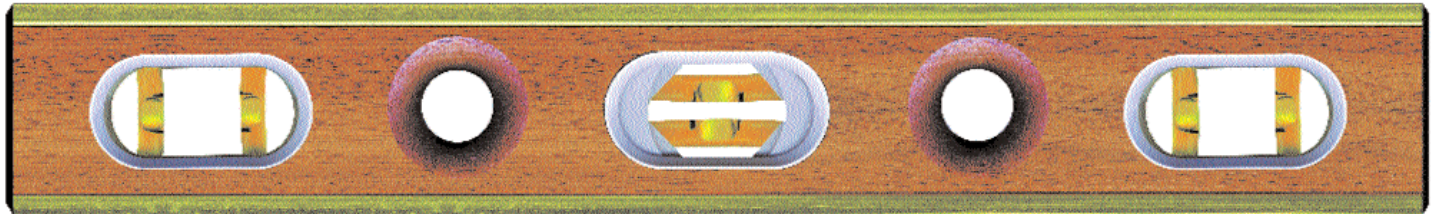


ON THE LEVEL



A Newsletter from STAR INC. to our customers, business associates, and friends

Spring 2007

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STAR INC. is a
Design-Build
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offering:

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Management

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Building Additional Paths To Ownership

by Bob Campana

Most business and organization leaders prefer to own their building instead of lease. The desire to own real estate is recognized as an intelligent investment strategy. Many professionals have considered it, but have not followed through for many reasons: lack of experience, capital, or market knowledge is common. But there are also ownership options that can open up additional opportunities to enjoy the financial benefits of ownership. Two popular solutions are described below:

Lease with the option to own

This strategy offers many benefits to the tenant. It allows them to position for ownership if their business conditions continue to support their strategy. It alleviates the need

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Many of the suites in Avon Pointe are owned as business condominiums by their occupants.

Deeper Networking

It's been said many times that business transpires largely within personal relationships. This statement has proven itself true many times over, but it should be clarified that strong personal relationships yield the real results. Most salespeople have stacks of business cards they've accumulated from chamber of commerce events, association meetings or conventions. But that alone doesn't make you stand out to your prospective prospects. And just as important as potential customers, it's important to cultivate relationships with *allies and influencers*—people who may not them-



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"Price is what you pay. Value is what you get."

- Warren Buffett

Lorain County Construction Growth

While many parts of Ohio are still struggling economically, Lorain County is seeing consistent growth in many areas. Even despite recent closings of some industrial plants, many other industries are continuing to thrive and expand. With properties in the outer ring suburbs of Cuyahoga County becoming more dense and costly, Routes 90, 80 and 480 create a convenient conduit for westward growth and commerce.

Medical offices are among the leading growth industries, shown locally by expansion from the Cleveland Clinic, Elyria Memorial Hospital, University Hospitals, Community Health Partners, Kaiser Permanente and more. And National retailers such as Best Buy, Walmart, Target and Home Depot continue their penetration into Lorain County. In turn, smaller businesses surround these, feeding off the high volume of traffic they bring.

Avon, Lorain, Elyria and Amherst in particular have seen many new buildings in recent years. And with North Ridgeville being among the top area cities in new home construction, support services and businesses are sure to follow. Southern Lorain County is also seeing some notable capital investment. This year alone, STAR is completing three large projects in Wellington for the health care and retail industries.

At any one time, STAR is working with dozens of possible customers considering new facilities as astute business leaders recognize the opportunities arising from local growth. Even the interest of those few who aren't quite ready or able to make the investment is a sign of the optimism they have in Lorain County.



"Henry will play the part of Godzilla in this dramatic rendering of the building's structural integrity."

Networking Continued from page 1

selves purchase your goods or services, but are well-connected, respected and may not mind helping you and your business.

To these prospects, allies and influencers, you can easily get lumped together with the other salespeople whose only apparent goal is to make money for themselves and their company. But a few steps are likely to set you apart and help you develop the *strong* relationships which can yield results more effectively:

Stand out from the crowd. Skip the small talk, get personal. That's right, show your humanity. What are you passionate about? What intrigues you? Ask them about *their* personal interests. Conversations like this are much more memorable than polite, but bland banter about the weather. And if you discover a specific interest you both share, you've made a huge step in building rapport.

Follow up. How many times has someone who wants your business sent you a note thanking you for your time and recalling important parts of your conversation together? That would impact you, wouldn't it? You spent the effort, time and money to meet people, spend 5 extra minutes when you get back to your desk. If you want them to think your company is different and special, you have to *act* differently and special.

Find ways to help them. This doesn't refer to all the valuable benefits they'll reap from your sales offering, which come later. What else—and *who* else—do you know that might improve their efficiency or revenues? That stack of business cards on your desk— are any of them possible sales prospects for YOUR prospect? Maybe among them are people and businesses that would compliment each other well. This is a major change in perspective. Start thinking more about what other people need for their business and there's a good chance you'll discover resources you weren't aware of.

There are dozens of other ideas that could make your networking more effective, but these three alone can put you among the tops in your company—and community. So target key prospects and allies, create a positive, memorable relationship and find creative ways to help their business. People won't forget you.

STAR PROJECTS

Completed Projects

LE CHAPERONE ROUGE — This 7500 sq. ft. daycare facility features wood frame construction and a brick veneer. An inviting entrance and central indoor play area are among the features that compliment the premier educational curriculum for this Lorain facility.



WELLINGTON HABILITATION CENTER — This 14,226 sq. ft. facility for Weber Healthcare features a sharp, stately exterior, heated floors and sidewalks, and moveable partitions to create up to seven distinct rooms within the main hall.



CHESTNUT LASER WASH — This past customer again came to STAR to design and construct a 2-bay Laser Wash in Chestnut Commons



LINKS OF AMHERST — Replacing a smaller, older structure, a new pro-shop and clubhouse was designed for a rural, but professional appearance, while still being very cost-efficient.



ALPINE VALLEY — When heavy snows collapsed their main lodge, owners turned to STAR for a sharp new facility for their Geauga County ski resort.

ELYRIA CHRONICLE-TELEGRAM — This 31,000 sq. ft. project features concrete wall panels and an attractive multi-design brick exterior. Large skylights shine down on the interior, which greatly improves the production and efficiency for one of Northeast Ohio's larger newspaper publishers.



Coming in our next On The Level

- A 42,000 sq. ft. shopping center in Brunswick shows off the efficiency and attractiveness of Snap-In Brick and Tilt-Up Concrete.
- Yet another STAR auto dealership in Sheffield rises along Interstate 90.
- 20,000 sq. ft. of new retail and college facilities respond to growing needs in Southern Lorain County.

Your Own Building

Continued from page 1

to commit up front to capital requirements and bank financing. This does require discussions regarding space requirements, pricing and capital required to build the project. Many options are available to achieve the desired outcome. Ownership can be achieved via the purchase of a professional condominium for multi-tenant buildings or an outright purchase for a single-use building.

Partnering

A partnership can be created to capitalize on the experience and expertise of a real estate developer and the desire of a tenant or tenants to become owners of real estate. The details of the partnership require thorough discussion regarding space requirements, location, pricing, costing, capital and ownership structure. Many options are available to achieve an agreement that serves the primary needs of all parties.

Campana Development has worked together with STAR for years, developing and building many successful real estate projects. We will gladly explain and walk you through these options, including their basic benefits and requirements. As professionals, we strive for a mutually beneficial strategy for all concerned. Contact us today to let our experience help you become a real estate owner.

Bob Campana is President of Campana Development, developer and partner in Lorain County projects including Avon Pointe, Oak Point Professional Park, The Pinnacle Building, and more. Contact Bob directly at 440-225-7157 or bobbycam@centurytel.net.

***“Why do they call them buildings even after they're completed?
Shouldn't they then be called builts?” - Gallagher***

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