



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 represented the Buyer in purchasing a Gold Star Chili as an investment property located at 8150 Arbor Square Drive in Mason, Ohio, for \$1.058 million.
- ▲ Frank Torbeck, SIOR, represented the Seller in the sale of the 31,071 SF industrial building located at 11567 Goldcoast Road in Cincinnati, Ohio.
- ▲ Mark Freiberg, CCIM, represented the Landlord in leasing 4,900 SF of office space for five years to Applied Behavioral Services LLC at 7413 Squire Court in West Chester, Ohio.
- ▲ John Thompson represented Bova Furniture in purchasing the former Meridian Furniture store at 12130 Royal Pointe Drive in Fields Ertel, Ohio, for \$3.25 million.
- ▲ Adam Simon represented the Landlord in leasing 8,100 SF of office/warehouse space to GFK Holdings for 10 years at Cornell Office Warehouse Park located at 11240 Cornell Park Drive in Blue Ash, Ohio.
- ▲ Mark Freiberg, CCIM, represented American Security Insurance Co. in leasing 41,818 SF of office space for five years at 4646 Needmore Road in Dayton, Ohio, for a lease value of \$2.4 million.
- ▲ Karen Duesing represented J. Gumbo's in leasing 2,170 SF at the West Chester Billard's Center located at 6062 West Chester Road in West Chester, Ohio, for five years.
- ▲ Jeff Wolf, SIOR, CCIM, represented the Landlord in leasing 25,600 SF of office/warehouse space for five years at 4325 Muhlhauser Road in Fairfield, Ohio.
- ▲ Mark Freiberg, CCIM, represented Real Page, Inc. in leasing 10,364 SF of office space at 4460 Governor's Pointe in Mason, Ohio, for five years.
- ▲ Chris Nachtrab represented the Buyer in purchasing the Coshocton Plaza, a 40,200 SF retail plaza located at 23585 Airport Road in Coshocton, Ohio, for \$2.910 million.
- ▲ Jeff Wolf, SIOR, CCIM, represented Bace Investment Co. in purchasing the 30,000 SF industrial building located at 2421 E. Kemper road in Sharonville, Ohio.
- ▲ Mark Freiberg, CCIM, represented the Landlord in leasing two spaces at the Conrey Business Center in Sharonville, Ohio. American Homes for Rent leased 2,760 SF and Aquarius Professional Staffing leased 2,240 SF.
- ▲ Karen Duesing and John Thompson represented the Landlord in leasing 3,200 SF to Alpha Graphics for five years at Mason Crossings located at 6674 Tri-Way Drive in Mason, Ohio.

MARKETING

The Pop-up Phenomenon: Get It While It's Hot

- A pedestrian bridge was transformed into a people space for one night in a pop-up event called "A Nite Under the Stars and Over the Headlights."
- A cart offering grilled cheese sandwiches drew lineups that snaked around two blocks, as Twitter and Facebook followers traveled miles to be part of a pop-up food fest.
- A retailer opened and closed eight stores, made profits, and discovered the value of customer interaction.

Pop-ups are a phenomenon, with everyone from municipal governments to solopreneurs jumping on the cart. The successful ones hit all the current hot buttons: great design; increased ecological awareness; technological advances; and an emphasis on user experience fostered by social media.

But you need to make the most of the pop-up experience. One retail entrepreneur suggested her eight pop-ups not only increased sales but also offered the opportunity for face time with customers that provided valuable insight. And don't be misled: While pop-ups look spontaneous, a lot of planning goes into that spontaneity.

Most important, you probably won't make it in the pop-up nation without social media. Communication is vital, and ensuring your customer base knows the what, where and when of your pop-up is essential. It's their transitional nature that makes it work: pop-ups create their own demand because fans love that they're here today and gone tomorrow. Harness that trait, and like many pop-up marketers, you too, could have a license to print money. Until the next big thing comes along.

Implementing the iPhone Selling System

While business today is becoming increasingly complex, some things don't change. It's still all about the customer.

If you're looking for new ways to boost sales, why not take a lesson from the iPhone, which remains a hot product despite its many competitors?

The iPhone's success is based upon its simplicity. Phones using other operating systems have multiple designs and interfaces; buyers like the iPhone because it's simple.

Keeping It Simple

Selling today involves simplifying the buying experience. The consumer doesn't want to spend hours discussing the pros and cons of several products, and won't.

Those sellers who can offer an uncomplicated buying process will see results in higher sales, even if the product can't deliver the best quality at the lowest price.

The iPhone, for example, enjoys rising sales despite the fact that many experts believe its competitors are more sophisticated and less expensive.

Meet the Customer's Needs

So learn the iPhone lesson and become known as a company that can help consumers find exactly what they want. Allow each customer to specify what he or she wants from the product. Listen and clarify. Then avoid the temptation to demonstrate your full range of products. Instead, show the customer the one that is tailored to his or her unique needs.

The beauty of this is that each customer is unique, but the product needn't be. Soon you will find yourself selling the same product to different people to meet different needs.

Your business will serve a diverse customer base but have a reputation for delivering perfectly matched choices.

Worth Reading

Schmoozing Still Works!

By Roger Dooley
Forbes.com

Schmoozing still opens doors. Establishing a human connection before getting down to business is critically important, whether it's done by phone, via social media, or at a meeting or trade show. Use the schmooze to humanize interactions or uncover similar interests. Even a brief conversation will greatly increase the odds of getting a callback and a deal.

More: <http://tinyurl.com/7dfc6ts>

How Many Sales Leads Do You Really Need?

By John Jantsch, Founder, Duct Tape Marketing
OPENForum

You have plenty of leads. What you need is to put more emphasis on converting them into customers. "When you measure your lead-conversion percentage, you can test and tweak the elements that will move this number in a positive direction," Jantsch points out. There's something very powerful about knowing exactly how many leads you need to reach your sales goals.

More: <http://tinyurl.com/86ncn3m>

Monetizing Which Way the Wind Blows

By John Tozzi
Bloomberg Business Week, The New Entrepreneur

Who would think weather affects sales? Turns out you can use weather analysis as part of your marketing strategy. Try Weather Underground's free tool, mentioned here, to look for weather-related sales patterns.

More: <http://tinyurl.com/88nc4xa>

WISDOM

Quotes on ... Customer Service

Just the act of listening means more than you can imagine to most employees.

Bob Nelson, author

Businesses often forget about the culture, and ultimately, they suffer for it because you can't deliver good service from unhappy employees.

Tony Hsieh, CEO of Zappos.com

If there is such a thing as good leadership, it is to give a good example. I have to do so for all the IKEA employees.

Ingvar Kamrad, IKEA founder

Start with good people, lay out the rules, communicate with your employees, motivate them and reward them. If you do all those things effectively, you can't miss.

Lee Iacocca, businessman

Employees make the best dates. You don't have to pick them up and they're always tax-deductible.

Andy Warhol, father of Pop Art

When employees are happy, they are your very best ambassadors.

James Sinegal, co-founder of Costco Wholesale

8 Reasons Why You Should Work With a Realtor®

At The Everest Group all of our real estate practitioners are REALTORS®. The term REALTOR® is a registered trademark that identifies a real estate professional who is a member of the NATIONAL ASSOCIATION of REALTORS® and subscribes to its strict Code of Ethics. Here's why it pays to work with a REALTOR®.

1. Navigate a complicated process.

Buying or selling a property usually requires disclosure forms, inspection reports, mortgage documents, insurance policies, deeds, and multipage settlement statements. A knowledgeable expert will help you make the best deal, and avoid delays or costly mistakes.

2. Information and opinions.

REALTORS® can provide local community information on utilities, zoning, and more. They'll also be able to provide objective information about each property. A professional will be able to help you answer these two important questions: Will the property provide the environment I want for a property or investment? Second, will the property have resale value when I am ready to sell?

3. Help finding the best property out there. Sometimes the property you are seeking is available but not actively advertised in the market, and it will take some investigation by your REALTOR® to find all available properties.

4. Negotiating skills. There are many negotiating factors, including but not limited to price, financing, terms, date of possession, and inclusion or exclusion of repairs, furnishings, or equipment. In addition, the purchase agreement should provide a period of time for you to complete appropriate inspections and investigations of the property before you are bound to complete the purchase. Your agent can advise you as to which investigations and inspections are recommended or required.

5. Property marketing power. Real estate doesn't sell due to advertising alone. In fact, a large share of real estate sales are the result of a practitioner's contacts through previous clients, referrals, friends, and family. When a property is marketed with the help of a REALTOR®, you do not have to

allow strangers into your property. Your REALTOR® will generally prescreen and accompany qualified prospects through your property.

6. Someone who speaks the language. If you don't know a CMA from a PUD, you can understand why it's important to work with a professional who is immersed in the industry and knows the real estate language.

7. Experience. Most people buy and sell only a few properties in a lifetime, usually with quite a few years in between each purchase. Even if you have done it before, laws and regulations change. REALTORS®, on the other hand, handle hundreds of real estate transactions over the course of their career. Having an expert on your side is critical.

8. Objective voice. Having a concerned, but objective, third party helps you stay focused on the financial issues most important to you.

HUMAN RESOURCES

News Flash: Employee Breaks Actually Increase Productivity

Some bosses believe employee breaks are a waste of time. But a growing body of evidence suggests that taking a constructive break from a mental task improves productivity.

For example, a NASA study of pilots on long-haul flights found that those who took turns having brief midflight naps showed a 16% improvement in reaction times after napping, while non-napping pilots experienced a 34% deterioration in reaction time.

Like muscles, the brain becomes fatigued with sustained use and needs time to recover. A short break can help get the creative juices flowing again. In

fact, most people will readily agree their most creative thoughts come during moments of rest or reflection.

As well, there is substantial evidence that physically moving around stimulates blood flow and leads to oxygenation in the brain, which increases energy and attentiveness.

There are numerous productive ways to take a break. The ideas below will help (checking Facebook isn't among them.)

- Take a walk: Get some fresh air and a change of scene.
- Take a catnap: Close your eyes for 15 or 20 minutes and let your mind wander.

- Chat with a friend or colleague to get a new perspective on the task at hand.
- Run an errand or do a non work-related chore.
- Go to the gym and get some exercise.

These and other activities can boost their productivity and sense of well-being. Just be sure your employees don't use break time as an opportunity to procrastinate.

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BUSINESS LIFE

Do You Want Your Kid to Be an Entrepreneur?

Parents used to push their children to be doctors and lawyers; today more of them are encouraging their kids to be entrepreneurs.

Job Potential and Quality of Life

We're starting to think differently for two reasons: The first reflects the good income and job potential for entrepreneurs; the second is a nod to the improved quality of life they experience.

If you look at the fastest-rising, highest-earning companies, most are start-ups. None of these CEOs took the conventional route, and yet they were tremendously successful. Clearly, thinking differently has paid off and still has a promising future.

Doing What You Love

Quality of life is increasingly important to today's parents who are tired of longer work hours. They're now realizing the value in doing what you love.

In today's diversified society, it's now possible to follow your passion and still earn a comfortable and secure living.

As well, we're more open to risk and failure today, and this makes it more socially acceptable to try your hand at being an entrepreneur.

Nurture Signs of Talent

If you want to encourage your child to become an entrepreneur, you'll find supervising his or her education more pleasurable and creative than the more dogmatic approach of the past. Instead of forcing kids to be the best at everything, you now can look for signs of talent and encourage it early on.

All kids are gifted in their own ways. As parents looking to raise happy children who will grow into successful adults, all we have to do is help them be the best at what they love.

Inside This Month

- Successful Real Estate Solutions
- The Pop-up Phenomenon: Get It While It's Hot
- Implementing the iPhone Selling System
- 8 Reasons Why You Should Work With a Realtor®
- News Flash: Employee Breaks Actually Increase Productivity
- Do You Want Your Kid to Be an Entrepreneur?

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Or would you like to talk with one of our agents about
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