

Commercial Real Estate

news and more

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Ed Collantes

Edward A. Collantes presents

Commercial Real Estate

news and more

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

NOVEMBER 2014

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

221 Airport (Corner of Grand) SSF – Sold for \$2.025 million for 5.17% cap

338 N Canal #28, SSF – 1,968sf industrial condo sold for \$252/psf

2171 Junipero Serra Blvd, DC – Sold in Aug. 2014 for \$14.3 million (\$284/psf).

El Camino Real & Collins, Colma – 0.41 acre site in Aug. 2014 for \$45/psf.

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

Off Market Deals (lots this month)

Mid Peninsula Office Building – Owner/User Opportunity

10 year NNN Investment – Peninsula – 5.5% cap - \$5.4 million - rare

70 Unit Residential Dev. Site – Peninsula – quick close for the best price

San Leandro Office Building – ±11,000sf on 1/2 acre - \$2 million

Confidential Inquiries
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415-602-0055 Ed Collantes

What Type of Real Estate Investment is Best for You?

There are many different kinds of real estate investors, and everyone has their own criteria for what they're looking to invest in. Usually people have one specific type of property that they like to invest in, such as office, industrial, retail, or multi-family properties, and then within these specific niches the criteria can get even tighter.

For example, once someone has identified the specific type of properties they want to invest in, they oftentimes then prefer to invest only within specific locations, such as within particular cities, or even just within specific sections of these cities. In addition, investors will even have specific criteria as to the nature of the kinds of investment opportunities they'll want to find within these specific areas, too.

Some people will only want to buy pristine "Class A" investment properties, the kind that look absolutely perfect on the outside, and are often fully-leased...or close to it, and they create a real pride of ownership feeling for their owners. These properties often tend to experience the highest demand from real estate investors, and as a result their cap rates are usually the lowest ones on the market, too.

But seasoned, more entrepreneurial investors, though, can often look for a different kind of investment. These are people who can recognize that there are opportunities to get higher rates of return on their investments whenever they buy properties that aren't in great, pristine condition. These kinds of properties are still in great demand by tenants, but they often don't look very awe-inspiring on the outside. In addition, the demand to purchase these properties oftentimes isn't nearly as strong, making their rate of return to investors higher. So if an investor is primarily interested in maximizing their rate of return on their investment, these kinds of properties will oftentimes represent their best bet.

In addition, the seasoned investor will look for opportunities that will oftentimes scare away other investors. Seasoned investors will look for fixer-upper type of opportunities, properties with below-market rents, and properties with higher vacancy rates...all situations where the owners may sell at a substantial discount just to move on and be done with the property. In these situations, many normal investors will be afraid of taking the risk involved, which will narrow the list of potential buyers considerably.

As a result, once a seasoned investor knows how to correctly calculate the total cost of fixing-up a property, has the people to do it, and can confidently predict how long it will take them to fill up the vacancies in the building, this gives them a tremendous advantage. It gives them the ability to buy properties like these and get returns that will far exceed the total returns from pristine, fully-leased "Class A" properties. However, investors really need to know what to do in these kinds of situations in order to make their investment work.

Keeping this in mind, what kind of investment property will be the best one for you? Are you an investor who would like to buy the pristine, fully-leased kind of properties? Or are you someone who is more of a risk taker...someone who recognizes the real opportunity in fixer-upper properties and in properties with higher vacancy rates... and you're now willing to step forward and buy them?

Either way, investing in commercial real estate represents a great opportunity to you, and one that will pay huge dividends to you whenever you purchase wisely.



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From the desk of

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Unemployment Rates! Yes, unemployment has a direct correlation to commercial real estate. So let's take a quick look at the past 12 months. San Mateo County has the second lowest unemployment rate in the state for September 2014 at 4.1%. Over the past 12 months, this rate fell by over 21%! No wonder vacancy rates are dropping in prime areas and less than prime areas are benefitting from the spillover effect.

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.

Are you looking to SELL your commercial property? – We have pre-qualified buyers for your commercial property. We can get you 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**

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.

Have A Great Day!

How To Get Back On Your Feet

Whether it is personal or career related, everyone suffers a painful failure during their lives. As upsetting as these failures can be, however, they can also serve as inspiration to get you to do it right the next time once you've gotten back on your feet.



The first step to getting back on your feet and finding inspiration again is to admit your failure. Refusing to admit failure can really hold you back, as failure can actually be a vital tool to teach you what's really not working in your life.

It is also important to remember all of your successes at this time.

One failure does not undermine all of your past successes, so rather than focus on the thing that went wrong, concentrate instead on all of the things that have been going right for you.

The next step is to then take action and decide what you'll be doing next. Take stock of everything you've learned, and take action to move on to the next phase of your life.

Online Video Communication Tips

The elephant in the room when it comes to the online video industry is that streaming video, despite all of the advanced technology and broadband connections that may be in place, often fails to perform as well as it should, resulting in jerky, halting videos.

The good news is there are ways to deal with some of these problems. With this in mind, one good tip is to choose adaptive bitrates video.

This adds to videos a layer of intelligence that makes sure that viewers will get the highest quality of video that their system is able to handle, switching to a higher resolution automatically with a good connection and a lower rate of resolution otherwise. As a result, this greatly cuts down on buffering and stuttering.

Another good tip, particularly for businesses that are streaming to many different customers in a number of different areas, is to host videos with a content delivery network (CDN). These networks have web servers all over the world and stream to each viewer from the nearest possible server, thus reducing packet loss and latency.

Learning a New Language

Trying to learn a foreign language can be more difficult than most people might think, and the truth is that linguistic ability has little to do with why it is so tough.

The biggest mistake made by foreign students is only spending time with other foreign students, and not learning the language the natural way.

Learning grammar rules and tenses is one thing, but you will end up forgetting them if you do not use them in everyday life. In addition, the best way to make a breakthrough can actually be to become good friends with foreigners who will help you with your new language. Television can also be a help for students who want to improve their new language more formally.

Watching programs that have the foreign subtitles in them can be very helpful, as they assist with learning the pronunciation of the words due to the television presenters almost always using the correct pronunciation.

How To Rekindle Your Relationship

Relationships can become stale at times but it is vital to identify the causes and work on them in order to rekindle your closeness with your partner.

The longer people have been together, the better they know how to push each other's buttons, but all this succeeds in accomplishing is creating emotional conflict and drama and it is certainly not conducive to fun or romance.

Make a commitment to avoid certain words and actions and try to focus on finding new ones that will have the opposite effect and assist you both to renew a healthier connection.

It is also important to remember that, as much as you love your children, you are not married to them. Their role within the family dynamic can sometimes encroach on the needs of your partner, and it may not always be the best idea to always put the child first.

If the needs of your partner are continually deemed to not be a priority, one day you may look up and find that your partner is no longer there.

It is crucial to set boundaries and ensure that both of you put each other first.



Better Social Marketing

B2B brands are starting to find that social marketing is becoming ever more relevant to them, and there are a number of things that B2B marketers need to keep in mind when they enter this arena.

One important thing to remember is that when it comes to social marketing, context is every bit as important as content.

Brands need to share information to create dialogue and personality around their ideals, and keep in mind the specific needs of the social channel that they are making use of.

You cannot just create content and then forget about it, or use the same content for different social channels.

Another good tip is to talk like a normal person rather than like a marketer. Talk to your users in words that they actually use. Marketers can be creative, but you need to make certain that it is really readable, particularly in both informal and in social contexts.

You also need to acknowledge the reality that almost everyone else is engaging in social marketing these days, making it all the more vital to create content that is both relevant and unique.



Keeping Your Eyes Healthy

Computer Vision Syndrome affects most people who regularly use computers, and it can cause symptoms including red eyes, double vision, headaches, eye strain, and result in people having difficulty refocusing their eyes. Fortunately even regular computer users can keep their eyes healthy and avoid Computer Vision Syndrome by following a few simple tips.

One good tip is to take a break from your computer every so often. Look away, and move away from the computer screen. You should also endeavor to keep your computer screen nice and clean while optimizing its height, angle and distance to avoid increasing visual discomfort and muscle strain.

Computer Vision Syndrome tends to be particularly common in people who wear contact lenses. If you use contact lenses and they tend to make your eyes feel dry at times, you should take them out when using your computer.

Avoid the glare caused by overhead lights and windows, and make a conscious effort to blink on a more regular basis, as people who stare at computer screens for long periods tend to blink a lot less while doing so, which may cause many of the symptoms of CVS.



Japan Travel Advice

There is a right way and a wrong way to do just about everything in Japan, but you can avoid the confusion and embarrassment that can be caused by doing things the wrong way when on vacation there...just by following a few simple tips – and you might save money and have a better vacation in the process.

One good tip is to ride the subway. The cities in Japan have far-reaching subway systems of which they are justly proud, and they are both faster than buses and considerably cheaper than taxis, too.

Signs and announcements also tend to be in English, making it even easier for travelers to understand them.

Another good tip is to avoid bowing. Bowing is something that business travelers tend to do with their contacts, but it is not necessarily for tourists, even though hotel employees and ticket inspectors may bow to you.

You should also avoid making the mistake of ordering too much when eating out.

Japanese main courses tend to also come with side dishes as well as rice and soup, and many tourists don't realize that one course is usually more than enough!



Tips For Single Parents



Single parents have a lot to deal with. In addition to being solely responsible for the care and emotional support of their children, they are often also the only financial provider, too. With this in mind, single parents need to create a money plan that is both appropriate and prudent for the situation.

One good tip is for you to plan your estate. In order to make sure your children are cared for should you die or be incapacitated, you will require three important documents.

Those documents should include a will that specifies a guardian for your children, how you intend to pass your assets onto them, a power of attorney giving someone you trust the right make choices for you if you are no longer able to do so, and an extra power of attorney for healthcare purposes, giving someone the legal right to work with doctors regarding your own health care.

In addition, you need to have a cash flow plan. Many single parents have streams of income that are somewhat irregular, including receiving child support and alimony payments that can be reduced over time, or even stop altogether at some point in the future.

You need to plan ahead and project your future income in order to help you cope with all of the potential changes.