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We are grateful for another great year of service to our clients. Seasons Greetings and a Happy New Year!



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Brasler Properties

Is your vacant space ready for immediate occupancy?

September 30th 2010, Record rainfall forced SQS Video to relocate product from their warehouse due to rising floodwaters along the Schuylkill river in Reading, PA to a 40,000 s/f unit at the Rte. 61 Distribution Center.

Chris Brasler, Brasler Properties CEO stated that "Hold harmless, License Agreement and Insurance certificates were exchanged without delay allowing the company to move their valuable product in overnight, averting a possible disaster."

The Brasler team at the Rte. 61 Distribution Center has



Rte. 61 Distribution Center

handled 5 similar immediate occupancy deals, including Elbeco, Walmart, Rock Solid and East Penn, all over 20,000 s/f in the past year due to the fact that the space has valid CO permits in place for the typical operations taking occupancy,

the space is prepared and the docks are functional.

"There is no secret recipe to this important cash flow during tough times when term deals are few and far between, however, more than ever, when surveying available spaces in Central and Eastern PA, we are coming across space that can't be ready in less than 30 -60 days, because the money is being held back from making the space ready for occupancy. Too often, I hear the stale bankers excuse, that the tenant can see the quality of the space and we will deploy the money once a deal is negotiated."

Today, with money tight tenant's are wondering if something might be wrong and would rather see a 100% depletable asset than a promissory note on what could be in the future. Corporations are demanding transparency to the TI dollars and are inserting more stringent guarantees on completion of improvements in leases due to the wariness and pervasive money drought.

So, is it better to hold off on deploying hard to come by cash, or is it better to get the improvements in place and possibly take advantage of the emergency deals. Based on several tough years of experience, we can say confidently that deploying the funds and being able to legally populate the space at a moment's notice has become fertile territory.

It also helps when the TWP and Fire authority you are working with are proactive and willing to work fast to review new occupancy if necessary.

The Rte. 61 Distribution Center located off Rte. 222 in North Reading currently has 100,000 s/f available with 20 docks in any divisible increment down to 20,000 s/f. with rail available. The space is food grade and heavily insulated to accommodate refrigeration, providing real use flexibility.

For more information please contact Steve Willems at NAI Keystone, please refer to Inside Front Cover for contact and property information. ■

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