

CRC Partners

310 Shaw Road, Suite A

South San Francisco, CA 94080

(650) 876-0300

www.CRC-SFO.com



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

APRIL 2014

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

APRIL 2014

Strange But True

The tidal forces of the sun and the moon do not just act upon the oceans of our planet, but they act upon the land as well. The land at the equator moves up and down by around twenty-one inches over the course of one day. Every lunar day lasts for an entire month on Earth, because Earth always faces just one side of the moon. The moon was originally a lot closer to Earth than it is today, and it seemed considerably larger in the sky. In addition, the moon actually moves four centimeters further away from Earth every year. Human beings have as much hair on their bodies as primates, such as monkeys and chimpanzees, but the hair is mostly very light and short. Humans are believed to have lost the great majority of our body hair around a million years ago, thanks to evolution. There is a particular form of louse that lives only in clothes. DNA tests show that it has evolved from a louse that previously lived only in human hair, somewhere between forty-two thousand and seventy-two thousand years ago.



From the desk of

Edward A. Collantes, SIOR
BRE #00523983

1200 San Mateo Avenue – The recent exterior improvements at this property have real positive impact on this property. With a decent dock high ratio to WH square footage, these spaces should lease quickly.

Industrial Vacancy Rates – In San Mateo County North, the vacancy rate for warehouse spaces 5.7% as of December 31, 2013 and the industrial vacancy rate was 6% as of the same date. The high vacancy rates of 2008 and 2009 are long forgotten. I expect industrial lease rate to go up.

501 S Airport Blvd Land Sale – This corner property sold on March 28th for \$8 million (or \$39.60psf) for 4.4 acres of commercial land. On the same street, 180 S Airport Blvd. sold on August 13, 2013 for \$64psf for a 34,412 sq. ft. site for a 90 room hotel project.

Want to Buy a Warehouse? – Off market deals may be your best bet. Register your company with me and we will send you confidential offerings. Edward@crcsfo.com

Have A Great Day!

How to Crank Up Your Creativity

Working long hours, fulfilling civic commitments and keeping up with the activities of our children can take its toll, and every so often everyone hits the wall. When this happens, it can sometimes feel like a hopeless task to try and find our creativity again. The good news is while our creativity may occasionally get tired, it never really goes away, and you crank it back up again by following a few simple pieces of advice. One good tip that has been proven to induce creativity is to journal your thoughts. Let the words flow completely naturally without trying to make them perfect, and just see where your pen can take you.



Even looking up new words can have an impact on your creativity. Looking up the meaning of unfamiliar words can lead to even greater inspiration.

Another good tip is to read inspiring quotes. Other people's words can fire you up creatively, and beautiful poetry or inspirational quotes can trigger your thought processes...and maybe even deliver you to someplace completely unexpected!

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.

Off Market Deals

SSF Downtown Site – (Not on the market but for sale). Owner wants a 2014 closing. This site is great for a mixed use or office building in a highly visible location. Call me for details (650) 876-0300 x 10 or Edward@crcsfo.com

Clean Office Space, SSF – Super clean office space for lease at a great rate. If you appreciate a great value, you need to look at this space.

SSF Indoor Sports Space – Quiet deal on a 60,000sf building. Needs \$\$ but the lease rate will make it worth your while. (Not on the market but for lease).

San Leandro Office/Warehouse FOR SALE – 20,000sf building – very limited inventory on the market.

Confidential Inquiries
offmarket@crcsfo.com

Getting the Highest Price for Your Property

Everyone wants to get the highest price for their property, and there are several components that can all come together for you to make this happen. The first and most important component is you timing the market correctly. If you want to sell your property for the highest price imaginable, you need to sell it when the market is peaking. But the problem with this oftentimes is knowing with certainty when that is happening, and trusting yourself to sell right at that moment.

Even if you sell a little bit before the peak, that's fine. But the problem is that so many people wait until after the peak has already passed before they finally decide to get out, and then it's too late.

In this day and age you'd think that we'd fully know and understand that real estate runs in cycles. But oh, when that rising cycle is going on, and we just love the ride that it's giving us...if we can just keep on riding that wave, how much more money will we make?

The ride can definitely be intoxicating!

So next time, if you've decided that you want to sell near the peak of the market, learn what the signs are, and get out when everyone else is acting like they're the ultimate real estate expert.

In addition, besides timing the market brilliantly, you'll want to make sure that your property looks great before you sell it. Curb appeal will make a difference in the amount of money that you receive for your property, and people will oftentimes pay you top dollar when your property is looking its best.

But when your property looks like it needs some work done on it in order to get it into better shape, this can then have you lose the potential buyers who would pay you the greatest amount of money for it. These buyers would be the "full retail price" kind of buyers who don't understand much about fixing up a property, and don't want to learn. These are the people who want to see your property in its full, pristine condition...NOW. So when you've lost the interest of these kinds of buyers, you're then left with the more "fixer-upper" kind of buyers, and these people will want to buy your property at a greater discount.

So your decision then becomes, "Do you want to do what will have you sell your property for the highest price? Or do you want to sell your property to someone who will insist on buying it at a discount?"

Oftentimes owners just don't recognize that when they're not willing to do the work that will put their building into pristine condition, it's going to cost them money. Owners are frequently just focused on not wanting to spend any more money just before selling their building, and they're not recognizing all the money that they could be leaving on the table because of this.

So in addition to timing the real estate market whenever you're selling your property, make sure that your property looks great to potential buyers. The people who will pay you the highest amount for your property are usually the ones who will want to see it already in pristine condition, and if this is what they want, make sure that to give it to them.



How to Cut Fat and Cholesterol

There are a number of simple ways to cut down on the amount of fat and cholesterol in your diet.

One good tip is to keep all portions of fish, meat and poultry modestly sized – smaller than a deck of playing cards. All visible fat on meat and poultry should be trimmed prior to cooking, and it is a good idea to use other alternative methods of cooking rather than frying...such as baking, grilling, poaching, roasting, broiling or microwaving.

Cook the ground meat, and then drain off the fat and rinse in a strainer with the help of hot water before adding in any other ingredients. Fish, meat and poultry should be basted or poached in fruit juice or in de-fatted broth, while the skin should also be removed from poultry prior to cooking.

Even low-fat luncheon meats should only be consumed sparingly because of their high sodium content, while it is also advisable to drink fat-free or skim milk rather than whole milk. In addition you can also use fat-free cheese in casseroles.

Read the Manual

One of the most obvious yet seemingly overlooked tips for dealing with technology is to “read the manual”, as these manuals usually contain an often surprising amount of information. There are a number of people who never read the manual for the technology they have just purchased, and many of them remain utterly unaware of all the features that are available with it. Knowing what the technology is actually capable of achieving is crucial, serving to not only keep you organized but also to improve your productivity. If you do not read your manual you may be wasting both time and money, and end up failing to get the most out of the product.

Think about all of the electronic devices that are in your possession, and how many buttons they have on them. Are you aware of what each of those buttons can actually do for you? If you don't know everything that the technology in your home or at work is capable of doing, read the manual. A few minutes of your time now could save you a lot of aggravation down the road.

Improving Your Heart Health

Some risk factors for heart disease are out of your control, such as any health problems inherited from your parents. But many others can relate to your lifestyle, including having an unhealthy diet, being overweight and smoking.



Your health can therefore be improved by adopting a healthier lifestyle and a heart-healthy diet.

The only really healthy solution for smoking is to stop doing it. This can be difficult, but it is far from impossible and will eventually lead to success. It can also be a good idea to discuss with your doctor medications that can actually cut down your craving for nicotine.

Within days of stopping smoking, your blood pressure will begin to go down, the carbon monoxide and oxygen in your blood will go back to normal levels, your blood flow and breathing will improve and shortness of breath and coughing will decrease.

Losing weight, even as little as just five to ten percent of your current weight, can also cut down your risk of developing heart problems.

How to Set and Manage Expectations in a New Project

Making sure that a project stays on track, and sometimes in the face of continual additions and requests for changes, can be the greatest challenge faced by a project manager.



If expectations have not been properly set from the very beginning between the client, the team, and senior management, and there are no strategies in place to cope with any last minute changes or requests, deadlines can end up suffering.

One good tip for project managers is to make sure they get involved early on. Senior management often sets expectations with no real consideration of the details involved in delivering, so it is crucial to take the time to work with senior management throughout the entire planning process, in order to define vital measurable objectives on which everyone can get in alignment with.

If issues should arise, then at least project managers can go back to those objectives and check with management to see if delivering on them will be affected by these new issues.

The more aware you are of what the goals of the project are really supposed to be, the better the chances are that a project manager will be able to assist their team in accomplishing them.

Tips for Learning a New Language

There are various methods to help you learn a new language. One good trick is to simply try and learn one new phrase every day. There are around two thousand basic words and phrases that need to be learned in order to understand your new language.



The trick is to turn this into something that is enjoyable, by using just five to ten minutes of your time every day.

Just one new phrase per day can help you to broaden your language skills surprisingly quickly.

These days you can have language learning apps installed for free on your smart phone. This helps you to keep learning a new language no matter where you may be located during any time of the day, when you have just a few minutes of spare time. Good apps you can try include Busuu and Memrise, which are available on both the Android and the iPhone.

Practicing with a friend can also be a big help. The ultimate point of language is to be able to communicate, so learning through conversation just makes sense.

A real-world partner with whom you can interact will help you to develop skill and confidence, and increase your motivation.

Hosting a Child's Sleepover

The age-old child's slumber party creates some great memories for kids, but as a parent you soon become aware that a lot of time and effort must go into these seemingly carefree extravaganzas.



Fortunately there are some helpful tips to follow to make sure you keep your sanity while your child still has a memorable sleepover.

You need to control the number of kids allowed at the sleepover, and make sure you have talked to all of the parents involved. Go over the house rules with all of the children, and plan a menu for them. Then put the phones away.

You also need to make sure they have some kind of activity to participate in, to ensure that they can keep themselves entertained, without stirring up too much mischief.

However, it is also important to avoid going overboard with adult supervision. Kids need to be given their space during a sleepover, so that they can create a memorable bonding experience without too much adult interference.

Financial Fitness Tips



Sometimes people who seem to have a healthy income can find themselves in shock when they realize what they owe at tax time, but the good news is there are a number of tips to help you to get your personal finances into shape.

More than fifty percent of businesses are based out of people's homes, yet many people fail to take a home office deduction...even when they are eligible for it.

Previously that may have been partly because of the overwhelming paperwork, but these days there is a much simpler alternative – just deduct five dollars per square foot for a home-based office, to a maximum of fifteen hundred dollars.

In order to qualify, a home office should be vital for a business and be used exclusively and regularly for the purpose of running your business. It does not need to be sectioned off or in its own room, as long as it remains a clearly defined space within the home.

There also needs to be enough income in order to offset the deduction.