



Ed Collantes



From the desk of  
**Edward A. Collantes, SIOR**  
BRE #00523983

**Unsolicited Offers to Sell** – I have clients ask me whether they can submit an unsolicited offer on a property that is not on the market. My answer is yes. As a matter of fact, the "off market" deal marketplace is currently very active. You may have great timing or your offer may spark something on the ownership side leading them to sell. At the minimum, you will get an update on the seller's interest to sell. Also, there are sophisticated sellers who prefer their properties to be marketed confidentially for many reasons so the property may already be on the market. Finally, many times the unsolicited offer will receive a counter offer that is "above" market so you shouldn't assume that you are always getting a good deal through the off market channels.

The opportunity to get top dollar for your commercial property is now. Please contact Ed at 415-602-0055 or Edward@crcsfo.com for a confidential discussion.

But either way, there are some exciting changes impacting your property or for lease space and I recommend that you call me right now to learn exactly what these changes will be. Ed 415-602-0055

Have A Great Day!

## Get The Most Out Of Water

There is more to the trick of getting the most out of water than just drinking a lot of it. The way you drink water can also be beneficial to your health.



One helpful tip is to drink several cups of water after you wake up. The water needs to be pure and not mixed with anything so that it's able to pass through you straight away.

Water flushes your bladder and kidneys and gets rid of any debris in your colon and stomach. In addition, you should wait between fifteen minutes to half an hour before eating afterwards.

Drinking one or two cups of water before bedtime can be helpful to people who suffer from constipation.

It is also a good idea to get rid of plastic bottles and pour water into stainless steel or glass bottles in order to avoid plastic contaminants.

Black tea and coffee do not count as a part of your water content, as they are both dehydrating and acid-forming.

## 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 Commercial Deals

**211 Airport (Corner of Baden), SSF**  
SOLD by CRC Partners

**338 N Canal #28, SSF** –  
SOLD by CRC Partners

**201 Linden Ave, SSF** –  
Office/Retail –  
LEASED by CRC Partners

**240 Shoreline Hwy, Mill Valley** –  
SOLD by CRC Partners

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

## Off Market Deals

**Mid Peninsula Office Building** –  
Owner/User/development opportunity

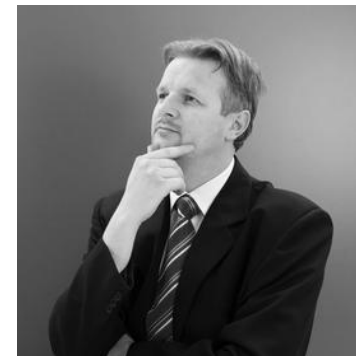
**35,000 Sq. Ft. Industrial Site** –  
San Mateo – close to El Camino,  
open for opportunity

**75 Deeded Parking Spaces, SF** –  
Great High Income Location

**Confidential Inquiries**  
offmarket@crcsfo.com  
or 415-602-0055  
Ed Collantes of CRC Partners

## Falling Energy Prices, Commercial Real Estate, and Our Economy

For so many years we've become accustomed to the price of energy rising, so now that energy prices have been falling throughout 2014, what does this now mean for commercial real estate? Well for everyone who's not tied to making money from rising energy prices, generally speaking this is good. It means that the price of energy for manufacturing is lower, the price of fuel for shipping and transportation is lower, and the price for heating and air conditioning within many of our homes is now lower, too. In addition, the price for commuting by car long distances to work is now lower, which puts more spending money back into the pockets of those people who have had to make these long commutes.



For us here in the U.S., one great contributing factor to the price of oil coming down is the fact that many of the normal oil-producing countries are now having their own economic challenges. When in the past these countries would all bond together to set prices and production levels, they now recognize during these challenging economic times that selling more oil means that their individual economies will be doing better, so collectively they're now producing oil in quantities that are leading to these greatly reduced oil prices.

So what does this mean to all of us? For many of us it brings us a sigh of relief from the pinch that increased energy prices had been putting on our wallets. Energy prices are still higher than they were years ago, but today's prices represent the best ones we've seen in a long time. The price of both oil and natural gas were approximately 45% higher earlier this year than they are right now, and this represents a huge difference!

For many people owning businesses, this brings them some solid relief. With reduced energy prices now for manufacturing, distribution, and transportation, many businesses now are retaining more money, giving them greater profits. But this of course will remain only as long as these reduced energy prices remain with us, too.

For landlords, what this could mean is getting their rent checks on time more often from tenants who have been stressed financially, as well as experiencing fewer tenants going out of business.

Any major reduction in the price of energy can have a major impact on our lives. Energy is used to create every tangible product that we utilize both in the home and in business, and the growing, harvesting, processing, packaging, and distribution of food consumes huge amounts of energy also, long before we ever refrigerate and/or cook the food in our homes. This is one big reason why the rising energy prices we've experienced over the past 10 years have been paralleled by dramatic rises in our food prices, too.

So if these reduced energy prices sustain themselves, both people and businesses are likely to have more money in the bank, making it easier for this money to then help sustain and drive up both rents and the overall demand for real estate. But this will also depend on how our local economy is performing, too.

Having these reduced energy prices, though, is great for both businesses and consumers. The price of energy has been causing a much bigger drain on people's pocketbooks in recent years, and getting some welcome relief from all this puts more spring in our step, and more money into our bank accounts.

## Internet Shopping Tips For Senior Adults

Knowing how to navigate the internet in a safe manner is vital in this day and age, and it is particularly important for seniors to understand issues related to safety on the internet, online shopping, mobile banking and how to use payment sites like PayPal. It is vital for seniors to choose a password that is secure and very difficult to guess. Around ninety percent of all passwords used by people on the internet can be guessed in less than twenty minutes. When choosing a password you should avoid making use of public information, such as family names or birthdates. You should also use a mixture of numbers and letters, with a minimum of eight characters and at least one of which should be in upper case. While online shopping is now very popular, there is no requirement for everyone to do so. If you would like to, just remember to have a separate credit card in order to shop online and start out by using websites for stores you are already familiar with. Seniors can definitely enrich their lives by learning the technical skills that enable them to explore the world of opportunity offered by the internet.

## Giving Financial Assistance To Family Members

Lending money to members of the family can sometimes cause tension, but the good news is that there are ways to go about this without putting a strain on those relationships. It is very important to precisely spell out the terms under which you are loaning money to family members. The details need to be thoroughly discussed in advance, including whether or not there are some strings attached to that money. The terms should be put in writing in order to avoid misunderstandings, too.

Another idea is to look for ways of helping out that do not involve money. You might be able to help a family member in other ways, such as by letting them stay with you for a while, having regular meals at your home or by babysitting their kids. In the event that you do offer to let your family member stay with you, then it's also important to ensure that the terms of the arrangement are clearly understood, including any household assistance, rent and the maximum length of their stay.

## Study Smarter

Studying can be difficult, and something that makes it even more challenging is that many people do it wrong. The good news is there are ways to study smarter rather than just harder.



One good tip is to take all your notes by hand. Handwriting notes actually forces students to think more about what it is they are writing in order to distill the information they are receiving down to its most salient points – something that can be a big help for future revision.

It is also very important to pace yourself. Students love cramming, but the reality is they often forget the information they are trying to cram into their heads as quickly as they go through it.

Spacing is actually a better idea, as it allows information to become embedded within the long term memory, thus making students far more likely to remember the information when needed.

Practice tests are always a good idea. Taking practice tests at set points throughout your study is an excellent way to find out where your weak points are, and what you need to study up on more.

## Finding Work When Older:

Longevity is rising, and as people stay healthier longer, the traditional idea of retirement has begun to fade. Many older people are heading back in to the workplace.



Some because they have to, but many more are returning because they want to. Competition is stiff and some employers can be biased against older workers, so it is important to be aware of the best tips for older people looking to find new employment.

Talking about your age can be a tricky topic with employers, but one way to take advantage of your advanced years is to emphasize that you have a great deal of flexibility, as you no longer have young children to cope with.

Another good tip is to make sure that they're aware that you are up to speed with current technology and social media sites, though without making your potential employer think you are unhealthily addicted to it!

Something also that can be helpful is to construct a new resume that is functional instead of chronological, and emphasizes your experience and the skills you have that relate to the job you're trying to get.

## How To Get Inspired At The Office

Innovation and creativity are vitally important in almost every aspect of life, but sometimes it can seem very difficult to get inspired while sitting at the same old desk in your office day-after-day. Fortunately, there are ways to inspire your world even in that environment, too.



One good tip is to have your desk rearranged. The monotony can be broken just by moving around some of the items on your desk every couple of weeks, and experimenting with visual settings and lighting on your computer. Posters or calendars featuring scenes from nature – be it an animal or a tree – can also help you to draw out your creative side. Even minor tweaks to your working environment can help to make you feel more inspired.

It is also vital to keep clutter down to a minimum. Put away any items you are not currently making use of, and create an open space on top of your desk. This can affect your thought process in a very big way, and you may be surprised by just how much tension such a simple act can relieve.

## Marketing Tips For Start-Up Firms

In the 21st century, all start-up companies need to have an excellent strategy in place to deal with digital media in order to establish their brand, and make sure they have a long-lasting impact. The internet can be a tricky beast, however, and it is a good idea to be aware of a few helpful tips before getting started.



It is important to keep in mind the need to focus firmly on your primary target audience. It is tempting to try and reach out to everyone, especially in today's inter-connected world, but that can be a big mistake...particularly for start-up companies.

Stay focused on the customers that are more likely to add more to your business growth early on. Start-up companies tend to have fairly limited resources, and it is crucial to make sure those resources are used to their best advantage. It is also important to choose the digital platform that is best for your company. There are virtually limitless options available on the internet, but you need to focus on the right ones.

Work out how to transfer traffic to your website from your target audience by researching the digital choices made by your consumers, such as the brands they follow on social media sites and other sites they visit, and then choose the sites to focus on.

Information-sharing brands would go well with Twitter and Facebook, for example, while more visually-oriented brands might want to look at Pinterest or Instagram.

## Making and Protecting Your Money



Financial advice can be a tricky business when it involves trying to predict the future, but fortunately there are a number of hard and fast rules when it comes to the business of making money, and then ensuring that that money is protected.

One of the simplest tips is to get a job that you enjoy doing and that you are good at. Work hard and develop the skills you already possess.

You should also be aware of your own value and ask for a pay raise whenever appropriate.

It can be a good idea to ask for a lot more money than you really want, as you can then be negotiated down to something you'll still be happy with. One of the best tips is to get your credit card paid off as soon as possible, as compound interest can take its toll.

You'll get interest over time from money that you have in a savings account or in other investment devices, so leaving as much in these as you can is a good idea.

The simplest rule to making and keeping money is to work hard and smart, and make sure you don't live beyond your means!