



Bill Doumar presents

Commercial Real Estate

news and more

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

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Hello!

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

Bill Doumar

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

Murphy was an optimist...



Here are some laws that seem to govern everything that could possibly go wrong in life:

- Any technical problem can be solved if you have enough time and money. Corollary: You never have enough time or money.
- When you ask your husband to pick up five items at the grocery store, and then you add one more as an afterthought, he will forget at least two of the first five.
- Most pay raises are just large enough to raise your taxes and just small enough to have no effect on your take-home pay.
- Food that starts out hard will soften when it gets stale. Food that starts out soft will harden when it gets stale.

The Importance of Preparing Your Property to Market It

One mistake that property owners often make is not preparing their property for the market properly before they begin selling or leasing it. As an example, most of us, if we were going to be selling our own car to the general public, would have it washed, cleaned, and vacuumed inside, and some of us would even have the car waxed or detailed, too. Because we know that people's first impression of the vehicle will go a long way towards stimulating their interest in buying it. And we also understand that if people don't like the overall cleanliness of the car inside and out, that fewer people will become interested in buying it, and those who do become interested are likely to offer us less money for it.



But when it comes to selling or leasing commercial properties, many owners don't feel the same way. They often don't want to spend the money to fix up their property cosmetically and have it appear clean both inside and out, and at the same time they often expect their prospects to envision the condition of the property as it ideally could be...as if this work had already been completed. And unfortunately, sometimes these owners will also expect a price for their property that reflects what the property would sell or lease for in this ideal condition.

We're all affected by our first impressions of things. And whenever people are buying or leasing commercial real estate, they're often making one of the most important financial decisions of their lifetime. So their first impression of a property will oftentimes determine whether or not they'll become interested in looking at the property in even greater detail. And especially in this day and age, when more properties are competing for fewer buyers and lessees, when a property looks and shows better than the others, it's going to get more attention and oftentimes more offers, assuming that it's reasonably priced.

In addition, when selling a property, you'll want to make sure that any potential problems that could interfere with the sale are taken care of before you ever put your property on the market. As an example, you'll want to make sure that any environmental problems are identified and taken care of ahead of time, and that any problems that may exist on the property's title report are removed and taken care of in advance also. Because if you're right in the middle of a sale to a buyer and there are environmental problems that still need to be resolved, it will be easy for the buyer to begin thinking that maybe this property really isn't for them. And at the same time if there are old documents that are still recorded against the property or easements that need to be removed from the title report, your buyer can begin questioning their desire to still buy the property when more time is deemed necessary to try and resolve these problems.

So when you're about to put your property on the market, make sure that it shows clean both inside and out, and also make sure that any environmental and title problems are both discovered and resolved ahead of time.

Sharpen Your Mind To Learn Better

Each of us eventually has more difficulty retaining information. But here are some tips to help you stay on top of the knowledge game and keep you learning as you age:

Visualize. Mentally rehearse an event, conversation or activity before it actually happens. This visualization helps eliminate the stress you may feel over the unknown. Plus, when you're more relaxed, you're better able to learn.

Take a break and exercise. If you're trying to remember information you're reading, take frequent breaks. Don't just loll around, though. Engage in vigorous exercise.

Focus on concentrating. Distractions are the bane of any learning attempt. If you're attending a seminar or training session, sit near the instructor and maintain eye contact with him or her. Try not to fidget; simply relax into the session and let your focused attention do the job.

Say it out loud. Read aloud the material you're trying to learn and repeat out loud the facts you want to retain. This way, both your mind and your ears are taking in information.

Tame frustration. If you're getting frustrated over material you're trying to learn, remind yourself that getting emotional will only hamper your ability to retain information. If you have to, step back and take a long break.

Remember bus numbers. Calm children's fears by going over the bus number and reminding them that their teachers will make sure they get on the right bus.

Guidelines For Helping Struggling Employees



Let's face it: Some employees simply don't realize that they're not doing their jobs well. You've got to tell them the truth without shattering their self-confidence.

Here are some tips:

- Be prepared for resistance. Don't be surprised to hear employees overestimate the quality of their work. Illustrate your case with evidence, such as mistakes the employee has made on projects, missed deadlines, and miscommunication.
- Show them examples of good work. Establish concrete, clear expectations of the level of quality that you seek in the work that the employee does.
- Focus on measurable performance. Set benchmarks that you'd like the employee to achieve by certain deadlines. Come up with a schedule that you both agree on, and make sure you include time for periodic updates that allow both of you the chance to discuss the employee's performance.
- Offer training. If you want an employee to improve, make certain that he or she has the means for shaping up. Give them permission to get more training

Eat A Healthful Snack—A Simple Idea, But What?

You're hungry. What should you eat? If you're trying to avoid junk food and excess calories, consider these healthy snack options:

- Olives. A snack of five olives has just 45 calories.
- Hummus and carrots. Four ounces of hummus and three carrot sticks contain only 80 calories.
- Pineapples and pistachios. Mix 1/2-cup of dried pineapple slices with about 25 pistachio nuts. Fruits and nuts are a good source of antioxidants. Also try peanuts and raisins or almonds and dried apricots.
- Cottage cheese and apples. Top a sliced apple with about 1/2-cup of low-fat cottage cheese. Benefits: calcium, protein, and fiber.
- Mini-pizza. Slice a whole-wheat pita in half. Spread a little tomato sauce, then sprinkle some cheese and vegetables on top. Heat in microwave or toaster oven until cheese melts.
- Rice cakes. These can be eaten by themselves or with various low-fat toppings. Look for rice cakes made from whole-grain brown rice.
- Water. A tall glass of water is terrific for you. It revitalizes your body while assuaging hunger pangs. And it's caffeine and calorie-free.

Overcome The Power Of Negative Thinking

“Positive thinking” isn’t always easy. Negative thoughts can creep into our mind—and jump out our mouths—when we least expect them. The trick isn’t to fight them, but to manage them so they don’t paralyze you.



- Identify the triggers. When you have a negative thought (“This will never work ... I’m a total failure”) stop and ask yourself what’s bringing it on. You may be tired or stressed out, or you may be affected by someone else’s perspective. If you can locate the cause, the thought itself won’t have as much power over you.
- Focus on the now. You don’t have to be a Zen philosopher to realize that worrying about the past or the future isn’t very productive. When you start chastising yourself for past mistakes, or seeing disaster around every corner, stop and take a breath and ask yourself what you can do right now to succeed. Giving yourself something to do will distract you from destructive thoughts.
- Replace the negative. If you find yourself plagued by a recurrent worry, train yourself to think of something else. Memorize a short poem, phrase, or meditation, and when you catch yourself in a negative thought, say it or think it to yourself. Your conscious mind can concentrate on only one thought at a time, and driving the negativity away will free you up to move forward again.

How To Close The Cultural Divide In E-mail

The global nature of business sometimes makes it necessary to communicate with customers and coworkers who live in different parts of the world. Here are tips for e-mailing across borders:

Be aware of time differences. They affect how long it takes to receive a response. Keep in mind also that workers in different cultures may not be as quick to respond.

Don’t use slang. It’s rarely, if ever, universal.

Don’t use seasonal references. Your winter may be someone else’s summer.

Spell out dates. Different countries have different approaches. To Americans, 11/2/01 means November 2, 2001; but to Germans it means February 11, 2001.

Study the culture. If you plan to communicate regularly or often with someone from another country, read up a little on the culture. Learn about values, beliefs and practices to minimize any cultural offenses you may transmit via e-mail. For example, some Asian cultures don’t launch immediately into the business at hand. Their e-mails are more likely to start off with pleasantries.

Financially Speaking

Don’t Dump Your Dollars At The Pump

Saving on gasoline helps the environment as well as your own personal bottom line. To minimize the amount of money you pay at the pump, follow these guidelines:

- Tune up your car. Service your vehicle regularly so it runs as efficiently as possible. Look for worn sparkplugs and clogged air filters, keep your tires properly inflated, and be sure you’re using the right grade of oil for your engine. All these things can improve your car’s performance and mileage.
- Get a windshield shade. Blocking the hot sun in the summer will keep your car’s interior cooler and reduce your air conditioning needs.
- Fill up carefully. Don’t overfill your tank and allow gas to slosh out. Tighten the gas cap so fuel can’t evaporate through any gaps.
- Brake with care. Try to avoid slamming on your brakes. Once in motion, a car doesn’t burn as much gasoline to accelerate, so braking unnecessarily can waste gas when you need to accelerate again. Keep a safe distance between cars, and be alert for anything that might cause you to slow down so you can brake early.
- Buy the right gas. Check your owner’s manual for the correct octane level. Filling the tank with a higher octane doesn’t usually improve performance, and it generally costs more.

PLEASE CALL, FAX OR MAIL ME WITH YOUR REAL ESTATE REQUIREMENTS

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Are you thinking of buying or selling a property in the coming weeks and months? If so, please let me know what your requirements are.

1. Will You Be Buying or Selling? _____

2. Please Describe the Property You Will Be Buying or Selling _____

3. What Would You Like Me to Do To Assist You With Your Requirements? _____

4. When Would You like Me to Contact You To Follow-Up On Your Requirement? _____

5. Please Let Me Know Your Name and Telephone Number(s) You'd like Me to Contact You at on the Date You've Mentioned Above. _____
