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Creating Curb Appeal
Advertising Your Property
Empty or Staged?
Expansion of the Brokerage Dept.
Recent Transactions



Brokerage • Management • Development

Insight and Information For The Commercial Real Estate Market

Tools for Advertising

Letting the commercial real estate market know that you have space available for lease or your property is available for sale is a multi-pronged approach.

- 1) You need to list on paid commercial real estate sites like CoStar and LoopNet.
- 2) Utilize services for sending out email blasts and mailings to local businesses and owners.
- 3) Producing a press release to spread the word.

Equity Real Estate Brokerage LLC provides full marketing for your property by subscribing to the premier listing site CoStar and email blast service.

To find out more about how we advertise your property, go to www.equity3re.com.

Creating Curb Appeal

Not just for your home....

When we think about the term Curb Appeal, we generally think of a residential home with quaint landscaping, uplighting and a welcoming appeal. However, in both the leasing and buying commercial markets, curb appeal is just as important.

A potential buyer or tenant will get their first impression of the property and building when they drive up. Buildings that have unmaintained landscaping, chipping paint, dirty windows and broken concrete or asphalt in the driveway and parking areas will leave a potential tenant or buyer feeling empty. Creating value in the sale and lease price starts at the moment that potential buyer or tenant first sees the property.



In many instances, either the broker or the potential tenant or buyer will do a "drive-by" first to assess the property. Many times, potential deals are lost before they are started because of a "first impression" of the property.

Simple cosmetic repairs and cleaning can be done on a cost effective basis. Making these types of repairs and making sure the property is always clean will provide a return on investment for potential buyers and tenants.



To Stage or Not to Stage? **When Trying to Lease Office** **Space does Furniture Make or** **Break a Deal?**



When available office space enters the market, Landlord's opinions vary when it comes to the appearance of the space for releasing. First and foremost, the space should be clean, the lights should work and it should be free from any history of past occupants. But, will adding furniture to create an idea of "this is how the space can layout" or will this leave the potential tenant wondering how they will fit? If you are going to stage your office for showings, stick to some easy to follow guidelines:

- 1) Keep it simple. Not every single section of space needs something in it.
- 2) Keep it uniform. Avoid putting together miss matched furniture and furniture that doesn't fit the space properly.
- 3) Keep it clean. Office furniture will get dusty and dirty, even when unused. If you are going to stage, plan to clean.

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Estate Newsletter
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Insight & Information for the
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Equity Real Estate Brokerage LLC Welcomes the Addition 2 New Sales Associates



Equity Real Estate Brokerage LLC is pleased to announce that Brian Roth has joined our Brokerage team. For the past 13 years Brian has worked in all facets of the golf industry including Management and Assistant to the Golf Pro. While playing on a competitive level, Brian came in 12th at the New Jersey State Open at Manasquan River Country Club. Born and raised in Glen Rock, NJ Brian will focus on the North Jersey market.

You can reach Brian at 201-261-4300 x125 or broth@equity3re.com



Equity Real Estate Brokerage LLC is pleased to announce that Michael McCarthy has joined our Brokerage team. Michael earned a Master's degree from Yale University, focusing his studies on Literature, Philosophy and Religion. In his spare time Michael coaches eSports at Rutgers University, while managing the development of eSports programs and applications. Born and raised in Rochelle Park, NJ Michael will focus on the North Jersey Market.

You can reach Michael at 201-261-4300 x116 or mmccarthy@equity3re.com

RECENT TRANSACTIONS....

LEASED! 44 Franklin Ave., Ridgewood: 2,236 SF Retail Space

LEASED! 35 Journal Sq., Jersey City: 765 SF Office Space

LEASED! 765 Mountain Ave., Springfield: 1,400 SF Office Space

SOLD! 6995 Airport Highway Lane, Pennsauken: 60,000 SF Industrial Space

LEASED! 99 Kinderkamack Rd., Westwood: 2,590 SF Medical Space

WE ARE SEEKING PROPERTIES FOR THE FOLLOWING:

~ Coal Burning Pizza
location (3k-4k SF)
~ Industrial Buildings of
20,000-40,000 SF For Sale
~ 2,000-4,000SF Industrial
Space for Lease for Machine
Shop (Bergen County)

final thoughts...

Whether you are an owner or a tenant, good property maintenance matters on both sides. Keeping space that is available for lease neat and clean will help it show better; furniture should be simple and uniform.



Equity Real Estate Brokerage LLC is a full service real estate firm that provides clients (developers, corporations, institutions, and individual owners) with an extensive range of commercial real estate services for office, industrial, medical, and retail brokerage.

We have equipped ourselves with the most reliable data and cutting edge tools needed to compete and succeed in the marketplace.

Contact us today to find out more about Equity Real Estate Brokerage LLC how we can help you with your commercial real estate needs.

Equity Real Estate Management LLC provides clients (entrepreneurial and institutional business owners) with the highest levels of personalized service, while maintaining their buildings with the utmost skill and care.

Our prompt, open communication with owners and tenants, combined with our expert hands-on property management services, distinguishes us from our competition. Contact us today to learn how Equity Real Estate Management LLC can help you with your commercial real estate management needs.

coming soon >>>

In The Next Issue

- *Determining the Value of Your Commercial Property*
- *Rent vs Buy: What Are Your Options?*
- *Achieving Long-Term Tenant Retention*

Contact us at **201-261-4300**

www.equity3re.com



Equity 3 LLC Partners:

Robert D. Morris – Partner Equity 3 LLC

President & Broker of Record, Equity Real Estate Brokerage LLC

Philip J. Lange – Managing Member Equity 3 LLC

President, Equity Real Estate Management, LLC

Robert Delcalzo – Partner Equity 3 LLC

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