



Paul Ramikie, CCIM 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

**Paul Ramikie, CCIM**

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

#### The secret life of cats



Ever wonder what your cat is thinking?

Maybe it's something like this...

- "I could have sworn I heard a can opener."
- "What's with that irritating noise humans make with their mouths?"
- "Why doesn't the government do something about dogs?"
- "No, really, that's a can opener."
- "How come they make tuna-flavored cat food and chicken-flavored cat food, but no mouse-flavored cat food?"

## How Energy Needs to Impact Your Commercial Real Estate Decisions

Energy used to be something we didn't think about very much. We put gas in our cars, we turned on the lights, we paid our energy bills, and for the most part energy wasn't really a big concern for most of us. But that's all been changing in recent years.

The price of gasoline is now more than three times what it was just 8-9 years ago, and now it's taking a much bigger bite out of our own budgets. Similarly, the cost of energy for manufacturing, distribution, and even just to run an office has gone up considerably, too. This has been putting the squeeze on both families and businesses, and it's in the process of causing dynamic shifts within commercial real estate also.



While many people and businesses are able to get by on the price of gasoline right now, what will happen when the price of gasoline rises to \$5.00 a gallon, and then to \$6.00 a gallon, and the price of oil rises along with it? With the price of energy having become more significant to both people and businesses lately, owning properties that are more energy efficient is becoming more important, and this importance will continue to increase in the future. With this in mind, you'll want to make sure that the properties you own are more energy efficient, as this will help you in selling, renting, and leasing your properties in the future.

The LEED (Leadership in Energy and Environmental Design) system has become the standard for certifying and recognizing buildings that have been designed and/or updated to meet today's most energy efficient standards. If your building doesn't meet these standards, over time it will probably become more difficult to both lease and sell it. This is because as the price of energy continues rising, people and businesses will demand that their buildings are more energy efficient. If your building is LEED certified, then others will know that it's more energy efficient than the other buildings it's competing against, and this will help you to move it quicker.

It used to be that people and businesses were primarily interested in the physical layout of the space they'd be occupying, along with the monthly rent or the amount of the monthly loan payment they'd be making. But as the price of energy continues rising, the total energy cost for occupying building space will continue to become more important to people. In situations where the landlord bears some or all of the responsibility for paying for the tenants' energy consumption, tenants will want to limit any increases they may pay over time for energy when negotiating their leases. This way, if the cost of energy skyrockets, tenants will be better protected because they anticipated this in advance.

If you're a building owner, and if you own buildings that aren't LEED certified, you'll want to take a look at what it might cost to obtain the LEED certification. Depending on your building, the costs can sometimes be paid back within a minimum amount of time, and this can help to differentiate your building so it sells or leases faster when it's on the market.

Most everyone is feeling the pinch from the price of energy nowadays. But in doing what you can to provide people with buildings that will save them money and reduce their energy costs, your buildings will stand out as the best choice people can make whenever it's time to buy, rent,

## Puzzles and Games – Great for the Grey Matter!

Learning doesn't take place just in formal settings or dry,



stuffiness, and perhaps more so today than ever we are surrounded by opportunities to enhance our learning through a vast array of puzzles and games.

Those in the medical profession have been recommending crossword puzzles for improving mental agility for many years, but alongside these and other more traditional puzzles that help stretch our minds and build our vocabularies, there are now countless online and electronic games that serve the same end and provide hours of entertainment.

The great thing about the puzzles and games found on the Internet is that if you are already paying the basic connection fee, you have access to these for free. Many of the popular newspapers, for instance, publish their daily crosswords online, but there are also numerous game sites that cost nothing to join, featuring games such as Spell-Or-Starve.

Neopets.com, for example, lets you pit your wits without paying a cent. Fans of the Nintendo DS, meanwhile, can choose from a whole range of games that help keep the old grey matter in peak condition. Dr Kawashima's Brain Training, for instance, puts you through a series of exercises and then assesses your mental age from your results so that you can work toward the optimum age of 20. Remember, learning can be fun, too!

## Are You Using Your Time Wisely?

If we were to carry a stopwatch with us for just a single day, and use it to calculate all the time that we waste at work, most of us would be pretty horrified. All those minutes spent listening to other people's gossip, passing the time of day with colleagues, surfing the Internet, and checking personal e-mails add up and eat away at workers' productivity. In many cases, they even lead to having to work longer hours than are really necessary.



In our home lives, too, most of us are guilty of wasting precious time on activities that not only are unproductive, but also don't even provide us with maximum enjoyment. Watching TV, of course, is one of the biggest time hogs, and yet often people sit through programs complaining about what a load of trash they are. To use a memorable quote from the movie *Vanilla Sky*, "Every passing minute is another chance to turn it all around."

Making the most of every minute, though, means being discerning in terms of how you use those minutes. Take a good look at how you fritter away your time and ask yourself how it might be better spent. Who knows? If you can manage to drop some of the activities and people who don't contribute anything to your life, you might be able to leave work earlier and get more enjoyment out of your leisure time.

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## Do You Really Know Whether Your Advertising Is Working?

While most larger organizations tend to be supported by entire marketing departments, and have their fingers pretty much on the pulse in terms of whether they are getting a good return on their advertising investment, the same isn't often true of smaller companies. Where the latter are concerned, it's typically a case of trying out new advertising media and turning up at a few favorite trade shows, and then getting a general feel for what's working and what's not. Sometimes that gut feeling isn't particularly accurate, and many small businesses find themselves plowing more and more money into ad campaigns that fall short of their potential, while ignoring even more profitable opportunities.

Monitoring and analyzing the success of every ad campaign is absolutely essential if businesses are to avoid throwing good money after bad. Don't just assume that the biggest and best-known publications and shows are the ones to invest in; look carefully at the actual results that you've achieved from them in the past.

Advertising can be an extremely costly business, so always be certain of what represents the best deal for your individual company.

# Punch Your Way to Physical and Mental Health

You don't have to have any aspirations to become the next Mike Tyson to use a punching bag, but this great piece of equipment will help tone and strengthen your biceps, triceps, shoulders and upper body, not to mention burn off around 100 calories in just 15 minutes.



Unlike many other pieces of gym equipment, the punching bag presents a great way to get rid of stress and frustration. After a hard day at work or a difficult confrontation, or whenever you begin to feel that things are getting on top of you, a session with a punching bag is the perfect way to release tension without taking your frustrations out on anyone else.

Whether you use a punching bag at your local gym, or invest in your own to hang outside in the garage, it could be the key to physical and mental health and become a boon to your relationships!

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## 5 Top Tips for Keeping Your Belongings Safe

Although it would be nice to think that we could all travel safely without the fear of ever being separated from our belongings along the way, airports, train stations and bus stations make easy pickings for the light-fingered. Here are a few top tips to ensure that you arrive at your destination with all of your belongings in tow:

1. Attach a few small bells (like the ones on Christmas decorations) to your hand luggage so that if anyone tries to move it while it is stowed, you will hear it instantly.
2. Invest in a few items of clothing with concealed pockets, and wear them while traveling and while out and about in busy places after you arrive at your destination.
3. Whether you are seated during your journey or waiting around to board planes, trains, or buses, place your foot through the handle of your suitcase, if possible, to ensure that it doesn't stray.
4. Don't let any type of commotion distract you from your luggage. Thieves often use distraction techniques to buy them the few vital seconds necessary to grab and run.
5. Avoid removing your wallet from a purse or from your person when in public, otherwise would-be thieves will know exactly what to target. Go somewhere private such as a restroom to remove whatever cash you need, and immediately hide your wallet again.

## Buying Organic Without Breaking the Bank

As anyone who has checked out the prices of organic produce in his or her local supermarkets knows, switching to foodstuffs that are free of pesticides and chemicals can be very expensive.

With these few simple tips, you can eat more healthily for less:

1. Don't assume that supermarkets offer the best value for organic produce. Check out natural food stores, too, because they can often be cheaper overall or for certain items.
2. Instead of shopping for the ingredients for a particular recipe, buy the cheapest organic ingredients and devise meals around them. Also, adapt traditional recipes so that they use the cheapest organic produce.
3. Design your meal plans around seasonal produce, because it is always less expensive.
4. If you have relatively easy access to local organic growers, then buy directly from them to cut costs.
5. Remember that organic produce that is frozen is still better than nonorganic produce that is fresh. Consider buying frozen if the ingredient that you want is out of season.



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## Public Liability Insurance – Are You Covered?

Public liability insurance might rank high on the list of priorities for large organizations that have frequent and regular dealings with the general public, but sometimes it can be overlooked for smaller concerns. Any business where there is the potential for clients, customers, suppliers, or anyone else to become injured, or suffer damage to their property or possessions, is strongly advised to ensure that they take out some form of public liability insurance. Although it is not uncommon for smaller businesses to try to save money by not taking out public liability insurance, the cost of the premiums is minimal compared to the amounts that they could become liable for should they be sued for an accident or for damage to someone's property. While the chances of anything happening might be relatively low, if something should occur it could literally wipe out a small business overnight. When it comes to public liability insurance, it's always better to be safe than sorry!

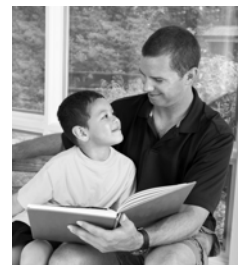


From the desk of  
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**Facing your life is a conscience decision and it needs all your strength. Are you going to respond in a thoughtful, engaged manner or will you react without forethought and consideration. Will you stand up for what you believe in and know to be true or will you suppose, insinuate and conclude without considering all factors. You are in control and looking out for number 1, yourself, but isn't looking out for number 1 only so that we can be better support and have more strength to share with those around us. Be strong and choose each day to be better.**

## Encouraging Good Behavior by Keeping It Simple

In order for children to make sense of the world that they are growing up in, they need to be taught what is right and wrong, and they need consistent application of the rules that they are expected to adhere to. Young children in particular need rules to be simple in order to understand and follow them.



After all, if you start introducing complicated conditions that a child can't make sense of or remember easily, your rules are certain to be broken, your child is likely to face continual punishments that may be unfair, and he or she may even give up trying to follow your rules altogether. Another thing to avoid is too many rules, because these are likely only to make your child feel so constrained that he or she becomes determined to rebel against you. Instead, try to prioritize the behaviors and actions that you want to encourage or discourage, and set a few simple rules that focus on the most important of these. Having numerous complex rules for children to follow essentially sets them up for failure rather than success, so make sure that your rules are both few and simple.