



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.

## LEASE OR SALE

*The opportunity to get top dollar for your commercial property is now. We know the marketplace!*

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

## Off Market Deals

**SSF Warehouse** – 20,000sf lease short term at \$0.50psf

**SSF Office/Warehouse** – 30,000sf with 6 DH doors

**Mixed-Use Property, Downtown SSF** – \$1.950 million for sale - firm

**Burlingame Retail** – 4,400sf for sale \$2.6 million

**Confidential Inquiries**  
[offmarket@crcsfo.com](mailto:offmarket@crcsfo.com)  
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Ed Collantes of CRC Partners

## The Role Your Attorney Should Play in Commercial Real Estate

Ahhh, the subject of attorneys. So many people complain about attorneys, but they feel good about that one attorney who's representing them. With this in mind, let's take a look at the ideal role your attorney should play for you whenever you're immersed in commercial real estate transactions.

First of all, let's recognize that your attorney is an expert on the law. They've studied for years to be experts at this, and when combined with many years of experience within the legal profession as their business, they've become one of the ultimate authorities within this arena. With this in mind, you'll want to select an attorney who is a true commercial real estate specialist.

Why? Because whenever someone focuses on just one area of expertise, they're more proficient at it than someone who focuses on many different areas. As an example, an attorney who focuses on real estate law with 100% of their time will be more knowledgeable at it, they'll know all of the detailed nuances of the law, and they'll have far more experience with the law as it applies to commercial real estate transactions than any other attorney who doesn't specialize within this arena. In addition, attorneys who are commercial real estate specialists tend to exude much more ease and confidence in commercial real estate transactions, because they've seen it all before, and they're the true experts.

You'd like your attorney to protect your legal rights in a commercial real estate transaction, and to utilize their expertise, judgment, and experience in protecting you. You don't want to be dealing with an attorney who comes into the transaction trying to renegotiate the price and all of the terms that you may have already agreed to along with the other principal in the transaction. This will create bad faith within a business transaction, and it can easily cause the other principal to now believe that you're dishonest and unethical.

Think about this for a moment... Is your attorney really the expert on the fair market value of properties just like the one that you're negotiating on? Have they been actively involved in negotiating on many transactions on these exact same kinds of properties on an ongoing basis?

Have they provided you with comps on what similar properties have sold for, and be able to explain all of the nuances that are causing the differences in the sale prices?

Have they been touring other buildings in the marketplace on a regular basis, thereby fully understanding what causes one building to be worth more than another one?

With most principals, the answers to all of these questions will be "No", yet there are oftentimes attorneys who will step in and try to renegotiate the major terms that have already been agreed upon by the principals in commercial real estate transactions, even though the attorney doesn't have expertise on today's fair market value for these properties. The attorneys who try to do this oftentimes aren't commercial real estate law specialists, and because they are generalists, they sometimes believe that they have great expertise on today's commercial real estate values, too.

So hire an attorney who's a commercial real estate law specialist. When you do you'll be represented by a true professional, your transactions will likely proceed much more smoothly, and you'll have the best legal representation that's available to protect you.



## From the desk of

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- SSF city council passed the downtown station improvement plan on Wednesday, January 28, 2015. High-density housing opportunities abound.
- San Mateo county apartment rents increased to an average of \$2,572 per month over the past year.
- SSF Warehouse/Industrial Year End Vacancy Rates – 5.2% with west of US 101 being the lowest vacancy market area at 2.5%. A landlord market.
- SSF Office Year End Vacancy Rates – 13.9% with east of US 101 at 12.3%.
- SSF Retail Year End Vacancy Rates – 10.3% with west of US 101 at 3.7%!

**Are you looking to LEASE your commercial property?** – We have pre-qualified tenants for your commercial property. We can get you the 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](mailto: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!**

## Giving Feedback To Your Boss? Handle With Care

The thought of giving feedback to one's manager can be daunting.

Instead of feeling intimidated, try clearing your mind, taking a deep breath, and following these guidelines:

- Analyze: Before offering feedback, decide whether it's really necessary. You might be better off living with a minor irritation than risking your boss's anger—especially if you're not sure he or she will be open to your perspective.
- Prepare: Whether your feedback is positive or negative, try writing it down ahead of time. Don't read it word for word; use the document to check your facts and your tone so that you can deliver it smoothly and accurately.
- Ask: Don't spring a feedback session onto your boss without warning. Schedule a meeting, or at least ask permission to talk over some issues, so that he or she doesn't feel like they've been ambushed.



## How To Learn Fast and Effectively

Effective accelerated learning can be extremely helpful for people in all walks of life, but none more so than students. The foundation of fast and effective learning is to take up a form of a productivity system. It is important to get into the habit of taking effective and consistent notes on a regular basis, as well as have strong reference system material, the ability to keep track of all of your learning projects, and to have a desk with which to study that is clean and uncluttered.

Speed reading is an extremely useful skill to learn. Practice makes perfect, and once you have mastered the art you will be able to read faster and smarter, while improving your skill of comprehension.

Speed reading ultimately comes down to knowing the material you intend to read, knowing which parts are of primary importance, and keeping your eyes steadily moving without re-reading or stumbling over individual words. Just being able to achieve this will double the speed at which you read very quickly.

## Getting and Staying Motivated

It can often be easy to come up with big plans that will change your life and you'll feel better just having done so. The bad news is that following through on those plans often fails to happen because of a lack of motivation, but there are ways to make sure that you can stay inspired and motivated all of the way through your new project.

One good tip is to have your plan split into small pieces. Rather than look at the big picture and feel frustrated by how far from completion it still is, split it into easy segments and your motivation will only increase as you accomplish more and more all the time, and don't ever be afraid to celebrate even the smallest of successes.

Another good tip is to write down a list of all the reasons you want to achieve your plans. Keep these notes next to your computer or on your bathroom mirror, or on the door of your refrigerator as a constant reminder of what you are trying to do.

## Shopping Healthier

Grocery shopping can be a tricky business, especially for those who are trying to shop healthier. However, you can make smarter decisions when shopping by making use of a few tried and tested techniques.

One of the best suggestions is to make out a list of the healthy foods you want to purchase before you enter the store, and to know where these kinds of foods are located...and then head straight to that section.

This will both help you to save time shopping and also cut down on the temptation to purchase less healthy items.

It is also a good idea to avoid going shopping when you are feeling hungry, as the amount of impulse buys you pick up can end up being more than you really wanted.

The produce department can be your best source of nutrition, and vegetables should actually take up almost fifty percent of all the food you eat.



## Tips For College Student Networking

Networking is about more than just being lucky enough to be in the right place at the right time.

Even going to all the right conferences, connecting with the best individuals at the university, and getting involved with the right kind of extracurricular activities...may not be enough in the modern age.

Technology is the key to successful networking every single day in the 21st century, and it can be a major help for when the time comes to secure work.

One particularly good strategy to make tech a vital part of your networking is to create an attractive and professional looking website.

It is fairly simple to create a website nowadays thanks to simple online tools, but doing so will require more than simply uploading your resume to it. Your website should be kept regularly updated with news about internships, accolades you have received, details of extracurricular activities, and relevant class work examples.

Another good idea is to make use of LinkedIn. This is a very powerful tool for networking when using the internet.

It is recommended to attempt to connect to other professionals in your local area, as well as with those to whom you have relevant connections with at your university.



## Motivating Problem Employees

Having to motivate an employee that you have a personal problem with can be a difficult task. It is therefore important to start to own your emotions and your assumptions more fully, and to realize that allowing an employee to make you feel angry or frustrated is only making the situation harder for everyone.

One tip might be to try to get to know the problem employee better and understand where they are coming from.

Rather than focusing on the qualities you find annoying in the person, pay attention to their positive qualities and respect those qualities you like.

Empathy is the key to being able to motivate another human being, and if you can find out what lies behind annoying or disrespectful behavior, you will go a long way toward being able to solve the problem.

A lot of bad behavior in employees is often not deliberately destructive, but it may be motivated by resentment or low self-esteem.

Addressing these issues can serve to bring about a massive turnaround in both behavior and employee productivity.



## Teen Communication Tips

It can be hard to communicate with teenagers sometimes, but parents still need to do just that, and there are some ways that can make the task easier on all concerned.

One important thing to remember is to listen as well as speak. It is particularly important to spend more time listening than speaking when it comes to teenagers, who may have more to say than some parents might think if they would only give them the time and the chance to do so.

Privacy is important. All teenagers need to be able to have their own space, and it is a good idea to knock before entering their bedroom.

At the same time parents should also still spend some time with their teenage children and set aside time to do things together. Offering lifts also extends further opportunities for communication, as do regular family mealtimes.

Take an interest in their interests. Be it the sport they play, or the TV shows or music they are interested in, taking a continued active interest in the things that matter to them will help to bridge the generation gap.



## How To Avoid Investment Mistakes



Investors can let fear cloud their judgment at times of high volatility, and it is at these times that most investment mistakes tend to be made.

Here are a few tips on how to survive market fluctuations and avoid making costly mistakes.

While the ups and downs of the markets cannot be controlled by you, you are able to take another look at your tolerance for the risks involved when it comes to your own current financial situation.

If you are having trouble sleeping due to financial anxieties, it may be time to change your investments to a portfolio that has a lower, more comfortable level of risk.

Another good tip is to stop watching the financial news. Use professionals for personalized advice if necessary and avoid the media, which loves to preach doom and gloom.

It is also important to make sure that you have some real cash set aside that you can access whenever necessary, but be careful not to keep too much set aside at the potential cost of not growing your investments.