



# Business Success Today

*Business Insights Brought to You by Your Real Estate Professional*

**Everest Commercial Real Estate Services**

## Successful Real Estate Solutions

*The Everest Group was recently involved in several notable transactions.*

- ▲ Chris Nachtrab and John Thompson represented the Seller in the sale of Cassinelli Square, a 308,277 SF regional shopping center on 29 acres located at Kemper Road and Springfield Pike in Springdale, Ohio. Anchored by Hobby Lobby, Big Lots, and Haverty Furniture, the new owners intend to redevelop the center.
- ▲ Frank Torbeck, SIOR, represented the Seller, Robrock LLC, in selling their 26,960 SF office building on approximately 4.1 acres located at 4141 Rosslyn Drive in Cincinnati, Ohio, for \$2.35 million.
- ▲ Mark Freiberg, CCIM, represented Bioformix, LLC, in leasing 24,150 SF of office/lab space for 7 years at 422-B Wards Corner Road in Loveland, Ohio.
- ▲ Karen Duesing represented JS Gold in leasing 1,200 SF for 5 years at the planned strip center at Colerain and Haverkos near Colerain Avenue and I-275.
- ▲ Jeff Wolf, SIOR, CCIM, represented H&Y Cabinet and Granite Depot in leasing 12,500 SF at 9850 Princeton-Glendale Road in Springdale, Ohio.
- ▲ Adam Simon represented the Landlord in leasing 5,526 SF of office/warehouse space to Project Matrix at the Cornell Office Warehouse Park located in Blue Ash, Ohio.
- ▲ Mark Richter and Mark Freiberg, CCIM, represented the Landlord in leasing 1,625 SF of office space at the Gwynne Building located at 602 Main Street in Cincinnati, Ohio.
- ▲ John Thompson represented Watson's Pools & Spas in leasing 17,850 SF for 5 years at the former Ethan Allen building in Florence, Kentucky.
- ▲ Frank Torbeck, SIOR, represented the Landlord in leasing their 17,570 SF industrial building located at 155 Novner Drive in Cincinnati, Ohio.
- ▲ Mark Freiberg, CCIM, represented the Landlord in leasing 3,260 SF of office/retail space to Levfitnutrition, LLC at 9449 Kenwood Road in Blue Ash, Ohio.
- ▲ Karen Duesing represented Ali Baba Mediterranean Restaurant in leasing (2) new restaurants that will open in 2012. They leased 719 SF at the Kenwood Plaza and 1,200 SF at the Kemper Square in Tri-County, Ohio. Chris Nachtrab represented the Landlord in both transactions.
- ▲ Jeff Wolf, SIOR, CCIM, represented Stratus Group in leasing 19,200 SF of industrial space at 8720 Global Way in West Chester, Ohio.
- ▲ John Thompson represented Cricket Wireless in leasing two new stores in Deer Park and in Northgate.
- ▲ Mark Richter represented the Landlord in leasing 1,400 SF of office space to Pathway Insurance at the Malsbary Office Park in Blue Ash, Ohio.
- ▲ Adam Simon represented the Landlord in leasing 9,000 SF of office/warehouse space on Tamarco Drive to Reichow Baseball Academy.

## Celebrating 25 Years in Business!

Times change, but The Everest Group remains constant. Everest has kept the same name and same dedication to our clients for 25 years. We are celebrating our quarter century in commercial real estate by thanking our customers for helping us grow and prosper over the years

Founded by Frank Torbeck in 1987, Frank still leads our privately held, partner operated Cincinnati based commercial real estate brokerage firm.

We provide professional representation for buyers, sellers, tenants and landlords. We specialize in services including property listing & marketing, site selection, and negotiation of sale and lease terms for office, industrial, retail, and investment properties.

We know that the growth and success of our company is entirely dependent on our satisfied clients. We recognize the contribution they have made in helping us maintain the position we enjoy in the industry.

***Thank you to our customers for a successful 25 years!***



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## MARKETING

# How 'BackLinks' Are the Key to More Website Traffic

Backlinks are links from external websites, blogs or online forums to pages on your site.

Search engines look at backlinks from credible, trustworthy sources as endorsements of your page.

Accordingly, they help optimize your site and boost its search engine optimization (SEO) rankings.

Following are some things you should know about backlinks:

- The best links are from legitimate, nonspam sites. The more trusted and authoritative the source, the better.
- Search spiders smile on links to quality content and topics relevant to your keywords.
- The best way to attract backlinks is to create original, worthwhile content that others will link to.
- Search engines are beginning to use Twitter and public

Facebook data as ranking factors.

- Reciprocal links that just point at each other are worthless. Search engines consider them manipulative.

In devising a backlink strategy, think about your entire site, not just your home page. Try to direct people to the most relevant page on your site. Take advantage of listings in online directories, especially those that are relevant to your industry. Not only do you get an SEO lift from the link, you also gain visibility where target customers will see it.

Offer content to other sites. One way to get a backlink to your website is to write a guest post on a blog relevant to your industry and add an anchor text or other link to your site in the post. Backlinks from contextually relevant, authoritative, trusted sites can improve your search engine results as well as increase traffic to your site from other sites.

## CUSTOMER SERVICE

# When Was the Last Time You Said 'Thank You'?

Thanking your customers lets them know you value their patronage. It's also a great way to build loyalty and encourage repeat business. There are lots of simple, inexpensive ways to thank customers. Just saying "thank you" is a good first step.

Be sure to mean it when you say it. Face your customer and smile. Take five extra seconds to look the customer in the eye and say it sincerely so the person knows you are expressing a genuine, heartfelt sentiment. Make it personal by using the customer's name and mentioning why you're thanking the individual.

A handwritten note or letter is a good follow-up gesture. You can write "thank you" on an invoice or send a handwritten card or letter after a purchase or service. Address the note to the individual and be sure to mention the occasion for thanks. Sending a thank-you email can be effective, although it does not have the same impact as a handwritten note.

Don't try to promote new products when thanking a customer. Including a business card with your thank-you note is fine, but making a blatant sales pitch is tacky. Say thanks with great service. Following are some ways to do that:

- Do something extra, and then note it on the invoice as "complimentary" or "no charge."
- Give regular customers thank-you discounts with coupons or special offers.
- Refer business to your customers.
- Bring jobs in ahead of time or under budget.

Before sending a thank-you gift, know your firm's gift-giving policy. Many companies have limits or guidelines on giving gifts.

## WISDOM

# Quotes by ... Jay Abraham

If you're attacking your market from multiple positions and your competition isn't, you have all the advantage, and it will show up in your increased success and income.

Understand that you need to sell you and your ideas in order to advance your career, gain more respect and increase your success, influence and income.

The fact is, everyone is in sales. Whatever area you work in, you do have clients and you do need to sell.

You are surrounded by simple, obvious solutions that can dramatically increase your income, power, influence and success. The problem is, you just don't see them.

An amazing thing, the human brain. Capable of understanding incredibly complex and intricate concepts. Yet at times unable to recognize the obvious and simple.

*Jay Abraham, a marketing consultant, is the author of Getting Everything You Can Out of All You've Got and The Sticking Point Solution.*

## The Three Phases of Environmental Assessments

When buying commercial property, an environmental site assessment (ESA) is an essential part of the due diligence process. Property owners and buyers should be aware of the three phases involved in a detailed ESA.

**Phase 1:** The purpose of the first phase is to establish the baseline environmental conditions, identify any environmental compliance deficiencies and provide the necessary information for buyers to make an informed decision. Typically, an engineering company is employed to do this.

- The first step is a records review. The company hired to conduct the assessment will look at historical and current documentation on chemical use and disposal, past assessments, and engineering reports to identify any potential issues that may not comply with environmental standards.
- The company will then make a site visit and investigate any potential issues. A site visit primarily involves a visual inspection.
- Interviews may be conducted to ensure compliance with environmental standards.

**The assessment team will develop and implement a work plan prior to moving forward.**

- Finally, an initial evaluation and report is compiled. Remediation or further investigation may be recommended.

**Phase 2:** The objective of the Phase 2 assessment is to characterize the environmental condition of the property. This is usually conducted when environmental contamination is suspected and further investigation is required before moving forward.

- The assessment team will develop and implement a work plan prior to moving forward. This plan should identify any limitations of the assessment process as well as lay out the procedures and focus areas.
- Next, the team will do a thorough investigation. This may include, but is not limited to, materials sampling and testing, soil sampling, air-quality monitoring and groundwater sampling. The purpose of these tests is to identify any contaminants and

their impact on the property.

- Finally, they will provide a detailed report of their findings. The report will summarize all the information obtained from the investigation. It will evaluate any trends or patterns and will provide detailed sitemaps and cross-sections to show patterns of contamination. The report will also include recommendations for areas that may require remediation.
- The company may provide a quote at this time for remediation of any contaminants affecting the site.

**Phase 3:** This phase is also known as the site remediation phase. This is the cleanup process of any property contamination. The cleanup process is detailed in the Phase 2 report. Cleanup could range from the removal and replacement of soil from a small area to total site decontamination. This obviously has an impact on the value of the property, and in some cases, the buyer may decide to proceed with the purchase at a reduced price.

## The Benefits of Hiring a Real Estate Team

When selling a commercial property, owners might want to consider whether a team is the best way to go.

The practice of real estate sales can be exercised in a variety of ways. The most common approach is to hire a single agent and have him or her represent the sale of a property.

However, there are a growing number of sales representatives operating as members of a larger team under one leader. Following are a few advantages of working with a team:

**Marketing Budget:** Teams typically have a greater marketing budget than

individual agents. The pool of advertising dollars is greater with several agents because there are more agents contributing to the marketing pool. This typically means additional and more targeted marketing for commercial properties.

**Extra Support:** Teams offer extra support because several agents are familiar with the property and able to step in at any time. To use a sports analogy, it is like inserting a fresh player into the game, giving you a competitive edge.

**More Contacts:** Possibly the greatest thing about hiring a team of agents is

that the team has a larger group of prequalified clients than the majority of single agents. This pool may or may not be where the buyer comes from, but it does offer opportunities for the seller.

It is a personal preference whether you want personalized individual service or a broader team approach. There are obvious benefits to both approaches. The team approach offers some unique incentives for the commercial property seller.

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## PROMOTION

# How Customer Comments Can Be Your Best Marketing

Customer testimonials are a terrific way to promote your business.

For small or start-up businesses in particular, positive comments from customers who are willing to put themselves out there for you offer proof positive to other potential buyers that you are worthy of their business.

Testimonials add credibility to almost any marketing message, and in most cases they cost virtually nothing to obtain.

From the time you launch your business, you should aggressively seek feedback from customers and begin to compile a file of letters and emails with comments, anecdotes and case studies that showcase how your product, service or employees went beyond expectations or helped solve a problem.

If your business is mentioned favorably in the media, quote from the story.

Be sure to get written permission to use quotes from blogs, articles, letters, emails or any other comments you receive as testimonials.

The most powerful testimonials are detailed, specific and not too long.

It's best to use real names and titles, affiliations and locations.

In ads and on your website or blog, keep comments short and set them off clearly with quotation marks, contrasting colors or italics.

If the comments are worded awkwardly, ask if you can edit them so they read better.

Whenever possible, have photos to accompany the testimonials that are provided to you.

Social media is a great way to get testimonials and create customer/user-prospect interaction.

Spread your testimonials around on Twitter, Facebook and LinkedIn.

You can also upload video testimonials to a YouTube page or to your website or your blog.

## Inside This Month

- Successful Real Estate Solutions
- Celebrating 25 Years in Business
- How 'Backlinks' Are the Key to More Website Traffic
- Quotes by ... Jay Abraham
- When Was the Last Time You Said 'Thank You'?
- The Three Phases of Environmental Assessments
- The Benefits of Hiring a Real Estate Team
- How Customer Comments Can Be Your Best Marketing

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## Successful REAL ESTATE Solutions

### 25 Years of Successful Commercial Real Estate Solutions

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Or would you like to talk with one of our agents about  
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Call our office at 513-769-2500

