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the Power Team

Your Profit...Our Success

Commercial · Industrial · Real Estate Brokerage

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The Premier Power Team COMMERCIAL REAL ESTATE Monthly Newsletter June 2010

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FEATURED PROPERTIES



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End cap w/Drive-Thru!
625 Cog Circle
Crystal Lake- 1,666 SF retail space with rare drive-thru window. Located in strip with Mario Tricocci behind Showplace Theater. \$21.50 psf net.



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Rt. 14 Exposure!
406 NW Hwy
Fox River Grove- 1,767 SF Commercial building on busy Rt. 14. finished basement, 1 car garage. Reduced to \$289,900.

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Should You Sell Now - Before Capital Gains Rates Go Up?

by Bruce Kaplan

The current administration has made it a habit to blame George Bush for the terrible economic recession and high unemployment (among other things). In 2003, during Bush's 1st term, the Congress passed some significant tax cuts. Of interest to our commercial real estate industry is the capital gains cut which went from 20% to 15%. In my opinion this reduction fueled a lot of the near frenzied selling and buying spree we witnessed in 2005 - 2007. The Bush tax cuts are set to expire at the end of this year. Among other tax cuts expiring is the capital gains tax which will go from its present 15% to 20% in 2011 (a rate lowered from 28% by Clinton in 1997). It will then bump up to 23.8% in 2013. I fail to see the stimulus effect in tax increases such as this. My experience is that increased capital gains taxes is a deterrent to selling your property outright. So if you are thinking of selling, between now and year end is your window if you want the lower cap gains rate.

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Suburban Office Sales Engender Positive Report

by Bruce Kaplan

If you picked up the June 21 Crain's, you may have seen a surprising report about office building sales in the suburbs. It seems they are picking up according to Jones Lang LaSalle, one of the large office brokers (you may not be familiar with them because they generally don't come out this far). The managing director in their Chicago office, Jim Postweiler, was quoted as saying "someone flipped the switch" which is another way of saying the market is showing signs of new life indicating we are past the bottom of the recession. Even though suburban office vacancies are still 25%, he says there's more competition for assets which has mitigated buyers' demands for higher cap rates and lower cap rates translate to higher prices being paid. Nonetheless, the average price per sq. foot of the 2010 office sales is a mere \$88. That's down from \$103 a foot in 2009 and not even half the \$191 level in 2008. Before you start to break out the champagne, let's keep things in perspective. In 2007, \$2.09 billion in Chicago suburban office sales occurred. In 2009, \$268.8 million took place and in 2010, Jones, Lang estimated \$400 million. We still have a long way to go.

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Closed Deals In June



5240 Mann Dr.

Ringwood- 60 indoor units plus cell tower and 80 outdoor parking spaces for campers, trucks and boats. 2.23 fenced acres. Electronic entry. Sold for \$520,000.



1440 Imhoff

Lake in the Hills- 6,576 SF multi-tenant masonry building on 1.97 acre lot on Imhoff Dr. Sold for \$565,000.

Premier to advertise in Suburban Woman Magazine

by Bruce Kaplan

One of our industry secrets has been that print advertising in newspapers and magazines is more often than not, a waste of money. How do we know this? By pouring thousands and thousands of dollars over the years in vehicles like the Chicago Tribune, Northwest Herald, Business Journal, Buy Lease Build magazine, etc. The acid felt has always been... does it make the phone ring? People can argue all day long on the "institutional value" of such advertising... name recognition and all that. Typically our signs do our talking for us and make the phone ring about 7 out of 10 times.

With that said, we have noticed over the years an increase in the number of woman business owners and decision makers. We couldn't help but notice the Suburban Woman magazine now distributed in 1732 locations in the Northwest Suburbs. When we researched it in more detail, we found out they have a readership of 120,800 and they claim that women are the most powerful and influential demographic group. Time will tell. We'll let you know how this new vehicle works. Pick up the July-August edition next month and check out our 2 page spread.

Evidence mounts on links between cell phones and brain tumors

by David Gutierrez, staff writer

(NaturalNews) A growing body of evidence, dating back to the 1960s, suggests that brain tumors may be only one of the many health problems produced by our new wireless society will produce. Cell-phone technology "could lead to a health crisis similar to those caused by asbestos, smoking, and lead in petrol," warned the European Union's environmental watchdog agency in 2007. The most ambitious attempt to catalogue the health risks of cell phones to date is the industry-funded Interphone study, carried out by researchers from 13 different countries (not including the United States). Although the study has been criticized for selecting data in a way designed to play down the risks of cell phone use, it continues to turn up alarming findings nonetheless. Among the findings so far are a 40 percent increase in brain tumor risk among adults who use a cell phone for 10 years (especially on the side of the head where the phone is held); a 300 percent increased risk of acoustic nerve tumors; and an increased risk of tumors of the parotid gland. The risk of a brain tumor increases by 400 percent in people who start using a cell phone before the age of 20.

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* Reprinted from the Sunday, June 10, 2010 issue of NaturalNews.com

Referral of the Month

Congratulations to Sue Kuna of ReMax Plaza in McHenry for her referral of Larry Niedert who owned 5240 Mann Drive, Ringwood self storage units!

Twenty Nine Lines to Make You Laugh

- 1.. My husband and I divorced over religious differences. He thought he was God and I didn't.
- 2.. I don't suffer from insanity; I enjoy every minute of it.
- 3.. Some people are alive only because it's illegal to kill them.
- 4.. I used to have a handle on life, but it broke.
- 5.. Don't take life too seriously; No one gets out alive.
- 6.. You're just jealous because the voices only talk to me
- 7.. Beauty is in the eye of the beer holder.
- 8.. Earth is the insane asylum for the universe.
- 9.. I'm not a complete idiot -- Some parts are just missing.
- 10.. Out of my mind. Back in five minutes.
11. NyQuil, the stuffy, sneezy, why-the-heck-is-the-room-spinning medicine.
- 12.. God must love stupid people; He made so many.
- 13.. The gene pool could use a little chlorine.
- 14.. Consciousness: That annoying time between naps.
- 15.. Ever stop to think, and forget to start again?
- 16.. Being "over the hill" is much better than being under it!
- 17.. Wrinkled Was Not One of

the Things I Wanted to Be When I Grew up.
18.. Procrastinate Now!
19. I Have a Degree in Liberal Arts; Do You Want Fries With That?
20.. A hangover is the wrath of grapes.
21.. A journey of a thousand miles begins with a cash advance
22.. Stupidity is not a handicap. Park elsewhere!
23..They call it PMS because Mad Cow Disease was already taken.
24..He who dies with the most toys is nonetheless DEAD.
25..A picture is worth a thousand words, but it uses up three thousand times the memory.
26..Ham and eggs.A day's work for a chicken, a lifetime commitment for a pig.
27.. The trouble with life is there's no background music.
28.. The original point and click interface was a Smith & Wesson.
29. I smile because I don't know what the hell is going on.

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