

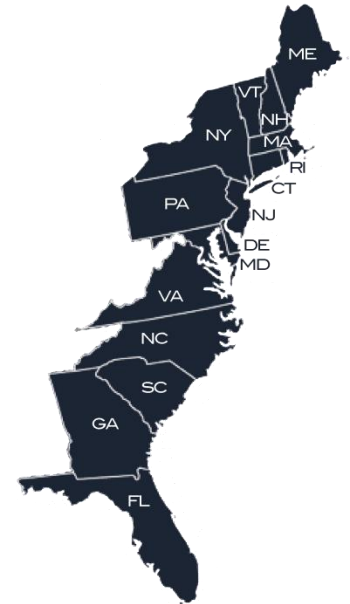


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November 2014



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Why Relationships Are Everything In Real Estate

Crimkav Corporation, T/A The Blau & Berg Company

David A. Thomas

Sales Associate

November 3, 2014



To have a healthy relationship, whether it is personal or business, begins with trust. Today more than ever, commercial real estate brokers are recognizing they need to build strong, trusting relationships with their clients (landlords, tenants, investors and business owners).

Landlords come in all shapes and sizes. Some are very easy to work with and others can be extremely difficult. Christian Walsifer, Director of The Blau & Berg Company, was quoted saying, “no matter which type of landlord you are working with, there must be compatibility. You must be able to guide him honestly and in a straight forward manner.” Being confronted by a distressed seller or unreasonable buyer could create a loss of faith even to the most interested clients. When working with these types of clients, coaching them on how to speak to and deal with prospective customers is an investment of time and effort that could mean the difference between success and failure.

Some landlords may not be the best communicators in the world. Most of the time it is the job of the commercial realtor to be the middleman to ensure negotiations and routine communications flow well from owner to buyer and vice versa.

Relationships can be your bread and butter. To maximize your relationships as a real estate broker, ask yourself the following questions, ‘who do you know’ and ‘who knows you?’ The answer will reveal the collection of principles you need to begin the relationship building process. My partner, Christian Walsifer has a great outlook on this. He says, “knowing and being known by as many people as possible is crucial, especially with all of the other competition out there.” Being visible is great, but your reputation as a broker is also very important.

Finally, once you have built your relationships, it is vital to keep them, whether those relationships are bringing in money right now or not. Follow up with all of your customers periodically. Stop in and visit them, email them, send them birthday cards, do whatever it takes to keep a business/personal line of communication flowing. Each contact you make has value, and each customer has a lifetime of value. Lose those hard earned relationships and you will be squandering your greatest assets.



Rising Health Care Costs Not Keeping N.J. Companies From Offering Benefits, NJBIA Survey Finds

Beth Fitzgerald

NJBIZ

October 30, 2014

The 2014 health benefits survey released Thursday by the New Jersey Business & Industry Association reports that 87 percent of member companies still offer health care coverage to their employees — despite cost increases ranging from 24 percent at small firms under 25 employees, to 7.3 percent for those over 250 workers.

And despite these cost increases that far exceed inflation, a large majority — 71 percent — said they aren't likely to discontinue coverage. Asked why, 69 percent said they need to offer coverage to retain employees; 51 percent said it's necessary to attract good workers; and 33 percent said their goal is improved employee health and productivity.

About 20 percent said they are considering dropping health benefits, and of those nearly all — 90 percent — cited cost as the reason.

"It is obvious that New Jersey employers want to continue offering health care benefits," said NJBIA President Michele Siekerka. "Clearly, this is an important way of keeping existing employees as well as attracting new employees."

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U.S. Stocks Gain Following Better-Than-Estimated GDP Data

*Oliver Renick
Bloomberg
October 30, 2014*

U.S. stocks rallied as data showed faster-than-estimated economic growth, fueling speculation the economy is strong enough to withstand higher interest rates.

The Standard & Poor's 500 Index (SPX) rose 0.6 percent to a one-month high of 1,994.63 at 4 p.m. in New York, closing within 1 percent of its last record on Sept. 18. The Dow Jones Industrial Average rallied 221.17 points, or 1.3 percent, to 17,195.48. Visa is the Dow's largest member by weighting. The Russell 2000 Index increased 0.8 percent and the Nasdaq Composite Index climbed 0.4 percent.

"It's now about the economy and earnings, we've all over-analyzed the Fed," Bob Doll, chief equity strategist at Nuveen Asset Management, said by phone. "Job growth has picked up and the GDP report was a little stronger than consensus and that buttresses the view that the economy's getting a little better stocks will continue to grind their way higher."

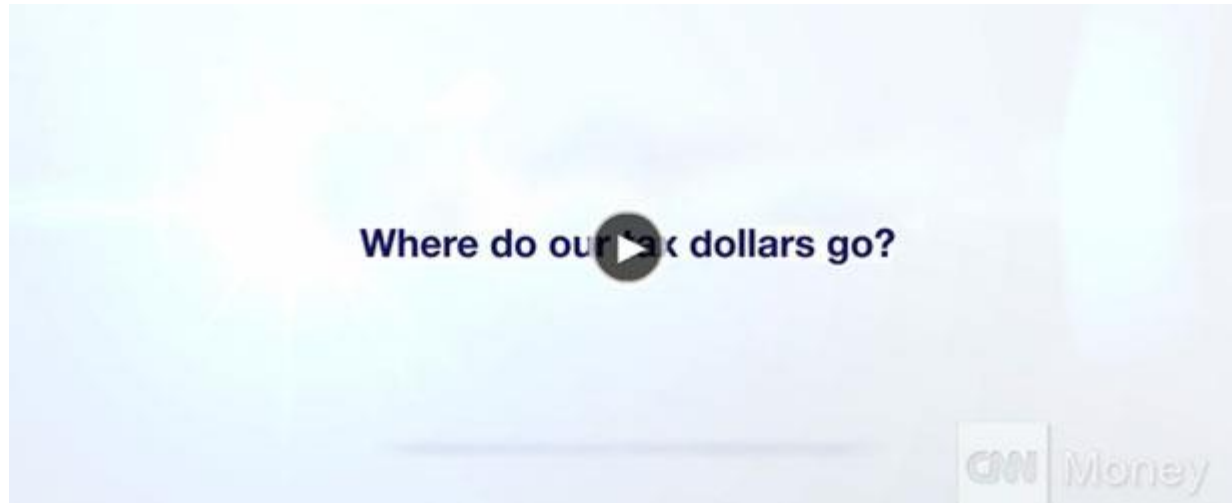
The computer system that carries prices for thousands of equities listed by the New York Stock Exchange malfunctioned today, sowing confusion among traders. The market operator later said the issue had been resolved.

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This is Where 70% of Tax Dollars Go

*CNN Money Reports
October 30, 2014*



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U.S. Economy Up 3.5% in 3rd Quarter, Capping Best 6 Months in Over a Decade

*Victoria Stilwell
Bloomberg
October 30, 2014*

The U.S. economy expanded more than forecast in the third quarter, validating the optimism that prompted Federal Reserve policy makers to stop pumping money into financial markets.

Gross domestic product grew at a 3.5 percent annualized rate in the three months ended September after a 4.6 percent gain in the second quarter, Commerce Department figures showed today in Washington. It marked the strongest back-to-back readings since the last six months of 2003.

Government outlays and a shrinking trade deficit boosted growth last quarter, buying time for consumer spending in the world's largest economy to strengthen as fuel prices drop and hiring picks up. Fed officials yesterday cited the improvement in the job market in deciding to end their bond-buying program and stay on course toward interest rate increases next year.

The economy "is on a firm footing, and if the labor market continues to get better, that's the primary support to consumer spending," said Brian Jones, a senior U.S. economist at Societe Generale in New York, who correctly forecast the growth in GDP. "The demand side of the equation was very healthy in the third quarter."

The report is the last major economic indicator before next week's mid-term election, in which Republicans are expected to expand their majority in the House and perhaps net the six seats they need to take control of the Senate.

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