



ROSS PROPERTY
ADVISORS

REAL ESTATE DECISION MAKING

THE ART OF A GOOD DECISION

8098 N. Via de Negocio, Suite 101
Scottsdale, AZ 85258

TEL 480 212-7600

FAX 480 212-7610

Toll Free 866 907-7677

www.rosspropertyadvisors.com

Lance Ross, SIOR

lross@rosspropertyadvisors.com

TEL 480 212-7677

CEL 602 369-7677

Ted Liles

tliles@rosspropertyadvisors.com

TEL 480 212-7608

CEL 562 756-8359

Garrett Lough

glough@rosspropertyadvisors.com

TEL 480 212-7606

CEL 602 481-1949

Julie Palmer

jpalmer@rosspropertyadvisors.com

TEL 480 212-7601

CEL 602 376-4585



If there is one thing we humans abhor, its uncertainty. Most of us will do just about anything to avoid uncertainty. Some of us defer decisions endlessly because of doubt.

A recent article in the Wall Street Journal illustrates the point with a simple arithmetic question: "A bat and ball cost \$1.10. The bat cost \$1.00 more than the ball. How much does the ball cost?" The vast majority of people quickly and confidently respond the ball costs \$.10. This answer is understandable and wrong. The correct answer is five cents for the ball and \$1.05 for the bat. If you got it wrong, so did 50% of the students at Harvard, Princeton and the Massachusetts Institute of Technology. The point of this exercise is to show we are not all as rational thinkers as we would like to believe.



Why is there so much uncertainty and why do intelligent people continue to make irrational decisions regarding real property?

As business people, we theorize that others will make predictable and rational decisions that lead to the best possible outcome. This suggests people will maximize their gains and minimize their losses. Markets which tend to experience highs and lows are often driven by a "herd" mentality, which good, bad, or indifferent tends to skew our convictions, instincts and/or principals. Therefore don't discount emotions and behavioral biases when making economic choices.

What is one to do when faced with an uncertain situation?

One must recognize that it is critical to carefully evaluate the information available. When you contemplate risks, you are attempting to eliminate the surprises and the mistakes inherent in any decision. Failure to perform adequate due diligence is a bad practice that will ultimately increase risk.



HOW DO YOU KNOW IF YOU HAVE MADE A GOOD DECISION?

Making the wrong decision and making a bad decision are very different. The distinction is important. It separates outcomes, which you can't control, from processes, which you can. Wrong decisions can happen, but bad decisions are unforced errors and often the difference between success and failure.

If you identify talented people with accurate, timely information, and articulation of thought, your success rate for decision making is vastly improved. Good decisions brilliantly executed lead to enhanced results.



"I'm lost, but
I'm making
good time."

Yogi Berra

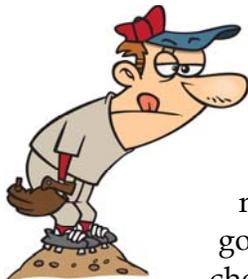


ROSS PROPERTY
ADVISORS

REAL ESTATE DECISION MAKING

THE ART OF A GOOD DECISION

ARE YOU MAKING THE RIGHT CALLS?



If you, the customer, are simply a target of opportunity and not the foundation of the service business, then it may be time to question the core value of the service provider. To be a professional consultant, you must have an underlying ethic. It must provide enhanced value to the customer and the primary goal should not become self-aggrandizement. Sometimes, the easy choice is not always the best choice.



The ability to listen is frequently cited as critical to any relationship, personal or professional. We know that by listening to you, we learn what is important to you. Understanding your needs grants us the opportunity to provide you the information to insure that your needs are fulfilled.

Our advisory approach assists clients in identifying and implementing solutions that enable their real estate assets to more effectively support their core operating strategies. Our talents lie in providing strategic advice and transaction execution, with particular emphasis on analytics, finance, strategy and valuation.

Property users are understandably confused. Confusion is a rational response to the current property market. Why have property prices remained so high? Where is the money to acquire property? Who can I rely on to help me with making the best decision for my company?

CHOOSING THE RIGHT TEAM



One must understand that brokers are sales people. Making a suitable recommendation may not necessarily be the best recommendation. Those in the real estate community are often influenced more by what they perceive, hope and expect rather than what is actually occurring at the time.

Simply put: providing information to help our clients make a better property decision is at the heart of everything we do. We differentiate ourselves at Ross Property Advisors; first and foremost we are not sales people. We are not here to sell you anything. On the contrary, we are here to help you make the best decision for your business; which in turn will lower your expenses, not your expectations.

You can feel confident about the information provided at Ross Property Advisors. If objectivity is a concern about your current real estate representative, then contact us today to compare the differences.

It's nice to have confidence in your advisor or consultant. When preparation and execution matter, users of industrial property choose Ross Property Advisors. We have earned a national reputation as a knowledgeable, effective, objective, and experienced advisor. We invite you to experience the difference.



**CALL US TODAY TO DISCUSS HOW ROSS PROPERTY ADVISORS CAN
HELP YOU MAKE THE BEST REAL ESTATE DECISION POSSIBLE.**