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Your Profit...Our Success

Commercial · Industrial · Real Estate Brokerage

Bruce Kaplan brucek@profit-success.net

Joseph Billitteri joeb@profit-success.net

847.854.2300

9225 S. Route 31, Lake in the Hills, IL 60156

www.profit-success.net

The Premier Power Team
COMMERCIAL REAL ESTATE
Monthly Newsletter
January 2011

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FEATURED PROPERTIES

One Phenomenal Deal

Crystal Lake- 19,800 SF masonry farm manufacturing building on 1.38 acres. 10' 6" ceilings, 400 amps, 2,300 SF office, dock and DID. Sale price reduced to \$725,000 (\$36.61 psf); Lease 8,500 SF or more for \$3.95 psf gross. [Click photo for specs](#)



Priced Below Unbelievable!

Woodstock- 9,060 SF 2-level pre-cast multi-tenant office building on .71 acre. Lower level has been re-modeled for 13 executive suites. Motivated seller. \$599,000 (\$66.11 psf). [Click photo for specs](#)



Seller Wants Out

Cary - 3,662 SF masonry single story office building with 4 privates, conference room, small kitchen and more. Just off Rt. 14. \$350,000. [Click photo for specs](#)



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Investor Starter

McHenry - 3 unit income property with 1 apartment up and 2 stores on ground level with private parking lot. Seller taking a beating. \$229,900. [Click photo for specs](#)



Transaction of The Month

McHenry Office Sold

McHenry - 23,000 SF 2 story modern office building. Sold to major health care provider for \$1,100,000.



Real Estate Beats The Stock Market Again

Real-estate stocks completed the year with gains that are twice as large as the broader stock market, the second year in a row that REITs outperformed the major stock indexes.

REITs, as measured by the Dow Jones All REIT index, were up 27% . While that is a smaller gain than last year, when REITs posted gains of 28.5%, the 2010 results handily beat the Dow Jones Industrial Averages, up 11% and Standard & Poor's 500 index, up 12.86%. The REIT rally was triggered by investors hunting for higher dividend yields. REIT dividend yields, while low compared to historical standards, are currently around 4% compared to 3.35% on Treasury bonds.

[Click here to read full article](#)

2011 SMALL BUSINESS E-MARKETING TRENDS

As a small business owner, are you ready for 2011? Business as usual is no longer what it once was; entrepreneurs must be more resourceful than ever to keep up with ever changing market demands. Here is a list of the major trends to think about for the upcoming year.

Social media is full steam ahead. Will this year be the year you attempt to brand yourself with a social media campaign, or perhaps your existing campaign needs more refinement?

Content will continue to play a primary role in gaining market share.

The Internet is the fastest channel for instant access and sharing.

However, with so many choices, meaningless content is easily vanquished with the click of a button. A growing number of business websites are opting to pay for content from trusted sources. What will be the fate of your online content for 2011?

Location-based advertising builds momentum. Google, Facebook, and other search facilitators are finding more ways to integrate location-based ads and search results for delivery to customers based on location parameters. How will you make sure that your business is noticed by interested consumers when they are physically nearby? Mobile marketing predicted to explode. Smartphones are expected to be the main focus for location-based advertising due to the large success of the iPhone, Android, iPad, and other devices. Do you have

GRUBB & ELLIS 2011 REAL ESTATE REPORT

PERSONAL CORNER



Premier Power Team
9225 S. IL Route 31
Lake in the Hills, IL
60156
847-854-2300

[Website](#)

[Email Bruce Kaplan](#)

[Email Joseph Billitteri](#)

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Commercial Real Estate Blogs

We have attempted to establish a meaningful blog about commercial real estate and have had some success. Our new website coming out in February will have a better blog platform which we hope to take to new heights. In the meantime, we found a list of Commercial Real Estate Blogs across the country and if you're a blog freak, you will no doubt want to explore this list compiled by Duke Long.

content that is mobile device friendly?

Search engine optimization (SEO) rules may change. With the vast amount of pages on the Web coupled with location-based search features, search engines will also need to make enhancements to their SEO criteria. Is your website optimized yet?

Dynamic websites continue to be favored. More spending is expected for adding functionality that promotes e-commerce, social media, or customer service.

** Reprinted from the Spiegel & Utrera, P.A. e-Newsletter, Volume XIII : Issue I*

Seasonal flu vaccine fairy tale rapidly collapsing as the truth comes out

by Mike Adams, the Health Ranger, NaturalNews Editor

(NaturalNews) Like a medical house of cards in an earthquake, the seasonal flu vaccine mythology is collapsing right before our eyes. After months of urging everyone to get vaccinated (and blaming non-vaccinated people for skipping out on their "public health obligation"), UK health authorities announced last week that "healthy people" were to blame for causing a vaccine shortage that they claim now threatens the lives of sick children (http://www.naturalnews.com/030977_v...).

As part of this ruse, they even suggested that pharmacies should be banned from selling flu vaccines to healthy people, explaining that healthy people didn't really need them anyway.

So much for the big flu vaccine delusion that "everybody needs a vaccine." As UK health authorities are now blatantly admitting, that was all just a fairy tale that crumpled the instant they ran out of excess vaccine inventory.

[Click here to read entire article](#)

[Top 23 Commercial Blogs](#)

Grubb & Ellis 2011 Real Estate Report

We found this report by Grubb & Ellis and thought you might find it interesting. It talks about the various commercial real estate sectors and how they are expected to perform in 2011.

[Click here for the full report](#)

PERSONAL CORNER

When the calendar turns over into a new year, we never know what to expect. Being the eternal optimists that we are, we expect great things. Activity in January has been encouraging with a number of showings (cold weather showings count more than warm weather showings) and an uptick in phone calls. Let's hope they continue into February and beyond.

Bruce is picking up the campaign for Cary Village Trustee and will sponsor a candidate booth at the Cary-Grove Business Expo March 5. He is seeking campaign contributions of any amount you can afford made payable to Citizens to Elect Bruce Kaplan.

The Power Team has hired a second personal assistant to help with the administrative uptick. Her name is Kathy Janisch. She will work 3 days while Andrea Aguilera will work 2 days/wk.

We are underway with our third year of the Select Vendor Program where we maintain a list of great companies that do work related to our industry. They pay \$200/yr. to the Food

Pantry and the program typically generates \$3,000 or more per year. Call if you would like more information. The Northwest Herald has asked us to continue writing monthly articles about commercial real estate so we shall be open to your ideas for subject matter.

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