

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

MARCH 2016

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

I am an experienced commercial broker in your area with in depth market knowledge and a track record of successful deals.

Today, the value of your property is at an all time high and I can get you top dollar.

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

Off Market Deals

HAVE: 20,000 sq. ft. warehouse/industrial building for lease – **CHEAP & SHORT TERM OK**

HAVE: 3,300 sq. ft. retail space in downtown SSF. Clean, move in condition.

NEED: Food Production Space 50,000 sq. ft. to 80,000 sq. ft. in San Mateo County. **AAA Credit.**

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

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

Why Spec Development Is Now Getting Riskier

Spec development, which is the shortened version for the longer term of "speculative development", refers to building new development projects while not already having any tenants committed to the project. If all goes well, great interest will then be generated in the project during the design and construction phases, so that the developer will then have strong interest from tenants, or maybe even signed leases in hand, when the project is completed and ready for occupancy.



But if the developer has guessed wrong, their biggest nightmare would then be that they won't find any tenants to move into the new facility, and then they'll end up giving the new development back to the lender.

With this in mind, development within the commercial real estate industry can sometimes be looked upon as being the glamour end of the industry. After all, you're not just buying existing buildings as investments...you're changing the entire landscape, putting your own mark of new construction on the landscape for everyone to see...at least until someone else decides that it's time to knock everything down and now build their own development.

Generally speaking, investing in existing buildings with solid tenants in place can be a much safer avenue for investing your money. When you have solid tenants in place who can weather any economic storm, you will be doing fine whenever the difficult times return.

But with development, on the other hand, timing is extremely important. You can begin building a project when times are good, but then by the time you complete the project and it's ready for occupancy, times might not be good anymore.

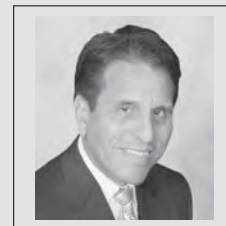
With this in mind, we're in an interesting time right now for people who are considering building new development projects. For many people the economy seems like it's still doing good, but there are definitely some concerns over where we may be headed in the future. We've seen recent volatility within the stock market, and the Baltic Dry Index, a major index for worldwide shipping activity, has recently plummeted to its lowest level ever.

So if you're a developer, does this then mean that we're now at a time when you could be designing a new project and beginning to build it based upon today's economy, only to discover that we're in an entirely different economy when the project is now completed and you still need to find tenants for it? This simply isn't the place where developers want to be playing the game. So for the moment, it may be wise to invest in existing buildings that already have tenants in them. You'll be receiving rent from your tenants the moment you buy the building, and there will be no guesswork around whether you've timed everything right on all of your development projections down the road.

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Cell (415) 602-0055



From the desk of

Edward A. Collantes, SIOR
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San Mateo County continues to lead the state with the lowest unemployment rate (3.1%) in December 2015. No doubt we are a tech driven economy.

Stock Picks: I am not a savvy stock investor but armed with a finance degree and a good book, I have recently reached a decision on my stock portfolio. It is based on an index fund strategy as 80% of mutual funds do not beat the S&P 500. Here it is: medium low risk-60% Stocks (48% Fidelity Spartan Total Market Index Fund, 12% Fidelity Spartan International Index Fund) and 40% Bonds (Fidelity Spartan US Bond Index Fund). My goal is to average 8% to 9% annual returns. Low fees and simple.

Commercial Real Estate is my focus though. 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 or email at Edward@crcsfo.com

Have a great day!

Health and Fitness Tips

Everybody wants to live a healthier life, and the good news is that getting and staying fit and healthy is not all that difficult, providing you follow a few simple tips.



Everyday things you can do to make sure you stay healthy include getting a good night's sleep, eating more vegetables, drinking plenty of water all day long, and getting lots of exercise, be it a gym visit, biking, or just walking to and from your workplace.

It is also a good idea to try and laugh as much as you can, as laughter has been proven to be very good for both mental and physical health.

Good relationships are also important for our emotional well-being, so it is crucial to make sure we work on those, while simple relaxation is also extremely important.

Taking the time to do something that we find relaxing, be it reading a book, going to a spa, or watching a movie, can be a great idea.

Sales Enablement Tactics for B2B marketers

Sales enablement starts with aligning sales and marketing, as without that alignment it will be impossible to ascertain the sales team's needs and wants, and thus, no way for those requests to be catered to by marketing. Defining project language is a crucial sales enablement tactic. Trying to identify the terms that should be used to describe your product by your sales and marketing teams can be tough, but also very beneficial in the long term. The brand identity and message needs to remain consistent all the way across the board, so it is a good idea for the two departments to meet and discuss the issue, with the experience of sales reps being particularly crucial...given that they are talking to prospects every day. It is also a good idea for marketing to talk to sales about the kind of questions they frequently get from prospects, which they may then be able to tailor content like blog posts towards.

Help Your Child To Love Learning

School vacations can seem to go on forever, and children can actually even fall back in learning if they do not have enough physical or mental stimulation during a long break. The good news is that families, including those with children of different ages, can have fun together while also learning a great deal.

There are lots of ways to involve kids in opportunities for informal learning, and to create fun and memorable family activities that also stimulate the brain. One good idea is to try and organize a concert with family and friends. Make popcorn, divide the responsibilities, create dance numbers and music you can perform for one another, and even print up a program. Another fun and simple idea is just to decide on some fun books you can all read together, and never forget to make use of any educational games that may be in the home. Even watching television or a movie can be educational, as you can help children to develop their critical perspectives by discussing the plot, the characters, the acting, and the themes that are present within the entertainment.

The Danger of Lead for Kids

Doctors the world over say that there are no safe levels of lead, and exposure to it can have an adverse impact on almost every part of the human body. In addition, exposure to it needs to be diagnosed early, as there often may be no visible symptoms.

Particularly vulnerable to the danger of lead poisoning are children under the age of six years old, as it can have a serious effect on both their physical and their mental development.

Lead is a potent and irreversible neurotoxin, and it is dangerous because symptoms and signs may not appear until long after the exposure, even years in some cases.

Children who may appear to be completely healthy can have a high level of lead in their blood.

Parents need to watch out for learning difficulties, loss of appetite, fatigue and sluggishness, vomiting, hearing loss, developmental delays, irritability, weight loss, abdominal pain, and constipation.

If a child is suspected to have had any kind of exposure to lead, they should be tested immediately.



Beating Writer's Block

Writing is never easy. It can be very difficult to find just the right time to write, let alone the energy, mood, motivation, and the inspiration.

Whether you use the term "writer's block" or not, it is vital to feel inspired so that you can come up with even anything, let alone something genuinely great.

The good news is there are ways to find inspiration in your writing. One fun tip is to write a pastiche, which is a style of writing that imitates another specific style, or even another writer.

Pastiches can actually be excellent pieces of work in their own right, but they are also invaluable as tools for writing prompts and exercises. Closely examine the writing style you have in mind and try to mimic it, but utilize your own original plot, and your own characters.

Having guidelines in place can sometimes be of enormous assistance towards concentrating on both writing and creating, since you'll no longer have to worry about style, verb tense, or tone.

Another good tip is to take a look at other books, but just read the opening paragraph and examine how it draws you into the piece, and determine how you could do the same with your own story.



Health, Wellness, and Family Life

Health and wellness refer to the general sense of well-being that everybody wants to feel, and most of us think of this in terms of diet and exercise, not realizing that it also extends into other aspects of our lives, including our family relationships.

One of the things you can do to improve the wellness of your whole family is to cook with your children.

Try to set aside one night every week in which all family members can pitch in to plan and prepare your family meal.

This may require more time than is normally the case, and it may also require some patience with young children. But it will result in quality family talk in which you can communicate and laugh, and even increase the probability of having a healthier meal. In addition, you'll be teaching your kids about both meal preparation and the math used in measuring.

Another good idea is to hold family meetings on a regular basis to help kids become part of the process of making important decisions, such as the nature of family activities, who should do which chores and when, as well as setting all of the rules for the household.



Coping With Returning to Work

Going back to work after a few weeks or days away can be difficult and result in people being under stress and in a bad mood.

Lethargy and lack of motivation are common factors upon returning to work, but there are ways to get rid of the "back to work blues" quickly.

One good tip is to try to make your work environment as harmonious as possible.

Place photos on your desk of your family members and friends. It is also a good idea to think about opportunities for personal growth and professional development you may have, too.

Make sure that you take some time out occasionally, and have at least a fifteen minute break every day.

Another good idea is to get up earlier so that you don't have to rush, and so you can be better organized in the morning. However, you still need to get enough sleep and look after yourself by eating healthy, too.



DiVORCE

Financial Advice for Divorcees

People can be somewhat distracted after the emotional trauma of going through a divorce, yet unfortunately this is a time when people need to make vital decisions and pivotal moves about their lives...including around their finances.

One important piece of advice is to put your goals down on paper.

This will help you to gain clarity.

Set aside some free time and think about what really matters to you, and then write those things down.

Once you know what it is that you really want, this will then have an impact on how you will budget for that lifestyle.

You also need to work out exactly how your cash flow will work.

Closely examine your earned monthly income, and then figure-in expenses such as taxes, health care, and alimony.

Once you have figured out the number, you can then work out the kind of lifestyle you that can afford, and/or how much you can save.