

MODERN Times

your property management newsletter

APRIL 2012

The Marketing Coach: Why your business feels 'off'

Now that we're coming out of a recession, everyone's business seems to feel pinched and contorted. Money is flowing again, but in odd ways.

According to Mark Derr, most businesses have gone too crazy cutting expenses – and they've cut the very infrastructure that was making them money in the first place. Mark, who works out of Scottsdale, has seen this countless times as a consultant with B2B CFO, which acts as a chief financial officer to all sizes of business. He says that the bean counters in these businesses -- sometimes even the founder -- got caught up in cost-cutting without taking a strategic approach. Good investments in profitability got tossed out alongside the garbage in a full-scale war on expenses.

"When you're a numbers person, you're looking at expenses," Derr explains. "But the reality is it all starts at the top line: revenue. If you ignore the business development, marketing and sales, then your business is going to fail."

You can't cut your way to profitability.

Derr says that all businesses go through what his company founder, Jerry Mills, calls the "Danger Zone." Companies bootstrap their way to initial success, but that infrastructure begins to wear with the increased demand. By infrastructure, Derr is referring to your business development and marketing staff, your HR team and physical items such as equipment or computer systems. To alleviate the burden, the company starts to spend money on infrastructure, but it quickly begins to run out of cash because it isn't profitable enough.



Derr says most of these business owners are quite successful. All they need is a strategic plan to maximize profitability and possibly some creative financing to get them through the growth spurt. By creating a holistic financial review of the company, Mark helps businesses re-center their focus on maximum profitability.

The bottom line is that businesses that have cut their biz dev, marketing and sales teams aren't bringing in the customers they used to. How could they when there's no one to make rain?

It's time to re-center and re-build.

Source: The Phoenix Business Journal

TENANT SPOTLIGHT!



Be here, be home.

BRE Properties, Inc. is a real estate investment trust (REIT) and is based in San Francisco, California, focusing on the development, acquisition and management of apartment communities located primarily in the major metropolitan markets of Southern and Northern California and Seattle. BRE directly owns 76 multifamily communities (totaling 21,336 units) and has joint venture interests in

an additional 11 apartment communities (totaling 3,592 units). BRE owns/manages six apartment communities here in the Phoenix market: Pinnacle at South Mountain, Pinnacle Towne Center, Pinnacle Terrace, Pinnacle at Union Hills, Pinnacle Queen Creek and Arcadia Cove.

BRE is located at 9633 S. 48th Street #140, Phoenix AZ 85044.

Get geared up, Tempe! It's Bike to Work Day

Start the day off with an invigorating bike ride as Tempe holds its 21ST ANNUAL BIKE TO WORK DAY on WEDNESDAY, APRIL 18TH from 6:30 to 8 a.m.

All bicycle riders who stop by one of the participating Bike to Work Day locations in Tempe will receive a free breakfast and the first 350 riders will receive free T-shirts. Breakfast site locations include: Back East Bagels, Berning's Fine Jewelry, IKEA, Ncounter, REI, Wildflower Bread Company and Whole Foods Market.



Visit <http://www.tempetourism.com/events/6046/> for details.

INSIDE THIS ISSUE:

- Arizona Snakes
- Managing Seasonal Allergies
- Car Smart - Cost Saving Tips
- Pet & Owner of the Month
- April Calendar
- Tenant Advertising



Spring heat bringing snakes out of hibernation in the Arizona desert

The temperatures have hit the 80's here in the Arizona Desert and that means snakes are coming out of hibernation.

"They're hungry, they're thirsty and love is in the air. It's spring time," warns Daniel Marchand from the Phoenix Herpetological Society.

"First thing is stay calm. If you've just been bitten by a rattlesnake your blood pressure is going up 60 points. But if you get bit in the hand, get off your ring or jewelry right away because your hand will swell and they will end up cutting it (the jewelry) off," explains Snake Wrangler Russ Johnson.

If the bite occurs on your foot or ankle, you can loosen your shoe or boot but don't take it off because you aren't going to get it back on. Most importantly, get help right away.

"Typically you're going to have anywhere from 20 minutes to two hours depending on the individual's health, the amount of venom you've been given from the snake, and sometimes your age," cautions Marchand.

So how do you tell a venomous snake from one that's harmless? There are two ways and they are only true for snakes found in Arizona.

"If you see a snake whose head and his neck are the same width it's non-venomous. If you look at a rattlesnake he has a very large triangular head and a very small neck attached right behind it," explained Marchand.

The next sign comes from the tail. "Harmless snakes in Arizona have a very pointed tail. A rattlesnake will have a tail about the size of a man's finger with rattles on the end so it's very distinct," said Marchand.

So stay on the trails, stay alert, and stay out of striking range.



Arizona Rattlesnake



Arizona Coral Snake



Auto-matic savings

Get car smart and save big.

TIME TUNE-UPS. Avoid too many oil changes and stash up to \$76 yearly. If you sit in stop and go traffic or live in extreme climate, head in every 3,700 miles.

GUZZLE LESS GAS. Maintain proper tire pressure to improve gas mileage by up to 3 percent; use the right motor oil grade to improve it by 1 to 2 percent; lighten your load (ditch the golf clubs) to save 2 percent. That's a yearly savings of \$470.

HEED WARNING SIGNS. A check-engine light may signal emissions trouble - you could be burning 40 percent more fuel. Squeaky breaks that go without fixing could make a simple \$200 pad replacement morph into a \$2,000 repair.

MAKE LIKE A MECHANIC. Getting your hands dirty could save you hundreds. Anyone can replace wiper blades or install an air filter.

MANAGING SEASONAL ALLERGIES

If you're not among the fortunate few who outgrow their allergies, try these tips from allergy specialist to prevent or manage symptoms.

CONSIDER ALLERGY SHOTS. The shots, administered at least once weekly at an allergy specialist's office, contain small doses of the substance to which a patient is allergic. At increasingly higher doses, the shots gradually build the patient's immunity, much as flu shots work to prevent influenza.

SCHEDULE WISELY. If possible, stay indoors in the early morning, at night and on sunny, windy days, when pollen counts are highest.

SHUT POLLENS OUT. It's tempting to open doors and windows this time of year, but you'll regret giving pollens such easy access. Cool with air-conditioning.

STAY ON TOP OF TREATMENT. Talk with your doctor about prescription and non-prescription medicine. Some doctors recommend a simple saltwater nose spray for mild symptoms. Medicated Nasalcrom spray can help if used several times a day.

BE PROACTIVE. As directed by your doctor, start nasal spray or other medicine before symptoms typically occur.

WEAR A FACE MASK. When you're working or playing outdoors, a mask prevents pollens from reaching your nasal passages.

WASH AWAY POLLENS. "When we come in from outdoors," experts say, "our clothes go immediately into the washing machine, not into the bedroom hamper." A shower and shampoo rinse away remaining pollens.

CHANGE FILTERS. Air-conditioning filters should be cleaned regularly, and don't forget vents.



Source: Arizona Republic

Maintenance Request?

MODE's in-house Building Engineers are HVAC certified and are capable of handling commercial plumbing, air conditioning, electrical and overall maintenance and trouble-shooting.

Our maintenance staff is equipped and prepared for direct maintenance activities, preventative maintenance, predictive maintenance, repair, replacement, and renovation & improvement so **don't hesitate to contact a MODE representative to place a maintenance request.**

480.294.6000

The COST of bad habits

In case you don't feel bad ENOUGH about your bad habits already... this should twist the knife just a little deeper.

OVEREATING. Between spending more on food, extra health care costs, and actually losing years of earning because of your lower life expectancy, overeating costs you about \$258,000 over the course of your life.

PLAYING THE LOTTERY. Regularly buying lottery tickets will cost you \$31,750 in your lifetime...and your odds of winning a big jackpot are approximately one in 195 million

CAFFEINE ADDICTION. If you're spending about \$1.75 every day on coffee, soda or energy drinks, that comes out to about \$113,000 over the course of your life

SMOKING. For women, smoking costs \$86,000 over the course of your lifetime. For men, who tend to have bigger smoking-related health complications and negative career implications, that jumps to \$183,000.

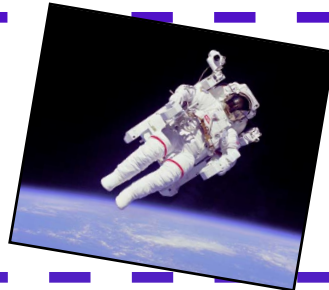
SLIP AWAY

The only thing better than taking a break from it all is making your way back feeling stronger, clearer and more in control. When you're overwhelmed and you need to escape, allow yourself that luxury. Getting a little distance may be all it takes to feel more focused and appreciative of what awaits you at home.



6,372

Number of applications submitted for NASA's next astronaut class - the most since 1978.



STAND UP FOR YOUR HEALTH

YOU'VE HEARD THE SCARY STATS: Women who sit for six or more hours a day have a 34 percent higher risk for early death from heart disease, cancer and diabetes than do women who sit less, regardless of how often they exercise, according to the American Cancer Society.

THE SIMPLE FIX: Lose the chair! It may sound like a pain in the tailbone, but some women say it's a cinch. Scrap sitting to lose weight, gain energy and knock out pain. You be nabbing a longer life and lowering your risk for disease.



LAUREN &

PETS & OWNER OF THE MONTH

Some people have a cat or a dog as a pet...I have a whole zoo! Pictured with me are Dante the Dachshund, Aurora the orange cat, Omar the black and white cat, Owen the Boa, Phil the Ball Python, and Bertolli the California King Snake. Not pictured are my colorful African Cichlid fish. Dante and the cats often cuddle together with me, but the snakes don't usually join us. My furry critters are part of the family, and Dante goes with me wherever I can take him. Aurora and Omar love to relax in a sunny spot and Dante loves to go on hikes and take trips to the dog park. And of course, everyone loves treats!

Interested in nominating a co-worker? Send a photograph and a short bio about the pair to lwagner@modecommercial.com



APRIL 2012

SUN	MON	TUES	WED	THURS	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

events calendar

Palm Sunday

April 1st

Holy Thursday

April 5th

Good Friday

April 6th

Passover

April 7 - 14th

Easter

April 8th

Tax Day

April 17th

Holocaust Day

April 19th

Earth Day

April 22nd

Country Thunder

Florence, AZ

April 12-15

Glendale Jazz & Blues Festival

Historic Downtown Glendale

April 14-15

Scottsdale Culinary Festival

Food, drink & music

April 17-22

Urban Wine Walk

Downtown Phoenix

April 21

Legomania

Glendale Main Library - 3:30 to 5 pm

April 23

Maricopa County Home & Garden Show

Arizona State Fairgrounds

April 27-29

April Observance & Fun Facts

Birthstone: *DIAMOND & CRYSTAL*

Fruits & Veggies for the Month of April: *STRAWBERRIES, ASIAN PEAR, TOMATILLOS*

April Flower: *DAISY & SWEET PEA*

Astrological Signs: *ARIES (until 19TH) & TAURUS (20TH on)*



Interesting April Trivia

1. The American Revolutionary War began on April 19, 1775
2. 15th April 1912 R.M.S. Titanic struck an iceberg and sank
3. April is national Poetry month in the United States
4. World Health Day is recognized on April 7th
5. On April 14th 2002, Tiger Woods won his 3rd Masters Golf Tournament

Make your own...

LEMON TEA BREAD

INGREDIENTS

- | | |
|------------------------------|-----------------------------------|
| 1/2 cup butter, softened | 1/2 teaspoon salt |
| 1 cup granulated sugar | 1/2 cup milk |
| 2 large eggs | 2 tablespoons lemon rind, divided |
| 1 1/2 cups all-purpose flour | 1 cup powdered sugar |
| 1 teaspoon baking powder | 2 tablespoons fresh lemon juice |
| | 1 tablespoon granulated sugar |

DIRECTIONS

Beat softened butter at medium speed with an electric mixer until creamy. Gradually add 1 cup granulated sugar, beating until light and fluffy. Add eggs, 1 at a time, beating just until blended after each addition.

Stir together flour, baking powder, and salt; add to butter mixture alternately with milk, beating at low speed just until blended, beginning and ending with flour mixture. Stir in 1 tablespoon lemon rind. Spoon batter into greased and floured 8- x 4-inch loafpan.

Bake at 350° for 1 hour or until a wooden pick inserted in center of bread comes out clean. Let cool in pan 10 minutes. Remove bread from pan, and cool completely on a wire rack.

Stir together powdered sugar and lemon juice until smooth; spoon evenly over top of bread, letting excess drip down sides. Stir together remaining 1 tablespoon lemon rind and 1 tablespoon granulated sugar; sprinkle on top of bread.

Lemon-Almond Tea Bread: Stir 1/2 teaspoon almond extract into batter. Proceed as directed.

