

# CASE HUFF CHRONICLE

"THE COMMERCIAL PROPERTY SPECIALISTS"

**SOLVED**

- Parking Lots
- Landscaping

**DEFER TO NOW**



## → PARKING LOTS

**di-lem-ma** - a situation requiring a choice between equally undesirable alternatives.

By definition, owners truly face a 'dilemma' regarding the timing of property maintenance. During the slow recovery of our struggling economy, deferring maintenance issues has sometimes been a necessary option. However, signs of disrepair, like an unmaintained parking lot, are unappealing to potential tenants, which are still hard to come by during economic recovery. One of your highest priorities is cash flow, which of course means keeping spaces leased. Retail tenants, whether existing or prospective, are primarily concerned about appealing to customers. All of this leads to one vital rule to live by:

**"Don't be *ugly* in a *recovering* economy."**

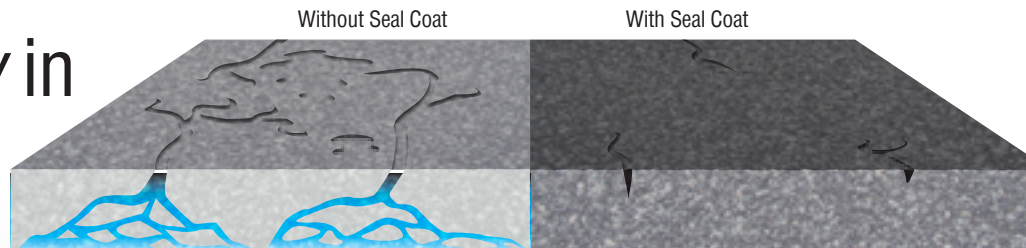


Freshly Seal-Coated Lot

### **Preventative Maintenance:**

**Implement a program of preventative maintenance as soon as possible.**

- Periodically apply seal coat to your asphalt parking lot.
- Modern asphalt quickly succumbs to the Arizona sun.
- Resealing can delay the deepening of cracks and sub-surface deterioration, slowing the accumulation of liquids below the surface.







## → LANDSCAPING

Of course, it's not just poorly maintained parking lots that can discourage potential tenants. Landscaping is also a crucial part of curb-appeal. Something as simple as a new bed of flowers, such as the one shown at right, conveys the reassurance to both potential and existing tenants that the quality of their work environment is important to ownership. With the current large inventory of vacant space, competition for tenants continues to be stiff. While price is a motivating factor, good tenants will often opt for quality at a higher dollar.

The truth is, building owners can not afford to be "ugly" in any economy. Choosing the right materials, service contractors, and project timing for your maintenance budget can be a tedious project. History proves time and again that it is better to spend a little change to avoid being "nickel and dimed" to death, so to speak. Case, Huff & Associates can help you manage the dilemma of maintenance challenges facing commercial real estate owners today, bridging the gap between failure and success.



**"so-lu-tion - something *done* to end a problem."**



Imagine touring a property as a prospective tenant and seeing the image above (top) - not too impressive. The photo below it of the exact same flower bed is much more appealing. The key is finding the middle ground between a costly complete overhaul and doing nothing. The type of plants and trees selected to freshen up this flower bed resulted in a much lower cost and repairing the watering system had long-term benefits for the property.



**CASE  
HUFF  
& ASSOCIATES**

COMMERCIAL REAL ESTATE SPECIALISTS

14861 North Scottsdale Road Suite 105  
Scottsdale Arizona 85254-2788  
602.252.9300  
602.252.6860 FAX  
[www.casehuff.com](http://www.casehuff.com)

**"Like having an app for all your real estate needs."**



Have you "liked" us yet?

