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Commercial Real Estate

news and more

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

AUGUST 2011

Hello!

This issue of *Commercial Real Estate News* is being sent to you courtesy of

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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.

Funny Bone

Pay attention to this important message!



A prince had a curse put on him: He could only speak two words every year. But if he didn't speak for a whole year, he would then be able to speak four words the next year and so on.

One day he met a princess named Josie. He wanted to say, "Josie, my princess, I love you; will you marry me?" but he knew that speaking his two words to her now would only confuse her. If he wanted her to fully understand what he had to say, he had to wait.

And so he waited...five years. In the fifth year, excited to finally present his question, he visited the princess. He approached her respectfully and asked, "JOSIE, MY PRINCESS, I LOVE YOU; WILL YOU MARRY ME?"

The princess looked up and said, "I'm sorry. Could you repeat that?"

How to Make Sure You Get the Highest Price for Your Property

Every property owner wants to get the highest price whenever they're selling or leasing their property. That's one of the main reasons why people own property in the first place...to maximize their returns and the money they make while owning the property. With this in mind, it's interesting to observe some owners doing things that are in direct conflict with what will have them receive the most amount of money for their properties.



When selling or leasing your property, the way to maximize the amount of money you receive for it is to get the word out to the greatest number of people who would be interested in it. Yet there are property owners who prefer not to tell many people about their property, and they end up just putting their own sign on it. Or even worse they won't even put a sign on it, and they won't advertise it anywhere either.

This approach almost guarantees you receiving considerably less money for your property, as compared with if you instead did what would maximize its exposure to the kind of people who would be interested in it.

The most savvy investors want to buy properties that are not on the open market, because they know that's when they make their best investment purchases. They love being the only people negotiating with owners without any competitors even knowing that the property is available, because that's when they can buy property for the lowest prices. An owner simply can't receive the highest price for their property when there are many potentially interested parties who don't even know that their property is available.

Think about it for a moment...If you had a used car that you wanted to sell, which of the following two approaches do you think would bring you the highest price for it?

- 1) Placing flyers advertising the car in the mailboxes of the 10 closest houses to your own
- 2) Advertising the car in the used car section of the newspaper with the greatest circulation in your area, and also advertising the car on the Internet

Clearly the second choice is the one more likely to bring you the highest price for your car, because it has a much greater chance of reaching the people who are looking to buy a car like yours. The 10 neighbors living the closest to you may not be in the market for a car like yours, but one of them may be willing to "take it off your hands" for a price considerably less than your asking price. But if this happens you might think this was the best price you could have obtained for the car.

So similarly, if you don't list your property and put it on the open market when you're ready to sell or lease it, you're more likely to receive a lower price for it. There's a reason why the most successful companies and investors list their properties when making them available to the public. Because they know that the exposure their properties will receive will result in the highest price imaginable for them, and they won't be leaving any of their own money on the table in the process.

Learning with Dyslexia

Learning new things can be difficult for anyone, even those who don't suffer from dyslexia. For those who do, however, it can present a whole host of different challenges, not just in terms of being able to read and write or cope with numbers, but also in relation to short-term memory, hand/eye coordination and sequencing skills.

Living successfully with dyslexia typically means using a variety of tricks and techniques to make things easier at home and at work, as well as at school, college or university, and, of course, within other areas, too. Using equipment such as dictation machines or speech recognition software, which does the typing for you, works wonderfully for some people, while special "reading pens" can be a tremendous help if you have difficulty with reading certain words.

Simple tricks like highlighting alternate lines of written text in different colors, or color-coding files, can make reading and organizing much more manageable. In addition, the spelling and grammar-checking functionality that comes with applications such as Microsoft Word is a must to ensure greater accuracy. Diaries and calendars, meanwhile, are ideal for ensuring that important appointments or "to do" items aren't missed, and flowcharts and diagrams, which rely less on linguistic skills, can often make information far easier to take in and remember.

The Internet plays host to many websites and forums where other dyslexics share their tips for making life easier, so take a look online and learn from the experiences of others.

Eating Healthy on the Go

Trying to fit a healthy eating regime into today's busy lives can be a challenge in the best of times, which is why so many people's evening meals are made up of convenience foods that might be filling, but don't necessarily contain very much in the way of nutritional value. When it comes to eating well during meal breaks at work, our habits can be even worse. While many working parents religiously pack nutritious lunches for their children to take to school, they themselves rely on fast food, which isn't always the healthiest fare, or on takeout food, which contains little more than empty calories, from the nearest fast-food restaurant.



Preparing an appetizing salad and packing a few pieces of fruit takes only a few minutes at the start of the day and ensures that you won't be tempted by less healthy alternatives. You could even include some fresh raw vegetables, such as carrot sticks, to ward off the munchies during the day without piling on the pounds through regular trips to the chocolate machine.

All it takes is a little self-discipline to get into the habit of preparing a healthy lunch in advance, and once you do, you will soon start to notice the difference. If you really can't do without the odd greasy burger and fries altogether, then allow yourself just one day a week to indulge – perhaps on a Friday for an end-of-the-week treat.

Are You Prepared for Retirement?

Retirement – we look forward to it throughout a fair proportion of our working lives, and yet when the day finally arrives when we can hang up our hats, the experience can be not only deeply disappointing, but also positively destructive. Partners who once craved more time in each other's company suddenly find themselves tripping over one another, discovering that they no longer have anything in common or nothing left to talk about, and then they're facing those endless hours of nothingness stretching ahead of them when they rise every morning.



Developing new hobbies and interests and keeping up with friends and family might be difficult to fit in around the daily grind, but in the years (not weeks or months) leading up to retirement, they are essential in terms of moving toward a new way of life that is satisfying and fulfilling. Without the colleagues that we used to see on a daily basis, we need other people to give us support and input, not to mention something to talk to our partners about at the end of the day. We need other interests to stop us from becoming too reliant on the person that we are closest to, to keep our minds sharp, and to help us maintain a sense of purpose and adventure.

Don't leave it until after your final working day to think about how you are going to cope with retirement, but think and plan ahead to truly make the most of your golden years.

Using Taxis Abroad

While many of us might not feel inclined to spend our hard-earned cash on cab fares while at home, the luxury of being taken door-to-door when relaxing on vacation in a foreign country is one that is irresistible. After all, not only does it save on shoe leather and energy, but it also gets around the problem of getting hopelessly lost.



Using taxis abroad, however, is something that requires a certain degree of care, because the way that taxi firms work in foreign countries isn't always the same as at home.

The UK is a good example of a country where special caution needs to be observed. There you will find not only the traditional style of black (and sometimes other-colored) taxi cabs that are instantly recognizable... and are controlled and regulated by the local authorities, but also private-hire taxis that could be of any make, model or color. While the former are permitted to pick up passengers who hail them in the street or are waiting at taxi ranks, the latter are allowed to transport only pre-booked customers. Of course that doesn't mean that private-hire drivers always ignore people who flag them down from the sidewalk, but for passengers this can be an extremely dangerous thing to do, as there have been cases of regular drivers posing as registered cabbies just to earn some extra money.

Before traveling abroad, to ensure your own safety, always check out the system that is used in the country that you will be visiting.

Are You Trying to Raise a Carbon Copy of Yourself?

While we might physically create our children, and while they might take on some of our genetic characteristics, it would of course be a mistake to think that they are going to turn out just like us. Often, though, parents can be guilty of trying to mold their youngsters into carbon copies of themselves, and of forgetting that the youngsters are individuals in their own right.

Children are not just products of the combined genetic makeup of their parents, but also of their own unique personality traits, the environment in which they are raised, the influences that surround them, and their own learning experiences. All these things are different from the things that we as parents were born with or were exposed to during the course of our own childhood, and naturally this means that there could be very few recognizable similarities between our youngsters and us.

Respect your children for who they are as individuals, even though their personalities may be very different from your own, and love them along with their differences.

Help them to become who they truly are by teaching them to build on their own personal strengths, rather than by criticizing or trying to change them into smaller versions of you...something that is only likely to lead to their growing up confused and lacking in self-confidence.

Facing Up to Debt Problems

Recent years and the impact of the world's economic crisis have seen more and more households getting into financial difficulties through no fault of their own.

In all too many cases, however, when bills have started to pile up and there hasn't been enough cash available to meet mortgage payments, people have reacted to the stress of money problems by burying their heads in the sand and just hoping that things would sort themselves out ... which, of course, they invariably don't.

Leaving bills and credit card statements unopened for fear of what they might contain, or failing to communicate with creditors when it becomes clear that you are unable to pay your debts, are surefire routes to sleepless nights and fretful days. In addition, they can very quickly lead to a worsening of your situation as increased amounts of interest and fines become payable, and you risk having essential services disconnected.

Always act sooner rather than later if you find yourself unable to meet your financial obligations, by contacting your creditors to discuss your situation. Organizations don't want to incur the cost of having to take you to court to recover their money, so most will be happy to offer alternative payment arrangements that are more manageable.

Ignoring any kind of problem, in general, makes it worse, and this is especially true with financial difficulties. So make that call or arrange that meeting now, if only for the sake of your own peace of mind!

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How Familiar Is Your Staff With Company Policies and Procedures?

Organizations nowadays have so many moral, ethical and legal considerations to take account of, that often they find themselves overflowing with policies and procedures to cover every eventuality. So numerous are these documents, however, that staff doesn't always find the time (or the inclination) to read through any new or existing protocols, or the copious amendments that these typically require. In fact, not only might they be unaware of the contents of certain company documents, but also sometimes they are not even aware that the documents even exist! If managers don't fulfill their obligation to communicate company policies and procedures effectively, though, they could very well be creating trouble in near the future. It is said that the simplest solutions are always the best, and when it comes to ensuring that staff members do take responsibility for reading policies and procedural documentation, all it takes is for a copy of each new or amended document to be circulated to each team or departmental manager, and for each of his or her staff members to sign the front of the document indicating that they have read and understand its contents. This same system can be used to cover policies and procedures that affect employees company-wide, as well as those that relate to specific areas of company business. This is simple and foolproof and it's a great way for employers to cover their own backs.

Eat Well and Age Well

Eating a healthy, nutritious, and balanced diet is, of course, important at any time in life. But for those in their early or later years, this is even more vital. As we age, our bodies become increasingly susceptible to diseases and illnesses that affect the muscles, bones, and organs, with the risks of heart disease, stroke, high blood pressure, diabetes, and various types of arthritis in particular being notably higher. In addition, the aging process can lead to a slowing down of the mental functions so that, for example, memory skills start to worsen. Ensuring that we eat well in our senior years, however, can do much to combat the threat of ill health and improve our recovery times if we do get sick, as well as help us to stay physically fit and active and boost both our mental capacity and our moods.



Whole fruits, dark leafy greens which are full of antioxidants, and orange and yellow vegetables such as carrots and pumpkins are all good choices, as are breads, pastas and cereals that contain whole grains. Dairy products such as milk, yogurt, and cheese are especially important in later life, because the calcium that they contain helps to guard against diseases such as osteoporosis. Vitamins B and D become harder to absorb or synthesize as we grow older, so it may be worthwhile discussing supplements of these along with your doctor.

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