



Tim DeNiro

**Commercial Real Estate Group of Tucson LLC**

(520) 299-3400

Bachelor's in Geography, Masters in Geography and Urban Planning  
University of Arizona, Tucson

**Specializing in Real Estate Advisory Services--Site Selection**

**Services and Responsibilities**

To provide comprehensive land use planning, real estate, construction location and other business advisory services for owners, developers, builders, operators, capital providers and users of real estate.

Consummate team player with a strong work ethic and excellent professional skills. As a critical member of the Corporate Real Estate team, energies will be directed to meeting and exceeding the goals of my clients in the areas of strategic planning, location advisory and cost reduction strategies.

Maintain a strong client focus by effectively serving client needs and developing productive working relationships with client personnel. Stay abreast of current business and economic developments and locational trends. Work with team members to set goals and responsibilities for specific engagements.

Provide site selection analysis, which decides the best location for various urban land uses. Basic zoning decisions at various urban planning scales are based on an initial selection process using several criteria, which generally take into account the different views of stakeholders involved in the process.

**Urban Planning / Site Selection**

Urban Planning is concerned with conceptual, scientific, and design approaches to land use. It emphasizes ecological understanding and a multi-disciplinary approach to analysis, planning and design. It is the interrelated nature of problems posed by nature and human use of land.

A key decision corporations must make is site selection. Such decisions have been receiving increasing attention, as companies begin to appreciate how site location can affect the bottom line and future prospects for a firm. Lease versus purchase of the site is another.

Poor site selection is the single biggest mistake that any business makes in opening a new location. The old adage Location, Location, Location is not just hearsay; it is a fact of life for all businesses success or failure. The selected site has a major impact on the customer in terms of convenience, access, and the quality of the work environment. It also has an impact on the project's initial and life cycle costs and on the community's economy, sense of place, and social fabric.

So many factors go into site selection: traffic patterns and counts, demographics, retail expenditure habits, ingress and egress, zoning, availability of utilities, other business proximity, the list goes on. For each business these factors will weigh differently and will play differing roles in the decision making process.

Typically the businesses that fail or under perform are the ones that do not do their homework. Have you ever bought a car and ever notice how all of your friends become experts when they find out you are doing such? Unsuccessful business owners tend to get tunnel vision in the same sense when they begin looking to open a new site. They feel they can save some money by doing the work themselves, not taking into account the lost hours of work while out researching real estate, nor do they look much further than for sale/lease signs.

The successful companies begin their searches with all of the criteria that they know goes into a successful site for them. If that site is openly available, then so be it, but most of the time that is not the case.

Another factor that business owners do not take into account is the amount of lost business by choosing a site poorly. Choose wisely and it could mean the difference in higher earnings and outperforming competitors. Choose badly and it could mean looking for a new job.

Remember, the main part of successful businesses is site selection. You are in the real estate business and must fully understand **Location, Location, Location**.