



the Power Team

Your Profit...Our Success

Commercial · Industrial · Real Estate Brokerage

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Dear Friend,

Welcome to the Premier Power Team Commercial Real Estate GEMS. You are receiving this edition of our eNewsletter because you are involved with commercial real estate as an owner, user, or investor. We trust you will enjoy this issue and get a "gem" or two out of it. Thank you for taking the time to spend a few minutes with us.

Warmly,
Bruce Kaplan
Joe Billitteri

5 Golden Nuggets for Business Success

"It's tangible, it's solid, it's beautiful. It's artistic, from my standpoint, and I just love real estate."

-Donald Trump-

In order to achieve maximum success in business you need to have the following 5 pieces in place.

1. Planning

You must get into the habit of setting measurable goals and then planning daily, weekly, monthly and annually the required action steps to achieve these goals. Planning brings clarity for what needs to happen in order for you to achieve your goals.

Just think of a day when you went to work and knew exactly what actions steps you needed to take in order to achieve the results you expected that day. Then, think of a day when you weren't focused and seemed to spin your wheels all day long. The difference was you planned!

2. Marketing Mindset

Current Listings

To view the Premier Power Team current listings [click here](#).

Sold & Leased Listings

To view the Premier Power Team sold and leased listings [click here](#).

Resource

If you ever find yourself in my position of not being able to access your e-mail - don't panic. Here's a little secret for you:

www.mail2web.com

Just enter your e-mail address and password and you'll be able to access your e-mail. It's amazing how e-mail dependent we've become!

Announcements

It seems everybody wants to talk about commercial / investment real estate. To encourage dialogue about

You need to understand you are not just in the business of delivering a service or product but you are in the business of marketing as well. When you learned the business, you were taught how to perform specific services required of your client; or how to sell the products your company produces. Unfortunately, you were not given a course on marketing and now must learn this on your own.

Often times you think you are in one business only to discover you are really in the "marketing" business! You can be a terrific businessman/woman but if you can't or don't know how to be a marketing master you will never be able to keep your pipeline full.

Just the same, you can be a mediocre businessman/woman but a master at marketing and guess what? You will never have a shortage of clients!

Learning how to market your service/product will give you more bang for your buck than anything else you can do.

3. Have Systems and Processes in Place

I cannot stress the importance of having systems and processes in place. Why re-invent the wheel every time?

Some examples for useful systems include marketing, prospecting, time management and follow-up. The result of taking the time to implement systems and processes is simple - more time for you!

4. Have a Winning Team in Place

I think I have always underestimated the importance of a having a winning team in place. And a winning team extends beyond your assistant and perhaps a junior broker or two.

A winning team could include:

- Assistant
- Webmaster
- Transcriber (from audio to word)
- Office Organizer
- Lawyer
- Accountant
- Marketing Expert
- Mastermind Group
- Technology Expert

Expanding your team will allow you to grow your business faster. Without a team in place you can expand - just not rapidly.

The biggest mistake people make when building a business is adding team members in place after they are needed. This style of growth DOES NOT work. The team

local commercial real estate we created a blog. To check it out, just click on Our Blog in the top portion of the newsletter and join in the conversation.

Social networking for business? That's what's new with us. We hired an expert to give us a presence on Facebook, Twitter and LinkedIn. Stay tuned for success stories.

Personal Note

The local food pantries are screaming for help as the economy has more families than ever knocking on the doors of the food pantries. About a year ago, we came up with the idea to create a list of vendors who provide services related to the commercial real estate transaction (ie lenders, attorneys, surveyors, etc.). We solicited reputable vendors to donate \$200 to the local food pantries and quickly collected over \$3,000 in 2008. We have continued and collected an additional \$3,400 this year. Check out the Select Vendor tab on our website and please patronize these vendors!

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needs to be in place before the growth occurs. They (the team) support your growth.

5. **Make Choices**

Everyday you make choices for better or worse. For example you made the choice today to read this newsletter and maybe, just maybe, you will pick up a tip or two that will improve your business.

You make the choice to show up to work everyday (or not), to exercise daily (or not), to take action steps that will put money in your pocket (or not); you get the idea.

The choices you make reflect the life you are living. No one else makes these choices for you, you are in control.

So, why not choose a little more thoughtfully. Ask yourself what result the choices you are making will bring you. For example, if you decide to skip following up with that prospect you've been thinking about you may lose the opportunity to a competitor. If you choose not to write and submit the report for your client when it's due on Friday but instead send it on Monday, you have chosen to be late and therefore break a commitment to get things to your client as promised.

Make choices that reflect what you stand for and that support your goals. goes here.

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How to Increase the Value of Commercial Real Estate

By now you probably have learned there are two basic ways to increase a properties value: Increase the properties income or decrease the properties expenses. And whether you're an investor, developer, broker, or tenant - a few of you may be curious to know a handful of tricks to increase the value of your commercial property. They are in no particular order:

1. Increase rent
2. Extend lease term(s) early
3. Increase occupancy
4. Ground lease excess land - perhaps a fenced storage yard in the back of the property or even add a few portable storage unites
5. Add a pad location - if and where possible
6. Re-zone for a higher and better use; therefore, increased value
7. Lease airspace to a billboard company

8. Lease airspace to a tele-communications company
9. If multi-family - install coin laundry machines
10. Add vending machines (including movie rentals)
11. Accept credit cards and charge a fee (2.5 % is usually charged by the merchant company - add a 1-2% spread that becomes yours!)
12. Lower property taxes by contesting them regularly
13. Re-negotiate utilities
14. Install separate utility meters
15. Re-finance and put the equity to work for you
16. Be prepared with ALL information that impacts your property - is there a plan to improve or expand the streets where you are?
17. Have you collected all reimbursable expenses?
18. Add a management fee
19. BE A PROBLEM-FREE PROPERTY!!!!!!

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