

NEW MEDIA COMPANY SETS THE BAR FOR COMMERCIAL REAL ESTATE MARKETING



PRIME

Real Estate Media

They say a picture is worth a thousand words, which seems to be especially true when it comes to photos of California's hottest commercial and residential properties. According to Tyler Portman, a photographer and videographer, nothing will move a property faster than a set of eye-popping photos that show off its greatest assets.

Aiming to provide quality photographs and videos for real estate owners looking to sell or rent their properties, Portman and GM Properties owner/president Jason Jamison founded Prime Real Estate Media last November. The Los Angeles-based company services the Los Angeles area and surrounding counties.

"There's been an absence of high quality photos in this area and Jason and I are hoping to fill that void, especially where commercial properties are concerned," said Portman, a sales associate at GM Properties. "The residential real estate market does a great job with putting out great marketing materials whereas the commercial real estate market has always fallen a bit short in this area."

"We need to bring commercial real estate marketing into this decade. A few shots taken on a cell phone is no longer going to cut it."

Although Prime Real Estate Media has only been in business for a few months, Portman said there has already been a great deal of interest in its services. For photographs, the company uses high-end Canon cameras with wide angle lenses, as well as professional lighting.

On the video side, Portman and Jamison purchased a small drone called a quadcopter that has the capacity to film outdoor footage of buildings from as high as 400 feet in the air. The device is remote controlled from an iPhone.

"I love the fact I can manipulate the drone on my iPhone," said Portman, who holds a BA in business administration from Whittier College. "I can see exactly what the camera sees, which is very convenient. Also, the videos enable us to show all the sides of a property, which is really a bonus for us and potential buyers."

Portman said that along with offering top-quality photos and videos for clients, his company guarantees a 48-hour turnaround time. Once clients receive their materials, they can be uploaded on YouTube and Vimeo, as well as the MLS, Trulia, Zillow and other real estate marketing sites.

Prices for residential packages start at \$349, which includes 15-20 photos. The cost of a 90-second interior or exterior video is \$499. Prime Real Estate Media also offers combination video and photo packages that start at \$550.

The company also designs websites and customized property brochures. For more information, visit www.primeremedia.com or call (562) 708-8994.





Tenant Spotlight



LONGTIME WHITTIER LOCKSMITH STILL HOLDS KEYS TO SUCCESS



Inspired by an interest in collecting antique locks and keys, Whittier resident/locksmith Bob Hirsch set out on a journey in the late 1960s to become a professional locksmith. He went to work for Broadway Lock & Key in Whittier in 1968 and eventually purchased the business in 1976 from the original owner, Dan Douglas.

Hirsch said his business has been good to him and he has thoroughly enjoyed providing the community with unique services that are typically hard to find in the Whittier area. "We work with modern locks and keys but I also have a special niche with antique locks and

keys," said Hirsch, who sold his extensive antique lock and key collection in 2007. "We also specialize in working with older safes, which is something that most lock companies around here don't do. If someone starts calling other locksmith companies for help with antique locks, keys and safes, inevitably they'll send them right to us."

Along with servicing the general public, Broadway Lock & Key works with numerous commercial property management companies. Hirsch said his technicians keep a busy schedule installing high security locks in buildings of all sizes.

Broadway Lock & Key also assists property owners when they are forced to evict a tenant. "We do about two to three marshal evictions per week," said Hirsch, 75. "Normally, locksmiths are forbidden to touch a lock before the marshal shows up but we are on such good terms with law enforcement that they trust us to open the locks before they arrive. It's quite an honor that they respect us that much and something I'm very proud of."

Outside of its commercial services, Broadway Lock & Key offers door and lock repair, reinforcement of locks, re-keying and door preparation for installation of new locks. The shop also features a large selection of keys, including house keys, mailbox keys, toolbox keys and file cabinet keys, to name a few. It also stocks safes, as well as key accessories. Hirsch said a typical service call starts at around \$75.



PACIFIC PARK

SIZES: 3,660 - 7,375 SF



SANTA FE SPRINGS

SIZE: 23,431 SF



FULLERTON

SIZES: 1,400 - 2,400 SF



SANTA FE SPRINGS

SIZE: 4,500 SF

While Broadway Lock & Key does not currently offer transponder keys for vehicles, Hirsch said he hopes to have them available in the near future.

"We are getting more and more requests for transponder keys, so I imagine it won't be long until we bring them into the shop."

Broadway Lock & Key is located at 12300 Washington Blvd., Suite G. Its hours of operation are 9 a.m. to 5 p.m. Monday through Friday. The shop is closed on weekends but offers a 24-hour on-call service for existing customers.

For more information,
Call (562) 789-8870.

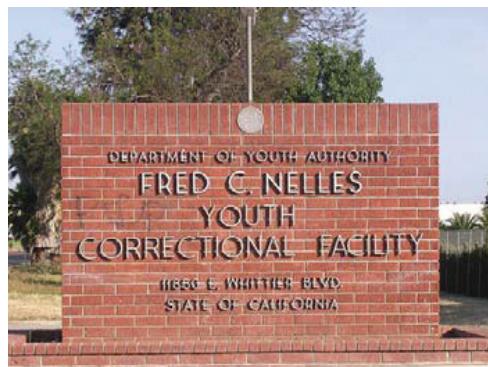


FATE OF HISTORIC WHITTIER PROPERTY TO BE DECIDED THIS SPRING

Despite protests from several local preservation and conservancy groups, a Playa Vista-based developer hopes to be granted permission from the City of Whittier to demolish the historic Nelles Youth Correctional Facility on Whittier Blvd.

In January, Brookfield Residential Properties Inc. filed an application for economic hardship that would allow for the destruction of four out of the eight structures on the property. Two of the remaining buildings would be preserved and the other two would be relocated in the event Brookfield gets the green light. "There are members of the community strongly in support of preserving all eight of the historic buildings on the site while the developer has taken the position that they cannot spend more than the \$9 million they have allocated for historic buildings," said Jeff Collier, City Manager for the City of Whittier.

"At this point, the developer has proposed preserving and renovating two buildings and the project's Environmental Impact Report recommends preservation of two additional buildings, bringing the total



number of buildings to be preserved to four."

According to Brookfield's application, which was filed on Dec. 27, the company has asked for permission to demolish the correctional facility's auditorium, old infirmary, maintenance garage, gymnasium and athletic track and field.

The application also included findings from a study about possible adaptive reuse, as well as offsite and onsite relocation of historic buildings.

In a Draft Environmental Impact Report (DEIR) for the project, the Office of Historic Resources recommended the City should consider reusing all of the historic buildings on the 74-acre property.

According to Collier, the DEIR findings and a host of other issues will be discussed in a public hearing before the Planning Commission in mid-March. Collier said after that hearing reaches its conclusion, the matter will likely be set for public hearing before the City Council in April. He estimates the City Council will spend several meetings taking public testimony and weighing the project's pros and cons before make a final decision.

If approved, it will likely get underway later this year. Collier admits community reaction has been mixed.

"Some people support the development of the site as proposed by Brookfield while others would like to see it developed in a different manner," said Collier. "Some are strongly voicing their desire to see all historic buildings preserved on the site while other groups would like to see a variety of different amenities built on it, such as ball fields, veteran's facilities, etc."

"Whatever is approved and built will need to work fiscally so as to not be a fiscal burden on the community."

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Featured Properties:

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Size: 5,178 sf

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Flexible Floor Plan**

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Size: 1,000 - 2,000 sf

*For additional information:
www.gmpropertiesinc.com*



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