



BILL DOUMAR presents

Commercial Real Estate

news and more

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

FEBRUARY 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

Here are several excerpts from actual courtroom transcripts. The selections were compiled by a court reporter:



Q. What is your name?

A. Ernestine McDowell.

Q. And what is your marital status?

A. Fair.

Q. Do you know how far pregnant you are right now?

A. I will be three months November 8th.

Q. Apparently then, the date of conception was August 8th?

A. Yes.

Q. Mrs. Jones, is your appearance this morning pursuant to a deposition notice which I sent to your attorney?

A. No. This is how I dress when I go to work.

How Important is Location in Commercial Real Estate?

We've all heard the expression, "What are the three most important rules of owning real estate?"

"Location, location, location."

And while there's definitely truth in this, what you actually pay for the property and the underlying fundamentals of the deal are definitely very important, too. And people can still buy great investments in locations that aren't always the best locations also.

But there's one underlying fundamental driving this economy in ways that we've never previously experienced before during our lifetime. And that fundamental is the lack of cheap and abundant energy. We definitely remember what gas prices were like during the Summer of 2008, and we don't look forward to the time when prices like those return again. But if you track what's been going on in the world petroleum markets you see that back in 2005 the world peaked in the amount of petroleum that we extracted from the ground, and in the years since then we've extracted less petroleum from the ground on the average every year. (Please refer to the U.S. Department of Energy statistics for these numbers.)

So we're fortunate that the price of gas is where it is right now, but experts predict that petroleum prices will rise again substantially, putting the pinch on both consumers and businesses simultaneously.

So if petroleum prices will be rising substantially over the years ahead, what does this mean in terms of where you should be owning your real estate? Well, communities where people commute long distances to work will get hit the hardest, especially if those communities have

lower-to-average family income levels. The rising cost of commuting for these families will cause them to want to move closer to work, decreasing the overall demand for people to live in these outlying communities. And as a result, all types of real estate in these communities are likely to experience a decrease in demand.

Similarly, rising petroleum prices will put increased pressure on businesses to try to remain profitable, and the companies that consume the largest amounts of energy will likely see their expenses rise considerably. In addition, both manufacturing and distribution businesses will look for ways to lower their shipping costs, and the demand for shipping by rail will likely increase. This is most likely a major reason why Warren Buffett recently purchased Burlington Northern Santa Fe Railroad. With his great acumen for picking winners, it's extremely likely that that he sees that this trend is on its way to us.

What this all means is that the decrease in the availability of cheap and abundant energy will, over time, cause changes in real estate demand. Properties located in the central business districts of the major cities will have stronger demand than properties located in the more outlying areas. This is because people will want to live closer to work, and companies will want to be closer to the majority of their customers.

With this in mind, do some research. Do Internet searches under the term "Peak Oil", the energy phenomenon we're all currently experiencing, and determine whether or not it will be wise for you to make some strategic moves with your real estate portfolio right now.

So while we all wish for a solid economic turnaround in 2010, the experts are predicting another difficult year. And with this in mind we need to be realistic yet hopeful about what we'll all be

Get Beyond Shyness: Tips For Meeting People

Even the most successful people have moments when they feel shy and uncomfortable. For most of us, meeting new people is difficult, and making conversation with someone we've just met can feel like getting a tooth pulled. The good news is you can overcome and control your shyness. Here are some strategies for becoming the life of the party—or at least not the wallflower:

- Explore the causes. Shyness is usually caused by excessive self-consciousness, a negative self-image, or excessive preoccupation with yourself—or a combination of all three. When you're feeling shy, analyze your thoughts and emotions to find out what's holding you back. You'll be better able to address the problem when you understand what's behind it.
- Underline your own strengths. Instead of thinking about what you can't do in social situations, remind yourself of what you're good at. Most of us usually don't have trouble talking about subjects where we feel confident and experienced. Focus on these areas instead of any flaws you think you may have.
- Focus on other people. Ask questions that let other people talk, and encourage them to open up and share their opinions. You'll be less worried about saying something wrong, and you'll probably find enough common ground on which to build a real conversation.
- Practice greeting people. Make a point of saying "hello" to the people you see every day—the bus driver, the barista at your coffee shop, your co-workers, and so on. Once you get into the habit, you'll find it easier to smile and offer a friendly greeting to the people you meet in social situations.
- Look your best. You don't need a complete makeover, but you'll feel more confident if you know you're presenting yourself well. Work with someone you trust on wardrobe and grooming issues. Don't overdo it—just be sure you're appropriate for the occasion.

How To Give Back

Volunteer work can help you meet like-minded people and let you explore other career options, not to mention leave you feeling more fulfilled and connected to your community. But before you start volunteering, it's important to consider how you can give and get the most out of the experience.

Linda Harper, author of the book *Give to Your Heart's Content*, suggests that first you must identify the kinds of activities that make you lose track of time. Volunteer work that incorporates your particular passions and values will energize you and help you succeed as a volunteer. You should also make a list of your limitations and preferences. Do you work better at night or in the morning? Do you like to be in charge of projects or prefer a supporting role?

Once you've started volunteering, keep a journal to reflect on how you are feeling. Remember to take care of yourself, too, because you can't help others if you feel exhausted.

Make Time For Life When Work Gets Busy

You've done all you can to strike a balance between your work life and your personal time. But suddenly a new project lands in your corner at work, and you've got to kick into overdrive. Before you and your family become strangers, try these two techniques from the book *Coming Up for Air*, by Beth Sawi (Hyperion):

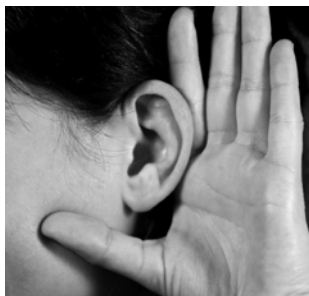


- On again, off again. Schedule one to three days when you'll plan to work late or come in extra early. On the other days, work your normal hours. This method allows you to set more realistic goals both at work and at home—like when to say "yes" or "no" to certain projects or activities on any given day. And knowing that there are days of reprieve in the week helps you get through the longer days you've scheduled.
- Marathon and rest. Sometimes the work at hand may leave you with absolutely no free time. This is when the marathon/rest technique will work best. Commit to working extra long days for several days or even months (if need be). But set a definite end date when you'll stop the grueling pace. This helps you focus on what you need to get done at work and keeps expectations realistic at home.
- Assemble the appropriate learning resources. There are a myriad of ways to meet your goals independently, through such programs as Web-based training or distance learning. Learn what's available in your area, what suits your schedule, and what it will cost in terms of time and money.

Are You Really Listening? Eliminate These Bad Habits

For better relations with your employees, customers, and manager, avoid these listening mistakes:

- **Discounting the issue.** We minimize the importance of what another person has said. Saying, “Oh, it’s not that big of a deal,” can make another feel that you think their concerns are trivial. The intent of a response should be to support and encourage.
- **Offering unwanted advice.** When you jump in to tell the other person what to do, you may be solving the wrong problem without understanding all the issues. You may also send the message that you don’t think the speaker is capable of solving his or her own problems. Give advice only when asked.
- **Interrogating the person.** We often respond to a problem by analyzing it: asking a lot of probing questions and judging the other person’s response. Be careful—don’t alienate the person with too many questions and interruptions. Let him or her finish before searching for solutions.



Venture Out In Search Of Inspiration

Inspiration doesn’t always pop in right when you need it. Sometimes you’ve got to go out looking for it—or coax it into your brain. To invite inspiration into your life, and create an environment where it can relax and get comfortable, try some of these strategies:

- **Seek out new experiences.** This can be as simple as taking a new route to work or as extreme as skydiving or bungee jumping. Try something new, and immerse yourself in the experience to gain a fresh perspective on your world.
- **Listen to music.** Don’t just put it on as background. Choose a CD you haven’t listened to in a long time—or something totally new—and really listen to it. Imagine what the sound looks like, smells like, and tastes like.
- **Read some quotations.** The Web, like any edition of Bartlett’s, is full of thoughts from people famous and obscure on all kinds of subjects—intellectual, whimsical, practical, humorous. Let the ideas expressed in quotations settle into your mind and let them shape your thinking.

Financially Speaking

Maybe money can’t buy happiness, but ...

CNNMoney.com recently compiled its Best Places to Live list. Holmdel, NJ, led the list in terms of median family income, at just under \$160,000 annually.

Here are the top six:

1. Holmdel, N.J.
Population: 16,500
Median family income (per year): \$159,633
Median home price: \$600,000
2. Southborough, Mass.
Population: 9,880
Median family income (per year): \$148,297
Median home price: \$455,000
3. North Potomac, Md.
Population: 24,909
Median family income (per year): \$147,594
Median home price: \$550,000
4. Redding, Conn.
Population: 9,365
Median family income (per year): \$141,609
Median home price: \$625,000
5. Western Springs, Ill.
Population: 12,629
Median family income (per year): \$139,758
Median home price: \$513,500
6. Hockessin, Del.
Population: 13,772
Median family income (per year): \$137,998
Median home price: \$408,000

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. _____
