

## *Definition of resilient*

: characterized or marked by resilience: such as

a: able to become strong, healthy, or successful again after something bad happens

b: tending to recover from or adjust easily to misfortune or change

Due to Covid-19, Commercial Real Estate, and Retail in particular is facing some pretty strong headwinds. In California, restaurant, retailers, gyms, salons and many other businesses are facing uncertainty that is unprecedented in our lifetimes. That's the cold hard truth! We may not like, it but we understand it to be the current reality.

The message this month is not one of gloom and doom, but one of **RESILIENCY**. That's the word that keeps coming to mind as we continue to forge ahead. We are working harder, smarter and more tenaciously for likely less money in the near term. All of us in CRE-- brokers, owners/operators of real estate, investors, developers, retailers, restaurants all feel the impact and effects of Covid-19. There's a lot of negative news out there—I've learned it's all about attitude and resilience to fight through the current circumstances.

I use a lot of sports analogies in conducting business and to the extent you get any value out of it, I hope you find it useful.

## 1. WORK TOGETHER AS A TEAM.

*We're in this together! It takes a spirit of cooperation to achieve our goals; for Landlords to maximize cash flow and for Tenants to maximize sales volumes. In the short term, cash flow and volumes are greatly impacted. Keep in mind the big picture; long term relationships, shopping centers operating at optimum levels benefit all parties. Achieve success together.*

## 2. EMBRACE THE SUCK.

*Make the sacrifices today that set you up for long term success. Put in the work now; deferment, payment plans, help with business promotion, etc. Be willing to do what it takes (and oftentimes what others are not willing to do) to ensure success. You likely have to do things that aren't necessarily profitable or easy. In the long run, it will pay off with healthy rent to sales ratios for tenants; returning to pre-Covid sales volumes and a boost in NOI for Landlords.*

## 3. PLAYMAKERS AND HAMMERS.

*In basketball, you need playmakers; i.e., those that facilitate and make each player around them better. Continue with that spirit of cooperation until everyone around you is better. Be the difference maker! In football, there's Hammers and Nails. Be the Hammer, be the person that takes control, leads on the field and gets you across the goal line.*

## 4. LFG!!! (SELF-EXPLANATORY ACRONYM)

*The time is now; go out and make it happen everyday.*

**BE RESILIENT!**



**FLOCKE &  
AVOYER**  
Commercial Real Estate

**BRIAN QUINN**  
Senior Vice President  
bquinn@flockeavoyer.com  
858.875.4672  
License ID: 01009041