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

MAY 2014

## More Than a Logo

A lot of people starting new companies are under the illusion that their brand strategy will be covered solely by having a great logo, and by having great visual identity. The reality, however, is that your brand should be so much more than a logo. A brand needs to be your core essence, your story, and your promise. A logo should certainly convey the brand, but your brand is the actual foundation for all of your marketing efforts, as well as for informing people on other aspects of your organization...such as hiring, operations, and partnerships. Your brand is the place that you hold in the imagination of your potential customers, and the story that you tell with it, too. There are target audiences and markets for practically everything, but as a marketing leader or business owner, it is your job to be completely clear as to the image that you want to project. This will influence everything from customer experience to both distribution and pricing, as well as your visual identity, too.



### From the desk of

**Edward A. Collantes, SIOR**  
BRE #00523983

**Unemployment Rates** – San Mateo County – San Mateo has the 2nd lowest county unemployment rate (5%) in California (8.4%) as of March 31, 2014. California hit a high of 12.4% on October 2010.

**Industrial Vacancy Rates** - In San Mateo County North, the first quarter ending March 31, 2014 statistics are out. Brisbane, SSF, and Burlingame had vacancy rates between 5% and 6%. It is a landlord's market for the right space. Expect to pay and compete for quality space.

**Retail Vacancy Rates are Under 3% in Some Areas!** – If you have a retail space for lease, the market is strong provided you have clean ADA space with parking. Retail tenants are location sensitive (even within the same center). If you own a retail building, you will get top dollar if you want to sell.

**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](mailto:Edward@crcsfo.com)

**Have A Great Day!**

## How To Stop Social Media From Wrecking Your Love Life

The way in which you make use of social media sites such as Twitter and Facebook can end up having an adverse affect on your romantic life.



Updating your Facebook status to talk about how wonderful your new boyfriend is might seem harmless enough, but it might do nothing more than freak him out, particularly if your relationship is still new.

A lot of people also seem to have no filter these days, sharing anything and everything that comes into their head with everybody on the Internet. If someone you are about to have a first date with looks you up on Twitter and finds nothing but complaints, emotional outbursts, photos of your breakfast, and comments about former romantic partners, there is no way of predicting how they'll respond to this. If your social media account does not offer a good representation of you to the outside world – including to prospective romantic partners – it might be worth it to use the delete button, and be a little more discreet in the future.



Ed Collantes

Edward A. Collantes presents

# Commercial Real Estate

news and more

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## 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). Multi-family entitled deal in the works for 60 to 70 units. Call me for details. (650) 876-0300 x 10 or [Edward@crcsfo.com](mailto:Edward@crcsfo.com)

**SSF Warehouse (Coming Soon)** – Quiet deal on a 72,000sf building. For excellent credit, owner will sharpen his pencil (even in this super tight market!) (Not on the market but for lease).

**San Leandro Office/Warehouse** – FOR SALE – 20,000sf building – it has a 16,500sf footprint and owner has discounted the price to **\$1.499 million**. If you ever considered moving to the East Bay, this may be your opportunity.

**Warehouse Space Wanted-SSF** – I have a national credit tenant looking for 10,000sf to 15,000sf with heavy electrical power. If you have an upcoming vacancy, please call me to get a private tour. (650) 876-0300 x 10 or [Edward@crcsfo.com](mailto:Edward@crcsfo.com)

Confidential Inquiries  
[offmarket@crcsfo.com](mailto:offmarket@crcsfo.com)

## Why You Should Invest in Commercial Real Estate

Now that many people are feeling better about the economy, and feeling that the toughest times are now behind us, people are now asking, "Where should I be investing my money right now?" While many experts agree that a diversified portfolio is one that will help ensure that your risk is minimized, commercial real estate is definitely a solid arena to be investing in.



Think about it for a moment--the people who invested in stocks and bonds before the economic downturn have, in many situations, experienced major drama within recent years, as these markets have experienced their own changes. But if you invested in commercial real estate wisely, and invested in properties with tenants who would weather the storm, your income, and your life wouldn't have been affected nearly as much. Granted, you might have experienced a decrease in the value of your properties during the downturn, but if you're a veteran investor, you would have recognized that this too would pass once again.

As far as investing in stocks is concerned, within recent decades the amount of dividends being paid to investors has, with so many corporations, been minimal. Because of this many investors have had to rely primarily on whether or not their stocks have been going up in value, in determining how well they've been doing. In addition, the investors who were having a tough time with their personal income during the downturn had to sell some of their stocks at lower market prices in order to raise more money. But for those people who purchased commercial real estate with solid tenants in place, their investment income was largely unaffected with these properties, and they didn't have to sell.

This is one reason why you'll want to buy the kinds of properties where ideally the demand will still be there for them even in tougher times. Because even if you have tenants in these properties who won't be able to weather the economic downturn, you'll still have demand coming in from other new tenants who will want to move in.

Our economy has been improving, and this has been good for commercial real estate. But at the same time, many experts have been saying that the stock market is now long overdue for a substantial correction. But when you own good commercial real estate, and you have solid tenants in place, you'll be largely unaffected by this kind of correction. A severe economic downturn is one thing, but a periodic correction in the stock market is definitely another one. As an example, between March, 2000 and October, 2002, the Nasdaq Index lost a full 78% of its value. But as long as you owned commercial properties that were rented out to solid tenants, you did fine.

Commercial real estate has already had its economic downturn, and it's recovering now because of the overall recovery within the economy. When businesses are showing us that they're now more confident, and that they're buying, leasing, and expanding again, this is a solid signal for everyone. But at the same time, so much of the money that was given as bailouts to the major institutions has now been reinvested by them back into the stock market, creating the feeling within many people that the value of stocks may now be "pumped up".

With this in mind, commercial real estate, whenever it's bought, owned, and leased correctly, is one of the best investments you can ever make.

## Tips For Clean Eating

Healthy eating is a crucial part of overall good health, and there are some helpful nutrition tips for those people who would like to make it a priority to “eat clean.”

One good tip is to eat more vegetables. Green veggies in particular are low on calories but very high in fiber and vitamins. You should also make a point to consume less sugar by putting a limit on the amount of candy, sodas, and other sweet items that you eat and drink. Even flavored yogurt and canned tomato sauce contain a surprising amount of sugar.

You should also cut down on your intake of refined grains, which are more processed than is the case with whole grains, and they don’t have the fiber and nutritional benefits. Substitute brown rice, quinoa, or whole wheat for white rice, pasta, and bread.

Stay away from packaged food that comes with a long list of ingredients, as many of them are lacking in basic nutrients and they also tend to be high in sodium.

## Tech Tips for School Students

It can be difficult for students to maintain proper organization of their work throughout the course of the school year. With so many tests, projects, and assignments, it is far too easy for some things to get mislaid in all of the chaos, and without proper maintenance, these losses can end up turning into catastrophic situations.

The good news is that new technologies can actually assist students to stay organized. Desks can be kept properly organized while allowing students to communicate their personal style with the use of a wide range of gadgets including touch technology, web-connected printing solutions, and detachable hybrid PCs.

An all-in-one desktop computer can help students to streamline everything from art projects to study aids, including book reports and research, too. Another way to save space is by choosing to make use of e-books via an e-reader, thus removing the need to have lots of books in the classroom, in the school locker or in a bag.

## Exercising and Eating Right

Balancing work and life makes it even more difficult to achieve fitness goals and stay on top of your health. Joint and muscle soreness, inactivity, and improper nutrition are extra challenges as well, but there are ways to overcome them and make sure you keep living an active and healthy lifestyle.



One good tip is to take a multivitamin every day and to make sure that you limit the consumption of packaged or processed foods by creating meals that last.

Cooking three chicken breasts rather than one is a good idea, as one can be added to a salad, another used in a wrap or a sandwich, and the third consumed along with a side of steamed vegetables.

It is also important to snack smartly. Choose items such as Greek yogurt, almonds, vegetables, hardboiled eggs, cottage cheese, and seeds. Avoid 100 calorie packs and granola bars, and instead go for prewashed, cut fruit and vegetables, and prepared bags of seeds and mixed nuts.

You should also choose exercises that maintain fitness, while avoiding strain on your back or joints.

## The Caring Manager

One of the most important and underrated management tips is to be a manager who actually cares about your staff. In this day and age there seems to be a great deal of pressure to be ruthless and uncaring, but being empathetic and caring is much more likely to make you a better manager, and it will gain you the respect, loyalty, and trust of those who work for you.



Good management is all about deep personal relationships.

Managers should be encouraged to get to know their employees as actual human beings, meaning their values, their motivations, and their history – and their future plans – meaning their ambitions, goals, and aims – and then use that knowledge to forge a greater connection between them and their work.

Being a caring manager also means giving plain feedback...even if it is negative.

There is nothing worse than a manager who wants to avoid offending someone by giving feedback that is wishy-washy and unclear. If there is a real problem that the employee genuinely does not know about, it is far better to deal with it straight on than to fudge the issue with indirect feedback. In this situation, the latter can potentially leave the employee still unclear as to what it is they’re doing wrong.

## Making Use of Digital Learning

Technology and learning are no longer just the province of eager youth in the 21st century. When it comes to digital learning the most active group is adults.



The movement is driven by the desire to gain knowledge within many personal development topics, as well as the desire to achieve self-improvement.

Fifty percent of adults in America had access to a smartphone as of January of this year, with forty-two percent owning a tablet computer, and thirty two percent owning an e-reader, according to the Pew Research Internet Project.

Such digital devices give adults an astonishing amount of information that is available to them twenty-four hours a day, seven days a week.

A key role in the rise of digital learning has been the explosive growth of video, with 183.8 million Americans watching 48.7 billion videos online in just January alone.

Adults who learn better via visual media are learning to understand a wider array of topics via online video.

## Fire Safety Tips

It is vital for any family to have a fire safety plan for their home. Fires can spread in a matter of mere minutes, completely filling a home with deadly smoke. Families need to both plan-out a fire escape route and then practice it.



One good tip is to draw a map which shows escape routes via windows and doors, and it is crucial to prepare two escape routes in the event that a fire is blocking one of them.

If smoke has already filled-up your home by the time you become aware of the fire, you should get down as low as possible and crawl very quickly to the nearest exit, closing the doors behind you as you go.

Family members should all gather outside the home at a pre-planned meeting place.

Stay outside and do not venture back inside the home for jewelry, or for any other reasons.

No object is worth risking your life for.

Children need to be taught the appropriate way to respond to a smoke alarm, as well as how to respond to a fire. In addition, all family members should know to call 911 to alert the local fire department.

## Stay Healthy While Gardening



Gardening can actually be an excellent workout for the body, but your body may not necessarily be ready for all of the bending, pulling, reaching, and twisting that’s involved.

Warming up and cooling down is as vital when gardening as it is with any other form of physical activity, and it’s crucial to stretch your muscles in order to prevent pain, stiffness, and injuries.

Before you start gardening, you should slowly breathe in and out through every stretching exercise, and be sure to stretch very smoothly and gently with no jerking or bouncing.

You need to be aware of your form, body technique, and your posture when gardening.

Avoid twisting motions when you pick up items and make sure you bend your knees instead of your back.

Use a scissor stance when raking leaves– Put your left foot back and your right foot forward for a couple of minutes, and then reverse those positions. In addition, your movements and stance should both be alternated on a regular basis.