

NEWSLETTER

THE TRUTH

Criticism comes to those who stand out

If you're remarkable, it's likely that some people won't like you. That's part of the definition of remarkable. Nobody gets unanimous praise ever.

So you might as well be real!!

Taking some inspiration from a meeting that occurred. It was once said that "if you build a better toaster, the world will beat a path to your door" R. Daughtridge

It's inevitable when you createthe result may not resonate with everyone. Trust your instincts. If you like it.....listen to that. There is a reason that it has presented itself in the first place. Embrace your uniqueness. Know that the lessons along the way are what's real.

Those same lessons might encourage you to start questioning. Creating doubt. Don't let it creep in. It takes consistent effort over time to "build a better toaster"

Chamber of Commerce Business Awards



THIS REMINDS US THAT WE MAKE OUR OWN LUCK. THE DIFFERENCE BETWEEN LUCKY AND UNLUCKY PEOPLE, IS ALL IN OUR PERSPECTIVE.

We are deeply appreciative to have participated in the Washington County Chamber of Commerce Business Awards. We are so thankful for the opportunity. We wanted to use the event as a catalyst to introduce our firm (in our own way) to the community.

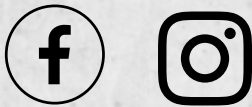
If you haven't noticed, we are not your typical brokerage. We are creatives that utilize our experience to assist clients with their Real Estate Challenges.

In addition to creative problem solving, we have tasked ourselves with an ambitious goal of **raising \$25,000 for the Boys & Girls Club of Washington County**. AEK will be matching any donation up to \$12,500. We hope to accomplish this by May 5 (our Open House/North End Block Party).

Please consider giving....every bit helps.

WE WILL BE JOINED ON MAY 5 BY
FIRESIDE PIZZA AND CATERING
WWW.FIRESIDEPIZZAMD.COM

IF YOU HAVEN'T TRIED A SLICE OF WOOD FIRED PIZZA FROM THEM....STOP BY.....OUR DOORS ARE ALWAYS UP!!



We are actively working on additional pieces to the event with the hopes of making it memorable. STAY TUNED... MORE TO COME!!!!



Understand the Risks and Liabilities

Real estate comes with inherent risks and liabilities, no matter if you own a single-family home or a football stadium. It's important to understand what can go wrong and have a backup plan (or exit plan) ready, especially when you're looking to invest in commercial properties.

Understanding your risk tolerance will help you craft a bigger-picture strategy about investing in commercial real estate. Rather than carry an inflated view of your profits, you'll have a more accurate picture of your risk-adjusted returns and be able to make better decisions. For example, if you purchase an old hotel in the mountains with the intention of turning it into a resort-casino, what will happen if 50% of the rooms go unsold during the opening season? What if another developer pulls the same move ten miles away? If you can't afford to take big losses, then you might have to scale back your plans. Maybe it's better to purchase a 10-room motel, spruce it up, revamp the pool, and go from there.

One of the benefits of hiring expert help is that, if you aren't able to see the risks or have rose-colored glasses on while looking at them, your team will let you know. Remember that risk-taking may be part of business, but it can be calculated. Businesses often fail or hit setbacks, but admitting that and preparing to deal with it is what will set successful commercial real estate investors apart.

Call AEK or stop by....our doors are always up!!!

INDUSTRY NEWS

▶ [PACE funding for Washington County](#)

▶ [Homebuilder sentiment in February improved by the biggest amount in a decade](#)

"PEOPLE NEED TO KNOW THEY NEED TO BE MORE CREATIVE"

-R. Daughtridge.

Finally..

It has been a long time coming. Honestly, it took some time to get enough courage to start. We all have aspects to our journeys that need nurturing and processing. Had a feeling that this exercise would unpack all sorts of things for both the interviewer and guest. This section is personal and has been a really important aspect of our planning.

A combination of realness and comfort with a bit of therapy sprinkled on top! We chose to pursue this with no real agenda, only the simple intention of uncovering the layers of life.

In previous versions of the newsletter, we made reference to uncovering the "WHY" that is often buried deep inside an individual.

Additionally, we wanted to pursue this with a focus on those that are pumping fresh air into the greater Hagerstown lungs. To have creative, ambitious minds in our community is worth cultivating and paramount to its future.

It's a bit of a task to translate a personal, verbal interaction into text form and attempt to capture the essence of it. Attempting to translate the proper feeling (resonating frequencies that makes the hair on the back of your neck stand up) when a specific topic is covered is really difficult.

We approached many topics and dug deep on a few. His "toolbox" of passion, creativity, and ingenuity has led him to a lifetime of experiences in a relatively short period.

After going back over the time we spent together, there was a conscious effort to try and break out some key themes/lessons that should provide some value to anyone interested in taking the time.

We only hope to do it justice. Our interaction certainly didn't disappoint.

RYAN DAUGHTRIDGE

A LIMITED MOSAIC OF ONLY SOME OF HIS LAYERS

Son of a Preacher, Former D1 College Athlete (Undergrad in Psychology), New York City Skateboarder, Founder (sold his firm twice), Acting Creative Director, enjoys reading Emerson, openly admits to having a fondness for purple cows, and somewhere in the mix (and most importantly) became a husband and father.

**"IN GENERAL,
MARKETING IN TODAY'S
ENVIRONMENT IS A
WASTE...**

UNLESS

**YOU CAN FIND YOUR
STORY AND CRAFT IT SO
THAT A FAMILY WILL
TALK ABOUT IT AROUND
THE DINNER TABLE AT
NIGHT"**

SPOTLIGHT

"CREATE YOUR OWN LANE...KEEP THE CREATIVE AUTHENTIC AND PULL THE PEOPLE THAT IT RESONATES WITH."

MARKETING/ BRANDING IS PREACHING

This concept took me some time to digest. But how profound. He was able to articulate "you have to convince someone of something that's not even tangible and make them believe wholeheartedly in the idea.

Marketing is essentially preaching....you have to get them to buy in emotionally....something they can relate to. Branding = Storytelling - How do you connect with what the company is doing. Why do I need it?!"

PERSPECTIVE

Perspective - seeing others in situations. Having empathy but having enough maturity/insight in your younger years to focus on preparation.

"If you are underprepared, you get punched in your face"

We all have examples of when we underestimated a situation and it didn't have the result we wanted. Could you have prepared for that situation differently? Did you really give it the proper attention?

FINDING ANGLES

Success of various forms often comes from an outside perspective. Things often present themselves to you as a result of your past experiences, DNA, and current access to resources. **He was able to identify an angle.** It was evident to him that New York skateboarders are vastly different from the West Coast scene. A totally different vibe that led to the reality of not trying to make a New York brand fit into the West Coast box. A board in New York was authentic for transportation. An edgy and economic alternative.

PURPLE COW

something that stands out- something remarkable. Seth Godin defines it as something worth talking about. worth noticing. exceptional. interesting. It's a Purple Cow. It's an idea that spreads.

Looking for PURPLE COWS - In all of business, this was described as his favorite concept! He spoke with a certain obsessive excitement when describing it. After some reflection, this is a simple concept but seems to be difficult to execute. There is so much noise/distractions in our world....you have to continue to peel the layers...get to the true essence. FINDING YOUR WHY!!!!



HOW HE DESCRIBED THE INFLUENCE OF HIS FATHER.

What do the circumstances surrounding your upbringing (environment), plus the imprint of beliefs, along with pure DNA produce? His Fathers foundation of asking "What's your dream" to his children is profound.

This simple question creates a much deeper effect based on the lessons of the process to achieve your dreams. Its not just the question in itself, but what is it going to take - developing a plan "on a napkin" to just work and do it...."It's not rocket science" This is applicable in various aspects of our lives.

BALANCE- IN BUSINESS & WITH FAMILY- WHEN TO PUSH VS LETTING GO

BALANCE- Business

"Push to get out of your comfort zone. They are human and on their own paths....they are just people"

BALANCE- Family

You want to provide everything you have to your children. In both of our experiences of having families of our own, there is a love that is indescribable.

As parents, we have tendencies to want to protect (and rightfully so). However, when observing their growth, we must allow them to evolve and experience failure on their own. The results of the failures teaches you significantly more than successes. The reality of failing at something and having to pick yourself up, finding out what you're really made of....resiliency....will ultimately play a huge role in your future.

Feature Property

FOR LEASE

- TWO SUITES AVAILABLE
- 3000 OR 5000 SF
- BUILT TO SUIT
- 7 PRIVATE OFFICES

**HUNTERS GREEN PARKWAY
-OFFICE/WAREHOUSE**



**44 N POTOMAC STREET
-STUDIO/PROFESSIONAL OFFICE**

- OFFICE/STUDIOS
- STARTING AT \$249/MO
- UTILITIES INCLUDED!



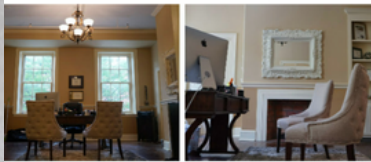
**412 N POTOMAC STREET
-OFFICE/RETAIL**

- PRIVATE ENTRANCE
- PRIVATE PARKING
- 1500 +/- SF
- FLEXIBLE TERMS



**1125 OPAL COURT
-MEDICAL/OFFICE**

- FLEXIBLE TERMS
- HIGH GROWTH CORRIDOR
- 7,780 +/- SF



**DOWNTOWN
OFFICE
SPACE
AVAILABLE**



Current Availability

- 487-1,161 SF IN THE WALKER HOUSE
- 806 SF IN TRI STATE BUILDING
- 1,999 SF IN MASONIC TEMPLE (2ND FLOOR)
- 1,153-2,074 SF IN MASONIC TEMPLE (3RD FLOOR)
- 4,186 SF IN SCHINDEL ROHRER BUILDING



**22309 OLD GEORGETOWN ROAD
FOR SALE**
-ICE CREAM BUSINESS /REAL ESTATE

- 1.2 ACRES
- PRIME LOCATION
- ZONED BG



**1120 PROFESSIONAL COURT
-MEDICAL/OFFICE**

- GROUND FLOOR ACCESS
- UP TO 7,500 SF
- FLEXIBLE TERMS
- HIGHLY VISIBLE



**100 CHARLES STREET
PROFESSIONAL OFFICE**

- ZONED IR (INDUSTRIAL RESTRICTED)
- 3 BAY GARAGE
- 3000 SF GARAGE SPACE
- 3 PHASE POWER



**580 NORTHERN AVE
-PROFESSIONAL OFFICE**

- GREAT LOCATION
- AMPLE PARKING
- 3,500 SF



**724 POTOMAC AVE- FOR SALE
STABLE MIXED-USE**

- WELL MAINTAINED MIXED USE PROPERTY
- 2795 +/- SF
- PROFESSIONAL OFFICE AND APARTMENT
- BILLBOARD GROUND LEASE



**145 W CHURCH STREET- FOR SALE
LAUNDROMAT/REAL ESTATE**

- REAL ESTATE INCLUDED
- AMPLE PARKING
- CASH FLOW
- TURN KEY OPERATION



**SMITHSBURG- CORNER
LAND LEASE OR BUILD TO SUIT**

- WANTED: C-STORE/RETAIL
- HIGH TRAFFIC
- FOUR WAY LIGHTED INTERSECTION
- GROWING COMMUNITY
- FLEXIBLE LEASE TERMS



**1331 PENNSYLVANIA AVE
FLEX SPACE**

- 8,800 +/- SF
- HIGHLY VISIBLE
- AVERAGE 15,500 ADT
- AMPLE PARKING
- 3 PHASE ELECTRICAL



**686 PENNSYLVANIA AVE
-INDUSTRIAL/CREATIVE SPACE**

- ZONED IR (INDUSTRIAL RESTRICTED)
- BUILD TO SUIT
- 2,000-18,000 SF



AEK Real Estate

is focused on providing Sales/Leasing services in the tri-state region. We have been operating in various capacities within the Real Estate industry since 2002. We aren't a traditional Real Estate firm. We appreciate the fact that your circumstances are unique and can insert ourselves as you see fit. We are here to help. Give us a call or stop by!

Our doors are always up!



THE SPOTLIGHT COMMUNITY INSIGHTS

ARE YOU AWARE THAT THERE REALLY IS AN "UNDERGROUND" NETWORK OF BUSINESSES AND COMMUNITY CENTRIC DEAL MAKERS THAT PROVIDE THE OXYGEN TO THE GREATER HAGERSTOWN LUNGS. OUR GOAL WITH THIS SECTION WILL BE TO UNCOVER THEIR MISSIONS... WHAT IS THEIR PURPOSE....THEIR "WHY"

GREG SNOOK
WILL BE OUR SPOTLIGHT
NEXT MONTH



RECENT TRANSACTIONS

Leased - 674 +/- SF - Office/Studio - AEK Tenant & Landlord Representation

Leased - 715 +/- SF - Office/Studio - AEK Tenant & Landlord Representation

Sold - 24 Townhouses - AEK Buyer/Investor and Seller Representation