

# Commercial Real Estate

news and more

CRC Partners  
310 Shaw Road, Suite A  
South San Francisco, CA 94080  
(650) 876-0300 | www.CRC-SFO.com

Edward A. Collantes presents

# Commercial Real Estate

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Ed Collantes

"Your South San Francisco Commercial Real Estate Brokerage Expert"

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

DECEMBER 2015

## 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.

## Commercial Property Listings WANTED

*The opportunity to get Top Dollar for your commercial property is now. We can get you a qualified offer within one week. We know the marketplace!*

Please contact Ed at 415-602-0055 or [Edward@crcsfo.com](mailto:Edward@crcsfo.com) for a confidential discussion.

## 2016 Plan to Excel

With the New Year, it is a great time to assess your commercial property holdings. My expertise in the North San Mateo County area is second to none. With my successful track record in representing commercial property owners, I am the right person to be on your team.

Your inquiry will be **100% confidential!** Please call Ed at (415) 602-0055 or [Edward@crcsfo.com](mailto:Edward@crcsfo.com)

**We have off market opportunities for buyers. Please contact me to pre-qualify and learn more.**

**Confidential Inquiries**  
[offmarket@crcsfo.com](mailto:offmarket@crcsfo.com) or Ed 415-602-0055

## What's Your Commercial Real Estate Game Plan for 2016?

Now that December is here and the Holidays are upon us, this can become a natural time for us to begin planning out the New Year. With this in mind, what do you want to do differently now in 2016? In addition, most specifically, what do you want to do differently around commercial real estate in 2016?

Do you want to own more commercial real estate in 2016 than you do right now? And if so, what type of commercial real estate do you want to own...and where?

What is your game plan for buying this type of real estate? In addition, when do you intend to own it by, and when do you intend to begin looking for it?

If you're a tenant, do you need to begin looking for a new location for your business? If so, what size of a facility do you need, where do you want it to be located, and when are you planning on moving into it?

If you're planning on buying a building, have you looked into getting your financing yet? Finding out in advance exactly what you'll need to qualify for the loan, and finding out how much you'll need as your down payment, what the interest rate will be, and what your monthly payments will be, will let you know with much more certainty what lies ahead for you.

In addition, there's been so much talk about interest rates rising, and when they finally do rise, your monthly payments will now be higher when you finally take out your new loan. So in order to avoid this, buying the building sooner rather than later will help to ensure both the lowest interest rate, and the lowest monthly loan payment imaginable.

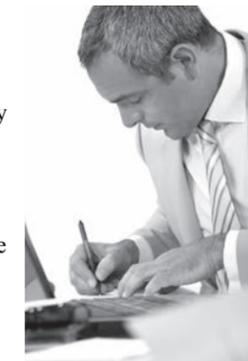
Do you own any property that will be coming onto the market for sale or lease within the coming year? If so, what will the timing be around this, and what preparations do you need to be making ahead of time? Ideally you'll want your property to be looking great for the new tenant or buyer, so make sure that you fix it up so that it has good curb appeal.

When putting your property on the market, how it shows as compared to the other competitive properties on the market will help to determine the amount of activity that you'll get on it, so you'll definitely want to make sure that your property both looks great and shows great.

Keeping all of this in mind, what do you need to do now to get ready for 2016? Because if you don't plan for it now, you could easily find yourself falling behind in your preparation, and then trying to catch up. With this in mind, it may be wise to make a list of all of the things that you need to get done around your commercial real estate requirements for 2016, and then schedule and plan out all of your actions around this.

As an alternative, if this seems like it's too detailed for you, schedule reminders in your calendar or in your contact management software, reminding you in the future that it's time for you to now get started on one or more of these requirements. This way at least you'll notify yourself of this sooner...instead of later.

In addition, if I can ever be of assistance to you in telling you what's going on in the market right now to help you with your plan, give me a call.



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From the desk of  
**Edward A. Collantes, SIOR**  
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## Commercial Property Sales in Your Area

- 915 Airport, SSF – Sold 11/04/2015
- 155 S Hill, Brisbane – Sold 11/04/2015 (87,000sf WH)
- 1200-1220 San Mateo, SSF – Sold 11/04/2015 (88,000sf WH)
- 500 Grand Avenue, SSF – Sold 10/07/2015 – (8,800sf Retail)
- 360 N Canal, SSF – Sold 11/27/2015 (Industrial Land for \$74/psf)
- 436 N Canal, SSF – Sold 10/02/2015 (Industrial Condo \$274/psf)
- 120 W Harris, SSF – Sold 10/30/2015 (Office Bldg. – multiple offers)

Please contact me for a free review of your commercial property as I bring over 25 years of quality commercial real estate expertise to advise you!

Please call Ed today at (415) 602-0055

Have a great day!

## What To Do When Travel Plans Go Wrong

Well organized travel plans can go completely off track due to circumstances beyond your control, such as natural disasters, mechanical problems, or good old fog. So what do you do when your plans suddenly go awry in the middle of your vacation?



One good tip is to make sure you have excellent travel insurance. It may be tedious, but it is also vital to read the fine print of any travel insurance you take out, to make sure that the great majority of possible holiday glitches are covered. It is also a good idea to have done your research in other areas such as social etiquette in foreign countries, and their weather patterns. These days, there are plenty of travel guides, websites, and online forums covering this sort of information, so it should be easy to prevent any unfortunate mistakes. If possible, you should book and pay in advance, as this helps you to budget and gives you even more certainty. A lot of attractions tend to be more expensive when paid for onsite, so you can save money by paying upfront, and a well-planned itinerary also allows for even greater flexibility, and it will save you time.

## Tips For Moving Technology

Moving to a new home can be a stressful experience, with all of the physical work involved in such a move combined with managing resources in different locations. Technology items are not particularly complicated to shift, but there are nuances with computers, mobile devices, and screens that can make them all different when you're dealing with them.

One important tip for moving a computer is to make sure all critical data has been backed up to a cloud and another device before the move takes place, just in case the process of relocation results in damage to your hard drive.

If you own any vital software programs, it is also a good idea to take photographs of the serial key found on the packaging or on the CD itself, so that even if the CD is lost, it will still be possible for you to prove ownership and download the installation software once again, without having to pay for it a second time. In addition, when packing e-readers, tablets, and other portable devices, make sure the screens have been protected from potential scratches, and that they're not under any kind of pressure from other objects.

## Empowering Yourself After a Fall

At some point in our lives, we can all suffer setbacks and feel like nothing is going our way anymore. The key is to know how to respond to such a scenario and how to empower yourself and get the inspiration you need to carry on. One good tip is to continue being productive. Regardless of the nature of the work you are doing, producing results and being active simply make you feel good about yourself, build confidence, and make you feel like you're taking your life by the reins and not just being stagnant. You also simply have to have faith in yourself, and really believe that you are capable of coping with anything that life might throw at you, and ultimately emerge triumphant. After all, you cannot ask others to have faith in you if you lack that quality yourself. Tell yourself that you are worth it every day, and before long you will find that you solidly believe it.

## Tips To Survive Exams

Exams can be a very stressful time for students, especially when there are multiple exams in a short space of time across a number of different subjects.

The key to staying calm and focused before and during an exam, and maintaining your health and personal well being, is preparation.



One good tip is to be aware of your own learning style. If you are a very visual person, use color highlighters, mind maps, and pictures to help with your studying. If you are more aurally oriented, memorize information with the use of rhyme and rhythm and create mnemonics.

More physical people might want to use actual objects in their study such as mini models and flash cards, or use action, movements, and touch. Social types would benefit from working with others and gaining from the cross-pollination of ideas, while the more solitary among us would be better off finding a quiet, private place in which they can study.

In addition, during your study time you'll also need to make sure that you'll still get your eight hours of sleep every night while continuing to exercise and eat well.

## Coping With Emotions In the Workplace

A culture of frustration and stress seems to be on the rise in today's workplace, making it an unfortunate likelihood that anger may erupt from some of your employees at some time.

This anger may take the form of sarcasm, veiled threats, and hostile looks, or occasionally in a full-on display of open fury.

The best tips regarding anger in the workplace often relate to what not to do. No one should ever get angry in return, as that will only escalate the situation. But it is also a very bad idea to correct minor details of the complaint being issued or to be patronizing or condescending to someone who is likely not only angry, but feels they have every right to be.

You should also not demand that the angry person calm down, as this again implies there is something wrong with their behavior, when they clearly feel their anger is justified. In addition, in their moment of anger, it's normally not a good idea to quote policy to them.

No one actually cares about policies. Instead, take the time to listen to their story, demonstrate concern, and then try to find the solution.



## Coping With Anxiety

Anxiety is the major mental health issue of modern society, with one in four people estimated to suffer from it. Anxiety can also co-exist with mental health conditions like depression, adjustment disorder, schizophrenia, and bipolar disorder, but on its own at least, anxiety is actually the mental health condition that is the easiest to treat.



Anxiety symptoms can be managed and possibly cured quite simply by following certain steps. The first step is to work out both the nature of your symptoms and the possible cause. Once that is done, you can target the symptoms by practicing relaxation techniques to handle negative thoughts. Anxious thoughts are one of the most common causes of anxiety, and one good tip is to learn Cognitive Behavior Therapy, which involves challenging negative thoughts not just with positivity, but with logic and reason.

Mindfulness, breathing, exercise, relaxation, and meditation can also be used to manage the symptoms of anxiety such as heart racing, shallow breathing, nausea, dry mouth, and muscle cramps.

## Quick Lead Generation Tips

Lead generation for B2B is a big topic, and everyone involved in the industry has their own favorite tips or strategies. However, it is clear that the biggest lead generation tips for B2B are content marketing, referrals, and in-person connections, and if you have those three working for you, your brand is likely to stay on top for some time.



If you are just beginning to nurture such relationships and are still building momentum with your content marketing strategy, there are ways to help you to get more leads in the meantime.

One good tip is to add plenty of relevant calls to action that ask users to follow, share, or sign up with you. CTAs can either be pinned to the screen so that they scroll up when the viewer does, or they can simply be kept above the scroll/fold at all times.

Another tip is to limit the amount of decision making that the user has to make by having just the one simple CTA, which encourages your prospects to act immediately.

It is also a good idea to reuse content by bundling relevant content together for downloads, or by creating "best of" lists. Content can also be repurposed for different channels, too.



## Advice For Female Home Buyers

More and more single women are purchasing their own homes these days, with women more than men believing it to be a sound financial investment.

But one of the biggest issues for women who do so is affordability.

This encompasses more than just being able to afford to pay off the mortgage every month, but everything that goes along with owning a home including taxes, insurance, emergency money, and home maintenance.

Experts say that in addition to needing twenty percent of the home value as a down payment, it is also a very good idea to have funds that would cover all expenses for at least six months.

Property taxes and the cost of making repairs, even when buying a new home, also have to be taken into consideration.

One very good idea is to consult the experts before making any commitments.

Do your research, work with a financial advisor, and take your time before you make any final, binding decisions.