charge, which makes resilience an important quality for a leader to have, too. Understanding what is going on around you and having both clarity of purpose and a sense of self-awareness will be of great assistance in helping you to become more resilient also.

Study Tips For Kids

Children need to be raised to have good learning habits in the same manner as they need to be raised to have healthy eating habits.

Studying and actually attending class are easy choices, but there are other study tips that are less obvious.

It is important to keep in mind that ways of studying that are not fun and more difficult can nonetheless be more effective than the easier and more enjoyable methods.

One good tip is to test your child’s memory. Rather than simply having them constantly re-reading the same notes, get your kids to close the book every now and then and test out their knowledge and memory.

Even good grades do not necessarily translate to good learning. Cramming can result in good test scores, and yet the knowledge will only be retained for the short term.

A better strategy is to study a little bit each and every day, reviewing things a couple of times, with the result being that the knowledge is retained for much longer.



Health Tips For School Time

It can be difficult for kids to get back into the school routine after several weeks on vacation.

A long time spent staying up late, running around outside, eating snacks all day, and spending hours playing video games or watching television can make going back to school something of a shock to the system.



In addition to getting back into the normal routine, kids should also visit a doctor to make sure they are healthy when the school year commences.

One good tip can be to get back into a sleep routine. For longer vacations, make sure kids start to go back to their normal sleeping patterns a couple of weeks early; for shorter vacations, a couple of days should be sufficient.

An eye checkup is also a good idea, as poor eyesight in the classroom can result in bad grades, headaches, and even bad behavior.

If your child has special needs, it will be doubly important to get them into a regular routine before school starts, and to ensure that they are back on any medication they may have ceased using during the holidays.

“Food Pressure” Placed On Kids by Parents

New research has discovered that parents of children who are overweight are more likely to put restrictions on their kids’ intake of food if the parents are also overweight. Ironically, parents are more likely to pressure their children into eating more if everyone in the family is of normal weight.

The author of the new study, University of Minnesota Medical School associate professor of community health and family medicine Jerica Berge, says that neither restricting nor pushing food on children is a good idea as both can have unintentional side effects such as children purging or bingeing, becoming overweight, or even obese.

Most parents are probably unaware that the ability of children to regulate their own intake of food can be adversely affected by their attempts to control their eating.

The best idea would be for parents to ensure that a range of healthy eating options for children are available, and allowing them to make up their own mind as to how much they want to eat.



Taking The Perfect Family Photo

It takes a surprising amount of effort to create a family photograph that you will be proud to have hanging on your wall, but here are some helpful tips to make sure that you end up with the kind of snapshot that you truly desire.

One good tip is to choose the best time to take a photograph. This needs to be when your kids are usually their most good natured...and happy.

If you have small children, they are likely to be tired and perhaps not in the right mood to pose for photographs at five or six o’clock in the evening.

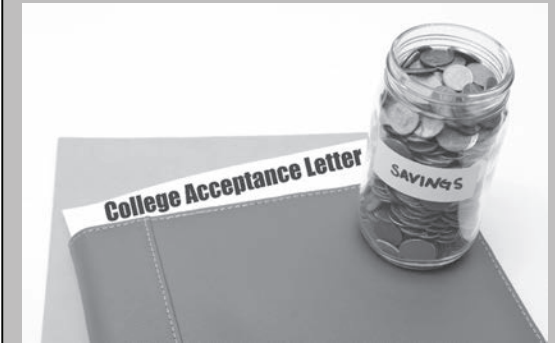
On the other hand, if you have teenagers, it might not be the best idea to rouse them out of bed at 8 a.m. to take a photo. Choose the time that is convenient for everyone.

Although many people think they should get all dressed up for a family photo, it might actually be a better idea to stay casual.

Families that are relaxed and comfortable are people who are going to end up with a much more relaxed and warmer photograph.



Pre-College Finance Tips



Students returning to or going to college for the first time usually have a lot of things to remember such as headphones, lots of shampoo, underwear, and so on.

However, it is also a very good idea to have your head filled with finance tips before arriving at college.

One important piece of advice is to make sure to sign up for text alerts, push notifications, and emails from your credit union or bank.

These are a good way to stay up to date with possible trouble spots that could result in overdrafts and might even help you to quickly spot fraud or anything dubious happening with your account.

Alerts can also be helpful with credit cards to ensure you pay your bills on time and avoid late fees.

However, you should make sure you will not be charged ridiculous prices for these alerts by your cell phone carrier!

Never hand over vital ID info or account numbers in an email or text message, as fraudsters often send such messages pretending to be banks or credit unions.

Any scholarship applications that request payment in advance are also almost always scams.