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

SSF Downtown Station Area Plan – The driving force for significant upgrade for SSF downtown, this new specific plan has been in the works for several years. I expect the new plan to be passed by the city council in February 2015. The opportunity to get top dollar for your commercial property is now. Please contact Ed at 415-602-0055 or Edward@crsfo.com for a confidential discussion.

Are you looking to lease a commercial/industrial space? – As your tenant rep, we can meet with you to help determine your exact needs, source several potential locations in the area and present your lease offer in the most favorable manner. If you would like a free market evaluation, please contact Ed 415-602-0055 or Edward@crsfo.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. Ed 415-602-0055

Have A Great Day!

Chiropractic Tips

Everyone has to go through the trials of everyday life, and even daily chores can result in a lot of people sustaining injuries. To make sure that you do not injure your spine, there are a few tips you should follow that can help you to stay in good shape...



One good tip is to sit upright and not slouch. Pick a chair that can comfortably but firmly support you against the rear of the chair, and sit with your feet flat on the floor.

Avoid having your legs crossed as this can aggravate pre-existing back conditions and block circulation to your lower limbs.

When you stand up, make sure that you do so with your head being level. If you are likely to be standing for lengthy periods of time, avoid wearing high heels, and if possible place one foot onto a stool about four to six inches in height to take the pressure off of your spine.



Ed Collantes

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

406 San Mateo Ave., SB – Sold for \$2.95 million (\$85psf) to major developer.

220 Park Road, Burlingame – (Old Post Office) sold in Sept 2014 to developer for \$285psf).

901 Airport Blvd., SSF - Sold in Aug. 2014 for \$1.8 million (\$79psf).

121 S. Maple, Unit 12 – 2,400sf industrial condo sold in Aug. 2014 for \$270psf.

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**.

For Lease – SSF

70,000sf Industrial – Single Tenant - \$0.95psf/IG

3,500sf Retail Office Space – Downtown SSF - \$1.40psf/IG.

4,600sf Former Bank Branch – Downtown SSF – Short-Term Lease - \$2.50psf/IG

3 Acre Site – SSF Long -Term Ground Lease Opportunity – Hospitality

Confidential Inquiries
offmarket@crsfo.com or
415-602-0055 Ed Collantes

How Attractive Does Your Property Look to Your Prospects?

With the pace of business moving so fast nowadays, and buyers and tenants becoming even more selective, making sure that your property stands out from the other properties you're competing against is becoming vitally important. Whether you own commercial property right now, or you aspire to, here are some guidelines to help make sure your property sells or leases faster than the competition:

1. Make Sure That Your Property Looks Great from the Outside

Make sure that your property looks great when prospects drive up to it and see it from the outside. People will almost always prefer to buy or lease a property that looks better from the outside, than to buy or lease one that looks less desirable. This applies equally as well to beautiful, pristine properties as it does to older, more rundown properties. With the latter kind of properties, even though people may become interested in these properties because they're less expensive, they'll still want to buy or lease a property when it looks better than the other ones.

2. Make Sure That Your Property Shows Well on the Inside

Having the property look great on the outside is one important aspect, but having the property show great is the second part of the one-two punch. The property looking great on the outside entices more people to want to see it on the inside, but if the property doesn't show well on the inside, then you'll lose your prospect. When there's a disconnect between the feeling the prospect felt when looking at the property from the outside, and the feeling they get when looking at it from the inside, they'll just disappear. They'll feel in some ways like they've experienced great window dressing on the outside that's not validated on the inside, so you'll want both the outside and the inside of the property to be congruent with each other.

3. Utilize Great Photos or Virtual Tours When Marketing Your Property

In today's Internet and technology-driven world, oftentimes a prospect's first view of your property will be online. This is the experience that will have them determine whether or not they'll even want to drive out to see your property. So while making sure that your property looks great from the outside and shows well from the inside, make sure that the photos and/or virtual tour of the property entice your prospects to want to drive out and see it. With this in mind, this is one more reason why you'll want your property to look great on the outside and on the inside...because if your prospects don't like the photos of the property, they'll never even get in the car to go and see it.

If you've decided that you're willing to take less money for your property, then you really don't need to be concerned with all of this. But there are some owners out there who really believe that they should get premium prices for their property when it's not looking so great, and this is extremely unrealistic. Whenever we see something ourselves that's not in pristine condition, we want a price discount because of it, and your prospects will feel the exact same way towards your property.

So recognize when you're selling or leasing your property that there's a direct correlation between how great your property both looks and shows, and the ultimate price that you'll be receiving for it.



Great Tips

There are a number of excellent and very simple and easy to follow tips that you can begin practicing right away that will have a very beneficial effect on your health.

One excellent tip is to imitate our feline friends. Stretching exercises when you arise from slumber eases back pain and helps to boost both digestion and circulation.

Hygiene is vitally important to our health. A lot of people fail to brush their teeth in the correct manner and this can actually result in as much tooth and gum damage as never even brushing. Too many people do not brush or floss and fail to see their dentist on a regular basis, too.

The likes of garlic, spring onions, leeks and onions are all very good for your health. Children who eat raw garlic are much better at fighting off even the most serious of childhood infections. Calcium is also very good for you, so eat yogurt or drink a glass of milk to make sure you get your daily requirement.

Business Travel

Business trips are often taxing since those taking them are trying to mix travel with everyday work, and one of the major requirements is being able to still have access to the network of your company via laptop, phone or tablet, and knowing that you can do this safely and securely...perhaps by a virtualized desktop, VPN, or by cloud servers.

Whatever method you use the key to being able to stay productive while traveling is being able to get the info you require, and being able to store your work securely.

One idea is to embrace the idea of alternative accommodations on your trip. You do not necessarily have to stay at a corporate hotel and there are many private rental accommodations that are a good deal cheaper while still providing excellent services, including cleaning and being met at the airport. Make sure that you have the right application on your tablet or smartphone to allow you to be able to manage your accounts and any other crucial files in real time no matter where you are. The right software enables you to make crucial decisions without even having to make a call.

Healthy Culinary Tips

Staying away from the kitchen and always going out to eat is a bad idea for your health, with studies showing that eating out is frequently linked with higher body fat, obesity and higher overall body weight. The antidote is simple however – home-cooked, wholesome meals that include whole grains, fruit and vegetables, legumes, low fat dairy, poultry and fish. Doing the cooking yourself makes it a lot easier to produce healthy meals.



Improving your skill in the kitchen is a good way to improve your health. It is important to get yourself organized and use a shopping list to plan out a weekly menu so that you will have everything on hand when you start cooking.

Purchasing great ingredients is of course vital. You should make high quality ingredients a priority. Look for brands that you trust, be picky when it comes to selecting poultry, fish, and lean meats, and choose fresh vegetables that are in season.

Items also need to be stored well. Limit your food's exposure to water and air in order to make the food last longer.

Keep the food at an appropriate temperature, out of the sunlight and covered at all times.

Dealing With Loss

Dealing with the loss of a parent, even one that is elderly and where the death is not unexpected, can be devastating and difficult to deal with.

It is important that you do not try to play down your loss. Losing an elderly parent can have a big impact on both you and your own children.

Even if the relative was old and sick, many family members can still be genuinely shocked and taken by surprise by the actual death, and you should respect their reaction.

An important step to take at such a time is to share your memories of your loved one with others.

You might even want to write about your memories or record them, as memories become ever more precious as time marches on.

At any age death leaves a massive hole in our heart. Family members can vary in their responses to such an event, and you need to be compassionate with one another and avoid passing judgment on the reactions of others.

There is no right or wrong way to mourn.

Tips For Telemarketing

Being ready is not enough when it comes to embarking on a telemarketing campaign. It is important to have advance knowledge of your market, and to have knowledge about the cold calling process in general, but at the end of the day readiness is far from the end of the matter.

You have a lot of steps still waiting for you to take. Creating an image is only the beginning when it comes to the subject of understanding your customer, and it is important to keep in mind that your business rivals aren't just going to be waiting around for you while you train your reps. With this in mind, closing deals is often of far greater importance to your superiors than an endless amount of preparation.

It is impossible to memorize everything, and you should keep in mind that cold calling scripts are just supposed to be used as guidelines, and that the exact verbiage within them isn't completely cast in stone.

Stop wasting time expecting your telemarketers to have memorized every word perfectly, and allow them to actually focus on the important task at hand - selling!



Food and Exercise Recovery

Eating the right food to recover after exercise supports the physiological needs of the body from competition and training demands, and it gets the body ready for the next event.

It is important to refuel after exercise in order to maintain adequate stores of energy, but the right foods are also necessary to maintain appropriate weight and body composition.

Foods that contain both protein and carbohydrates are judged to be the best for recovery after exercise.

There are specialized nutrition plans for people who are trained and highly active, but among the best foods are two slices of toast with two hundred and twenty grams of baked beans, two hundred grams of fruit yogurt with three hundred grams of fruit, or two cups of cereal and milk. In addition, a big baked potato and cottage cheese plus a glass of milk, or a bread roll with cheese or lean meat and a big piece of fruit can work, too.

Athletes should develop individual nutrition plans with qualified sports nutrition experts as no one size fits all.



Achieving Financial Freedom



Everybody wants to achieve financial freedom, but being able to do so can be easier said than done. The good news is there are some tips that can help to avoid being dependent on others.

One good tip is to make sure that you get a basic education in finances. You can learn about basic financial products like stocks and bonds, insurance policies and mutual funds via the internet these days, and you might even want to think about attending seminars and conferences that aim to educate investors. Understanding the many financial products available will aid you to get a firmer grip on your financial situation.

Another good piece of advice is to create a financial plan. You will require cash for different things at various different stages of your life, therefore your priorities will be changing as you get older.

With this in mind you should plan for all major foreseeable expenses and create a financial plan accordingly. Track your portfolio and keep a check on all of your financial products. You also need to have some funds set aside for emergencies, be it sudden unemployment or a medical crisis.

Finally, in putting all of this together, make sure you have set aside enough resources for you to live on for up to six months without income if necessary.