

MARC JACOB, ESQ.

141 N. MERAMEC, SUITE 201
SAINT LOUIS, MISSOURI 63105

THE CHOICE OF A LAWYER IS AN IMPORTANT DECISION AND SHOULD NOT BE BASED SOLELY UPON ADVERTISEMENTS.

MARC JACOB, ESQ. Attorney And Counselor At Law

Winter 2010 #1

Concentrating in:

**Business and
Real Estate Law**

Tel: (314) 862-2237
Fax: (314) 862-1701
mjacob@marcjacobesq.com



Licensed in:

**Missouri
New York
Illinois**

141 N. Meramec, Suite 201
St. Louis, MO 63105
www.marcjacobesq.com

2010: A Year of Opportunity

The 2009 economic climate pushed many to pursue new, creative ventures. To this end, I am proud to have helped so many Clients start their own business operations this year in so many diverse areas such as:

- **Real Estate Acquisitions**
- **Multi-Media Marketing**
- **Consulting/Personal Services**
- **Non-Profit Services**

Thank you to all my Clients and referral sources for trusting me with your companies and reputations.

The Law Office of Marc Jacob, Esq. concentrates on providing services to Clients in two primary areas:

- **Business Law and Planning**
- **Real Estate Transactions**

Each quarter, this newsletter will address these two areas of the law by highlighting legal aspects in current events and other pertinent issues that will help my readers: (1) adjust to recent changes in the law and economy; and (2) plan more effectively for the future.

I look forward to sharing these insights with you, and to a prosperous 2010. We are living in unique economic times which not only present many challenges, but also many opportunities. Wishing you all the best,

Marc Jacob

Business

You have a great idea and business partner. You have budgeted for inventory, commercial lease and shipping. You even have some cash to get your new business started. Now it's time to move forward and . . . write a business plan.

Why do I need a business plan?

A business plan will help you tackle many of those issues that cause business failure, prior to getting out of the starting gate, and is generally a prerequisite for obtaining institutional or private financing. Business Week reports that productivity and success have been linked to using your mind's creative capacity in the ways you are forced to when writing a business plan (<http://tinyurl.com/y8v4jll>).

Rather than subjecting yourself to the common pitfalls of failed businesses, get started on the right foot instead. Get a business plan template, draft a plan and put it into action after an objective, experienced third-party review.

“...productivity and success have been linked to using your mind's creative capacity...”

Here are some additional resources for you to use and share with others:

SCORE (Small Business Mentoring):

<http://www.score.org>

University of Missouri Extension:

<http://www.missouribusiness.net>

Small Business Administration:

<http://www.sba.gov>

I have reviewed a number of Client business plans this past year, and I wish you much success on writing your business plan and in your new venture!

Real Estate

Just about everyone these days is wondering when the real estate market is going to bounce back. Experts' projections range from this summer to sometime in 2013 or beyond.

The low cost of purchasing residential rental properties in this market has led a number of

“...the contract terms in a real estate contract, even a pre-printed form, are almost always negotiable...”

people with more steady income and reserves to take the plunge and start buying themselves. The seemingly rock bottom buy-in costs are irresistible.

If this describes you, make sure you understand how to evaluate acquisition price, contract terms, financing strategies, surveys, title commitments, property management, leases, etc., etc., etc.

In my practice, I have come across a number of people, even real estate agents and brokers, who have gotten themselves into serious trouble investing in rental properties without an adequate understanding of the issues involved or the potential down side. Please be careful.

Real Estate and finance have been unpredictable of late making the potential down side even more important to evaluate correctly. One thing people do not often consider is that contract terms in a real estate contract, even a pre-printed form, are almost always negotiable in both residential and commercial transactions.

It's a fantastic market if you have the funds to buy in. 2010 can be a year of tremendous opportunity.