



# THE ROSS REAL ESTATE REPORT

FALL 2005

COMMERCIAL LEASING, MANAGEMENT AND SALES

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## Preparing Your Building for a Hurricane

Hurricanes are severe tropical storms with sustained winds of 74 miles per hour or greater. Hurricane winds can reach 160 miles per hour and extend inland for hundreds of miles. This sustained wind can wreak havoc on any building, big or small. Below are a few checklists you can use to minimize damage to your building in the event of a storm.



Hurricane season lasts from June through November. It is best to prepare as much as possible before the season starts so you are not in a frenzy in a Hurricane Warning situation. Here are some pre-season planning tips:

- Know your evacuation level and flood zone. A good website is [www.fema.gov](http://www.fema.gov).
- Review insurance policies.
- Survey your property to make sure there are no vulnerable areas.
- Written procedures for tenants and building evacuation.
- Take photos of business establishment inside and out, from all angles to support claims.
- Provide tenants with hurricane preparedness information.
- Prepare a list of vendors who can assist in the recovery of your building such as debris removal, etc.

The most important part of planning is to monitor the storm on websites such as [www.noaa.org](http://www.noaa.org) or [www.weatherunderground.com](http://www.weatherunderground.com). This will allow for ample time to make last minute preparations if a storm is headed your way. Here is a good building checklist to follow:

### Building Exterior Checklist:

- Clean drains, gutters and downspouts of the buildings.
- Remove antennas or loose objects from the roof.
- Bring in display racks, outdoor signs and other objects usually left outside. Secure all loose objects such as trash cans, benches, etc.
- If your property is located on the water, use some sandbags around the property to protect it from flooding.
- Secure doors, windows and other openings against wind and water.
- Make plans to protect the windows. Permanent storm shutters are the best protection, but covering the windows with marine plywood is a second option.

### Building Interior Checklist:

- Move desks, files, equipment, etc. away from windows. Wrap office equipment, such as copy machine and computers, in plastic to protect against water damage.
- Turn off air conditioners, disconnect electrical equipment and turn off lights.
- Take down loosely secured pictures, plaques, etc.
- Close all windows and draw blinds or drapes.

And last, but not least, don't forget to "hunker down"!

SOURCES USED IN THIS ARTICLE: [www.fema.gov](http://www.fema.gov), [www.pascocountyfl.net](http://www.pascocountyfl.net), [www.broward.org](http://www.broward.org)

Newsletter Presented By:

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## THE ROSS TEAM

Elliott M. Ross, CCIM  
President, Broker

### Associates:

Judi Lechner  
*Director of Property Management*

Karin Stewart  
*Executive Assistant, Realtor*

Johanna Clemons  
*Realtor*

Michael Myers  
*Broker Associate*

Thomas Pizurie  
*Realtor*

Bob Burk, CCIM  
*VP Investment Sales, Realtor*

James C. Moler  
*Associate*

Karen Meyers  
*Broker Associate*

Patty Malia, RPA  
*Property Manager, Leasing Associate*

Susan Leonard  
*Property Manager*

### Staff:

Arlet Holmes  
*Director of Marketing*

Vivian Fung  
*Marketing/Research Assistant*

Rita Droney  
*Maintenance Coordinator*

Nancy Snyder  
*Accounting Supervisor*

Theresa Grandy  
*Accounting Assistant*

Sherry Marecek  
*Administrative Assistant*

Christine Hulbert  
*Property Management Assistant*

Erik Anderson  
*Property Management Assistant*

Karen Adriance  
*Property Management Assistant*

## Disaster Recovery Plan - Protect Your Business



A business disaster is anything that drastically disrupts business as usual. A disaster recovery plan is focused mostly around IT, while a Business Continuity Plan refers to the activities required to keep your organization running during a period of interruption of normal day to day operations. The basic idea of both plans is to collect as much information as possible about the operating environment, applications, hardware and services.

Through this, you can develop a comprehensive plan that will enable your organization to react appropriately and in a timely manner if a disaster strikes. There are many companies that will set your business up with a disaster recovery plan for a fee. Here are some basic planning steps involved a disaster recovery plan:

- List individual responsibilities ahead of time, and assign specific people to each task. This includes tasks such as notifying your suppliers where to deliver, calling your most important customers to tell them what has happened, etc.
- Have a list of vendors who can assist in the recovery of your business such as moving companies, generator rental, etc.
- Protect critical paper records that cannot be saved on a disk.
- Set clear priorities among your activities. After a disaster, you will not return everything to normal at the same time.
- Have a backup connection to your main computer in the event that you must relocate to a different site.
- Make sure that employees can exit without a key. Many buildings automatically lock after a certain time.
- All systems or applications that can experience little to no downtime should be identified and proper measures should be taken to ensure they are backed up and kept off-site on a disk.
- Compile an emergency contact list with 24-hour telephone numbers for employees.
- Keep a copy of your disaster plan off site.

To find more information regarding Disaster Recovery Planning, you can go to [www.drj.org](http://www.drj.org), [www.disasterrecovery.com](http://www.disasterrecovery.com), or [www.thebci.org](http://www.thebci.org).

SOURCES USED IN THIS ARTICLE: [www.drj.com](http://www.drj.com), [www.disasterrecovery.com](http://www.disasterrecovery.com)

## RRG Welcomes Three New Associates!

The Ross Realty Group, Inc. welcomes Susan Leonard, James Moler and Karen Meyers to the team of skilled commercial real estate professionals! Susan Leonard has joined as a Leasing Associate and Property Manager. She has been involved in 25 years in the Miami and the team as a Leasing Associate and Property Manager is James Moler. Jim has over 13 years of experience in commercial real estate. He is a University of Wisconsin graduate who recently relocated from Chicago, IL. Jim's focus will be on investments, management and leasing.



Karen Meyers has been leasing office space for over 10 years in the Tampa Bay Area. Karen joins us as a Leasing Associate and will take on properties such as Airport Business Center and Watermark at Westshore. The Ross Realty Group now has a total of 16 associates and licensed staff! If you are interested in joining this fantastic team, contact Elliott Ross.

## RRG Takes Over Three Major Properties in the 2nd Quarter!

The Ross Realty Group was busy this last quarter! We took over three major properties, including Airport Business Center, Sunplex Business Center and Centreport 60. These three properties alone total 768,912 SF. This brings Ross Realty's total managed square feet to over 1.6 Million! WOW! Way to go property management team!



### Centreport 60 - Tampa, FL

This 391,348 SF property consists of three buildings and is located near the Port of Tampa. We currently have 3,796 to 19,000 SF available. Some tenants include Decorator's Office Furniture, Grand Events, Philly Swirl and Bulkmatic Transport Company.



### Airport Business Center - Clearwater, FL

This property consists of four buildings and is located across from the St. Petersburg/Clearwater Airport. The four buildings total 164,090 SF. We currently have three suites available. A few major tenants include Diabetic Supply, Pinellas County Office of Elections and BPB Celotex.

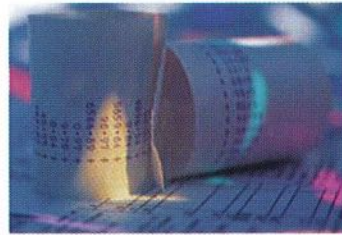


### Sunplex Business Center - Clearwater, FL

This property is comprised of four buildings and is located next to Airport Business Center. The buildings total 213,474 SF and currently there is up to 60,000 SF available. Some tenants include Tri-Ed Distribution, MT-World, US Postal Service and International Sourcing Group.

## 1033 Tax Exchange

The Supreme Court ruled on June 25, 2005 that local governments may force property owners to sell and make way for private economic development when officials decide it would benefit the public. This issue is likely to be amplified in the future, as Florida's tremendous growth forces the state, counties, cities and other government entities to acquire land, sometimes against the wishes of the land owner.



It is important to explore the tax implication for property owners.

While Section 1031 applies to like-kind property dispositions, Section 1033 applies to a forced exchange of property, or an "involuntary conversion". To qualify for a 1033 exchange, one of the following events must occur:

- A destruction of the property that is beyond the control of the taxpayer;
- A theft of the property;
- A seizure or requisition of the property;
- A taking of the property through condemnation or eminent domain;
- The disposition of the property upon the threat or imminence for condemnation or eminent domain.

The guidelines for what qualifies as replacement properties are less stringent than a 1031 exchange. Section 1033 requires that replacement properties be similar or related in service or use. When a taxpayer meets the requirements of 1033 then no gain shall be recognized upon the conversion of their property.

The tax deferral provisions of Section 1033 are more generous to the taxpayer than the Section 1031 rules. 1033 exchanges provide a longer replacement period, usually up to 2 years. It also eliminates the need for a qualified intermediary. While 1031 exchanges require a gain or loss to be recognized, Section 1033 provides an exception that allows a taxpayer to either recognize or defer gains resulting from condemnations.

SOURCES USED IN THIS ARTICLE: [www.ciremagazine.com](http://www.ciremagazine.com), [www.frascona.com](http://www.frascona.com)

## RECENT RRG SALES

Would you like your building on our list of Recent Sales? Contact Elliott M. Ross, CCIM, and your building could be next!



**Liberty Office Center** - A 11,856 SF office building located at 7527 Ulmertown Road in Largo. Tom Pizurie negotiated the sale between the buyer and seller. Sold for \$950,000.



**Long John Silvers** - A 1,802 SF retail building located at 999 S Missouri Ave in Clearwater. Bob Burk, CCIM, represented the buyer. Sold for \$570,000.



**Airport Business Center** - 4 Buildings totaling 164,090 SF located at 14450 46th St N and 14255 49th St N in Clearwater. Elliott M. Ross, CCIM, represented the buyer. Sold for \$10,200,000.



**Rubin ICOT** - A 7,100 SF office building located at 14088 Icot Blvd in Clearwater. Bob Burk, CCIM, represented the buyer. Sold for \$588,000.



**Bayside Industrial Park** - 7 buildings located at 12485 44th St and 4477 122nd Ave in Clearwater. Elliott M. Ross, CCIM, represented the buyer. Sold for \$4,075,000.

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The Centres at Feather Sound  
3001 Executive Drive, Suite 250  
Clearwater, FL 33762-5324



**CURRENT OPPORTUNITIES**

**FOR SALE**



**BEAUTY ALLIANCE DISTRIBUTION BLDG**

- 91,350 SF warehouse/distribution center
- Located in Mid-Pinellas
- 8 OH Grade Level Doors and Truck Well
- 1,500 AMP; 3-Phase Power
- Asking Price \$5,000,000



**SOUTHERN DATACOMM BUILDING**

- 26,350 SF Office Headquarters
- Great opportunity for an owner-occupant!
- 20,00 SF office & 6,350 SF warehouse
- Located in the 'high-tech' corridor of Belcher and Bryan Dairy in mid-county Pinellas
- Asking Price \$2,700,000



**WEST WATERS REDEVELOPMENT**

- 7 Parcels totaling 3.3 Acres
- Corner site with median cut
- Frontage of 384 feet on Waters Avenue
- .7 miles West of Dale Mabry Hwy
- Price Reduced \$2,900,000



**ANDERSON BUILDING**

- 23,086 SF office building
- Desirable Gateway location at 9th St. N & Gandy
- Main tenant is Bank of America
- Also for Lease
- Asking Price \$3,300,000



**PONCE DE LEON OFFICE CENTER**

- 8 Professional office buildings: 2,000 SF, 2,500 SF, 2,800 SF or 3,250 SF.
- Pre-construction sale
- Located between Clearwater-Largo Road and Indian Rocks Road
- Layout and design your own interior!

**FOR LEASE**



**AIRPORT BUSINESS CENTER**

- 2,040 SF, 3,936 SF and 9,000 SF suites available in building 4
- Located in a Foreign Trade Zone
- Across from the St. Petersburg/Clearwater International Airport
- Located in a Verizon Smart Center



**NEWPORT SQUARE**

- Suites from 792 SF to 3,000 SF
- Open-air campus style office complex
- Excellent visibility 1/2 mile west of US 19
- 24 hour access to all suites
- Excellent visibility on East Bay Drive



**ADVANCED PLASMA BUILDING**

- 24,877 SF available including 7,100 SF MOL of office space
- Zoned M-1 Light Industrial
- 3 dock doors and 2 overhead doors
- Located just off Roosevelt, between 118th and Ulmerton



**CENTREPORT 60**

- 11,825 SF unit, 19,000 SF unit with outside storage, & 9,939 SF storage/shop space avail.
- 391,348 SF Industrial park
- Easy access to I-4 & I-275
- Located near the Port of Tampa



**SUNPLEX BUSINESS CENTER**

- 4,869 SF to 60,000 SF available
- Located in a Foreign Trade Zone
- Ample and convenient parking
- Across from the St. Petersburg/Clearwater Airport