

Real Estate In-sites...

Sharing our knowledge to help our clients attain better investment returns

Bulletin No. 7.14

The Business Planning Process...

Many years ago, I had the good fortune to begin my formal business career with IBM.

After spending the first five years in software development and support, I transitioned to a marketing position and for the next eight years, had the opportunity to work with several outstanding business organizations and their top level decision makers. It was during those years that I was exposed to the business planning process and its contributory value to the success of an organization. I not only participated in the development of business plans with my clients, but also served in conducting the business planning sessions that formed the foundation for their plans. A business plan helps an organization anticipate or predict future events and helps to lay out a roadmap for attaining your future success. From a more practical sense a business plan may be used to buy or finance a new business, introduce a new product or service or to redirect or enhance the performance and efficiency of a business operation. While most in business recognize the need for development of a formal business plan, few understand that there is a formal methodology that should be used to facilitate the creation of the business plan. There is a popular misconception that places the emphasis on the written document or the plan...when in fact the real payoff is in the planning process.

Planning is a necessary requirement of any organization regardless of the size and type of business. The scope and complexity of the planning process varies widely and tends to mirror the size and complexity of the organization and their management team. Some multi million dollar businesses have been started with a simple sketch on a dinner napkin over lunch. Some have involved volumes of research and studies with hired professional planners and consultants. However the principal objective of the plan is the same...to develop a roadmap over a defined planning horizon for achieving the organizations goals and objectives. The ultimate success of the organization can be tied directly to the clarity of the vision defined within the plan.

The planning session is a structured methodology which brings together the responsible management team for a focused and concentrated group thought process. Often conducted by an independent moderator, it allows the participants to co-author the plan and facilitates their commitment to its implementation. Business planning can take on many forms, sizes and shapes and can be used in a variety of settings for a variety of purposes. When you fully engage in the planning process, you establish a clear focus on the future and better prepare your organization to address the challenges and opportunities that lie ahead.

However, regardless of the scope or depth of the business planning session, the methodology is based on five principles:

1. Planning cannot be done to or for an organization; it must be done by the responsible managers.
2. An individual's commitment to a plan is self generated and follows naturally as a consequence of involvement in the planning function.
3. The planning process is an on-going process and does not end with the creation of a business plan. It is continual.
4. Planning will involve the use of valid assumptions.
5. The way to solve problems is: Divide and conquer.

The purpose of any business plan is to define both long range strategic action plans as well as a short term tactical plans for attaining your organization's goals and objectives. The planning process is a tool that helps you identify and gain a clear understanding of your goals and objectives. It helps to identify, debate and reach consensus regarding the development of a business plan that reduces risk and improves your chance for success. It can also serve as the foundation for the development of specific action plans, responsibilities and specific assignments and timeframes.

My IBM years were followed by over 25 years of entrepreneurial and business planning experience using real dollars and common sense...and I learned that... ***Business outcomes are driven by reality. Planning outcomes are driven by assumptions.*** I also discovered that most assumptions are indispensable...but wrong. When you use the wrong assumptions, then your planning will be affected. For example...I had a client in the retail music business who assumed that the copyright laws would protect his retail store sales from Internet competition. The reality of the emerging technologies opened new distribution channels requiring a complete reengineering of their retail concepts. It is therefore necessary, as you work your plan, to manage and continually test your assumptions. Unmanaged assumptions can get imbedded and can get you off track. You need to manage and overcome bad assumptions by continually monitoring your business performance in relation to your pre-determined goals.

Meeting your business objectives and overcoming the challenges that you face is a formidable task...but can be accomplished more readily with a business plan. Regardless of whether it is on a napkin or a computer, the business plan is a vital tool for business success. But remember, you can achieve better results when you recognize that good business planning is a continual process. The popular emphasis is on the formal document. The real payoff is in the process itself...*Peter Perry*

Peter is a Commercial Real Estate Specialist with SLC Commercial specializing in business brokerage and commercial land development. He brings over 35 years of management and business experience to the commercial real estate market in South Florida. Peter is a native of Upstate New York and was the founder and CEO of a leading healthcare technology company that contracted with government agencies and several notable Fortune 1000 companies across the US. Prior to founding his own company, he was employed by the IBM Company in Sales and Marketing positions

He has over 20 years of hands-on commercial real estate experience as the developer, owner and manager of commercial office and warehouse properties. He possesses in-depth experience in development, marketing, financing and project management for large, complex projects and is highly proficient in the Florida commercial real estate environment. Peter specializes in retail, food and hospitality. Having attended The Culinary Institute of America he is an accomplished chef knowledgeable in all aspects of food service.

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This bulletin is provided as a service to our clients and provides information on the Treasure Coast Commercial real estate marketplace. While our information sources are reliable, the publisher makes no guarantees expressed or implied with regard to future market conditions, prices or investment returns. Peter D. Perry is Broker Associate with SLC Commercial, Inc., A Port St. Lucie commercial real estate services firm. Mr. Perry has over 34 years of corporate business, marketing and real estate experience.

Peter Perry
Broker Associate
Business & Commercial Specialist

- Hotel properties
- Restaurant opportunities
- Investment—Acquisitions
- Business Evaluations
- Business Planning



Peter's Kitchen . . .

Creative, tasteful and easy recipes direct from Peter's kitchen

Many of my friends and clients have often asked me if I cook anything other than Italian food. Well, my answer is quite simple. YES...but let's face it...many of the great culinary masterpieces of today may find their origin centuries ago in the peninsula of land now known as Italy...While we may think of dishes most often found in the local Italian eatery as being Italian...the beginnings of Italian cuisine preceded the unification of Italy (1861) by more than twenty centuries. We tend to think of the original Italians as Romans, when in fact the peninsula's earliest inhabitants settled there over, 1,000 years before Rome was founded. These people traded with the Celts to the north, and the Phoenicians to the east and south. Later in about 800 B.C., the Etruscans settled in areas around present day Tuscany, and the Greeks colonized the coastal regions in the south, including Sicily. The first western cookbook to survive into our time was made by a Roman general named Lucullus, who purported to be quite a gourmet in the century before Christ. Though the barbarians from the north and the east had little impact on Italian eating habits, another group of settlers from the east did. Arabs, via Spain, were responsible for introducing rice, sugar, and a vast assortment of spices to Italian cuisine. That Arab occupation did not completely end until the 11th century, and their influence continued through the 13th century. Throughout the Middle Ages, the regional aspects of Italian cuisine strengthened with the lack of centralized government.

Perhaps what many believe to be the most significant influence may be attributed to the time when the celebrated marriage took place in the 16th century between Caterina de' Medici to Henry II of France. The original dishes the Italians—or for that matter, the French—cook today were created in the courts of the Medicis in Florence, the Storzis in Milan, the d'Estes in Ferrara, of Venice's doges and Rome's Renaissance popes. I can go on and on...but let's suffice it to say that Italian cuisine has a storied history and represents the embodiment of a numerous mix of ethnic elements from many parts of the world. It owes its vitality, its constantly fresh appeal to this potent mixture of the patrician with the humble.

So...my answer is YES...I cook other than Italian...but for some strange reason...there always seems to be a bit of Italian influence in its structure, flavor and delivery.

Stracciatella alla Romana in Broda

Creating a soup typically involves 2 principal ingredients: The flavorful base mixture be it cream or stock...and the garnishes such as rice or meats floating in the base.

In medieval times, the garnishes cooked in the liquids were considered most important...soup was a hearty meal consisting of whatever was available and affordable usually accompanied by dark bread. Because of the virtual non-existence of eating utensils at the time, the texture of the soups was generally thick and chunky, and bread was the principal trencher.

At the aristocratic table...soups played a different role and assumed different forms with an abundant variety of luxurious ingredients.

During the 17th century, the menu began to revolve around a harmonious blending of ingredients from the newly discovered western hemisphere. It was during this time that categories of soups began to evolve.

Some you might be familiar with...

Ministra (inclusion of pasta)

Busecca (vegetable-Tripe from Milan)

Burrida (Fish soup or bouillabaisse from Genda)

Pasta in Brodo

These 17th century recipes must have carried over into my family because growing up...I can still taste the Wednesday night Pasta Fagioli with my Mama's home made bread...fresh out of the oven...we would dip it in Olive oil and sprinkle with black pepper. Boy was that good...we would have eaten all four loafs but Mama always warned us that hot bread was bad for the stomach. (That was the only way she could scare us off from the other three loaves that had to nourish us for the next two days)

Here is a simple and very tasty recipe for a very special soup that takes just a mere 5 minutes to prepare. It is guaranteed to please even the most discerning pallet...It is my own creation...so keep it a secret and do not share it with anyone in the food business. Mama said they will steal it and make lots of money off the recipe.

Ingredients;

- One box (32 oz) of chicken broth-found in your soup aisle
- 2 tablespoons of flour
- ¾ cup of grated Italian Parmesan cheese (use the good stuff please)
- 3 eggs

So...(1) simply combine grated Italian cheese, eggs, and the flour in bowl...(2) mix well with a fork (3) Heat the broth to a rolling boil...Then drop into your bubbling broth....mixing or stirring vigorously with a fork. Reduce to simmer and in about two to three minutes...it is ready to serve. There you have it....Italian egg drop soup....

Chefs tips:

Who needs pasta...Actually...you have created your own mix of very tiny pasta kernels by combining the three ingredients into the bubbling broth. For color...Sprinkle a little chopped parsley over the top and throw in a few small pieces of chopped tomato.

Enjoy....Peter

Questions about food...do not hesitate to drop me a line or email. Always happy to share my culinary skills.

Peter@slcccommercial.com

FEATURED PROPERTIES

COMING SOON

Pre-Leasing – Office and Retail Mainstreet Village at PGA Village

Now reserving space at the new and exciting Mainstreet Village Business Center...at the entrance to PGA Village in St Lucie West. Arriving fall of 2015...a state-of-art executive business center **Mainstreet Executive Center...** A smart building offering the latest designs and advanced technology for the professional. **Office suite arrangements from 150 square feet** ...and space for use up to 7,000 square feet. The new 14,000 square foot building provides both part time virtual offices as well as full time fully furnished office suites...providing a full complement of support services. Perfect for medical or other professional services. Now is the opportunity to plan for a customized office suite arrangement perfectly suited to your own unique space requirements.

In addition, a brand new 10,000 neighborhood retail center will co-anchor the site. Great traffic, great neighborhood and certain to be your address for success. Retail bays available from 1,000 square feet and up.

Reservations now being taken...Call Peter at (772) 708-9239

18,000 SF Industrial Investment

Multi-tenant industrial flex building with income. Located in the heart of warehouse-business district. Good access and parking just one block off US-1. CBS construction situated on 1.46 acres. Will support multiple commercial uses. Has 1000 SF and 2000 SF bays which can be combined. Priced well below market by motivated owners. Has excellent up-side potential for appreciation.

ZONING: Industrial, Light - St Lucie County

PRICE: \$695,000.00



Medical Professional Building

Outstanding opportunity for the astute investor. Solid CAP rate of 7.6% with significant upside potential. Within one mile of Lawnwood Medical Center and Hospital. Located within the major professional corridor of the city convenient to I-95 and US 1. Powerful location just off the major intersection of 25th Street and Virginia Avenue, Fort Pierce Florida-directly across from the St Lucie County administration office complex. Medical and professional long term tenants. This 2-story professional building has 12,000 square feet and is situated on .85 acres. Has it all, return, parking, exposure, location, value and future appreciation.

PRICE: \$895,000.

My investment pick

FEATURED PROPERTIES



Professional Office — PGA Village Reserve Blvd at Commerce Center Parkway

Can't beat this location-St Lucie West's newest lat entrance to PGA Village. Brand new upscale professional office perfect for medical or other professional. Healthy TI allowances to allow you to design space to meet your specific requirements. Very professional environment and part of Mainstreet Village...St Lucie West's newest commercial neighborhood center.

SPACE AVAILABLE: 800 — 1,100 Sq. Ft.

LEASE RATE: \$20 / SF NNN (Estimated CAM \$8/SF)

Professional Office Suites US 1, Stuart

Attention Start-ups— Executive Office Space
Professional Office building with a variety of office configurations. Suites ranging in size from 150 square feet to 2,500 square feet. Shared conference rooms and reception area. Some suites have separate entrances both front and rear. Powerful exposure on Federal Highway. Plentiful parking with availability of covered parking. Owner offers flexible terms to qualified tenants. Gross rental rates starting at \$425 per month. Central location to downtown Stuart's business and commercial corridor.

DAILY TRAFFIC: 37,000 cars a day
LEASE RATE: Starting @ \$425.00/month Gross



Medical/Professional Office in St Lucie West

Prime location just off St. Lucie West in the heart of the business activities. Powerful demographics for professional business practice. This location offers easy and convenient access to I-95, the new Crosstown Parkway, PGA Village, Tradition and Martin Memorial Medical Health Center. Considerable flexibility with office sizes from 650 to 2,000 Square feet. Building has been recently renovated and presents a positive environment for both your employees and your clients. Huge lobby and plenty of parking. And...some suites can be combined with owner offering flexible terms to quality tenants.

LEASE RATE: Starting at \$999 / month gross



FEATURED PROPERTIES



0.63 +/- Acres Vacant Commercial Corner Lot

..... Busy-Busy-Busy

- SW corner of Bayshore Blvd and Whitmore Drive
- 171.31 +/- Ft. (91.31 + 80.0) Wide x 125 +/- Ft. Deep
- 171.31 +/- Ft. Frontage on Bayshore Blvd
- Utilities Provided by the City of Port St Lucie

ZONING: General Commercial, City of Port St Lucie
USE TYPE: Vacant Commercial
DAILY TRAFFIC: 19,300 (2012)

PRICE: \$195,000.00

2-Restaurant Out-Parcels Best location for Restaurants in South Florida-Ground Lease or Outright Sale

- I-95 Interchange (Exit 118-Gatlin Rd and Tradition Parkway)
- Hard Signaled intersection (Tradition Parkway & Village Parkway)
- Adjacent to new Hilton Homewood Hotel
- Adjacent to Martin Health Hospital
- Ample parking(125 cars each plus additional cross parks)
- Water featured sites
- Call Peter for details and pricing



These pads are located at the dominant intersection within ***Tradition Center For Innovation*** and provide outstanding visibility, easy access and high volume traffic perfect for national operator... Pads combined can accommodate up to 15,000 SF. Located at the center-point of the largest master planned development within the Treasure Coast, features over 8 Million Square Feet of commercial space with 18,500 home-sites planned.

***About Opportunity
The Fairy Opportunity
Knocks at so many doors
She can but linger fleetingly
At mine or yours
And if we wait to draw the blind
Or challenge, "Who goes there"
Her wings beat skyward, and we find
But empty air***



Random Thoughts and Messages

Reality of Today's Changing Value Systems

In viewing the condition and state of the world and where America's changing values are headed...it is awfully difficult to stay completely away from politics. After all...so much has changed these last six years and the world seems to be heading further away from the values, principles and morality upon which our founders built America.

Perhaps one of the greatest moral imperatives we face is the replacement of the welfare state with an opportunity society. For every day that we allow the current conditions to continue, we are condemning the poor, particularly the poor children, of being deprived of their rights as Americans. After all America is about opportunity and individual achievement. The welfare state reduces the poor from citizens to clients. It is a disease that breaks up families, minimizes work incentives, blocks people from saving or acquiring property and overshadows the dreams of a promised future with present despair born of poverty, violence and hopelessness.

Gary Franks, Congressman from Connecticut tells of going into grade schools and asking young children what they hope to be when they grow up. Basketball players, football players, and baseball players are the three answers in that order. What if you can't be an athlete? He then asks. They have no answer. What are they being prepared for? What is wrong with our education system? We seem to be more concerned with what the children are having for lunch rather than how to prepare them for a future that will provide them with self reliant adult life. The schools should be focused on what made America great and how to build and create independence and prosperity for future generations. It is beyond the experience of these children to consider becoming a lawyer, doctor, accountant or business person. We are dumbing down our children and replacing morality, values and achievement with the notion that anything is okay...provided that it feels good. If you don't win the lottery and things don't work out...you need not worry about the future consequences since the government will take care of you.

Crime seems to be the only big business that the government has ignored. In Chicago, over the fourth of July week-end...9 dead and dozens injured from gun violence alone. When parents cannot control their children in the home, then how in the world can we expect the government to control our children in our streets?

So...sorry to get political in what should be a business journal...but one more point that I would like to make. It's been six years and we can no longer blame Bush. Let's hope for a better future and let's do whatever it takes to bring back some of the values instilled by our founding fathers. Instead of writing to our congressman, how about taking a Boy's Scout Troop to Washington. *Peter*

The preceding comments represent the sole personal opinion of Perry and is not to be interpreted as the opinion of SLC Commercial.

SLC Commercial. . .

SLC Commercial was formed in 1993, and is currently one of the area's largest commercial real estate firms, with offices or affiliate offices in Stuart, Port St. Lucie, Vero Beach and West Palm Beach. The principals of the firm have over 100 years of combined experience in the brokerage & development of commercial real estate. SLC Commercial provides commercial real estate expertise, sales and service to Florida's Treasure Coast, with capabilities from Orlando to Miami. Communities we serve also include Melbourne, Palm Bay, Sebastian, Fort Pierce, Jensen Beach, Port Salerno, Palm City, Hobe Sound, Jupiter and communities throughout Palm Beach County.

SLC Commercial services. . .

The SLC Commercial name has become synonymous with successful real estate brokerage and development on the Treasure Coast of Florida. The company offers Distressed Commercial Property Workout and Disposition services. The company's services also include the brokerage of retail, office, multifamily, and industrial properties, brokerage of development land and acreage, buyer and tenant representation, development, investments and partnerships, planning and development, consulting, property management and leasing.

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