

Corporate DIRECTIONS

A monthly publication by ChoiceRealtyusa.com

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[-Recovery On The Way!](#)

[-Soft Market = Concessions!](#)

What Are You Going To Do When Your Lease Expires?

Whether you're leasing office space, retail space or industrial space, time is money in your business. CHOICE REALTY saves its clients 15-25% off future occupancy costs, eliminates time wasters, and reduces distracting hassles associated with locating the right real estate at the right price.

Make the call to 843-991-4848. Hire a CCIM-qualified broker. Call CHOICE REALTY. We help companies and investors make *smart* real estate choices.

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Dear Jonathan,

Corporate Directions is packed full of advice, corporate real estate opportunities, and market research to provide smart directions for corporate users, investors and tenants. After all, smart choices in commercial real estate can make all the difference.

Charleston's Residential Real Estate Market Poised for Recovery in Late 2009

According to Moody's economy.com, Charleston has the 7th strongest real estate market in the country. Said



differently, Charleston, SC is the 7th closest to recovery!

Compiling a list of the country's top 25 real estate markets that are nearest to recovery, Moody's looked at the country's Census-defined metro areas--including metropolitan and micropolitan statistical areas--with populations over 500,000, and prepared forecasts through 2011. They then compared them to prices in the second quarter of 2008, which are the latest figures available, to calculate how far prices will likely fall before reaching bottom.

Not one metro area will see prices increase before the end of this year, according to Mark Zandi, chief economist for Moody's Economy.com. The strongest metro areas will be flat at best--but that's better than the 15% drop he expects on average in the U.S. Prices won't start to pick up again until late this year (Charleston is expected to pick up in late 2009) or sometime next year even in the strongest markets. Whether you're buying or selling residential real estate, this suggests the bottom is approaching. From a commercial real estate standpoint, the commercial real estate market typically lags the residential market by at least six months. So, expect stronger activity in the commercial sector by mid-2010.

Free Rent, Free Parking, Free Furniture, Free Phones, Free Power

**Note to Businesses Looking for Space:
Remember to Flinch**

Words of Wisdom



Experience is a hard teacher because she gives the test first, the lesson afterwards.
Vernon Sanders Law

The way we respond to challenges determines the kind of people we are.
Charleston Mayor Joe Riley

We shall not fail or falter; we shall not weaken or tire...Give us the tools and we will finish the job.
Sir Winston Churchill (1874 - 1965), BBC radio broadcast, Feb 9, 1941

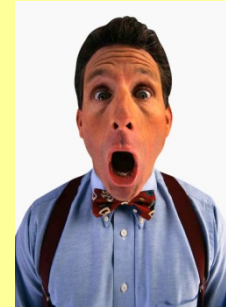
Stats & Facts

5%: Less than 5% of commercial real estate practitioners hold the CCIM certification.

45-50%: typical operating expenses (of gross sales) for a car wash.

\$2.40: the rent increase per sq ft that energy-

Appearing bewildered that anyone would pay such a high rental rate is not a bad posture in today's negotiating paths, particularly if your company is looking for space to lease.



Having clear objectives in a negotiation gives each party a direction and keeps the process moving. Being direct in asking for what your company needs or wants is imperative.

What types of incentives are landlords willing to offer in today's market? It depends on the type of space, a tenant's credit, and one's creativity. CHOICE REALTY has negotiated transactions where landlords offered free rent, free parking, tiered annual rent (starting below market), landlords bearing the costs of turnkey build-outs, signage, and even paying for normal tenant-paid items such as insurance, taxes, and utilities. Determining the priorities of your negotiation points requires a thorough knowledge of the market and an understanding of a landlord's bargaining power--information is power *and* leverage!

Lathbury Joins CHOICE REALTY



Chris Lathbury recently joined CHOICE REALTY as a Licensed Real Estate Advisor, specializing in Investment Properties.

Mr. Lathbury has a degree in Business Management from University of Nevada--Las Vegas (1988), served 4 years in the United States Air Force as an Electrician Specialist, and has 15 years experience in sales within the paper industry, including international sales management.

In addition to an extensive sales background, Mr. Lathbury has been investing in real estate and rehabbing properties since 1994 and is a Licensed Home Inspector in the state of SC, and Owner/President of On The Spot Home Inspections, LLC. With his background, Mr. Lathbury is skilled in helping buyers find quality investment property and provides constructive advice to sellers. He is actively involved in industry-related organizations. He is a founding member of the Charleston Real Estate Investors Association (CREIA) and is a member of the Greater Summerville Business Network International Chapter.

Thank you for reading this copy of **Corporate Directions**. If you

efficient buildings net over non-efficient buildings.

16%: the amount worker productivity increases from green features in a commercial building such as better air flow and more natural light.

THIS SATURDAY: 9:00-10AM, Saturday, January 31st...listen to CHOICE REALTY talk real estate on on 94.3 FM with the Money Matters Team.

{sources: NAR, CoStar, CHOICE REALTY, CCIM Institute, Forbes.com The Economist}

wish to share a copy of this e-zine with a colleague, please feel free to forward a copy.



Would you like to reduce your rental rate or learn about locations with stronger demographics, visibility and less overhead? Allow us to assist you in formulating a real estate strategy for your business. We are glad to help!

Sincerely,

Jonathan Lee, CCIM
Commercial & Investment Real Estate
Advisor



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