

RESTAURANT INSIDER

"NEWS YOU CAN USE"

NEWSLETTER...SUMMER '06



NEW FACES, PLACES & SPACES

Welcome to The Restaurant Brokers new quarterly newsletter! The updated format is just one of the many new and exciting things happening in our corner of the restaurant industry!

Reuel "Ruly" Couch, Broker and Founder of The Restaurant Brokers has announced a new partnership and new, expanded offices to meet the increasing needs of his restaurant clientele. Ruly has partnered with local hospitality veterans and fellow real estate agents Dave Andrea and A. J. Edelstein in the formation of 'Stick A Fork In It, LLC,' which will continue doing business as The Restaurant Brokers.

HOT PROPERTIES



ROCKFISH DESERT RIDGE

Rare opportunity to own your own building at a fraction of the original cost. This 3 year old structure was the home of Rockfish Seafood Grill, a Texas based chain that decided to close this store due to a change in corporate growth strategy. Premier pad location is offered at only \$750,000 and features an attractive ground lease with over 25 years left on the term. Fully furnished, fixtured and ready for your conversion plans. High profile 5,000 sq. ft. location.



A. J., DAVE, RULY

I was busting at the seams both mentally and physically with the growth of the business and the confined office space, Ruly shares. "The opportunity to team up with Dave and A. J. was just too good to pass up; and it could not have come at a better time. With the growth of the Phoenix Valley, we have created a fantastic team to better service our clients' needs." In lieu of a traditional real estate office configuration, The Stick A Fork In It partnership is designed to handle every aspect of all transactions as a team for The Restaurant Brokers. "The untraditional format allows us the freedom to be creative, and the ability to work independently within a team environment," Dave adds.

INSIDE

Win Dinner for 2
Recently Sold
In Case You Missed It
Questions & Answers
Pearls of Wisdom

Continued inside



CASA DE MARIA TACO BAR

A tremendous location that plays to the best of the

Scottsdale market. Fully-equipped kitchen, light, bright and colorful dining room, with carryout business. This unit has strong signage, excellent visibility, plenty of parking and is close to one of the top movie theaters in the entire Phoenix metro area. \$115,000 #1306



ALBUQUERQUE TORTILLA CO.

A catering facility that includes the real estate. Catering kitchen with separate office building.

Near I-17, plenty of space for production and storage. Amenities include a large walk-in cooler and freezer, secure truck parking, easy access loading area, a large hood and retail space, if desired. Perfect opportunity for a mid-size caterer. \$475,000 including real estate! #1294



SUBMARINO'S

Fully-equipped, turnkey pizza operation in an excellent shopping center

on W. Thunderbird Road with easy access, great visibility and ample parking. A well designed kitchen with massive double-deck Baker's Pride oven and 60-qt. Hobart mixer. You could literally open this business tomorrow. The Owner wants out right now so the value to be had is beyond description at only \$59,900! #1316



JIM HENRY'S RIDGE CLUB

Full service Supper Club. Located in

Surprise, and surrounded by offices and condos. Well designed kitchen. Dining room has a 'New Orleans' Blues/Jazz Club feel, with seating for 160. Total rent includes fixed utilities at \$1,750.00 per month. Great opportunity for Owner/Operator to take advantage of the low rent and purchase price well below cost to recreate. \$125,000! #1313

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NEW FACES, PLACES & SPACES Continued from front page

The Restaurant Brokers, the largest "exclusively restaurants" business brokerage in the Valley has completed more than 1,000 transactions over the past 25 years. "As restaurateurs ourselves, we understand and can anticipate our clients' needs; each of us has walked in your shoes and has first hand knowledge of the challenges that must be met in order to operate a successful business in this unique industry," A. J. stated.

In addition to the new partnership, Ruly has also brought in Shannon Upstone to join the team. As an experienced real estate administrator, Shannon oversees the smooth synchronization of the in-house side of their clients' transactions. "The new partnership has created an outstanding business atmosphere, and I am thrilled to add my experience to a very energized and productive team network," Shannon tells us. In addition, Andrea's long time Administrative Assistant, Sara Doerschlag has joined the group as Marketing Coordinator, and rounding out the team is Robbie Couch, Ruly's mother, who handles all in-house communication and administrative needs.



ROBBIE, SARA AND SHANNON

The Restaurant Brokers new offices are now located at 4500 S. Lakeshore Drive, Suite 595 in Tempe. All team members welcome your inquiries at 480-491-0123.

FARMERS

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Papa's Noodle Kitchen at Desert Ridge was recently sold to Joseph Elsayed to be converted to Pita Paradise. Pita Paradise will feature Greek and Mediterranean specialties served in a quick serve format.

The owners of My Big Fat Greek Restaurant recently purchased Kahawa Kanteen Bakery to move their commissary operation. Now operating five restaurants in the Valley with two more in their sights, the group had quickly outgrown their current space. Look for more MBFGR coming soon to a neighborhood near you.

Restaurant Hapa was recently sold to Matt McLinn and his partners to open Méthode Bistro. Look for Méthode to feature cuisine of the Riviera's and live entertainment.

The former site of Crazy Jim's at 14th Street and Bell was recently sold to Pancho's Mexican Buffet.

“Progress involves risk. You can't steal second base and keep your foot on first”
 ~Rick Van Warner, Magazine Editor

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WIN Dinner for 2

How many toothpicks can be produced from a cord of wood?

- A) 75,000 B) 750,000
- C) 7,500,000 D) 75,000,000
- E) 750,000,000

Enter by calling "The Restaurant Brokers"

480-491-0123

by July 1, 2006

All correct answers will go into a drawing and one person will win a dinner for 2 at **"MY BIG FAT GREEK RESTAURANT"** (a \$50 value)

IN CASE YOU MISSED IT

The Arizona Department of Liquor Licenses and Control have issued 10 new licenses each for Series 6, 7 and 9 liquor licenses in Maricopa County recently.

The department accepted entry forms and applications at their Washington Street address and have reported that all licenses were issued using a lottery system last month. As a point of interest, the liquor licenses were issued at fair market value pursuant to ARS §4-206(C) as shown below.

Series 6	Series 7	Series 9
Fair Market Value	Fair Market Value	Fair Market Value
\$90,178	\$11,649	\$230,633

RESTAURANT INSIDER

Frequently Asked QUESTIONS at TRB

PEARLS OF WISDOM

~ Sullivision.com¹

Q. How long does it take to sell a restaurant?

A. Our average time from listing to sale is around 120 days. However, some restaurants sell in a week and some take a year. The key is to continue to operate as if it will never sell.

Q. How do I put a price on my restaurant?

A. Let us show you the current market for similar restaurants and how to capture the greatest value for your restaurant based on how quickly you would like your restaurant to sell.

Q. Should I tell my landlord that I'm putting my restaurant on the market?

A. We recommend that you wait until we have an offer in hand before approaching the landlord. Most landlords just want their rent paid by a qualified operator, alerting them that the restaurant is for sale may harm any future negotiation for concessions.

Q. Why should I list my restaurant with The Restaurant Brokers?

A. Experience. We know restaurants. As the largest exclusively restaurant business broker in Arizona, we have more than 25 years experience behind us to work for you by providing comprehensive marketing, presentation and negotiation brokerage services.

1. The customer is NOT always right, but IS always the customer and it's all right for the customer to be wrong.
2. A pat on the back is just a few vertebrae up from a kick in the ass.
3. Never practice on the customer. Training is your secret weapon.
4. Customers will forgive mistakes in the kitchen more than mistakes in bad service.
5. Over teach. Managers and employees both under earn and over forget.
6. Employees are our first market. Never treat a customer better than you treat an employee.
7. Good service means never having to ask for anything.
8. Use the "Sullivan Nod": If servers smile and slowly nod their heads when suggesting a soda, beer, fries, appetizers or desserts the customer almost always nods back and says "yes."
9. In this business, you can always tell when it's a full moon without ever looking outside.
10. The restaurant business is a free circus. All you have to do is pay attention.

¹ Jim Sullivan is the chief executive of Sullivision.com. His newest training DVD for managers is called "JUMPSTART" The Art of Effective Pre-Shift Meetings" and is available exclusively at www.sullivision.com or by calling 920.830.3915

Are You Preparing to Open Your Own Restaurant?

Let us Help!

Call us today for your FREE copy of our Pre-Opening Checklist

The contents include resource names and phone numbers for all of the services you will need to successfully prepare your restaurant for opening, as well as task lists for training and operating procedures.

We will look forward to your call at: 480-491-0123



THE BEST SEAT IN THE HOUSE

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JOKE OF THE MONTH

A panda walks into a restaurant, sits down and orders a sandwich. He eats the sandwich, pulls out a gun and shoots the waiter dead. As the panda stands up to go, the manager shouts, "Hey! Where are you going? You just shot my waiter and you didn't pay for the sandwich!"

The panda yells back at the manager, "Hey man, I'm a PANDA! Look it up!"

The manager opens his dictionary and sees the following definition for panda: " A tree dwelling marsupial of Asian origin, characterized by distinct black and white coloring. Eats shoots and leaves."



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4500 S. Lakeshore Drive, Suite 595
 Tempe, Arizona 85282



Reuel "Ruly" Couch, Broker • Dave Andrea • A. J. Edelstein
 www.therestaurantbrokers.com

Numbers that COUNT

7 million

The number of temporary and part-time workers (17%) who think they have health insurance when they actually only have medical discount cards.

~Business Week, December 26, 2005

25

The percentage of adults surveyed who said they would watch a small television at their table at a full-service restaurant.

~National Restaurant Association

12.2 million

The number of people employed by the restaurant industry, which accounts for more than 9% of those employed in the U.S.

~National Restaurant Association

571

The number of successfully closed transactions *The Restaurant Brokers* have achieved in order to capture the top spot for the Greatest Total Dollar Value, the Greatest Number of Sales and the Greatest Number of Listings honors at the Valley Board of Business Brokers for three years running!

TOP 10

April 1, 2006

RI
 RESTAURANTS & INSTITUTIONS

2005 Sales .000

Seats

1	Tavern on the Green, New York City, NY	37,056	1,000
2	Joe's Stone Crab, Miami Beach, FL	25,832	540
3	Tao Asian Bistro, New York City, NY	25,604	335
4	Hilltop Steakhouse, Saugus, MA	24,000	1,500
5	Old Ebbitt Grill, Washington, D.C.	21,518	880
6	Mix in Las Vegas, Las Vegas, NV	20,000	250
7	Bob Chinn's Crab House, Wheeling, IL	19,737	750
8	Gibsons Bar Steakhouse, Chicago, IL	19,270	290
9	Sparks Steak House, New York City, NY	19,200	700
10	'21' Club, New York City, NY	18,830	650