



Business Success Today

Business Insights Brought to You by Your Real Estate

Professional

Successful Real Estate Solutions

The Everest Group was recently involved in the following transactions.

- ▲ Karen Duesing represented the Tenant, Rodizio Grill, in leasing 7,900 SF for ten years at the new Liberty Center in Liberty Township, for a lease value of \$3.027 million.
- ▲ Adam Simon represented the Landlord in leasing 4,176 SF of office/warehouse space at Crowne Point, 2467 Crowne Point Drive, Sharonville, Ohio.
- ▲ Roy Meierdiercks represented the Buyer in the sale of The Wetherington Plaza, a 22,228 SF retail strip center, located at 7719-7755 Tylers Place Blvd., Ohio, for a selling price of \$1.8 million.
- ▲ Frank Torbeck, SIOR, represented the Seller in the sale of the 8,300 SF office building located at 5900 Boymel Drive in Fairfield, Ohio.
- ▲ Karen Duesing represented the Buyer in the sale of the 4,300 SF restaurant located at 7165 Liberty Centre Drive in West Chester, Ohio.
- ▲ Adam Simon represented the Landlord in leasing 2,103 SF of office/warehouse space to Movement Solutions at Carver Woods Executive Center located in Blue Ash, Ohio.
- ▲ Karen Duesing represented the Landlord and Tenant in leasing 1,435 SF of retail space to Healing Inspirations at the Towne Square Station, 9542 Towne Square Avenue in Blue Ash, Ohio.
- ▲ Tom Dix represented the Seller in the sale of the 9,600 SF industrial building located at 3218 Marshall Drive in Amelia, Ohio.
- ▲ Karen Duesing represented the tenant, Ohio Mulch Supply, in leasing space at 1170 Western Row Road in Mason, Ohio.
- ▲ Karen Duesing represented the Landlord in leasing the former Quizno's space at 121 Calhoun Street in Clifton, Ohio.

Your Smartphone Can Help Protect Itself – and You

Think of all the information stored on your Smartphone – contacts, photos, appointments, notes, personal data, etc. Now imagine it lost, stolen or hacked.

There are many ways for bad guys to purloin information stored on mobile devices. That's why it is essential to take proactive steps to protect your device and the data it contains.

The first step is to lock your phone using a screen lock pass code. You can use a four-digit PIN or a longer, more secure alphanumeric cipher. Some Android devices can even be set up to unlock with a special swipe pattern.

The security built into Apple's iOS is very effective. However, "jail breaking" (using unauthorized apps) removes this protection and eliminates the security safety net. "Rooting" an Android phone does the same thing. The moral of the story: Don't install an app that requires you to jailbreak or root your phone.

More tips

Install operating system updates as soon as they are available.

If your phone allows full disk encryption, enable this feature.

Disable the USB debugging feature on your phone.

Mobile security software can help you proactively protect your Smartphone against mobile malware, viruses and other malicious software. The best applications allow you to remotely lock your phone, wipe or encrypt your memory card, and activate the phone's built-in GPS chip to locate it.

There are free or low-cost mobile security apps – McAfee Mobile Security, Bitdefender Mobile Security and BullGuard Mobile Security, to name a few.

How to Invest in Vacant Land and Win Big

Many commercial property investors dream of buying a plot of vacant land and turning it into a thriving commercial enterprise.

It's hard to beat the satisfaction and sense of achievement you feel when you pass a building or shopping plaza and can say to yourself and others, "I built that!"

Land development is also a way to take a small amount of money and turn it into a large return on your investment. However, not everything in land development is sunshine and roses.

As in any investment, there are pros and cons.

The best way to develop a vacant property is by changing its allowed use or zoning – making the land more profitable without investing any money.

How often have you seen a line of stores followed by an empty lot and another line of stores?

The reason that lot sits vacant could be because it's currently zoned for a nonconforming use; it may be a remnant of a formerly all-residential street, or it may be zoned for another use that doesn't "fit" with current area businesses.

Normally this land sits for years with a huge For Sale sign in front.

Chances are anyone who does their

due diligence will discover the current zoning situation and move on to an easier deal.

They are missing an amazing opportunity; usually this land can be picked up for 25% of the price of nearby lots.

If you do snap it up, all you need now is to be patient and play the bureaucracy game.

Apply for a rezoning permit and work to get it zoned in accordance with the other properties on the block.

This takes time and determination, but if you stick to it and it is rezoned, you will have instantly quadrupled your investment.

One of the most important things to be aware of when deciding to invest in a particular property is the potential for environmental hazards on the land.

Just because the land looks fine now and there's nothing nearby that could have caused a hazard doesn't mean one doesn't exist.

Often properties located a mile or more away can have an impact on the lot you are considering purchasing.

For example, they may have had contaminants that got into the groundwater, coursed underground and pooled up under your lot.

Buy it and it's your responsibility to get it cleaned up. So an

environmental study should be a vital part of your due diligence.

Another potential problem is dealing with the local community. Residents don't always welcome "big box" retail stores.

They feel they take away from the charm of the community and impact negatively on the local businesses already present.

Fact is, you may have the best investment strategy for your land, but if the community protests the plan, then you are going to find yourself in a losing battle.

When you are planning on building a large-scale project, it's best to conduct focus groups BEFORE committing, to see how the community feels about your project.

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