



HOT PROPERTIES

Lifestyle \$\$\$ maker! A ROCK SOLID business in the beautiful mountain community of Payson, AZ. Located in a very active shopping center with ample parking and great visibility, this recently remodeled facility is in excellent condition. Sales have increased steadily and the business delivers strong profitability with indications that these trends will continue as ASU has committed to opening a new campus just ¼ mile away. \$225,000 #1841

Asian Restaurant, Sushi Bar & Event Center located at a busy intersection in a densely populated section of the East Valley. This facility must be seen to be believed! Beautiful dining room, MEGA kitchen capable of huge food production, separate banquet/party space and a fabulous sushi bar. This business is well-established with a long history and loyal clientele. With over 60,000 cars per day through the intersection and a population of 340,000 in the trade radius, the revenue ceiling is very high! \$240,000 #1899

Contemporary urban-style pizza concept located in one of the premier lifestyle shopping centers in the entire Phoenix metro marketplace. This business is simple, straightforward and all about the pie! The location is AAA+ with a population of over 225,000 in the trade area, an average household income of \$106,587 and over 180,000 cars per day traveling the cross streets, which include a major Valley thoroughfare. \$147,500 #1907



Food Court location currently serving Mexican fare in Scottsdale Fashion Square, the largest shopping mall in Arizona, and all of the American Southwest, with approximately 2 million square feet of retail space. It is among the 30 largest malls in the country and more importantly, one of the TOP 10 most profitable with sales of over \$740 per square foot, more than 2x the national average. There are over 465,000 employees in the primary trade area and the typical Scottsdale Fashion Square shopper is 44.9 years of age with an average household income of \$100,972. This fantastic opportunity WILL NOT LAST! Only \$45,000 #1864

Anti-Social?



- Twitter** – I'm eating a #donut
- Facebook** – I like donuts
- Foursquare** – where I eat donuts
- Instagram** – a photo of my donut
- YouTube** – video of eating a donut
- LinkedIn** – skills include donut eating
- Pinterest** – here's a donut recipe
- Spotify** – listening to "donuts" (song)
- Google+** – Google employee eats donuts

Let's just face facts; social media is not going away. It continues to grow and the numbers are staggering. More people interact via social media every day – that's good news, but it is also becoming increasingly more complicated and knowledge of how to use the various channels is becoming more and more important if you want to be effective. Just like all forms of marketing, the possibilities for applying social media to benefit your business are limitless; however, the time and resources you have available to allocate toward it are not. This makes understanding where to spend that time and those resources all the more critical. There is no shortage of explanations and opinions available for the best method of using the various social media tools with most only adding to the confusion. This list of short one-line descriptions is what we consider to be the most concise and easy to understand definitions of the various channels and how best to utilize them.

Beyond the channels mentioned there are numerous other avenues for social interaction, some of them with huge utilization like Snapchat (60 million users) and Vine (40 million). As this article is not just about social media, but more importantly how to use it effectively with the limited time and resources that a busy restaurant operator has available, we are going to focus on the big three: Facebook, Twitter and Instagram.

Facebook – still the big dog and the one that most restaurants simply *must* utilize at some level. There are over 1.2 billion Facebook users and 23% of them login five times a day or more! Think that's crazy, here are some more amazing stats: 47% of Americans say Facebook is their #1 influencer of purchases and 72% of online adults visit Facebook at least once a month. Still think you can afford not to be on Facebook? There are 25 million active small business Facebook page owners that would strongly disagree. That said, there have been some changes to the way Facebook provides information to its users which has

Continued inside



RESTAURANT INSIDER



Anti-Social? Continued

caused organic reach to fall, and in many cases dramatically. That means that the content of your posts is more important now than ever. It also means that Facebook is looking for you to pay for advertising. While no one looks forward to paying for something that was once free, in comparison to other forms of advertising Facebook is extremely economical.

Twitter – this is a very different animal from Facebook. As noted in the definition on the prior page, Twitter is all about what you are doing and interacting with your followers to get their opinions and commentary on whatever it is you are talking about, aka “tweeting.” 500 million Tweets are sent per day and Twitter is highly interactive with each of those tweets having a very short lifespan because another one is coming in right behind it. The hashtag “#” is king with Twitter and is the method for separating topics so that followers can track conversations and participate in subject matter that interests them. The response times need to be almost immediate to keep your followers engaged therefore the majority of Twitter communication (78%) takes place on mobile devices as opposed to desktop computers.

Instagram – the latest member to the top tier of social media channels, Instagram is really all about visual communication. If a picture is worth a 1,000 words and you can take a picture to be sent instantly with a description, it’s easy to see why this tool is so popular. This level of instantaneous communication simply cannot be matched for speed and impact. 20 Billion+ photos have been shared on Instagram to date and 50 Million users signed up to Instagram in the last six months. Think about it, as a restaurateur what more could we ask for than customers taking pictures of our food and telling everyone how much they enjoyed it or those same customers posting group photos showing them having a great time at our restaurant? The level of interaction between your products and customers is only limited by your imagination.

Now that you have some idea as to what FREE tools are available to you and how they might best be utilized in your particular situation, it’s time to develop a Social Media Plan. As with any form of advertising, consistency is the key. If you just start accounts, but don’t post on a regular basis you will not engage followers and the entire exercise will be a waste of time. You have to decide what you want to talk about and set aside time to do it. If you are new to social media, we suggest you start with Facebook and look to post 2-3 times per week. From there you can move on to utilizing some of the other channels we’ve mentioned here. And remember to include your staff in this process; we might not have been born with an understanding of how this stuff works, but many of your younger employees have grown up with it and can be of tremendous assistance in getting your social media campaign off the ground.

Get in the game and make it happen for your business. At this point it’s not a “nice to have,” it is a *have to have* for your marketing success. Best of luck! ~ *The Restaurant Brokers*

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More Hot Properties

Excellent restaurant conversion opportunity available in **North Scottsdale**. At 3,100 SF this facility is the perfect size for a fast-casual or full-service restaurant concept. The layout includes a spacious open dining room, separate private party space, fully-equipped and well-designed kitchen along with a prep kitchen/bakery area. The business has been operating at this location for over 25 years! It has great visibility, easy access and plenty of parking for the 30,000 cars driving past it daily. Everything is included; just bring your name and concept. Only \$95,000. #1903



Well-designed and fully equipped **BBQ Restaurant** with a Series 12 liquor license prominently featured on the end-cap of an excellent North Phoenix strip shopping center. This quick-serve style operation has it all – beautiful décor, an efficient design, a huge hood with a big-time smoker capable of delivering authentic first class barbecue, and big comfy booths ready for the local clientele to relax, kick back and ENJOY it! Check it out! \$95,000. #1885

East Valley Pizza & Sandwich Shop with great exposure. This facility has the perfect balance... a cute, cozy and comfortable décor package teamed with stone hearth deck ovens to produce outstanding pizza and a complete hot kitchen including hood and Ansul system. Located in the end cap of an upscale shopping center on a high-traffic corner, there are over 40,000 cars per day traveling through the intersection and a population exceeding 300,000 within a 5-mile radius. First \$49,500 takes it! #1902

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Recent Sales

The building at 1402 S. Priest Drive in Tempe was purchased by B3K Management Team, LLC and is now **Philly's Sports Grill**, their second location.

Glenn's Frozen Custard has leased 1,064 SF of space at 922 E. Apache in Tempe.

Pier 54 at 5394 S. Lakeshore Drive in Tempe was purchased by Eduard Georgescu - the name and concept will remain the same.

Narai Thai & Sushi at 15680 N. Pima Road in Scottsdale was purchased by Frosty 3, LLC and has been converted into **O.H.S.O. Eatery + Distillery**, their second location.

Sidewinders at 6112 W. Hardscrabble Road in Pine, AZ was purchased by Maher Hazine - the name will remain the same and there will be an increased focus on food.

Twisted Rose at 15040 N. Northsight Drive in Scottsdale was purchased by Peter & Carrie Burchowycz - the name and concept will remain the same.

Yummi Sushi has leased 3,771 SF of space at 3230 E. Thunderbird Road in Phoenix to be utilized for use as a commissary for production and distribution of wholesale sushi.

Pellini at 15425 N. Scottsdale Road in Scottsdale was purchased by **Fired Pie** and will be converted into their fifth location.

Fuego Taco at 2501 E. Camelback Road in Phoenix was purchased by Jeff Hostenske, former executive chef at Z'Tejas, and will be converted into **Ten Restaurant**.

Big Bang at 501 S. Mill Avenue in Tempe was purchased by Austin Walter and will be converted into **RCK CTY**, a live entertainment venue that will also offer an added food component.

Chandler BBQ at 2040 S. Alma School Road in Chandler was purchased by Carlo and Emilie and will be converted into **Gourmet Deli**.

Thunderpass at 9303 E. Apache Trail in Mesa was purchased by Troy and Sheena and will be converted into **The Trough Bar & Grill**.

Gibby's Sports Pub at 13601 N. Scottsdale Road in Scottsdale was purchased by Kari Munger and will be converted into **Hangar Food & Spirits**, an airplane themed neighborhood pub.

Even More Hot Properties



"Gold Crown" Time Share Resort - this is a very unique opportunity to own exclusive food and beverage services for the built-in clientele but also provide it to the public. Nestled in the spectacular Red Rocks area of Sedona with easy access off of the main highway. Operations include breakfast, lunch and dinner, a full bar, Continental Breakfast 3 days a week (subsidized by the resort), happy hour and pool side service. \$110,000. #1859

Former Italian **Restaurant at 1219 E. Glendale Avenue**. 2400 SF with an additional 800 SF of adjacent space available for expansion. This is a complete turnkey deal with all furniture, fixtures and equipment in place. Just put your name on the building and start ringing the register! Previous tenant revenues exceeded \$1M annual sales. Wide open use for most any cuisine - Italian, Mexican, Mediterranean, Chinese or breakfast and lunch. Bring it! ONLY \$40,000! #1900



A real deal **LIVE MUSIC venue** available in North Phoenix with a Series 6 (bar) liquor license. This is an established business with a long history of supporting the live music community. Located just off a major freeway with over 100,000 cars driving by daily, the business occupies 2,900 SF in a shopping center with easy access and TONS of parking. Featuring a population of over 270,000 in the 5-mile radius, the demographics are there to continue the tradition and grow the business. \$150,000. #1905



JOKE:

Q: What's the difference between inlaws and outlaws?
A: Outlaws are wanted.

QUOTE:

"You are serving a customer, not a life sentence. Learn how to enjoy your work." ~ Laurie McIntosh

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By the numbers



Celebrating 34 years

155

The number of liters of beer consumed per capita in Ireland, the most in the world (US 8th at 85 liters)

~ Nation Master

15,000

The number of glasses of wine that can be produced from one acre of grapes.

~FoodReference.com

2

The number of grams of sugar in a lemon; twice as much as in strawberries

~Wiki Answers

10,064

The total number of active liquor licenses (all types) currently in place and operating in Arizona

~ DLLC

17.2

The percentage by which craft beer sales were up in the USA for 2013 in contrast to overall beer sales which fell by 1.9%

~ Brewers Association

6 Billion

The number of hours of YouTube video watched *per month!* You can see us there now too - **The Restaurant Brokers** has a YouTube Channel.

~ Media Bistro



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The Restaurant Source is a group of highly regarded Valley companies that cater to the special needs of the restaurant and hospitality industries. We have been in existence for over 30 years. Each member represents a different facet of the industry and can offer expertise, competitive pricing and referrals. The group comprises representatives of both locally and nationally based companies that can provide products and services for all types of restaurants, including those in the early construction stages as well as the long-established. Many members are affiliated with other professional organizations as well, including the Arizona Restaurant and Hospitality Association and the National Restaurant Association. Whenever you call on our members, you have the confidence that comes from knowing you are working with the industry's best.



Layout & design courtesy of The Menu Designer. (www.TheMenuDesigner.com)