

Business Real Estate Strategy for Charlottesville

Entrepreneurs

Most Charlottesville small business owners will recognize this post-startup scenario. It's the moment when the whole idea of long-range planning first starts to make sense.

Although everyone who stakes his or her claim in a new business hopes for success, in the beginning, that outcome is far from certain. Throughout the early going, the first order of business has been simple *survival*—and that's been a full-time job. You work your tail off 20 hours a day, tackle all the expected (and unexpected) challenges, and if the best happens, see the bottom line begin to brighten. And then, the reality dawns: your brainchild actually *has* a future—and it might just be a really bright one!

Last week, *Forbes* published a piece of business real estate advice for anyone in that happy position. It urges paying attention to one strategic area that can prove to be a “stealth benefit”—one significant enough to make the struggle that much more worthwhile.

In brief, *Forbes* recommends that as soon as you determine that your business has a future, it's time to focus on establishing its permanent quarters. That means seizing control over your Charlottesville business's real estate future. There are two directions:

1. **Long-term lease.** Stability can be vital for a fledgling enterprise, making a five- or ten-year (or even longer) lease essential for providing your business real estate the requisite permanence. Commercial leases are more complex than typical residential ones. That complexity makes it essential to evaluate competing offers using an apples-to-apples approach. A *single net lease*, for instance, carries relatively few obligations other than the monthly lease payment, whereas a *double* or *triple net lease* includes variables like property insurance and taxes—and even maintenance. Identifying the best offer takes a sharp pencil plus an awareness of the need to account for future unknowns—plus (as *Forbes* points out) the counsel of an experienced CPA.
2. **Direct ownership.** Here, you buy the property. It's a considerable obligation, but your accountant can advise on the best ways to take advantage of some “stealth benefits” of becoming your own landlord. For instance, when your business pays you rent, that cash is passive income (you pay no payroll tax). Your company might also pay all of the property's expenses, while you deduct depreciation and interest. If and when the property appreciates, it accrues to you. And ultimately, should you sell the business, you might lease your Charlottesville property to the new owner—creating a retirement income stream.

Long range business real estate planning may seem like a pie-in-the-sky abstraction when you first start out—but soon enough, its impact on your bottom line can become real enough. We're here to help you make the most of the Charlottesville real estate opportunities that are out there. Let's talk about ways to start improving your bottom-line today!



kw | **charlottesville**

SETH BATTON

REALTOR, ABR®, e-PRO®, GREEN®

Born and raised in the Shenandoah Valley of Central Virginia, I love everything outdoors. Most of my free time is spent hiking, rock climbing, playing water sports, or cooking out on the back deck with friends. As a child, my parents built me with the core values of a southern gentleman. Trust starts with honesty and honesty builds integrity. I'm a technology guru! One of my favorite hobbies is restoring old homes in depressed neighborhoods to meet the needs of our generation today. My mission is to build a career worth having, a business worth owning, and a life worth living.

I'm an Accredited Buyer's Representative (ABR) with the National Association of Realtors. Which means I have extensive training to help walk you through the home buying process from start to finish. From lenders and home inspectors to mortgage agents and closing companies, together we will find the best home for your family's needs!

As an e-PRO®, I can show your home to over 500 million visitors today. And you don't even need to vacuum! Curb appeal isn't just about looking good from the street. It's about looking good from the digital highway!

For more information contact me at:

Seth Batton, Realtor

3510 Remson Ct., Suite 301

Charlottesville, VA 22901

(c) 540-241-1877

(w) 434-220-2200

SethBatton.com

seth@FindHomesInCharlottesville.com



Copyright 2017 Keller Williams® Realty, Inc. If you have a brokerage relationship with another agency, this is not a solicitation. All information deemed reliable but not guaranteed. Each office is independently owned and operated.