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Director Of Operations:
Albert M. Cerone
Regional Realty Associates:
Dan Warthen, Jr.
Jay Jurasek
Dave Kaytes
Peter R. Vidi
Louis A. Bonato
James Hanson
Associate Professionals:
Michael Cannon, P.E.
Bob McCook

EVERYONE'S FAVORITE DAY!

BY

Albert M. Cerone, IFAS, FELLOW, CTA

Of Counsel:
Michael C. Paxton, Esq.

KNOW THESE?- Here are some terms which you may not be familiar. Give them some thought and you will find the understandings toward the end of this edition of the Newsletter.

FORMS OF UNEMPLOYMENT

MEZZANINE FINANCING

LIMITED GOVERNMENT

TRUMPONOMICS

*Please don't miss the **Professional of the Edition** on the following page.*

IMPORTANT TIMES- The heading is referencing a date many would like to forget, Tax Day. However, we just had that beautiful holiday, Passover for our Jewish friends and family. It's a beautiful time of year for the Jewish and those of us who are blessed with Jewish friends. And, this Sunday is Easter Sunday, also a beautiful day celebrating the resurrection of Christ. If only the whole world could enjoy others' religious holidays as my family does with our friends of other faiths.

So, we hope all our Jewish readers had a beautiful Passover; and our Christian readers have a beautiful Easter.

REAL ESTATE INFORMATION- The internet is a wonderful thing. Today if you want information about virtually any property all you have to do is sit in front of your computer. Everyone knows Zillow and Trulia. Well there are others. In New Jersey you can go on NJACTB.org/ and you can pick up all property on file in the county. Some of the counties also have tax maps and the property record cards. There is another site of which I recently learned. It is US Realty Records. Access via USRealtyRecords.com. The difference is there is a \$1.25 per access charge and they only accept Visa and MasterCard. They get you all the information in a very nice format that affects the property you are trying to verify, learn, etc. It's worth the \$1.25 and the time for the search is within a minute or two. It searches both county, state and federal records.

There is another option and that is to contact the tax assessor of the municipality. Many are very cooperative and hopefully you get one of them. If not, then you may have to visit the office and some may require you complete an OPRA request which provides the assessor 7 days to respond. It may not be friendly but it is their right. Many of the county tax boards are very helpful also. They may also have computers available for public use in their offices. It's amazing what you can find out if you just ask.

It's advisable when using the internet to go to more than one site as it provides you the opportunity to confirm your information, although they are all virtually using the assessment records or available MLS data. It still pays to check.

Courtesy of

Amerival

Tel. 732-286-3000

Email & Web

acerone@amerival.net

myappraiser.amerival@gmail.com

http://www.amerival.net

Mezzanine Financing-

Mezzanine financing is a hybrid of debt and equity financing that gives the lender the rights to convert to an ownership or equity interest in the company in case of default, after venture capital companies and other senior lenders are paid. Mezzanine financing, usually completed with little due diligence on the part of the lender and little or no collateral on the part of the borrower, is treated like equity on a company's balance sheet. Typical financing is 12 to 20% making it high risk but potentially high return debt form.

Limited Government-

A limited government is one whose legalized force and power is restricted through delegated and enumerated authorities. Countries with limited governments have fewer laws about what individuals and businesses can and can't do. In many cases, such as the United States, it is a constitutionally-limited government, bound to specific principles and actions by a state or federal constitution. In a true Limited Government scenario the body of control, congress, etc, is to have as its main function, the protection of people and their property, levying just enough taxes to finance necessary services. Really??

Trumponomics-

Obviously, a new term coined by whomever to reference the economic policies of President Donald Trump. At this writing those economic position are still not clear. As a country, we must let this play out, and be quiet in the interim, so as not to send dangerous and damaging messages to friends and foes abroad. Be smart and be quiet.

EINSTEIN'S THEORY OF COMPOUND INTEREST- I recently read about Einstein and real estate. He said, "the most powerful force in the universe is compound interest." The basic fundamental is interesting; and, for those well versed in real estate and financing this is "101". The basic tenet is investment in commercial properties is predicated on the return of and on the initial investment. The understanding is that it is better to earn a consistent return on the investment without any time changes than to have a volatile real estate investment return pattern gaining substantially for a short period of time, and then being reduced afterwards due to cyclical economic changes. For instance; if you invested one dollar which would provide a return of 10% per year for the first three (3) years and then losing 5% for the next three (3) years due to economic changes or other affectations there is a loss. Based on the foregoing, a \$1.00 investment for the first 3 years returns \$1.19. The same dollar growing at 10% for the first three (3) years and then losing 4% for the next three (3) years, returns \$1.17. Cyclical changes of which the typical investor has no control, is the demon. It has been found clearly that volatility becomes worse over a 20—30 year span. Thus, long term investments are the most dangerous from a return standpoint.

The counter argument is that also over the longer period of time an investment will very likely still provide a positive return which is quite true. The argument's shortfall is a minimizing investment strategy. A shrewd and informed real estate investor can plan a strategy for a property, not all the properties, but for one, and with a good algorithm plot out the best investment term and terms to provide flexibility so one may control the income stream from a commercial property.

THIS EDITION'S SELECT PROFESSIONAL

Robert F. McCook, Jr., Auctioneer for BFS Auctioneers, Holmdel, Monmouth County, NJ— Tel. 732-239-3933

Mr. McCook has been heavily involved with realty, personalty, auto and equipment valuations since 1973. His accomplishments are too long to set forth in this small space. He's lectured on his expertise and has received numerous awards including the NJSSA Advertising Excellence Award and was the NJ State Society of Auctioneers Bid Calling Champion. He as has clients the State of NJ and the United States. Bob also is a highly sought automotive fleet consultant and auction agent for major automotive auctions.

His personalty and realty work requires extensive research and Mr. McCook and his staff do not cut corners. In 20 years working with Bob there's never been a negative word from anyone for whom he has provided professional service. He is also an excellent expert in court. Do not hesitate to call Bob for any valuations, he will not disappoint and you will have the opportunity to meet one of the most sincere, honest and wonderful professionals. As so many of the others I've recognized, he is an understanding and compassionate person.

10 TRUTHS TO CHANGE YOUR LIFE

1. Great success is often preceded by failure.

You will never experience true success until you learn to embrace failure. Your mistakes pave the way for you to succeed by revealing when you're on the wrong path. The biggest breakthroughs typically come when you're feeling the most frustrated and the most stuck. It's this frustration that forces you to think differently, to look outside the box and see the solution that you've been missing. Success takes patience and the ability to maintain a good attitude even while suffering for what you believe in.

2. Being busy does not equal being productive

Look at everyone around you. They all seem so busy -- running from meeting to meeting and firing off emails. Yet how many of them are really producing, really succeeding at a high level? Success doesn't come from movement and activity. It comes from focus -- from ensuring that your time is used efficiently and productively. You get the same number of hours in the day as everyone else. Use yours wisely. After all, you're the product of your output, not your effort. Make certain your efforts are dedicated to tasks that get results.

3. You're only as good as those with whom you associate

You should strive to surround yourself with people who inspire you, people who make you want to be better. And you probably do. But what about the people who drag you down? Why do you allow them to be a part of your life? Anyone who makes you feel worthless, anxious or uninspired is wasting your time and, quite possibly, making you more like them. Life is too short to associate with people like this. Cut them loose.

4. You're living the life you've created

You are not a victim of circumstance. No one can force you to make decisions and take actions that run contrary to your values and aspirations. The circumstances you're living in today are your own -- you created them. Likewise, your future is entirely up to you. If you're feeling stuck, it's probably because you're afraid to take the risks necessary to achieve your goals and live your dreams. When it's time to take action, remember that it's always better to be at the bottom of the ladder you want to climb than at the top of one you don't.

5. Fear is the #1 source of regret.

When it's all said and done, you will lament the chances you didn't take far more than you will your failures. Don't be afraid to take risks. I often hear people say, "What's the worst thing that can happen to you? Will it kill you?" Yet, death isn't the worst thing that can happen to you. The worst thing that can happen to you is allowing yourself to die inside while you're still alive.

6. You don't have to wait for an apology to forgive

Life goes a lot smoother once you let go of grudges and forgive even those who never said they were sorry. Grudges let negative events from your past ruin today's happiness. Hate and anger are emotional parasites that destroy your joy in life. The negative that come with holding on to a grudge create a stress response in your body, and holding on to stress can have devastating health consequences. Researchers at Emory University have shown that holding on to stress contributes to high blood pressure and heart disease. When you forgive someone, it doesn't condone their actions; it simply frees you from being their eternal victim.

7. Live in the moment

You can't reach your full potential until you learn to live your life in the present. No amount of guilt can change the past, and no amount of anxiety can change the future. It's impossible to be happy if you're constantly somewhere else, unable to fully embrace the reality (good or bad) of this very moment. To help yourself live in the moment, you must do two things:

1. Accept your past. If you don't make peace with your past, it will never leave you, and that create your future.
2. Accept the uncertainty of the future. Worry has no place in the *here* and *now*. As Mark Twain once said, "Worrying is like paying a debt you don't owe."

8. You self-worth must come from within

When your sense of pleasure and satisfaction are derived from comparing yourself to others, you are no longer the master of your own destiny. When you feel good about something that you've done, don't allow anyone's opinions or accomplishments to take that away from you.

While it's impossible to turn off your reactions to what others think of you, you don't have to compare yourself to others and you can always take people's opinions with a grain of salt. That way, no matter what other people are thinking or doing, your self-worth comes from within. Regardless of what people think of you at any particular moment, one thing is certain -- you're never as good or bad as they say you are.

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9. Life is short.

None of us are guaranteed a tomorrow. Yet, when someone dies unexpectedly it causes us to take stock of our own life: what's really important, how we spend our time and how we treat other people.

Loss is a raw, visceral reminder of the frailty of life. It shouldn't be.

Remind yourself every morning when you wake up that each day is a gift and you're bound to make the most of the blessing you've been given. The moment you start acting like life is a blessing is the moment it will start acting like one.

After all, a great day begins with a great mindset.

10. Change is inevitable—embrace it.

Only when you embrace change can you find the good in it. You need to have an open mind and open arms if you're going to recognize and capitalize on, the opportunities that change creates.

You're bound to fail when you keep doing the same things you always do and close your mind to changing thoughts and practices. It's necessary to give new things a chance. Many told the Wright Brothers not to get into that contraption, had they listened air travel may have been much later. Think of all the brilliant minds that would have failed to enhance our lives had they listened to the naysayers or negative and closed minds yelling in their ears.

Briefly, the foregoing is simply saying the best way to live your life is to keep an open mind. Fore drawn conclusions are the biggest cause of failure. The saying, "the only true failure is not trying". And, so many people are quick to criticize which is because they are jealous, not in disagreement. Jealous people will disagree with the Sun being out during the day and not at night. It's like movie critics. The vast majority couldn't write a movie or act in one but they are casting expert opinions, and the unknowing masses blindly follow their leads.

Years ago a comedian once said "It's a sad day when our politicians are funnier than our comedians". We have inactive politicians appearing on TV and trying to be funny; and, we have a failed comedian sitting in our Senate