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Ed Collantes

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

JULY 2014

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Why Rebooting Works

"Have you tried rebooting?" seems to be the first question oftentimes asked by experts to people who are having trouble with their technology, and the truth is that there is actually a very good reason for this. Rebooting works with everything from computers, home entertainment systems, and smartphones, to wireless routers and tablets. If your technology suffers a minor glitch it can usually fix itself fairly quickly, but a really serious glitch, or an array of seemingly minor ones, can cause everything to freeze, at which point the absolute best thing you can do is to just start over. Rebooting allows the gadget to be able to start over from the very beginning again, and usually those glitches won't reoccur. Rebooting is a simple, no-hassle solution to a wide variety of minor problems, without the need to spend lots of money or have advanced technology skills in order to fix them.



From the desk of

Edward A. Collantes, SIOR

BRE #00523983

El Camino Real at Spruce, SSF – The tired shopping center at the corner of El Camino Real and Spruce (Safeway, Bally's and the closed Firestone Tires) has been approved for a new mixed used project. The site is 14.5 acres and the new project, Centennial Village will have 264 apartments and 222,000sf of new office/retail. If you want more info to lease a brand new space in this center, please contact Ed at 415-602-0055 or Edward@crcsfo.com

New Furniture Store Available, SB – Furniture stores are rarely available and we have one with parking for under \$1.50psf NNN. Please contact Ed at 415-602-0055 or Edward@crcsfo.com for more information or a private tour.

Development Opportunities, SSF – We have several off market development sites in SSF. Call to discuss. Ed 415-602-0055.

Want to Sell Your Warehouse? – This is the best time of year to sell your warehouse property (now through November 1st). In addition, we have strong interest from institutional buyers for your warehouse. If you would like a free market evaluation, please contact Ed 415-602-0055 or Edward@crcsfo.com

Have A Great Day!

Pack Light

Economizing luggage space is always important for travelers, particularly those who travel on a regular basis.

With this in mind, you can minimize the stuff you have to take with you by getting organized.

A small zip-up pouch that can easily store your cords and gadgets is a good idea, as it means you will not have to waste time digging through different bags in between flights, or experience the frustration of getting to your destination only to find out you have the wrong cord for one particular gadget.

Another good tip is to think about the many clothes you will need, and then just pack half of them. If worst comes to worst, you can always still do some laundry while you're on vacation.

Leaving your cell phone at home and purchasing a cheap 'dumb' phone at your destination not only saves a little weight, but it can also result in cheaper rates than roaming, and a considerably decreased chance of having your own phone stolen.



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

251 Wattis, SSF – 67,200sf industrial building on 2.91 acres sold for \$116psf in May 2014

Edgewater Business Park, SSF – Sold for \$48.6 million in April 2014

14670 Wicks, San Leandro – 20,000sf industrial building sold for \$1.510 million (6 offers). All cash buyer with no loan contingency.

251 Michelle Court, SSF – 46,780sf industrial building sold for \$122.70 psf in May 2014.

For Sale – New on The Market

Industrial Condo, SSF – 1,968sf with one roll up door in prime SSF location. Call Ed for more information 415-602-0055

Gas Station, SSF – Net leased. \$2.3 million

2.2 Acre Site, SSF Airport – Suitable for an outside storage/parking. Needs work and creative buyer. Lease option opportunity.

Warehouse, RWC – 30,000sf industrial building (2 tenants) for \$180 psf. You can occupy half and lease the other half or occupy the entire property. Price negotiable. Call Ed 415-602-0055

Confidential Inquiries
offmarket@crcsfo.com

When Is It Time to Sell Your Commercial Property?

We all remember that age-old expression about investing... "Buy low and sell high." This may sound simple, but how the heck do you do this consistently?

But in terms of buying at the right time, perhaps Baron Rothschild said it best when he said that "The time to buy is when there's blood in the streets." Clearly within commercial real estate, when you're looking back over the last 40 years or so, this has definitely been the time to buy... when everyone is really worried about whether or not that great economy will ever return once again.



But how do you know whenever it's the best time to sell your commercial property? Ideally you'll want to sell it whenever property prices are peaking, but with this in mind, how can you really know for sure when this is happening? It's difficult to know for sure, but one indicator that this is happening is when people who have never been solid real estate investors before begin talking like they're solid real estate investors.

Whenever real estate values are rising, buying almost any property can make you look like a real estate investment genius--just several months or maybe even several years down the road.

But with respect to selling, in some real estate markets right here in the U.S. there are apartment buildings selling right now at 4% cap rates. Keeping this in mind, you have to ask yourself the following question: "Will cap rates continue to go lower if I keep holding onto this property?" Conversely, potential buyers of these same buildings have to be asking themselves, "Can I really buy this building at a 4% cap rate, and expect to sell it and make a profit someday by selling it at a 2-3% cap rate?" Counting on investors to give you a nice profit someday by buying you out at a 2-3% cap rate... is a very risky venture.

There is no one-size-fits-all way to know for certain that you're selling at the very top of the market. Even as we speak, real estate markets all over the country tend to be performing in alignment with the state of their local economies. However, there are certain other major factors to keep in mind, too, and one of these is the availability of good financing. When property values were rising a number of years ago, good financing could be obtained relatively easily. But when everything went south and then collapsed, financing dried up, making a very difficult real estate market even more difficult. So when you see lenders granting real estate loans to people and in situations that you feel could easily turn out to be dangerous, it could be time for you to sell. Similarly, when people who have never been solid real estate investors begin buying properties, gloating about their gains, and becoming very cocky, it could be time to sell, too.

And finally, if you have the presence and the foresight to be able to foresee that your building or the location of it will become less desirable in the future, or if you observe that shifting economic trends may make your building less desirable in the future, consider getting out ahead of the trend, selling your property, and exchanging into a property that will give you much better upside.

Tips For Effective Communication

Everybody goes through periods when communication seems to deteriorate and feelings get hurt, with misunderstandings abounding. The good news is there are some tips that can help with implementing a more effective strategy for communication.

The first step to effective communication is to show your support. The other person needs to know that you still care about and have respect for them, even if you do not agree with their opinions on a particular matter. Empathy is also important.

You should acknowledge the other person's feelings and emphasize their experience over your own, as giving your own experience too much emphasis can make them feel like their feelings are being trivialized or even mocked. Finally, you need to make a statement of truth as you see it to address the problem at hand, and even offer a solution. This statement should be made in a neutral tone and in a way that avoids the assignment of blame.

Make An Ordinary Room Extraordinary

Renovating can be a cumbersome undertaking, and while it is sometimes undertaken for practical reasons, there is also a purely aesthetic side to such a task. An ordinary room can be transformed into something extraordinary just by adding a few special touches, so here are a few tips that might inspire you. One method of improving a bathroom can be to "steal" some space from an adjacent closet or hallway in order to enlarge it. Old shower doors can be changed to frameless glass to add a more modern touch, while new life can also be brought to walls by using an awesome variety of stones and tiles.

Living rooms can pose more of a challenge given that it is a place that plays a number of roles, including watching TV, entertaining, and just lounging around, but one good tip to make it look out of the ordinary is by mixing and matching furniture.

A set of modern chairs or a particularly stylish coffee table added to your art collection and your old sofa, can make all the difference.

How To Live Longer

Everyone is interested in living a long and healthy life, with even major corporations like Google throwing their considerable weight behind cutting edge scientific research devoted to longevity.



Science continues to make strides on the issue, but while we wait for researchers to work out precisely how to turn back our internal clock, there are a number of practical things we can do now to improve our chances of living longer, healthier lives.

It might sound odd, but having a conscientious personality is one of the best ways to live longer.

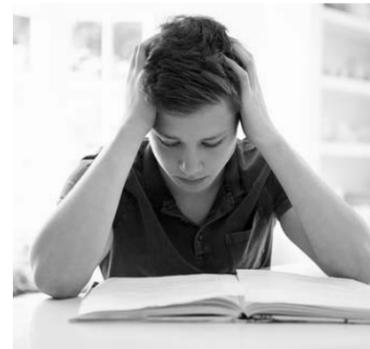
Being prudent, persistent, and well organized can help you to lead a longer life because conscientious people have a tendency to make healthier choices, including where to work, who to marry, to follow their doctor's orders, and to not drink, smoke, or engage in other risky behaviors.

Diet is also of vital importance. Many centenarians tend to eat a diet that is high in healthy fats such as olive oil as well as lots of fruits, vegetables and nuts.

This diet has been linked to everything from protection against memory loss to lower risk for heart disease, and a generally healthier old age.

Exam Study Tips

For students studying for exams, there can be a lot of pressure, but the good news is there are some helpful tips that can help to ease some of that anxiety.



One important thing to keep in mind is that research has shown that cramming is not the best method to use when getting ready for an exam.

Spacing out your study time is actually a lot more effective, but when that is not possible and cramming is a necessity, then it is best to do this actually closer to the time when the material was first learned, rather than doing it closer to the exam.

Some other advice that goes against what many people think about studying is that the common practice of highlighting material is actually ineffective, and studying while listening to music can be a distraction that might even hurt your performance in the exam.

Always studying in the same location is another common mistake that students can make.

Studying in different places has actually been shown to increase the chances of doing well on tests, while retention can be boosted by studying similar yet different materials within the same study session, rather than just constantly reviewing the same text.

Weird Truths About Moms

You probably did not know it, and think it sounds like something out of an "X-Men" movie, but the reality is that your mother is really a genetic mutant.



Everyone knows that pregnancy changes a woman's body, but few realize the extent of the changes.

Somewhat cooler than those stretch marks that seem to get all of the attention, one weird change of pregnancy is known as microchimerism. Basically moms can carry little bits of their kids with them for many years after they have given birth. A handful of foetal cells cross over the placental blood flow barrier and can stay for years, sometimes even decades, in the mother's body. In 2012, a study found that a child's cells can even end up residing in her brain.

A woman's brain changes in a more common way during pregnancy, too. A new study has found that women who are pregnant make more use of the right side of their brain when processing the images of faces (babies and adults) displaying different emotions, with the strongest effect being caused by happy faces.

Researchers speculate that the changes might help to promote the bond between a mother and her baby after birth.

Are You Offering The Wrong Choices?

Freedom equals choice, and the greater array of choices that we have, the more specificity we can demonstrate in our preferences. This is something that applies whether you are offering a selection for your prospects to choose from, or picking the best method of generating B2B sales leads.



Too many choices can sometimes be just as restrictive as too few, however, and many of your customers might be happier if you gave them fewer choices to begin with.

One obvious symptom of having a poor selection of choices is if there is, generally speaking, a lack of interest in what you're offering people. However, offering your people many great choices can sometimes confuse them as to which decision will be the best one for them.

If your angle is your product being unique, you need to make sure that the space you are marketing it in is not highly competitive to start with. Ignoring or having little real knowledge of your target market can be a recipe for disaster, too.

You need to do your market research, create buyer profiles, and then break them down into segments to ensure you are saying the right things to the right people.

Tips For Couples Getting Married



Planning a wedding is very complicated, involving much time spent securing the right venue, the right caterer, and the right honeymoon, but merging the finances of two people together is no easy task either...even though it is vital towards making plans on how to handle money as a married couple.

One good tip is to have an honest discussion about your financial past. Your "significant other" needs to know about your assets, your debts, and your income.

There is no better time to get financial secrets out in the open, but this should not turn into a lecture about who has the better money management methods.

Your partner also needs to know what kind of person you are when it comes to money – a saver or a spender, though both partners will have to do some compromising to ensure a harmonious union.

Comprising will enable you to come up with a game plan regarding how much to save and spend, and how much should go toward goals such as travelling, securing your retirement, and buying a home.