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The Multi-Screen Theatre In A Shopping Center

The key tenant in a shopping center is often a store from a nationwide chain that carries a wide variety of quality, brand-name items. But the multi-screen movie theatre may attract more people, more often than any type of store. Instead of signing just a department store as the anchor tenant, some shopping center owners and operators have decided that a movie theatre is a better drawing card for shoppers and have signed up both as key tenants. Either before the movie begins or after it is over, people can and will shop. Usually, all of the family members will come to the theatre, although not all together or at the same time. It has appeal for the whole range of spenders, from Mom and Dad to teenagers and their friends. By encouraging people to "get out of the house", movies also encourage these people to combine a shopping trip with a few hours of movie entertainment.

Special Applications

Because a movie theatre has special attributes, here are some further ideas about the use of a theatre as a key tenant in the shopping center:

- Late running movies end after the stores in a shopping center will normally have closed. There will be no di-

rect benefit to the stores when the movie is over, other than window shopping.

- This means that the theatre should schedule plenty of afternoon and early evening programs to be an effective "anchor" tenant.
- Saturday morning or afternoon shows that are designed particularly for young children afford an excellent opportunity for parents to shop while the kids are safely enjoying the movie show. The shopping center operator should negotiate a realistic programming schedule with the theatre manager, a schedule that will also let parents shop for uninterrupted hours.
- Many movie theatres display advertisements on the screen. These ads not only boost the awareness of stores and services available within the shopping center, they suggest to movie goers: "Go shopping."

The Shopping center operator could also prepare a directory of all stores and services available within the center and include hours of business for each. This "pocket size" directory could be taken back

August 2020

This publication is not a solicitation but is an information service from this office.

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When ideas in tax and other legal areas in this publication seem to fit your situation, it is recommended that you discuss them with your professional advisor before taking action.

(continued)

to the car and then home as a ready reference for the theatre patron.

- Think about security for packages during the time shoppers are in the movie theatre. Security guards and a roving patrol car help minimize problems. Stores might hold packages purchased before the movie starts for pickup later.

Locate The Theatre Within The Center

The whole idea will be wasted if the theatre is located

off by itself, near the end of the shopping center. The best location is in the middle of the shopping center with retail stores on each side of the theatre's main entrance. This permits, and encourages, theatre goers to walk and see the stores nearby. Some shopping centers have the exits from the movie theatre lead patrons to the retail stores. Positioning of these exits, of course, would have to be approved by the fire department. □

Controlling Property With A Purchase Option

A purchase-option contract lets the buyer-optionee purchase a property at a specific price within a certain period of time. If the option is exercised, a closing is held and the property is purchased at the price previously agreed upon. There is no legal obligation to buy the property. But, if the optionee does not exercise the option, the deposit paid to the seller-optionor is forfeited.

The biggest differences between the purchase-option and direct ownership may be two advantages from the viewpoint of the investor: First, the short term (6 to 24 month) purchase option contracts can be an outstanding way to control property without assuming the responsibilities of ownership. Second, the contract enables the optionee to receive all of the benefits from appreciation in market value of the property.

Basic Responsibilities Eliminated

There are five basic responsibilities of property ownership that are eliminated by using the purchase-option contract:

Long-term Commitment. With many investments, there will be no cash profit from property ownership until the property is sold. With the purchase-option, the responsibility for a long-term commitment of ownership is eliminated. The optionee's commitment is short-term only, with the ability to sell the option, buy and immediately sell the property, or never buy the property.

Mortgage Payments. There are no mortgage payments made by the optionee. He has eliminated the responsibility to "pay for" the property during the period when the purchase-option is open and unexercised.

Property Management. There will be no responsibility with respect to managing and maintaining the property unless the optionee exercises the option and takes possession of the property. In a

straight purchase, the buyer must begin maintaining and managing the property right after closing—a time consuming and costly responsibility.

Cash Payments Required. As we all know, property ownership involves payment in full or cash down payment (10% to 25% or more). When the property is controlled with the purchase-option, the down payment is replaced by an option deposit (the consideration in the contract), that can be in a much smaller amount, perhaps in the 1% to 5% range.

Financial Liability. Optionees have no financial risk in the property other than the amount paid in the option contract. The property owner must pay the property taxes, mortgage payments, insurance payments, maintenance and repairs and any other obligations of ownership.

The optionee has the specified period of time that is in the term of the option in which to buy the property or decide to pass. During the time, the optionee can evaluate the potential and make those decisions. It is certainly the best way to hold a property for an increase in value over a very short term.

Control Of Property

Most real estate investors have traditionally been attracted to commercial real estate opportunities. Typically these investors have been well rewarded for their investment. Properties that are designed for "doing business" proliferate and succeed as businesses grow and diversify and become more and more profitable. For investors to be successful it is important to understand the operation of the particular commercial enterprise involved in the real estate investment.

However, some investors look for the short-term investment with less of an emphasis on "doing business" and more pre-investment research on controlling property for the maximum gain in the short term. These investors often use the option or purchase-option. □

Investing In Apartments

The demand for apartment rentals remains very strong, but good management has always been the most important point in increasing or maintaining annual operating profits. Being a skillful manager requires intelligent handling of the functions of buying and selling properties, rent collections, maintenance, leasing, controlling expenses, refurbishing, management accounting and more. All of this requires long “hands-on” experience in the field with plenty of assistance from the latest in operational and administrative hardware and software. Professional management companies usually do a much better job than owners and more than earn their fees.

Here are a few tips on types of apartments and ways to invest in them.

The Market

Apartment properties, as always, continue to be the favorite investment property for many investors. Of course, these investors purchase income producing real estate to make money. One of the advantages that apartment property offers investors is the higher ratio of building to land value which means that more of the capital investment can be depreciated.

It is also possible to reap substantial rental income from a relatively small investment, with a large amount of the purchase price being financed by first and second mortgages.

Types Of Apartment Properties

Downtown High Rise. The advantages of the downtown apartment is its accessibility (both for work and shopping) to the business heart of the city, and the cultural and entertainment facilities available.

Fringe-Area Medium-Rise. Cost considerations for the renter makes these more attractive and they have a friendlier atmosphere than the high-rise.

Garden Apartments. These generally fall into the middle-income or semi-luxury class. In one Southern city, a study showed about half the tenants in a project were single, while the other half were married couples with few or no children.

High-Value Garden Apartments. These appeal mostly to persons who want to live in the suburbs without having the responsibility of a house. The apartments tend to be large, both in terms of space and number of rooms.

Suburban Luxury High-Rise. These are often popular in high-income suburbs near fairly large cities. They combine the full range of luxury features

(swimming pools, organized social activities, etc.) with the advantages of suburbia (less congestion, adequate parking, modern shopping facilities). Usually, these projects are located at or near key access routes.

Studies have also shown that the main reason tenants have given for selecting a particular apartment project is its accessibility to the job. Most emphasis is on travel *time* rather than *distance*. Fast expressways open up a wider territory for rental projects. After-work accessibility to convenient shopping, which in the suburbs means access to a shopping center.

Location. If the apartment fits these criteria for tenants, check the location and surrounding neighborhood. You don't know what you're buying unless you take a hard look at the neighborhood in which the apartment is located. How does the building compare with other buildings in the area? What are others offering to tenants in the same neighborhood? How do rentals compare? What about transportation facilities? How close to the business area are you? Make a careful study of schools, recreation and shopping facilities, traffic flow, and churches. An analysis of these factors is essential.

Layout. Study the number and layout of the apartments, average rent per room, and prospects for increases. How competitive is the rental level? Don't automatically assume that the rental level is equal to the rental value. Remember that an apartment rented at a bargain price in a financially well-off community has more rental value than high-rent premises in a declining area. Also, a low-rent apartment in a fashionable neighborhood will bring more than a much better apartment in a middle-income area.

Condition. Before investing, the physical condition of the property must be checked. Whether or not the building and the grounds are in good condition may make the difference between profit and losses for you. Look carefully at the age and type of equipment used. Check for signs of deferred or substandard maintenance. Otherwise, you may find that you will be faced with abnormal costs after you acquire the property. If you expect to get the same rentals as other buildings in the neighborhood, the appearance of your buildings and grounds should compare favorably with the others.

However, a property that is in poor physical condition may be just what you want if you are renovating apartment buildings. □

Acquiring Investment Land

Land is one of the top investments by real estate professionals. Before any building project can be planned, the land must be available. At all times, real estate assemblers are looking at and acquiring under-utilized sites within cities or in suburbs. Here are some ideas on how those professionals do it.

- **A thorough knowledge.** Only purchase or option property in well-known localities to reduce the risk of unexpected surprises. If the locality is not familiar, seek out local professionals for their opinions.
- **Be a follower.** Being the first to buy increases the risk of being wrong and may mean an unexpectedly long wait until values rise. It is often better to go in after values have begun to increase or after some development has started.
- **Government maps.** Local governments often have maps and plans for projected roads and highways. These can point the way to desirable acquisitions.

- **Prepare an acreage map.** The map should show the ownership of all tracts in the locality and (if known) the asking price of each. This step marks the prime difference between the professional and the non-professional land acquirer.

- **Seek out builders.** Try to find a builder willing to let you act as an intermediary in acquiring land.

- **Option or installment contract.** When acquiring property, get a firm commitment from the landowner without the buyer having to pay out cash. This can be done either with an installment contract under which the buyer can pay interest only for the period of years with a right to walk away without further penalty.

Note: An investor or investment group retained by a builder to find land is obligated to give the builder the first opportunity to buy in all cases. However, any land the builder does not want may be a good investment for the assembler since its value is likely to increase as new construction occurs. □

The Upkeep On Your Rental Property

Keeping your property in top condition is not difficult if it is a continuing effort. There will be a plan in place for making ongoing improvements by investing a portion of each year's income. Failure to do this will result in a neglected property.

Many investment properties suffer from improper care and neglect. Getting started on the program of enhancing the value should focus first on three areas. These three will immediately make an office or apartment building begin to stand out:

1. The lobby and interiors of the building must be perceived by tenants and visitors as something unique.
2. The outside appearance from the street must give a favorable impression to passers-by, both pedestrians and those in vehicles.
3. The building must stand out from its surroundings when seen from a distance.

The Improvements

Here are a few improvements that usually will change the appearance of an office or apartment building quickly:

- A new lighting system will enhance the nighttime visibility and take advantage of any nighttime traffic. The building will be more visible from a distance.
- In older buildings, the elevators often are slow and reflect the age. Without changing the entire elevators, an electronic control system might be added, producing a swifter and more consistent service.
- Replace the wall coverings on each of the floors to produce a lighter, cleaner image.

It is seldom necessary to "do" an entire building all at one time, disrupting tenants and running up big costs. Try an improvement on one floor to see how it works and how effective it is. If it makes sense, phase in the improvement over a period of months or years. □



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