



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 February 2010

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Not All Brokers Are Created Equal

How you can make an Intelligent Choice

There's a tendency for the uninformed and uninitiated to adopt a mindset that all real estate brokers are "cut of the same mold." In fact, there are substantial differences among individuals and firms. This article will attempt to help you choose when it comes time to solicit help from professionals, whether buying, selling or leasing commercial real estate.

It is quite normal for most brokers to think they have the best platform to service your particular requirements. In the recesses of our own minds, brokers rationalize that the customer or potential client would be making a big mistake to choose a competitor. That's the ego in us brokers. Not all people with big egos are real estate brokers, but most real estate brokers have bigger than average egos. They need to because of all the rejection faced in the sales game. Whenever someone chooses a competitor (ok, I'll admit it. . . I have a few competitors!) over me and my firm, my ego goes thru this rationalization process that hardens my psyche and allows me to keep looking for the next property owner to whom I can be of service. This mental process is why most people reject the life of a commission salesperson. It's lonely, unpredictable, sometimes painful, but I



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wouldn't be in it for 34 years if the positive didn't outweigh the negatives. But I digress . . .

Here's my top ten knock-out list of qualities and qualifications that you can use to select a commercial real estate broker next time you are in the market for one of us:

[continue reading article](#)

Food Pantries Need Your Help!

Three years ago, about the time the Power Team website was developed, we came up with a unique program to help out a couple of the local Food Pantries. We decided to create a list of companies that provide services that go hand in glove with a commercial real estate transaction. Businesses such as lenders, lawyers, surveyors, title companies, etc. stepped up by invitation only and paid \$200 per year to be on what we call the Select Vendor List. People are always asking us . . . do we know a good attorney, etc and we found it convenient to refer them to this terrific resource. The money poured in. In 2008, we collected \$3,200. In 2009 it grew to \$4,800. So far in 2010, we have collected \$2,400 and we are still looking for more participating vendors.

Check on the link below to see the participants all of whom are given our highest recommendation and all of whom have kindly donated money to the food pantries (Crystal Lake and Cary). If you own a business that provides a service related to Commercial Real Estate, and wish to join the program, please give us a call. We are in need of computer (IT) vendors, architects, landscapers, roofers, property management firms, lenders, engineers, concrete floor finishers, etc. If you want to be in the program and donate to a different food pantry, we are open to that. Click on this link to see our participating Select Vendors.

<http://www.profit-success.net/vendors.aspx>

Power Team Now on Google Adwords!

Neither of us is a "techno geek" so when Google Adwords was presented to us by Brian Kaplan we were a bit skeptical. We discovered we could pay Google to put our ad on Google searches using key words/phrases of our choice. When somebody does a Google search for commercial real estate in McHenry County, for example, our ad shows up in the column next to their search. Understand this is an experiment for us, also one that costs us money every time someone clicks on our ad. Between 2/8 and 2/15 we had our ad clicked on 43 times out of 6,153 Impressions. That all sounds good but the proof is in the proverbial pudding. No one has emailed or called us from this new medium, so the jury is still out. We'll keep you posted.



Marengo 1071 E. Grant Hwy.

Duplex-Price Slashed!

Marengo- One 3 BR, 2 Bath, one 2BR 2 Bath with basements and garages. **\$30k price drop- now a steal at \$159,900.**

[click photo to learn more](#)



Ringwood 5240 Mann Drive

Self Storage Units

Ringwood- 136 units plus a cell tower. 58 mini storage units plus 78 outdoor spaces for campers, trailers, etc. 85% leased. Fenced property with keyed entry. \$649,900.

[click photo to learn more](#)

Power Team Gets Published!

Last year we contacted Chris Freeman, Business Editor of NW Herald and asked if we could submit articles related to Commercial Real Estate. He called one day last spring and said, "I need 600 words in a week." So we were given a trial. In December Chris asked if we would like to submit an article monthly and we jumped at the chance. What this means to our clients is that people interested in commercial real estate are seeing our articles and our website and email addresses. It's possible they would be interested in buying or leasing YOUR property. We're excited about this opportunity and will do our best to write relevant informative articles.

Movie Tickets for \$6 Each!

We discovered a way to obtain movie tickets to the Regal Showplace Theatre in Crystal Lake (a \$9.50 value) for only \$6. You can either join the McHenry County Farm Bureau (\$25 per year) or you can call us and we will get them for you as a bonus for being one of our clients or customers. Don't hesitate to call if you're a movie buff and need some cheap tickets. As far as helping with the \$4.25 for bottled water, we can't help you with that.

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