

25 September 2015

Dear Sir/Madam

I write in support of Beachtown Coffee. They are a thriving business located at 2937 NW Highway 101, Suite B, Lincoln City. I have known them since their inception, and am a well-treated customer.

Beachtown Coffee is a goose that lays golden eggs. By evicting them you are doing yourself a disservice.

Count the ways that Beachtown Coffee benefits you.

First, your property increases in value because Beachtown Coffee raises the visibility of your property. Cars traveling on highway 101 stop for refreshments. Beachtown Coffee's wide doors and clear windows create an inviting facade facing the highway. A busy business complex attracts favorable attention.

Second, your other tenants benefit from Beachtown Coffee, and so will you. Customers of Beachtown Coffee see business signs of your other tenants. The storeowners of Beachtown Coffee provide complimentary information about the services offered by other tenants. Patrons of Beachtown Coffee may become clients of your other tenants.

Third, future tenants are attracted to properties that are open for business during construction or renovation. Established positive patterns of foot traffic and vehicular traffic appeal to potential tenants because new businesses can take advantage of the successes of existing tenants. A totally vacant property scares small business owners.

Fourth, Beachtown Coffee pays you rent. If you evict them, you will receive no rent income until you find a new tenant. While it is possible that your new tenant might pay a higher rent, the increase in rent will be negatively offset by the loss of income during the vacancy. Do you have rental contracts or letters of intent with future tenants? Unless you do, you are exposed to greater financial risk by evicting current tenants.

You notice that evicting Beachtown Coffee has significant disadvantages.

By comparison, the main advantage of killing your property might be to rent the entire building to a tenant that requires considerable floor space. Because your property consists of two stories and multiple structures, I cannot quickly imagine a business that would wish to occupy the entire property. As you are aware, most stores in this region are contiguous single-story buildings.

If you are concerned that your remodeling construction might negatively affect your tenants, then I suggest that you ask them whether they could accommodate your schedule. I am sure they will adjust to your needs.

A huge shopping mall with many vacancies appears dull and unexciting. You want a collection of busy stores, not a ghost town. Before you ask all tenants to leave, consider the lost revenue during the period you advertise for new tenants, and the risk of taking on tenants who must start their businesses afresh. If they fail, you will lose rent income again, and your property may acquire an unwanted reputation of being a bad location.

Keep Beachtown Coffee. They are good for you.

Thank you.

Sincerely,

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