



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

If only real life was more like the movies. Then . . .



- Everyone in New York City would live in a spacious, loft-style apartment, regardless of how much money they made—or whether or not they even had a job.
- If you had twins, you could count on one of them being evil.
- You could always defeat invading aliens by planting a virus into their computer system with just an ordinary laptop.
- When you turned out the lights, eerie music would begin playing.
- You'd find that world experts on nuclear fusion or other advanced scientific technology are usually blonde, very handsome or attractive, and under 25.

Getting Top Dollar for Your Property in Today's Economy

This definitely isn't the same real estate market we were experiencing 3-4 years ago. At that time properties were moving much faster when they came onto the market, financing was easier to obtain, and both buyers and lessees were taking action much quicker. But today, when trying to sell or lease your property, you need to be differentiating your property from all the other ones on the market, in order to have it stand out and get people's attention. Otherwise you risk having the property sit on the market for a long time without getting very much activity on it.



Both buyers and lessees are being more finicky today, and if your property doesn't stand out from the others as the one property people should be interested in, you've given them no solid reason to choose your property over its competitors. And that's not a very good place to be playing the game in today's market.

If you're marketing a property ask yourself, "How visually appealing does my property look right now?" Is it more appealing for people to look at when compared to its competitors? Because if it isn't as nice to look at, you've already lost some ground to your competitors. If your property doesn't look as nice as theirs, and you're hoping to still get the same amount of money for your property as they're asking for theirs, that's wishful thinking. But if you do everything you can to get your property to look better than any other property you're competing with, this will definitely attract more attention from the kind of prospects you're interested in.

So what should you be doing to get more people to look at your property? Well for one you should hire the right broker...someone who has creative strategies that will generate more activity on your property. As an example of this, here's one way to generate more showings for your property, which will then translate into more activity for you, and moving your property even faster. And this approach is currently working for owners in markets across the country.

Depending on the price of your property or its monthly rent, offer a crisp \$20 or \$100 bill to brokers for every prospect they physically show your property to. This will generate a solid number of showings for you, which will then generate more activity for you. And if you're thinking "I shouldn't need to do this", you may want to rethink your position on that. These are different economic times, and they require new ideas in order to stand out from the competition. So let your competitors do it the old fashioned way, and while you're generating more activity and more showings on your property, here's Step 2 of this marketing campaign that you can also implement when marketing your property:

Whenever someone tours your property, instead of waiting to see if they then submit an offer to you on it, submit a request for proposal (RFP) to them. This allows you to initiate negotiations with them directly, telling them the important deal points around what you're proposing to do in a transaction with them, before they might submit an offer on another property instead of yours. This helps to keep their attention focused on your property, and will help maximize the probability that you'll successfully close a transaction with them. If someone is interested enough to tour your property, you want to do everything you can to keep their attention focused on your property afterwards.

So in this economy, if you take the steps to have your property stand out from its competitors, and take the action that will keep people's attention focused on your property, you'll maximize the probability that you'll move it even faster.

Does Your Company Website Have Its Own Blog?

The business clients and consumers of today are a pretty savvy bunch. They know how much choice there is out there, they know when they are being sold to and they all have an eye for added value. In addition, few if any of them will balk at receiving something for free that is genuinely worth having, and this applies as much to information as to anything else.



Company blogs are a superb way for organizations to demonstrate their expertise to their clients and customers. Provided that the information is relevant to their clients' concerns and to the business itself, and that it's useful and of good quality to them, it can have a powerful effect in terms of making one supplier stand out over another.

There are, in fact, several reasons why company blogs can be so effective. First, they demonstrate a true commitment to customer service, since they take time to maintain and do not directly generate revenue. Second, they can be an excellent way to drive additional traffic to a company website. A few well-chosen key words in an article can attract vastly increased numbers of site visitors who turn up your blog through the search engines – and the more visitors, the greater the chances are of generating additional business. And if you don't feel that your own writing skills are up to the job of maintaining a company blog, never fear. You can always hire a freelance writer to write the blog on your behalf.

Living With Someone Else's Depression

Depression can devastate the lives of sufferers, but sadly they are not the only ones to be affected by this often serious condition. Partners, family members, friends, and even work colleagues can all be sucked into a world of hopelessness, despair, and even sheer infuriation.

Aside from having a powerful ability to bring others down, someone else's depression frequently becomes the source of intense feelings of guilt. As they watch the person they care about become a shadow of his or her former self, loved ones often find themselves asking what they have done to cause or contribute to the sufferer's plight. Especially in cases where the depression seems to have come from nowhere and does not appear to have been triggered by a specific or significant event, loved ones can feel that they themselves must be responsible.

Depression, however, very often has its roots in the distant past, in situations and events that caused distorted ways of thinking to develop early on in life. Treading on eggshells or covering-up, or making excuses for a loved one who is depressed in order to assuage feelings of guilt, therefore, is not only unnecessary, but also unhelpful. You are not the cause of the illness and you are not the cure.

The kindest thing that any of us can do for a loved one who is suffering from depression is to encourage the person to seek help. Only a trained professional can assist those experiencing depression to achieve effective and long-lasting recovery.

The Cost of Convenience

Take a peep inside most people's supermarket carts, kitchen cupboards, and iceboxes these days, and more than likely you will see endless varieties of convenience foods.

With time being such a precious commodity and lifestyles being so frenetic, perhaps in some ways it is not entirely surprising that we resort to prepared foodstuffs and ready meals.

When you consider just how short of cash many people are as a result of this latest economic recession, it might be expected that more of us would have reverted to cheaper and healthier ways of eating.

In most cases, fresh fruits and vegetables are significantly cheaper than tinned or frozen alternatives, they take only minutes to prepare, and they contain much more goodness...and yet many people still plump for the latter.

A huge range of delicious and incredibly cheap dishes can be created from scratch using pasta or rice, but all too often we are tempted by the ready-cooked versions, which cost twice as much.

Although the more expensive convenience foods might at first appear to be the time savers, by cooking homemade meals in batches and freezing them, there is no reason why we cannot eat healthier without spending endless hours in the kitchen...or spending so much more of our hard-earned money.

Learning Saves Lives

When we think about learning, usually it is in terms of bettering ourselves... We might learn a new subject or a new skill in order to further our careers, for example.

This type of learning is, of course, highly desirable, as it can vastly improve our chances of success in life. Other types of learning, however, are not so much desirable as essential in terms of keeping ourselves and others safe.

Some of the learning experiences that we take part in – such as learning to swim, for instance – are not just about acquiring skills that could potentially save our lives, but also about discovering a new source of pleasure and enjoyment.

Others, though, are purely practical types of learning, such as first aid courses.

First aid courses range from those that teach basic skills to those that help individuals deal with more specific life-threatening situations.

Learning how to resuscitate someone or how to recognize and deal with a case of anaphylactic shock, for example, can be a potential lifesaver.

Courses that teach such things as health and safety, food safety and stress awareness, meanwhile, provide valuable information to prevent dangerous situations from arising in the first place.

Whether at work, home, or in the street, the valuable skills that these courses teach could literally help you to save lives.

Lay a Little Egg for Me...

As anyone who has ever grown fruit or vegetables at home will know, there is nothing quite like harvesting and eating your own fresh produce. These days, though, you don't have to stop at fruit and vegetables, even if you don't have acres of land to play with. With chicken coops specially designed to fit into even a modest backyard, you could keep your family supplied with delicious fresh eggs, too.



Just three hens each laying one egg per day can provide a family of four with all they need, and without it costing a fortune. Once the hens have a well-ventilated coop to keep them warm, dry, and safe from predators, all they need is some bedding, fresh water, grit to help them break down their food, and between 100 and 150 grams of chicken food in pellet or meal form per day.

Non-meat scraps such as vegetables, non-citrus fruits, pasta and rice will also add some welcome variety to their diet, as well as ensuring that your leftovers don't go to waste. Ideally, you should also provide a predator-proof run for your chickens, so that they can get some fresh air and exercise, and to allow them access to the grubs and worms that they need as a source of protein. Not only will your chickens provide you with the fruits of their labor, but these quirky birds also make great pets and provide a super learning experience for your children.

Just What Are Thunder and Lightning Anyway?

Although the odds of being struck by lightning are approximately 1 in 600,000, it is hardly surprising that so many people rush for shelter when one of the 100 lightning bolts that occur every second on Earth strikes. With temperatures reaching almost 30,000°C (54,000°F) and speeds of 130,000 mph, not to mention up to one billion volts of electricity in every bolt, getting in the way of a lightning strike is not exactly recommended. What causes lightning, though, and just what are those threatening peals of thunder that usually go along with it?



Lightning storms happen when there is an imbalance between positive and negative electrical charges. When there is a storm and particles of rain, ice, or snow collide, the energy balance becomes even more disturbed and the lower parts of the storm clouds become negatively charged. Meanwhile, the Earth itself and some of the things on it, such as trees and church steeples, become positively charged, and so Mother Nature uses lightning bolts, which pass between the two charges, to correct the imbalance.

As for the thunder that is typically heard a few seconds after a lightning strike, it is caused directly by the lightning – specifically by the extreme heat that the lightning generates. When the air around the lightning bolt heats up, it expands very quickly and vibrates, and it is this vibration that we hear as thunder.

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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. _____
