



Ed Collantes

"Your South San Francisco Commercial Real Estate Brokerage Expert"

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

SEPTEMBER 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.

The opportunity to get top dollar for your commercial property is now.

LEASE OR SALE.

We know the marketplace!

Please contact **Ed at 415-602-0055** or **Edward@crcsfo.com** for a confidential discussion.

Shortage of Quality Properties For Sale! Too Much Investment Dollars Chasing Few Deals!

Today, the topic is foreign buyers. One such buyer closed on 300 Airport Blvd., Burlingame (18 acres for \$48 million) and plans to build a \$300 million office complex bringing in 3000 jobs! This is huge for the Peninsula in two ways: First, Asian investments have been increasing in size and this confirms it. Second, traditionally these investors choose to stay in major cities so their investment in the Peninsula shows us that they are bullish on the area. I expect more investments in the coming years.

If you want to sell for TOP DOLLAR, now is the time! Your inquiry will be **100% confidential!** Please call **Ed at (415) 602-0055** or **Edward@crcsfo.com**

CRC Deal is the FIRST approved project in downtown SSF!

211 Airport Blvd. was approved by the SSF Planning Commission on September 9, 2015.

Confidential Inquiries
offmarket@crcsfo.com or **Ed 415-602-0055**

What the Coming Presidential Election Will Mean to Commercial Real Estate

During this time in the Presidential election cycle, we as Americans can sometimes be filled with the feeling of hope. So many politicians have thrown their hat in the ring to run for President, and we now get to hear their own ideas for running the country.

During this election campaign, the political left is bringing us Bernie Sanders, someone who has been building momentum as he talks about all the evils of big business, and how the government isn't doing enough for the poor. While Bernie is, generally speaking, not considered to be the greatest friend to the business community, his ideas on ending massive government subsidies to powerful individuals, companies, and industries would be a step that many conservatives might even embrace.

Then on the conservative side we have Donald Trump, who while being very outspoken and not politically correct, can shoot himself in the foot sometimes with whatever he decides to say in the moment. Donald's opinions echo what many people believe nowadays, as well as echo the outrage that they're feeling over many of the things that have been going on. But do we think that Donald will be able to successfully navigate the mine field of both politics and media scrutiny, to eventually land the Republican nomination?

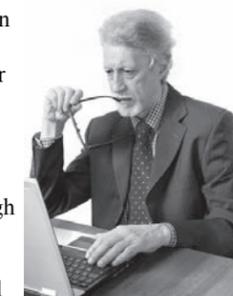
The good news about upcoming Presidential elections is they give people hope for change. At this moment in time, people can oftentimes find one Presidential candidate who they believe reflects their own views, and then they can rally behind that person.

In addition, as far as the business world is concerned, normally in the year leading up to the Presidential election when the economy is already doing good, it continues to do so through the election. So since we already have a history of this, the chances are good that at least businesswise, things will be doing OK.

For people in commercial real estate, we generally want to see property appreciating, good financing being available, and a healthy level of transactions going on. While the economic downturn hit us hard, the recovery, generally speaking, has had us doing considerably better than we were doing during the downturn. With this in mind, while we know that the market comes and goes in cycles, it's unlikely that we will experience another severe economic downturn before the next election. You'd be hard pressed to find solid economic forecasters who are indicating this on their own radar screens right now.

In addition, as we move through the Presidential election season, it will become clearer who our final two nominees will be from the two major political parties. Traditionally, the majority of people in business, including people who are invested in commercial real estate, normally rally behind the Republican Party. So as long as there are one or more Republican candidates moving through the primaries that the Republicans can get really excited about, this will help to boost their expectations around where this economy is headed. But then again, the economy did pretty well when Bill Clinton was President, too.

One important factor that will really be driving people is their underlying hope for change. We will definitely be having a new President in the White House, and that anticipation has many people feeling excited about the future. This excitement, combined with an economy that traditionally does well when we're approaching the Presidential election, indicates that despite some normal fluctuations, commercial real estate should continue to do well during this Presidential election season.



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Travel Tips For Parents

Traveling can be a lot of fun but also a lot of hassle, particularly for parents of small children. The good news is that there are a number of tips that can help to cut down on the stress level of moms and dads when on vacation with the little ones.

One good tip is to come up with a general packing list. This should include items relevant to all family members and include everything from a first aid kit, to coloring books, socks, and underwear.

Have the list typed up and then printed out just prior to setting off on your trip. This will help to make packing more organized and less frantic, and once the basics have all been included, you can then add items specific to the trip that you are taking, such as scarves or bathing suits.

Another good tip is to provide the kids with bags of goodies. These bags should be full of items such as small toys, activity books, and favorite snacks, and these can be helpful both for making the child feel important in contributing towards the arrangements for the trip, and for staving off boredom on the trip, too.



From the desk of

Edward A. Collantes, SIOR
BRE #00523983

Is SSF ready for change? - It is coming here in a big way. With the burgeoning economy, SSF attracts major investments in a variety of ways. First, east of US 101, the Bio-Tech market is the largest in the country!! Number 1. With vacancy rates below 2% and employers looking for space, this has sparked speculative investments by national investment companies. Currently, there are over 14,000 biotech employees working in over 100 companies based in SSF! Second, with the passage of the Downtown Station Area Plan (January 2015), there will be an explosion of new housing units being proposed and built. With change comes dissent from certain parts of the community but trust me, the community will benefit with these impending changes. Is your commercial property properly positioned to take full advantage of these changes whether you decide to lease or sell? 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!

Many of our new listings get leased before we can put a sign up!? - 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**

Have a great day!

Spending Money To Increase Family Happiness

Rather than spending big on the latest gadgets, families are progressively spending their money in ways that will increase the overall happiness of their family, and there are some helpful tips that can assist others to do the same.

Making sure the family budget is in order is a crucial place to start. Creating a budget, saving some money, and being able to stop living just paycheck to paycheck is a very important step to cutting down on stress and increasing family happiness. Another good piece of advice is to save up some money for family vacations, and then make sure to actually take the time to go on those trips. You may even want to create a separate savings account solely for family trips to make sure you have enough saved to really enjoy your vacation. However, you do not just want to blow all your money on one ten-day vacation per year. It is also important to set time aside for various smaller outings, such as trips to museums and zoos.

Content Marketing Tips

Content marketing is becoming an increasingly popular method to nurture leads and increase brand awareness, with the great majority of B2B marketers now using it as their main business marketing strategy. Therefore, content marketing is the way of the future. One good tip to develop your own content marketing is to talk to some of the leaders in the industry and get an idea of the kind of content that may appeal to your target audience. If you are able to translate this into high quality content, then the result will be content that is link-worthy and will increase your overall exposure. Another good idea is to conduct a survey. Vital information can be gotten completely free of charge by making use of survey platforms to engage with your online community. Include questions along the lines of how often customers buy your products and services, and what would encourage them to be full-time subscribers.

Keep The Kids Learning While At Home

Learning does not have to stop when the school day ends. There are many ways to help your children to learn faster at home.

The world itself is a classroom of sorts, and you can explore important concepts right in your own home – for instance, with measuring cups that you keep in your kitchen cupboard.

Get your child used to playing games with an educational slant.

This not only allows them to learn things but also to grow up with the idea that education is fun. Take the time to visit aquariums and museums with your children, and even the local park can be an education in itself.

Music lessons can also help to round out a child's education and assist with building self-confidence, imparting cultural values, and improving motor skills.

Instruments can be rented from many music stores in order to test out the interest and commitment level of your child, and there are even free music tutorials available online these days.

Music, games, and other activities can help keep kids learning all day long and having fun while doing so.



Finding Joy In Work

Work can too often seem like a drain on our energy and existence, but it does not have to be that way.

Work can actually be a source of joy, and there are a few helpful tips that can assist you with finding the joy in your own employment.

One of the most important tips is to find out what gives you motivation and passion, and work on that.

You are obviously going to do a better job if you are working on something that you actually care about.

In addition, you should never give up. Failure should never deter you, as sooner or later you will succeed in whatever it is you are trying to achieve.

Also important is learning to manage your time, as deadlines are likely to be crucial – because the end result has to be delivered on time. It is a very good idea to keep an open mind and attempt to learn as much as possible from managers, supervisors, and colleagues. Do not be afraid, however, to listen to your own instincts.



Health Tips To Ignore

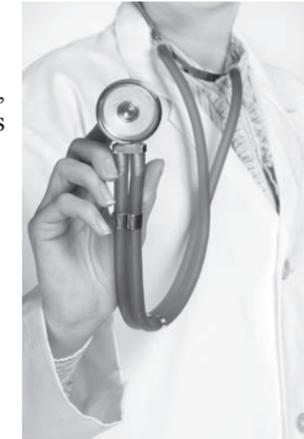
Many people are so concerned about their health these days that they cannot get enough new health tips. However, not all health tips are created equal, and some are just plain fraudulent. These false tips can range from being useless and harmless, to even being potentially dangerous.

One health tip not to pay too much attention to is the claim that it is unhealthy to eat after 8 o'clock in the evening. The reality is that time has little to do with unhealthy eating. Unhealthy eating is about eating unhealthy food, and not about the time of day that you eat.

Another unnecessary tip is to take lots of supplements. In truth, supplements are only needed if we are not getting the necessary amount in the ordinary food we eat, and the best response if this is the case would be to change your diet for the better.

Despite common advice to the contrary, snacking between meals is not necessarily a bad idea.

Eating healthy snacks between meals allows the energy gained from the food to flow through your bloodstream, and since many snacks contain salt, they also help to maintain an adequate blood sugar level.



Moving Toddlers Onto Normal Foods

Babies should move onto normal family foods from the age of nine months up through being one year old, and the sooner this can be done, the better it will be for everyone.

Family foods are perfectly fine for a baby who is weaning so long as sugar and salt levels of that food are kept relatively low.

Making the transition to normal family foods does not have to be difficult or traumatic.

Toddlers should eat three primary meals as well as a couple of snacks throughout the day, and you should begin to alter the constituency of the food from being roughly mashed to just being chopped up.

Foods should also be served separately so that the child can begin to visually tell the difference and begin to associate them with particular tastes. Children who are already able to manage finger foods can then be segued into bite-sized pieces.

Cut down on processed and packet foods to avoid excess salt, but remember that infants require more fat in their diet than is the case with adults, and only serve them dairy foods that have the full, normal amount of fat in them.



Ignoring Bad Advice



There is a lot of financial advice around these days and much of it unfortunately just isn't true.

There are a number of common financial tips that do not work in this day and age...if they ever did.

One of those tips is to save ten percent of your income for retirement.

This may have been true in the past, but in the 21st century most experts seem to think we will need to set aside a good deal more than just ten percent of our net income in order to be able to retire comfortably, particularly with the average lifespan now getting longer.

People should start saving as early as they can, too.

Another oft-quoted piece of advice is that people should start saving right away for their child's education.

Although this is important, saving for retirement should actually still remain the number one priority for most people – otherwise you may end up living off of your kids in the future.

Another top tip that may not be all it seems to be is that everyone needs a financial planner.

The truth is, if you have uncomplicated assets and are comfortable managing them on your own, then all that the professional help will do is cost you money.