



Bill Doumar presents

# Commercial Real Estate

news and more

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

JANUARY 2011

## 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

### Helping Out The Less Fortunate . . .



A scruffy-looking man knocked at the door of a mansion. It was owned by a millionaire whose wife was widely known for her kindness and generosity to people down on their luck.

The visitor was shown into the parlor, and the wife came in moments later to speak with him.

"Ma'am, I wanted to tell you about a family I know," he said in a quavering voice. "They're both out of work, they have three children, they've exhausted all their savings, and they're behind on their rent. They're about to be evicted from their apartment unless they can come up with \$500 for their rent."

"That's terrible!" said the woman, and she immediately wrote out a check. Then she asked, "May I ask who you are, sir?"

"Certainly, ma'am. I'm their landlord."

## Forecasting Our Commercial Real Estate Market in 2011

The real estate market hasn't been what many of us have wanted it to be in recent years. The economy, the increased difficulty in getting financing, and businesses struggling overall in general have all added to market conditions that most of us would like to see get better. So in looking forward in 2011, what is it that we can forecast in commercial real estate for the year?



And in beginning this discussion, any time you're forecasting you need to look at the underlying fundamentals—the factors that will determine the outcome that you're forecasting. So in looking at forecasting the upcoming year in commercial real estate, we have to look at the factors we've mentioned above...the economy, the availability of financing, and how businesses will be doing overall in general.

And in looking at the economy, there have been some positive signs that business, in general, is doing better. In addition, the availability of financing in 2010 for commercial real estate was better than it was in 2009. But the signals seem to indicate that we're a long way from being out of the woods, as many businesses continue to have a difficult time, and many people are still out of work. And when you look at what was discussed on a recent episode of the TV show *60 Minutes*, where it was mentioned that 50-100 local governments within the USA could be filing for bankruptcy over the coming months, this doesn't give us the greatest amount of confidence in what's going on.

So in putting all of this together in forecasting the commercial real estate market, what this tells us is that solid appreciation in commercial properties isn't likely to return in the near future. And the availability of financing for commercial properties will continue to play an important role in the ability to both buy and sell commercial real estate. So if the availability of financing continues improving, more commercial real estate sale transactions will be closing.

And in looking at the economy, it's more important now than it's ever been for owners to have the highest quality of tenants occupying their properties. With solid tenants in place, owners may still not be happy with any loss of value they may have experienced on their properties, but having total confidence in one's tenants, and in the steady stream of income coming from them, makes getting through this economic downturn that much easier. So in forecasting for 2011, make sure that the tenants you have occupying your properties are people you can count on to pay their rent.

And in terms of finding great real estate investment opportunities, expect more of these to begin surfacing, as more distress-sale properties begin coming onto the market. These sales have only represented a small amount of the overall activity during this economic downturn up until now, but the pressure is now mounting on the lenders to begin unloading more of these kinds of properties, because the number of distressed properties they're having to deal with is growing. In addition, with companies having a more difficult time generating cash for themselves, look for more opportunities to open up for sale-leaseback transactions in the office, industrial, and retail sectors, where companies owning and occupying their buildings will sell them to generate more cash, and sign leases to remain in these buildings for three, five, or ten years.

So in summarizing the overall commercial real estate forecast for 2011, this will be a year for cautious optimism in commercial real estate. More buying opportunities are going to emerge, and we're still going to experience both a buyers' and a tenants' market. So as an owner you'll want to have the absolute best tenants imaginable in your properties to ensure they'll still be paying you your rent, and as a tenant you're going to be able to negotiate some great rates on many of the properties you'll consider occupying.

## Self-Help Books - The Key to Personal Development

Although some people tend to regard self-help books as something useful only to people with sad or dysfunctional lives, they are in fact sold by the millions.



Whether they are on display or kept hidden away, few households are without at least one.

The lives that most of us live today are a far cry from the simpler ones experienced by our ancestors, and for many people, even trying to make sense of their existence is a challenging and depressing task.

Relationships, careers, dealing with low self-esteem, learning how to be assertive, and learning how to live with other people's problems such as addictions, are just some of the complex issues that people typically face in the modern-day world, and sometimes it can be difficult to know where to start in terms of understanding and "fixing" problems.

While in some cases professional help can be enlisted to assist us in dealing with life's challenges, for many people such an option is not one that they can afford.

As many of the excellent self-help books available have been written by professionals in their fields, they can provide affordable access to expert advice.

Never feel ashamed to pick up a self-help book to help you make sense of and improve your life. After all, a wise person seeks to understand and tackle a situation rather than burying his or her head in the sand.

## Cut Out Caffeine For a Healthier Body and Mind

Reaching for hit after hit of coffee in the morning might feel like just what the doctor ordered to get mind and body racing into overdrive, but what some see as "nature's wonder drug" can actually play havoc with the human body. Numerous studies have shown that excess caffeine can cause, among other things:



- Rapid heartbeat or palpitations
- Insomnia and sleep disorders
- Restlessness
- Headaches
- Diarrhea
- Irritability
- Nervousness
- Anxiety
- Nausea
- Muscle twitches
- Light-headedness
- Mood swings

The body's tolerance to caffeine develops very quickly, and subsequently limiting consumption can often result in withdrawal symptoms such as headaches, fatigue, mood swings and feelings of depression. Of course, it is not just coffee drinkers who are at risk of caffeine addiction and withdrawal, but also those who drink excessive quantities of tea, caffeinated soft drinks and energy drinks, as well as those who take caffeine tablets.

Although decaffeinated coffee and tea are both readily available, many regular tea and coffee drinkers find these quite unappealing. Although in some cases this may be because the similar taste leads them to expect effects similar to those of the caffeinated versions. A better idea may be to replace tea and coffee with herbal teas, most of which are caffeine-free and are made from other plant species.

---

## How to Upset Your B2B Customers

Servicing customers in the B2B environment presents challenges that are in many ways different from those in the B2C arena. Do you know the quickest and easiest ways to upset business customers, though? According to research carried out by the UK's Institute of Customer Service, these are some of the things that really "get their goat."

- Breaking promises, such as by failing to respond to telephone calls or e-mails
- Taking too long to respond to communications; for example, a response to an e-mail is expected within 24 hours
- A lack of personal contact due to overreliance on automated systems, which customers find objectionable
- Relying on impersonal, prepared scripts that discourage suppliers from listening properly to customers' needs and concerns, meaning that they are frequently not empathetic
- Being reluctant to apologize, even in cases where it is abundantly clear that the organization has failed or is at fault
- Being reluctant to receive complaints willingly and act upon them

# Motivating Sales Staff

With such strong potential for the motivational levels of sales staff to have an impact on the bottom line, it is in the interests of all managers to ensure that their sales teams are enthusiastic and raring to go. Here are five ways to keep your sales force motivated so that they continue to deliver the goods:



1. Make sure that no one is in doubt about what is expected. If team members are unsure of what you want them to do and how you want them to do it, and their efforts meet with failure in your eyes, they will soon become demoralized.
2. Make sure that your team has had the relevant training to do the job properly. People want to succeed, but if you do not give them the resources that they need and they fail as a result, again their motivational levels will plummet.
3. In addition to providing training, also coach your sales team to let them see what best practices looks like.
4. Rather than focusing too much on what your team members are doing wrong, always reinforce the positive and recognize desired results and behaviors.
5. Encourage sales staff with rewards, but remember that each team member is an individual with different motivators. Find out what each one truly values and then choose rewards that are genuinely meaningful to them.

---

# How to Get Great Muscle Tone, Strength and Flexibility Without Looking Like Arnold!

High-impact exercise regimes and muscle-building programs are not for everyone. And women and senior citizens in particular often prefer low-impact activities that improve muscle tone, strength, flexibility and control without making them look like Arnold Schwarzenegger. If you are looking for an overall body workout that exercises all those muscles that do not normally get much use, but that doesn't cause you to put on bulk, Pilates could be ideal for you.

Pilates concentrates on strengthening the torso, or core of the body, and also exercises the chest, abdomen and back. It involves both floor exercises done on a mat and the use of various pieces of equipment or an apparatus such as a large exercise ball. And most of the exercises focus on resistance training.

One of the reasons Pilates has gained such popularity in recent years is its suitability for a wide range of people. Men, women, children, expectant mothers, senior citizens and even trained athletes can all take part, and exercises can be adjusted so that you can begin at whatever level is most appropriate for your starting level of fitness... and then work up to more challenging exercises. It is even suitable for those in need of physical rehabilitation and is excellent for those who suffer from neck or back problems.

# Teaching Your Kids the Value of Money

Schools may well teach your children how to add and subtract, but learning the value of money is one lesson that has to come from home. Unless you teach them otherwise, they will continue to think that money grows on trees and that banks just give away cash – until they have to make their own way in the world.

While financially indulging your children might feel like kindness at the time, you could be doing them a grave disservice by not teaching them valuable lessons for life. Here are a few ideas on how to teach youngsters the value of money:

1. Children are not born understanding how paid employment and banks work. Explain these things to them simply as soon as they are old enough to understand.
2. Help your children to distinguish between needs and wants.
3. Teach your children the principles of spending and saving money as well as those of making money grow.
4. As soon as they are old enough, give them an allowance of their own to permit them to put principles into practice and learn from their own mistakes.
5. Open an interest-bearing account for your children so that they can watch their money grow.
6. Put aside an allowance for essentials such as clothes to help teach your children how to budget and save for more expensive items.
7. Explain how credit cards and loans work; otherwise your children could grow up thinking that these are “free” money.

***Bill Doumar***

**RE/MAX**

**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. \_\_\_\_\_

---

---

---