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Your Profit...Our Success

Commercial · Industrial · Real Estate Brokerage

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The Premier Power Team
COMMERCIAL REAL ESTATE
Monthly Newsletter
July 2010

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FEATURED PROPERTIES



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Business Condo For Lease

2520 Rt.176 - Unit 8
Prairie Grove- 3,000 SF 4 year old unit with Rt.176 exposure. Showroom/office 435 SF plus warehouse with 18' ceilings and 12x14 DID. \$8.80 psf gross.



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Sleeper on the Park

3314 Pearl St.
McHenry- 10,000 SF older maonry multi-tenant building in downtown area near the new Riverwalk. Partially leased. Priced to sell or lease.
Price Reduced! \$449,000 sale
\$6.75 psf gross lease

How to Price Commercial Real Estate in Today's Market - by Bruce Kaplan

Every client who has a property to sell or lease starts out asking for our opinion of what the property is worth on today's market. What a weighty question to have to answer honestly and professionally! In this market, we swallow hard and hope they don't shoot the messenger. A guy who makes a living just doing appraisals looks at the question of value one way. We brokers in the trenches every day look at the same issue perhaps a little differently.

Transaction volume has been so sparse the past two years the comparables (we call them "comps") are hard to come by. The ones that so show up in the comp data bases are often bank foreclosures or distress sales which are considered "non-arms length" transactions, "traif" if you know any Yiddish. What do you do when the bank making the loan insists on comps from 2009 or 2010 and there aren't any to be found? Appraisers call us daily picking our brain for current sales and leases they can use in their reports. Market knowledge is a valued commodity and we usually have lots of it. And we give it freely.

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What if Realtors Went on Strike? - by Bruce Kaplan

Watching the lack of progress on the Virginia Road repaving project (due to the truckers strike, which may actually be over), I found myself daydreaming about the prospect of all real estate agents forming a union and staging a nationwide strike, for higher commissions, of course. Just think of it each and every licensee walking a picket line or sitting on lawn chairs like the truckers union does. The image sends chills down my spine! In my reverie I contemplated taking an extra 10% or so from the greedy brokers that we work for, making them grovel and sweat, taking the already meager profit margins right away from them. Maybe we could also force the "man" to provide benefits such as health insurance or even pensions. I was really getting into this euphoric daydream when like a bucket of ice water thrown in my face, I woke up, came to my senses as it were. None of us Realtors are employees; we're independent contractors. We have no union. We can't strike. Even if I could strike, I wouldn't make any money during the strike. I'm already not making any money due to the economy, so why bother? Some real estate offices are a lot like the truckers and the concrete workers recently on strike. You'll have 3 or 4 real estate agents in the office sitting around eating donuts and drinking coffee instead of making calls. You've seen a similar scene in the construction zones, I'm sure.

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Closed Deals In July



McHenry- 5,700 SF retail space custom built for daycare on Rt. 120. Former tenant outgrew space. \$18 psf net Leased for \$13 psf net to Safari Daycare.



Lake in the Hills- 4,300 with 18' ceilings, 12x14 DID, small office. Leased for \$4.99 psf.

Support the Free Speech About Science Act and restore freedom of health speech

by Mike Adams, the Health Ranger, NaturalNews Editor

(NaturalNews) The Alliance for Natural Health, a nonprofit organization committed to protecting access to natural and integrative medicine, has recently come up with a Congressional bill designed to stop government censorship of truthful, scientific health claims about natural foods and herbs, and restore free speech to natural health. The Free Speech About Science Act (FSAS), also known as HR 4913, will allow manufacturers and producers to reference peer-reviewed, scientific studies that highlight the health benefits of a particular food or herb that they grow or sell.

For too long, the U.S. Food and Drug Administration (FDA) and the Federal Trade Commission (FTC) have blatantly censored the truth about food, herbs and dietary supplements. These government agencies are supposed to be protecting public health and well-being, but they accomplish precisely the opposite by actively censoring the truth about natural products and working to keep the public ignorant about the health benefits of nutritional products. It's all part of the plan to prop up the profits of Big Pharma by eliminating the competition.

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