

# Commercial *focus*

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*Across all property types and service groups, TCN Worldwide's 1,200+ brokers and salespeople have a well-earned reputation for independent thinking and cooperative problem solving in more than 200 markets worldwide.*

## TCN Worldwide Welcomes Principal Associates as Newest Member

We are pleased to announce Principal Associates as the newest member to join TCN Worldwide. Principal Associates/TCN Worldwide is a full-service commercial real estate firm specializing in office, high-tech, industrial, and retail properties, offering a full range of sales and leasing services throughout the Detroit Metropolitan area.

"We are extremely honored to join TCN Worldwide, one of the industry's leading commercial real estate organizations," stated Peter Ventura, managing member and CEO of

Principal Associates/TCN Worldwide. "We are pleased to join the ranks of the many prestigious firms already a part of TCN Worldwide and are confident that this new alliance will give Principal Associates an edge in an increasingly competitive market. This partnership will be an asset to our company, providing us the ability to offer our clients an expanded array of services on a local, national and international basis."

It is a great pleasure to welcome Principal Associates as our newest member firm. Detroit has been an

important target market for TCN Worldwide and we are pleased to welcome one of the leaders in the marketplace to our organization. Principal Associates/TCN Worldwide is highly respected in the Detroit marketplace and is a perfect example of the type of strong independent firm we attract to TCN Worldwide. We look forward to Principal Associates' contribution and collaboration as we continue to grow as an organization.

-- Ross Ford, President/CEO  
TCN Worldwide



## Top 10 TCN Member Deals

- \$16.7M office lease; 45,578 SF - Laurence Elbaum with Bradford Allen Realty Services represented the tenant, T&H Group, Inc.
- \$13.5M office lease; 43,927 SF - Charles McDonald with Richard Bowers & Co. represented the tenant, Crawford & Company
- \$11.1M office lease; 64,241 SF - Charles McDonald with Richard Bowers & Co. represented the tenant, Crawford & Company
- \$7.5M office lease; 190,500 SF - Richard E. Bowers & Timothy J. Moresco of Richard Bowers & Co. represented the tenant, Cryolife, Inc.
- \$6.5M multi-family sale; 194 units - Marc Lippitt & Scott Shwayder of Unique Properties, LLC represented both parties
- \$5.9M office lease; 25,544 SF - Josh Feldman & Tad Laws of Bradford Allen Realty Services represented the tenant, Institutional Capital, LLC
- \$5.5M office lease; 64,241 SF - Charles McDonald with Richard Bowers & Co. represented the tenant, Crawford & Company
- \$4.8M industrial sale; 80,000 SF, 15.51 Acres - Brett Baxt & Howard Carrl of The Howard Group represented the seller, Markan Associates LLC
- \$4.1M retail lease; 13,461 SF - APS-TCN Commercial Management Limited in Beijing represented the tenant in this retail lease
- \$3.2M industrial sale; 38,090 SF - Greg Nesting with Norris & Stevens, Inc. represented the buyer, Marlow Family, LLC

For more information  
regarding TCN Worldwide or  
our member firms please visit,  
[www.tcnworldwide.com](http://www.tcnworldwide.com)



# The Power of Social Networking Sites, Are You Taking Full Advantage of It?

Today everyone is familiar with social networking sites such as LinkedIn, Plaxo, Facebook, and Twitter. Many of you have registered for these sites, have a page, and are actively using these sites. However - most of you do not use these sites to their fullest potential.

I have participated in all of these sites and have been diligent on adding new friends and contacts to these sites, but as a salesperson - I

must admit - I do not go to these sites first to find contacts that may lead me to business.

For sites such as LinkedIn and Plaxo to truly generate business, you need to make it your first stop everytime you are looking to open up a new business opportunity for yourself. It is

surprising considering the number of contacts that I have accumulated through these sites, creating a powerful resource to open up new doors for business, that I do not use it effectively.

Here are some tips we all can utilize to effectively improve our use of these social networking sites:

*“This is the future of business development...”*

- Make it your first stop before you cold call anyone; see who knows the person you are seeking to contact to open up new business.

- Continue to add your contacts each day - every business card you get with an email invites them to join your contact list.

- If you are in a sales organization, have everyone link his or her leads together - maybe you are trying to reach a client that someone within your organization already knows.

- Join groups and participate in conversations on various topics

that you are interested in. Like any networking event, unless the person knows you they will not refer you business. These groups allow you to participate in conversations that could lead to referrals.

- Check these sources daily; make sure you have bookmarked these sites so that you can visit them quickly several times a day. Get involved.

For those of you that still have not joined the social networking world you need to change your ways. This is the future of business development - if you are not participating you will be left out.

*– Hans Hansson, Starboard Commercial/TCN Worldwide*