



BILL DOUMAR presents

Commercial Real Estate

news and more

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

JANUARY 2010

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

When you can't just say, 'You idiot!'



You can't call your boss "stupid," even if he or she really does make Dilbert's pointy-haired manager look like Einstein. Here are some euphemistic phrases that might get the message across just as well:

- "Having him show up is equal to having two good people call in sick."
- "She has two speeds: dead slow, and full stop."
- "If you offered him a penny for his thoughts, you'd get change."
- "She's always late, but she makes up for it by leaving early."
- "The cheese slid off that guy's cracker years ago."
- "Lots of smart people work at this company. She isn't one of them."

What We Can Expect in Commercial Real Estate in 2010

With 2009 behind us, the question now becomes "What can we expect to see in commercial real estate in 2010?" And with this in mind let's take a look at some of the underlying fundamentals and components that will help to determine what kind of year we'll be having.

The Economy

While we've been hearing that the recession is behind us, there aren't very many people who seem to be experiencing this in their own lives, and in their own businesses. 2010 looks like it will be another difficult year for the economy, and a difficult economy is definitely going to impact our commercial real estate market.

Available Financing

We've been waiting for the financing market to come back, and it hasn't. Outside of the SBA (Small Business Administration) loans for owner/users who are purchasing commercial properties, good financing has been difficult to obtain. And with lenders coming under scrutiny for having made so many bad loans, they're still much more cautious about who they're lending to nowadays.

In addition, some lenders have been engaging in an activity that's been referred to as "extend and pretend." This means that rather than foreclosing on properties or calling their loans due when they're supposed to, these lenders have been arranging workouts with the borrowers—extending their due dates and sometimes even lowering their monthly payments. And at the same time these lenders aren't writing down the loans to what their true values are today, and they're keeping these same loans on their balance sheets at their full, original amounts. This is just temporary window dressing that can't be sustained over the long run, and eventually many of these same properties will be going back to their lenders.

The Demand for Commercial Real Estate

The demand for commercial real estate, both on a purchase basis and on a leasing basis, isn't what it used to be right now. And with good financing being hard to find, prices are still going to have to adjust more before investors will be buying more properties. This is because it's harder to find buyers who can pay all cash for a property, or who can purchase a property with a substantial amount of money down...and as a result these buyers are wanting to see more aggressive prices.

In addition, with companies still expected to be dealing with a difficult economy in 2010, they'll want to negotiate better lease rates. And owners will be wise to do what they must in this arena to keep good tenants inside of their buildings.

The Upside in 2010

If you're an investor who's been waiting to see some outstanding investment opportunities arise, this could be your year. Lenders will be taking back more properties and will have to sell them, and owners who have been holding onto their properties in the hope of experiencing a dramatic economic turnaround...will be selling some of their properties also.

Beware Of Degree Mills

Busy workers today are taking the continuing-education route online. While this has benefited scores of working adults, many sham universities have popped up, and the only thing you may end up learning is that you've been scammed. Here's how to spot the fakes.

- A so-called university can tout itself as being “prestigious,” but if it isn't accredited by an agency recognized by the Council of Higher Education Accreditation (www.chea.org), it's not real. Some programs create their own agency to “accredit” them.
- If the only entrance requirement is a valid credit card, reconsider your decision to enroll. No legitimate university will ignore your prior academic transcripts.
- Your degree will be awarded based on your experience in the business world. It's not that easy. Some schools will consider your professional achievements, but rarely for more than nine semester hours.
- You can get your degree within 30 days of paying all fees, regardless of your academic status. Even Mensa members don't finish college in a month.
- The school's Web site lists no faculty. Big warning sign. If they do list faculty, it's likely they attended schools accredited by bogus agencies.
- The online admissions site claims that Internet-only universities are not accredited by a CHEA agency. That's incorrect; the valid ones are.
- The school is located in a small, faraway country you've never heard of. The king of Podunk Island may recognize your degree, but an American accreditor will not.

Today there are more than 550 accredited distance degree programs, an increase from the fewer than 50 that existed in 1989. If you have doubts about the school, check with the Better Business Bureau.

How To Analyze Your Worth

The best reason to analyze your value to the organization is to protect yourself from being laid off. The second best reason is that if you are laid off, getting another comparable job—or a better one—will be far less of a hassle if you can document your contribution to the company's bottom line. Here's how to test whether your work makes a difference:

- Are your skills state-of-the-art?

Network with others in your field to identify industry stars to compare yourself with. What skills do they have? What do their job descriptions look like? Search consultants can tell you what organizations demand when seeking candidates for a job like yours. If you can't find people who do approximately what you do, it's a red flag that you're in trouble.

- Is your role essential?

What impact does your job have on the big picture? Does your work exclusively benefit internal departments? What would happen to your department or division if the company got into a financial bind that forced it to cut back? Would profits or customer satisfaction be damaged if your department disappeared?

- Can you be replaced easily?

Let's assume your skills, both managerial and technical, are cutting-edge. Could someone half your age perform equally well at half your salary? In other words, does your experience contribute something extra to your results? If you can show that your knowledge is essential, you'll be less likely to be looked at like a dinosaur.



Keep Your Mind Fit

Your body needs exercise to stay healthy and fit. So does your brain. It's possible to give your brain “resistance exercises” that stretch and flex your mental muscles. Here are some tips:

1. Immerse yourself in something new. Read a wide variety of books and magazines, learn new words and use them, calculate sums and multiplication in your head, practice listening, find ways to stimulate your creativity—whether it's crafts or painting or writing.
2. Follow a regular routine. Just like any exercise program, you need to build mental exercises into your weekly or daily schedule to fully reap the benefits. Give yourself memorization challenges. Change your daily habits to get out of mental ruts (take a new route to work, for example). Learn new music.
3. Don't neglect your body. The brain benefits from physical exercise—improved blood flow, increased oxygen, and endorphins that keep your spirits high. Jump rope, stretch, and meditate.

Talking To Your Kids: It's Not Just Child's Play

Talking to children can sometimes feel like communicating with aliens. Yet it's not all that difficult to speak and understand their language.

Here's some good advice for conversing with kids at any age:



- **Make eye contact.** This conveys interest and respect. With smaller children, sit at their level so they don't have to constantly look up to you.
- **Use "I" statements.** The best way to communicate your feelings—positive or negative—to children is to tell them clearly what you feel. "When you do this, I feel that." Avoid accusing or blaming.
- **Listen attentively.** Make time to hear your children. Stop what you're doing so you can focus on them exclusively. Draw them out with phrases that show your interest: "Tell me more . . . why do you think that happened? . . . How did that make you feel?"
- **Repeat what they say.** Make sure you understand, and show that you're taking them seriously, by repeating back what they tell you: "You mean that you did . . .?"
- **Encourage them.** When you offer advice, or correct them, let them know you believe in them and their ability to do things. Kids need to feel you accept them, and encouraging words tell them you're on their side.

Make A Strong Impression At Work

People develop their opinion of you within a few minutes of your first meeting, and much of that impression is based on your body language. If you want to be seen as a leader right away, show that you mean business in a firm and friendly way:

- **Flash a brow.** Raise your eyebrows briefly upon meeting someone. It's a subtle, powerful signal that conveys a positive impression, and it takes just one-fifth of a second.
- **Make eye contact.** Eye contact sends the signal that you're interested in what other people are saying. Just be careful not to cross the line and stare, as that would make you seem confrontational.
- **Return handshakes appropriately.** Apply the same pressure offered by the other person. Keep in mind that a limp handshake signals a wimpy image, and a crushing grip seems overly aggressive.
- **Stand tall.** Good posture says you're self-assured and trustworthy.

Financially Speaking

Simple Tips For Saving Cash

We all want to save money, don't we? But that doesn't mean you have to take a vow of poverty and devote yourself to a diet of rice and water. Here are some simple tips for spending less money every day:

- **Use the library.** Stay away from bookshops, music stores, and video rental outlets. You can get almost anything you want in the way of entertainment from your local library, for free.
- **Delay your purchases.** Don't give into impulse buying. Before putting anything into your shopping cart at the grocery store, wait 10 seconds and consider whether you really need it. For larger purchases, wait one or two days. For major items, such as appliances or carpeting, wait 30 days to be sure a purchase is really necessary. (Of course, if the fridge is shot, you can waive the 30 days; just be sure to get the best value.)
- **Cut out meat.** You can get needed protein in your diet from other, less expensive foods. You don't have to become a vegan, but limiting meat to once or twice a week will cut your grocery bill.
- **Use energy efficiently.** Any appliance that contains a clock—video recorders, microwaves, etc.—uses electricity even when the device is turned off. Unplug unused appliances, or hook them up to a smart power strip that doesn't draw electricity when the device isn't working. Wash your clothes in cold water to save up to 50 percent of the energy you'd use washing them in hot water.
- **Avoid soft drinks.** When dining out, order water instead of pricier sodas. It's free.

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

Bill Doumar

RE/MAX Marquee Partners, Inc

Commercial Division

2999 Overland Ave, Suite 104

Los Angeles, California 90064

Direct (424) 672-8198

Fax (310) 559 5587

billdoumar@earthlink.net

DRE license: 00572004

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. _____
