



Ed Collantes

"Your South San Francisco Commercial Real Estate Brokerage Expert"

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

JUNE 2015

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

JUNE 2015



From the desk of

Edward A. Collantes, SIOR
BRE #00523983

Importance of Zoning in a Commercial Transaction - As a broker, I am not a zoning expert but over the years, I have a lot of experience in seeing the effect zoning can have on a transaction, positive and negative. For positive, if a city limits certain uses to a small area, those sites with this zoning have a strong niche. A potentially great advantage for a savvy property owner. For negative, zoning may require you to jump through hoops (\$\$\$) to get your use or even retain your use. Worst case is that the city may not allow you to use the site as planned even though your neighbor has the same use as you envision (legal non-conforming). I can help you navigate through zoning issues or point out a huge positive that you may have.

Please call Ed at (415) 602-0055 if you have any questions.

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

Have A Great Day!

Cleaning Tips

Parents that are continually on the move, taking the children to school and to various other extracurricular activities, and trying to juggle family and work life, can find it tough to keep a home clean-- but fortunately there are methods to keep it under control.



The simplest way to always keep a clean and tidy home is to ensure that all family members are involved in both chores and in cleaning up. Even very young children can help by making sure their toys are kept tidied up, while older kids can do the same for their various gadgets and by putting away clothes rather than leaving them lying around. The bathroom and kitchen need to be cleaned up every day, while most other rooms in the house can manage with a weekly clean.

Ensuring that family life is fulfilling and happy depends on cooperation, sharing responsibilities, mutual respect, and fun. Creates rules, sanctions for breaking those rules, and rewards for following them, and ensure that they're followed at all times. A home can be kept wholesome, welcoming, and clean just by implementing this kind of an approach.

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.

SSF Property Values UP

You may be surprised what your property is worth today. If you have plans to sell your commercial property in north San Mateo county, I can get you the highest price imaginable today from ALL CASH buyers. Your inquiry will be 100% confidential! Please call Ed at (415) 602-0055 or Edward@crcsfo.com

Lease Rates UP

With the SF and RWC exploding with business, SSF is getting lots of interest from tenants and buyers. This makes sense when considering that we are right in the middle. If I can help you lease your upcoming vacant space, please call me today. Ed (415) 602-0055

Other Buyer Wants

- Hotel property up to \$25 mil
- Multi-Family (Peninsula) \$1 mil to \$40 mil
- Commercial Property on +1 acre
- Fixer Uppers - all types
- Office Building Investment up to \$40 mil

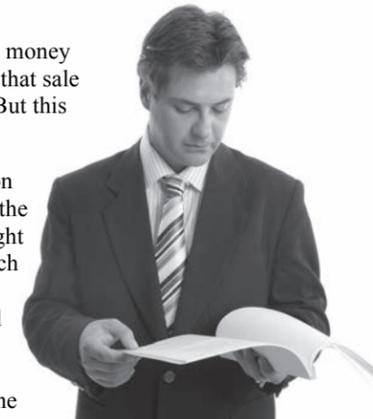
Confidential Inquiries

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

Why Leases Can Be More Complicated Than Sale Transactions

Because sale transactions typically involve a lot more money that's changing hands, it's sometimes easy to assume that sale transactions must be more difficult to negotiate, too. But this oftentimes just isn't the case.

When you're negotiating sale transactions, agreeing on price is clearly the most important component within the transaction. In this day and age that we're living in right now, owners carrying back financing has become much rarer than it used to be years ago, so a very high percentage of today's purchase transactions are for all cash. In addition, in a very high percentage of these transactions, the buyer is getting financing from their own lender, enabling the seller to receive all cash at the close of the transaction.



This completely eliminates any need to negotiate the percentage of down payment the buyer will be giving to the seller, how long the seller will be carrying back a note for, and the interest rate that the seller will be receiving on the loan. All of this instead is handled by the buyer directly with their own lender, and those terms are dictated by the current prevailing market conditions within the lending industry. So instead of negotiating all of this between the buyer and the seller, we simply now have a contingency period within which the buyer obtains their loan.

But now let's take a look at all of the things that must be negotiated during a lease transaction. Just as in the sale transaction, the "price" must still be negotiated, and that becomes the amount of monthly rent that the tenant will be paying to the owner during the lease. Then we also negotiate things like free rent—the number of months of rent that the tenant will be receiving for free as an incentive to get them to sign the lease. Then there are also tenant improvements—the things that the tenant wants the owner to do to get the premises ready for the tenant to move in. In its simpler form, this can be just painting the premises and installing new carpet. But if we're talking about leasing office or retail space, substantial tenant improvements may be required to get the new tenant to move in, and at a substantial cost to the owner, too.

Even in industrial buildings, tenants may ask for more offices to be built inside the building, or for more power to be installed in the building, too.

Then we have the part of negotiating both the commencement and ending dates of the lease, the amount of the security deposit, how much advance rent will be paid, what the cost of living adjustments are going to be in the rent throughout the term of the lease, and how often these adjustments are going to be applied. In addition, will the tenant have any options to extend the lease, and if so, for how long and at what monthly rent? And on top of this, will the tenant have an option to purchase the property and/or a first right of refusal on it?

So as you can see, there are oftentimes many more terms to be negotiated between both parties in a lease transaction than there are to be negotiated in a sale transaction. In these situations you can have the landlord and tenant agreeing on every single point except for how much security deposit will be required, and then that can kill the entire deal!

So recognize that when you're about to enter into negotiations on a lease transaction, you may need to summon forth your absolute best negotiation skills!

How To Get Into Management

Management looks like a great career, but how exactly do you get into it? The reality is there are no quick steps to become a manager. It takes hard work, and lots of it.

However, there are some pieces of advice that can get you onto the right track. As an example, it is very important to maintain professionalism at all times. Keep all of your commitments and always be punctual while avoiding office gossip. Even if you have been hired to do one particular job, it is still a good idea to keep an eye on everything that goes on in the company as a whole, so that you can learn about other areas.

It is also crucial to work to make your current manager look good. If you can determine the things that get them worried and help to alleviate them, not only will their work improve, but they are likely to remember you when they get promoted.

Getting Healthy

Everybody wants to live a healthier lifestyle, but sometimes we need a little bit of inspiration to get us started or help us out along the way.

Sometimes it can be difficult to know how exactly we need to alter our diet, or how to get out of an increasingly bothersome rut in our current fitness routine.

One way to inspire yourself is to come up with new ways to get healthy. For example, try a health food dinner for once instead of your usual meal, walk or run a different route, or walk up the stairs to the office instead of using the elevator.

Even little changes can help us start to get fit or get the cobwebs off an old routine, and make it a tad more interesting.

Shaking things up is never a bad idea, and other ideas could include drinking more water during the day, or partaking in hourly squatting sessions.

How Nutrition Can Mean a Better Night's Sleep

The importance of getting a good night's sleep has never been more understood than it is today, and a recent French study has suggested that there's a link between healthy sleeping and eating habits.



It is vital for anyone who wants a good night's sleep to not skip dinner. Sleep can end up being fragmented if the body has not been provided with enough energy, so it is crucial to have consumed enough food to keep the body happy until morning.

An evening meal should ideally be easy to digest...hearty, but balanced.

If you are going to eat meat, it is better to do so at lunchtime and leave more carbohydrates to be consumed at dinner.

Meat is very rich in protein, which results in a heightening of vigilance, which can make it difficult for those who eat dinner later in the evening to get to sleep.

Slow carbohydrate foods such as brown rice, whole wheat pasta, and potatoes are good for promoting better sleep.

How To Memorize Facts

There are sure-fire methods of ensuring that you can memorize facts, something that students in particular very much rely on, according to cognitive psychologists.

Many teachers already recommend studying up to three nights before an exam or a major test, and science agrees with them.

Experts say that most people tend to underestimate the number of times they will need to review something before it actually sticks, with five to seven times being the number recommended by those in the know.

However, it is a bad idea to constantly go over the same parts of the textbook during just one study session.

It is also a good idea to break up study sessions into smaller sections and different topics; variety is important to avoid overkill and burnout on any one subject, but some downtime is also essential to make sure the same does not happen with your overall study in general.

Teachers are also advised to stage regular quizzes, which are another excellent method for helping students to retain information.



Creative Social Media Ideas

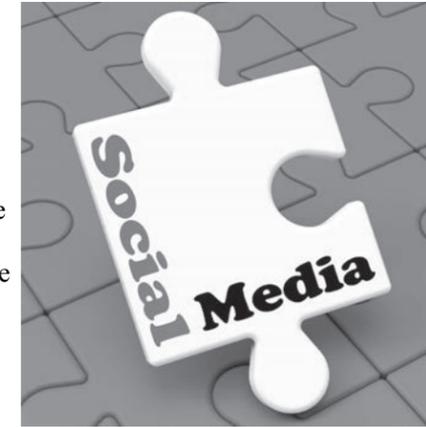
Social networks are here to stay, but many people become frustrated by the formulaic nature of posts and the content on Facebook, Twitter, et al.

If your B2B content is falling into a rut, you need to get inspired and come up with some more creative ideas for engaging with your audience, and here are a few tips that can help you to get started.

Polls are a good idea to engage the audience. Everyone loves the chance to express their personal opinion, and online polls almost always get a good response.

It could be a good idea to share a typical day in the life of a worker at your firm in order to get customers to feel closer to your company, or reveal how your firm has moved on from the way it used to do business years ago.

Another good idea might be to show off profiles of your employees, including photographs, interviews, and biographies, or to post statistics and research that your clients and prospects may be interested in.



Putting An End To Snoring

Snoring can be a tiresome problem, particularly for your partner, but the good news is there are ways to deal with the problem.

One handy method is to maintain both a healthy diet and weight.

Being just a couple of pounds overweight can cause snoring because the fatty tissue in your neck can squeeze the airway and minimize the free flow of air.

Try avoiding sleeping on your back. Instead, sleep on your side, as sleeping on your back means your airway can be squashed by your chin, your tongue, and any excess fat.

Stop drinking alcohol close to bedtime, as alcohol results in greater muscle relaxation than the norm, collapsing the back of the throat more easily, resulting in snoring.

Cutting down on or completely quitting smoking would also be a good idea. Apart from the other obvious health benefits, the lining of the throat and nasal cavity is irritated by cigarette smoke, resulting in swelling, congesting the nasal passages, and making it harder to breathe via the nose.



How To Find The Best Financial Planner For You



Many people decide to seek out the services of a financial planner at some point in their lives and careers, but it is important to make sure that you choose a financial planner that is right for you.

Fortunately, there are some ways that you can make sure to do this.

One good tip is to ask yourself whether you are looking for someone who can comprehensively evaluate your finances, help you to come up with a retirement plan, judge whether your current level of saving is sufficient, and/or to make sure you have enough disability and life insurance.

In those instances, it is best to seek out a Certified Financial Planner. However, if you are seeking investment advice, then someone from an investment firm such as Fidelity, T Rowe Price, Schwab and Vanguard would be a better idea.

Likewise, a robo-adviser is the way to go for someone wanting online investment advice while keeping your costs down.

Whichever type of financial planner seems to be the best fit for your needs, it is also vital to do your research and ensure you are dealing with someone who is fully qualified, with many years of experience and a good reputation among their customers and peers.

The website of the Securities and Exchange Commission is a good place to begin checking.