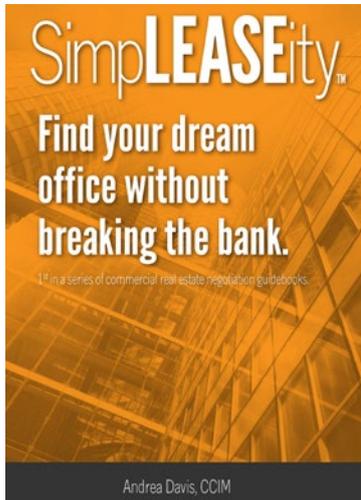


BOOK REVIEW



IF YOU'RE LOOKING TO lease commercial space for your business but don't know where to begin, look no further. **SimpLEASEity™** is a business owner's guide to winning the game of commercial real estate leasing with valuable information, tips and strategies.

Author and award-winning commercial real estate broker, Andrea Davis, provides readers with an 11-step guide to leasing office, medical, industrial and retail space. Using simple, straightforward language, she makes the case for why a business owner should never lease commercial space without representation and offers sound advice on how to negotiate a lease, no matter the size of the business. From hiring a tenant rep to monitoring the build out, each chapter take a close look at different aspects of the leasing process.

SIMPLEASEITY™ **BY ANDREA DAVIS**

"I am thrilled to share this long overdue, comprehensive tool to help business owners be on a level playing field when leasing commercial space. **SimpLEASEity™** evolved based on clients need for basic information on the lease process. This book is designed to open business owners' eyes to common pitfalls they often fall prey to when signing a lease without representation, and simplify the complex transactional process," said Davis

Following the final chapter in the book, readers are met with a detailed appendix, which highlights the 11 Step Guidelines described in each chapter. The section also includes a useful list of commercial real estate definitions that readers can easily refer to again and again. Davis' next book, *Simply Own It*, the American Dream, is forthcoming this year.

To learn more about Davis and **SimpLEASEity™**, visit andreadavis.co. **SimpLEASEity™** is currently available on Kindle and in book form on Amazon.com.

ABOUT ANDREA DAVIS

Andrea Davis, CCIM, has practiced commercial real estate for over twenty years. Davis's breadth of knowledge stretches from developers to landlords to buyer/tenant representation and investments. Within the commercial real estate industry, Davis has won numerous awards. The Phoenix Business Journal ranked Andrea Davis CRE in the top 10 of Ranking Arizona for the category of Office Brokerage. ■

◆◆ DIVERSIONS ◆◆



WELCOME TO HEAVEN

God looks over the millions of people and says "Welcome to Heaven. The women are to go with Saint Peter, and the men are to form two lines - one line of men that dominated their - women on earth, and the other of men who were dominated by their women."

With much movement the women are gone and there are two lines. The line of the men that were dominated by women is 100 miles long, but the line of men who dominated women has only one man in it. God angrily says, "You men should be ashamed of yourselves. I created you in My image and you were all dominated by your mates. Look at the only one of my sons that stood up and made me proud and prepare to learn from him!"

God turns to the man and asks, "Tell me son, how you managed to be the only one on that line?"

The man says, "I don't know. My wife told me to stand here."



ACTUAL CLASSIFIED ADS

- 2 female Boston Terrier puppies, 7 wks old, Perfect markings, 555-1234. Leave mess.
- A superb and inexpensive restaurant. Fine food expertly served by waitresses in appetizing forms.
- Dinner Special -- Turkey \$2.35; Chicken or Beef \$2.25; Children \$2.00.
- For Sale: an antique desk suitable for lady with thick legs and large drawers.
- Four-poster bed, 101 years old. Perfect for antique lover.
- Now is your chance to have your ears pierced and get an extra pair to take home, too. We do not tear your clothing with machinery. We do it carefully by hand.
- For Sale -- Eight puppies from a German Shepherd and an Alaskan Husky.
- Great Dames for sale.
- Have several very old dresses from grandmother in beautiful condition.
- Tired of cleaning yourself? Let me do it.
- Dog for sale: eats anything and is fond of children.
- Get rid of aunts: Zap does the job in 24 hours.
- Toaster: A gift that every member of the family appreciates. Automatically burns toast.
- Sheer stockings. Designed for fancy dress, but so serviceable that lots of women wear nothing else.

In just two days, tomorrow will be yesterday.