



Mark Aden is your current broker giving you all the information you need to make the best possible deal in today's *hot* market?  
Not sure? Then please keep reading.

Mr. Mark Aden  
DCI Engineers  
2821 Northup Way, Ste 200  
Bellevue, WA 98004

Dear Mark,

If you're like I am, before you make a big decision you make sure you have all the facts. Just logical, isn't it? When the stakes are high, there's no such thing as "too much information." (But too often we get *too little* information.)

That's why we want all the facts and figures we can get our hands on. And then some. But we also understand that **WHAT** we know – the quality of our information – can be every bit as important as how much we know.

If there's one thing I've learned in my 15 years in the business it's that this is especially true when you're trying to "cut the best possible deal" in a commercial property transaction.

**Case History: How Business Properties' "Information Network" and Good Questions Helped A Fast-Growing High-Tech Company Lease Prime Office Space At 40% LESS Than Prevailing Market Rates**

My client, a highly leveraged but fast-growing Eastside technology company, wanted space in an area where few properties were available – the I-90 corridor. Plus, they anticipated rapid near-term expansion with square footage need growing from 15,000 to 40,000 square feet in a short period of time. And, typical in these situations, they had to keep a close eye on cash flow. In short: They not only needed lease flexibility; the economics of the deal had to be squeezed into a very tight operating budget.

Long odds? Only if I couldn't get my hands on enough information.

I went to work.

I knew that even if such a property *were* available, the information probably wouldn't be widely



disseminated. So, I turned to my network of local real estate professionals. I uncovered a sub-lease with a company whose growth dynamics were similar to my client's. In fact, they'd just recently gone public.

When I met with the company's principals I asked them about the financial impact of carrying this vacant space. They told me they were "concerned" about it. Aha! That's a start. Further questioning and probing on my part revealed two key pieces of information: **1.** They very much wanted to get this lease obligation off their now "very public" books. **2.** They had a very attractive lease rate, which gave them a high-degree of financial flexibility.

### **\$11.86 Versus A Prevailing Market Rate of \$20.00+**

When all was said and done I negotiated a "step the rate up" lease which gave my client an effective three-year rental rate of \$11.86 per square foot! This, in a market that currently commands \$20.00 a foot – and more. What's more, my client got the exact location they wanted in a facility that will easily accommodate their near-term growth plans.

### **The Information You Want and Need**

Information is the currency of the 90's. If you believe this is true – and I do – then it stands to reason that the QUALITY of your information determines whether you're holding "Dollars" . . . or "Pesos." At Puget Sound Properties we specialize in insightful, meaningful information on Puget Sound area business properties. The type of information which – when combined with the negotiation skills I'll put to work for you – can give you a powerful advantage. (And result in *thousands* of dollars in cash savings!)

So why not find out for yourself? If you need more space, less space, better space, more affordable space or a more desirable location. If you plan to lease, buy, or sell – give me a call today at **425-454-9543**. Find out what a growing number of Puget Sound's leading companies already know:

Eric Postle and Puget Sound Properties have the information you want and need to get the absolute best deal on your next property transaction.

Thank you for your time. I look forward to working with you.

Sincerely,

Eric Postle  
Puget Sound Properties

**P.S.** Want to test the quality of my information? Fill out and FAX back the attached form to me at **425-454-9543** and within 24 hours I'll call you with my preliminary recommendations – free of charge, no pressure, nor obligation. Why not take a minute and enter some basic information on the form right now?

# How To Get More of What You Want In Your Next Property Negotiation -- For Details Read On.

Mr. Dennis Ballen  
Ballen Enterprises  
320 108th Ave. NE, Ste. 600  
Bellevue, WA 98004

Dear Dennis,

They had accepted our purchase price. But when the building inspection revealed many small details that needed repair their response was, "No way, this is an as-is purchase."

My clients just did not have the time to "lock horns" on this issue. Fortunately, they didn't have to. As their representative it was my job to get them what they wanted. I persisted. In phone call . . . after phone call . . . after phone call. In meeting . . . after meeting . . . after meeting. I met with the broker. The property manager. The corporate ownership's management. Their attorneys (ugh!). I persisted. And, I negotiated.

The bottom line? My clients got everything they wanted; every repair they asked for. Some \$40,000 worth. (And, incidentally, we bought the building for \$75,000 LESS than the best offer. More on that later.)

Unusual? Extraordinary? No, not really. This is what I do. Every day. And I've been doing what I do for 14 years. For such leading companies as: Abbot Laboratories, Allstate Insurance Co., Kraft/General Foods, Portable Software, SAIC Corp. and hundreds of others.

**3 Reasons Why Eric Postle Should Represent You In Your Next Property Negotiation**

Mr. Jim Anderson  
Anderson & Associates  
3025 Windward Plaza, Ste. 300  
Seattle, WA 98042

Dear Jim,

You've got enough people trying to waste your time with products and services you don't really want or need.

I'm not one of those people.

What I am is this:

A proven professional with the experience and savvy to save you a huge amount of time, more than a little bit of money -- and more than a few headaches. Because let's face it. It's hard enough to manage your company's overall financial growth without having to worry about how to physically accommodate that growth.

So let me help you.

I'm Eric Postle, President of Business Properties. For over 14 years I've been helping growing companies like yours plan for future growth.

Portable Software, Ultra Electronics, Gage Talker, Phy Com Corp., Brigadoon.com Inc. -- these are just a few of the many "fast-track" organizations I've worked with over the years.

But maybe your question is, "Eric, specifically how can you help me?"

Bill Roberts if you've got a lease coming due and you're concerned about high renewal rates let *Business Properties Inc.* save you time and money.

Mr. Bill Roberts  
Benefit Concepts of Washington  
2125 SE 8<sup>th</sup>, Ste. 1500  
Renton, WA 98055

Dear Bill,

Ouch! Renewing your property lease in a tight market can be painful. And let's face it. We both know that's the type of market we're in right now. Particularly on the Eastside.

So, what do you do?

Do you just take a deep breath, take out your pen and "re-up" at higher rates? Maybe. And maybe not. But one thing's for sure. Before you do anything, you do what any smart business person does. You carefully consider all your options.

Simply put, you look high and low for the best deal you can find.

**That's where Eric Postle and Business Properties fit in.**

For 14 years as a commercial real estate broker I've been helping Puget Sound area businesses save time *and money*. Here's how:

- **Focus** - My company focuses exclusively on the office and office/warehouse market. What I call business properties. Leasing and buying *business* properties is my company's *only* business. So if there's a property, if there's some space available you *ought* to know about -- you will know about it. And because I check the local business property inventory on a daily basis, you'll probably know about it within the first 24 hours it's on the market.

The bottom line? When you deal with me you're dealing with a specialist. A specialist who will save you time and headaches by helping you quickly locate the right property, at the right price at the right location.

Mr. Ed Yoder  
Handle Enterprises  
320 108th Ave. NE, Ste. 600  
Seattle, WA 98026

Dear Ed,

Time. Information. Competition.

14 years of successful real estate negotiations have taught me that when you control time . . . when you have the right information . . . and when you create competition . . .

. . . you always get the best possible deal.

Hi. I'm Eric Postle with Business Properties. During my 14 years as a commercial real estate specialist I've negotiated hundreds of favorable lease and purchase transactions. Abbot Laboratories, Allstate Insurance Co., Entertainment Publications, Key Bank -- these are just a few of the many leading companies I've successfully represented. And just like I did with these organizations -- if you've got a lease coming due -- I can help you get your best possible deal. Even in today's "hot" market.

#### **Here's how I'll do it:**

**I'll make time your ally.** At Business Properties we work to make time your ally by star-

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Mr. Andrew Rogers  
Purdie Rogers  
315 First Ave. S., Ste. 4000  
Seattle, WA 98104

Dear Andrew,

I'll get right to the point.

If you're looking for a business properties specialist who'll go the extra mile . . . who'll work as hard at his job as you do at yours . . . who'll conduct your property search and lease negotiations as if his career depended on it. (Because you know what? It does.)

. . . then you want Eric Postle as your tenant rep.

For a specific example of how my services can benefit you take a look at what one of my clients has to say:

“Portable Software had some very unique office space requirements and we put Eric through the ringer to show us multiple locations that met our needs. Not to mention these requirements changed dramatically midway through Eric's search