



# Business Success Today

*Business Insights Brought to You by Your Real Estate Professional*

**Everest Commercial Real Estate Services**

## Successful Real Estate Solutions!

*The Everest Group was recently involved in the following noteworthy transactions.*

- ▲ Roy Meierdiercks represented the Seller in the sale of the 5,040 SF retail/showroom building located at 651 Reading Road in Mason, Ohio, for a selling price of \$525,000.
- ▲ Frank Torbeck, SIOR, represented the Seller in the sale of the 5,334 SF office building located at 6240 Hamilton Avenue in Cincinnati, Ohio.
- ▲ Frank Torbeck, SIOR, represented the Landlord in leasing the 9,120 SF office/warehouse building located on 2.55 acres at 1008 Seabrook Way in Amelia, Ohio.
- ▲ Karen Duesing represented the Seller in the sale of the 0.63 acre lot located on Route 22&3, Montgomery Road and Fields Ertel Road, in Loveland, Ohio.
- ▲ Tom Dix represented the Seller in the sale of a 5,620 SF firehouse located at 410 Market Street in Neville, Ohio.
- ▲ Adam Simon represented the Landlord in leasing 4,670 of office/warehouse space to Windows Direct at Cornell Office Warehouse Park in Blue Ash, Ohio.
- ▲ Melissa Whitehead represented the tenant, Adam Leigh-Manuelli Photography in leasing 2,300 SF of office/warehouse space at the Blue Ash Business Place in Blue Ash, Ohio.
- ▲ Adam Simon represented the Landlord in leasing 2,376 of office/warehouse space to Computerxpress at Corporate Woods, 4440 Lake Forest Drive in Blue Ash, Ohio.
- ▲ Adam Simon represented the Landlord in leasing 2,300 of office/warehouse space to Auxilio, Inc. at Cornell Office Warehouse Park in Blue Ash, Ohio.

### MARKETING

## Predictive Analytics: This Century's Crystal Ball

It's getting easier for small and medium-size enterprises (SMEs) to use predictive analytics (PA) to make informed decisions in areas such as marketing, sales, supply chain optimization, and more. Increasingly, organizations of all sizes are using sophisticated statistical approaches to forecast future trends and behaviors from historical data. It helps to have a crystal ball these days.

While use patterns have long been employed to forecast future demand, technology has made data analytics faster, less costly, and more accessible. As a result, many smaller businesses are now using it to identify growth areas and to market certain products or services to easily identifiable target groups via special offers or other tightly focused approaches.

PA models can help retailers fine-tune consumer messaging; in sales, it can put you ahead of the pack. Real estate agents, for example, can focus marketing dollars on targeting individuals most likely to be interested in certain listings, as well as price forecasting for a specific property. Agents also can pinpoint owners who are most likely to sell their buildings – and therefore might welcome an approach. It's a long way from a cold call.

That said, PA is most valuable when predicting group behavior. It's not so much about the individual customer as it is about identifying behavior patterns of an entire customer segment and using that information to inform business strategy. For instance, if historical data indicates a customer segment is highly likely to move to a competitor, you can respond with a special retention offer. Quickly, directly, easily. And very likely successfully!

# Live Like a Super-Achiever and Love What You Do

Success doesn't just happen. Those who make it to the top – whether they are star athletes, business titans or standouts in any other field of endeavor – set their sights on being successful and continually reach for the stars.

These individuals have a number of common traits:

- **Passion:** Super-achievers have unwavering faith in what they seek to accomplish and a steadfast belief that they are capable of achieving the goals they set for themselves.
- **Perseverance:** In the face of obstacles, top achievers call on inner strength, courage and self-confidence to persevere.
- **Resilience:** They use challenges to become smarter, stronger and more determined and are not distracted or derailed by obstacles.
- **Optimism:** Successful people

hold positive beliefs about their goals, lives and abilities.

- **Curiosity:** Super-achievers are risk takers who often do things differently. They see problems from different angles and are not afraid to take action.

Camille Sweeney and Josh Gosfield studied 36 super-achievers for their book *The Art of Doing: How Super-achievers Do What They Do and How They Do It So Well*.

Through their interviews, the authors found that super-achievers have a tremendous sense of personal responsibility and are able to manage emotions and channel frustration in a constructive way. They also exhibit “strategic patience,” meaning they have personal discipline and a good sense of timing.

Above all, super-achievers love

what they do and do what they love, according to Sweeney and Gosfield – not a bad way to work or live.

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## Successful REAL ESTATE Solutions

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