

# *Rods Radio Show Notes*

## October 24<sup>th</sup> 2012

**Go to:** [www.rodnolespropertymanagement.com](http://www.rodnolespropertymanagement.com) and click on radio notes and sign up to have them emailed each week. If you know of someone looking for rental space, apartments, homes, retail, office or industrial send them to [www.rodnolespropertymanagement.com](http://www.rodnolespropertymanagement.com).

You can participate in the show by calling 318-442-8255 (talk) between 8:05 and 8:55 on Wednesday morning. Do not attempt to call Saturday this is our encore performance (fancy way to say taped).

I was in Las Vegas earlier part of last week: National Meeting for Commercial Realtors around the world CCIM. Highlight for me was panel of three economist and brief recap of their comments are as follows:

"I don't think we'll see another recession," said Mark G. Dotzour, Chief Economist and Director of Research at Texas A&M University at yesterday's CCIM Live Economic panel luncheon. "We have too much pent up demand."

Dotzour had the most optimistic outlook of the three economists on the panel. He cited such factors as the uptick in U.S. household net worth, exploding Internet sales, and the decline of household debt service payments as indications of an economic recovery.

Fellow panelist Mark Vitner, managing director and senior economist with Wells Fargo, was less optimistic. "U.S. fiscal policy is mathematically unsound and unsustainable," he said, explaining that, while we probably won't go over the fiscal cliff, significant "fiscal drag" is certain to plague the U.S. economy in 2013. He cited the expiration of reduced Social Security taxes, new taxes linked to the new healthcare law, and the impending end of federal funding for unemployment benefits as contributing factors.

Suzanne Mulvee, Senior Real Estate Economist with Property and Portfolio Research offered a perspective on how the major commercial real estate property sectors are faring amid these economic circumstances. "The good news is that things are moving," she said, citing falling vacancy rates in many markets. She explained that the multifamily sector will continue to be bolstered by Generation Y, but added that it might not be the best option for some investors. The office market, on the other hand, "has volatility going for it," Mulvee said, noting an uptick in demand and a strong upside in rents. She also explained that a dearth of retail construction in the next three years will mean less retail square footage per capita and, thus, better quality retail space.

Five Louisiana candidates passed the final exam in Vegas. Here is the list, I wish one of our drive by reporters could reach one of these new CCIM and have them call into the show 318-442-8255

Chris Abadie  
John Gilbert  
Karen Hannigan  
Jeremy Harson  
Jason Ruggles

**Other Speakers Included:**

Mayor of Las Vegas Carolyn Goodman  
James Murren CEO of MGM and development Manager for City Center

**People Not Property:**

First attachment is 1970 story about Fred Rosenfeld's efforts in bringing professional basketball to Louisiana. Go to [www.Rodnolespropertymanagement.com](http://www.Rodnolespropertymanagement.com) to see this article. Click on Radio Show Notes and open October 19<sup>th</sup> 2012 then scroll to the bottom.

**Tip for the Week:**

Third party web sites just fall short when compared to local MLS. A recent study was completed for Latter & Blum companies but following comments could apply to most of our locally owned companies. National Study

*Local Real Estate Websites Offer the Most Complete  
Accurate Info about Homes for Sale*

The WAV Group recently published a report that found local Real Estate company websites gave consumers the most complete, accurate and timely information about homes for sale. The study concluded that local Real Estate websites displayed 100% of listed homes compared to about 80% for the national portals, Trulia and Zillow. The report went on to say that local sites show newly listed homes for sale seven to nine days earlier than the national portals and that local sites almost never show homes listed as active that have already sold while 36% of listings on the national portals are no longer for sale.

**Email from Rick Haase President Latter & Blum:**

"As we consider whether to give our valuable listing content to various real estate advertising web portals, and if so which ones, it becomes more and more important that we stay informed about this changing landscape. The recently completed WAV Group

study is enlightening and it speaks well of the investments we are making to ensure your listings are marketed to the public with the highest possible accuracy and completeness.

It turns out that many of these large third party real estate “portals” are incomplete, out of date, and very inaccurate. This places our websites (Agent & Company sites) in the enviable position of being more valid to buyer needs, more informative and therefore more trustworthy. Additionally, our websites all but eliminate your license law non-compliance risk. The liabilities associated with false and misleading listings advertising, which Agents/Brokers are incurring around the country because of these inaccurate sites, are real and costly. You can look forward to our continued guidance and support in this area.”

President Latter & Blum  
Rick Haase

### **Every Deal has a Tale / Tail:**

### **England Authority Deals:**

Daniel & Robin Bordelon (84 Dottie Lane, Boyce, LA 71409) to The England Economic and Industrial Development District - Lot 14, Dottie Land Extended, \$80,500.00

WSJ article 10-18-2012 headlines read “Home Builder Surges as Confidence Grows”

1. Residential construction running at its highest level in four years
2. Seasonally adjusted annual rate of 872,000 units
3. Up 15% from August
4. Up 34.8% from September 2011
5. July 2008 is last time market has seen construction at this level
6. National Association of Home Builders estimates each-home built generates 3 full time jobs
7. New building permits for future construction up 11.6% from previous month indicates annual starts of 894,000
8. Single Family homes make up 69% of residential starts that number is up 43% compared to September 2011
9. Lowest number of starts was 478,000 in April 2009
10. Historical number is 1.5 million per year to keep up with household formation

### *Reasons for the Jump*

1. Consumers feel like home prices could begin to rise and know interest rates are low
2. Inventory of previously owned homes is down and foreclosed inventory is extremely low down 10.2% from last year

### *Local Indicators*

1. V&V building 24 additional lots at Bogauge
2. Antoon Builders purchase land and lots from John Rodth will connect 3 streets to Versailles adding 15 lots
3. Past 60 days Tennyson Oaks has sold 12 lots only 10 remain in inventory, enough land for only 10 more lots
4. Lake District has sold 5 lots in past 30 days
5. Few more builders are rolling out new spec homes
6. Lending is still very cautious.

### **Emails from Listeners:**

Rickey Cruz just leased 4,300sf of space (Old Stines location) to Red Door Interiors based out of Baton Rouge. You can visit their website at <http://www.reddoorinteriorsinc.com/>  
Expected grand opening will be early November.

### **Copeland's of New Orleans Celebrates its 1 year Anniversary in Alexandria, LA**

Thursday October 25th from 6:30pm to 9:30pm  
Complementary glasses of champagne (to those of age)  
Ladies night featuring the Gary Cathey Band  
Happy Hour for all guests  
\$5 select appetizers and \$5 martinis

ALSO OCTOBER 25th ONLY Copland's will donate 20% of your bill to  
CENLA Hope House if you mention this organization when receiving your bill  
For more information visit: [www.copelandsofneworleans.com](http://www.copelandsofneworleans.com)

### **Construction Contracts:**

Louisiana College (1140 College Dr., Pineville, LA 71360) to Tudor, Inc. (P O Box 13135, Alex., LA 71315) - LA College Cottingham Hall Roof, \$379,000.00

LA Dept. of Military to BMC Retail Repair, Inc. (4832 Victoria Dr., Alex., LA 71303) -  
Modification to Zero Range 1A, Camp Beauregard Rand Area, \$170,922.73

### **(+3.5) Rod's Economic Indicator Perfect Score is 5.**

When top rating of 5 appears week after week I will share with our audience, that "Green Shots" is here and recovery is in full swing.

### **Legal Recorder Data:**

Five business days from time period of October 15th through 19th

- (1) Total of 40 closed deals for the week has positive score
- (2) At least one new home sale for the week has positive score
- (3) At least one subdivision lot sale for the week garners positive score
- (4) Number of lender sales in market place is less than 5% of the total market sales for the week.

### **(+1.25) Total Weekly Volume:**

\$4,781,000 with 41 transactions rates a positive score.

### **(+1.25) Lot Sales:**

To rank positive score need one sale market gave us two

West Pointe on the Bayou, LLC (P O Box 12846, Alex., LA 71315) to V & V Builders, LLC (P O Box 12846, Alex., LA 71315) - Lot 325, West Pointe on the Bayou Subd., Phase XII (205 West Bronson Dr., Alex., LA 71303), \$22,000.00

Meril J Dufrene, Jr. (5123 Windermere Blvd., Alex., LA 71303) to V & V Builders, LLC (1223 MacArthur Dr., Alex., LA 71303) - Lot 68, St. Andrews Links Estates, Phase II (329 Links Dr., Alex., LA 71303), \$55,000.00

### **(+1.25) New Home Sales:**

Looking for one new home sale for positive score and market gave a single sale for positive score.

V & V Builders, LLC (P O Box 12846, Alex., LA 71315) to David C Deville, Jr. & Jenna N Deville (210 West Bronson Dr., Alex., LA 71303) - Lot 357, West Pointe on the Bayou Subd., Phase XII, \$298,500.00

### **(-1.25) Lender Sales as Percent of Total Sales:**

Rates positive score if lender sales are below 5% of total sales, this week market gave us two sales with total volume of \$308,000 / \$4,881,000 = 6.30%

Sec. of HUD to Matt A Martin, III (1409 7th St., Glenmora, LA 71433) - Lots 4 & 5, Blk 4, Melder Addn., \$26,000.00

The Evangeline Bank (P O Box 12900, Alex., LA 71315) to James W McClung (703 Forrest Dr., Homer, LA 71040) - Lot 123, St. Andrews Links Estates, Phase III (273 St. Andrews Dr., Alex., LA 71303), \$282,500.00

**Interest Rates:**

30 year rate was 3.43% this week is 3.46%, the 15 year rate was 2.83% this week it is 2.84%, the 5/1 ARM was 2.99% now 2.99%.



# FRED ROSENFELD

## President

He might have been content to be known as the man most responsible for bringing NBA basketball to New Orleans, but bringing an NBA expansion team to the Deep South was not enough for Fred Rosenfeld, 40, a successful Los Angeles attorney; he also wanted to make sure the franchise would be successful.

Rosenfeld immediately took steps to establish New Orleans as a unique and aggressive expansion team. He promptly:

—traded for a superstar, Pete Maravich, the No. 2 scorer in the NBA during the 1974 season;

—developed an organization that, unlike many sports franchises, is structured to allow specialists to concentrate on their area of responsibility alone— notably, he divided the general manager's traditional duties;

—hired two veterans of NBA organizations—Bill Bertka as vice president of

basketball operations and Barry Mendelson as vice president of business operations—to run the day-to-day operations of the ball club;

—reached into the college ranks to hire a basketball coach—the successful Scotty Robertson of Louisiana Tech.

Rosenfeld's background is made to order for his present role. The 1960 UCLA Law School graduate has been involved with the NBA for many years. He began representing star players, the first attorney to do so, in 1966.

As the NBA expanded, Rosenfeld began to represent management, including the groups of investors who own the Buffalo franchise and the owners of the Phoenix Suns.

This experience, representing both player personnel and NBA management, gained him the respect of NBA owners around the league and gave him an insight to the problems and potential of the NBA. His next logical step was to

represent himself as an owner and president of an NBA team.

Although he still makes his home on the West Coast, Rosenfeld is in daily telephone contact with other owners and general managers, and with the management and coaches of the New Orleans ball club.

He researched the New Orleans market carefully before selecting the Crescent City as the one most likely to get an expansion franchise in 1974.

The Louisiana Superdome, he readily admits, was a decisive factor in bringing NBA basketball to New Orleans. "The building is one of a kind and the NBA had to select New Orleans because of it," he says.

Fred and his wife Phyllis have three children, Gary (11), Jill (10), and Joey (4).

# BIRTH of a BALL CLUB

BY BOB REMY

February 8, 1974. A headline on a New Orleans sports page teases: N.O. on verge of joining NBA."

The story revealed that a group headed by a Los Angeles attorney, Fred Rosenfeld, had a lock on the expansion franchise about to be awarded by the NBA. And somewhat surprisingly, the site was to be New Orleans.

Behind the scenes and out of the headlines, Rosenfeld was the man who had been the legal representative for the owners of both the Seattle and Portland NBA clubs and worked with Buffalo during its admittance to the League. He also knew the other side of the coin, as legal representative for several NBA players.

Sam Battistone, chairman of the board of Invest West whose subsidiary Invest West Sports had paid the bills for several professional sports endeavors, was committed as Rosenfeld's financial backer. Rosenfeld also had the support of Baton Rouge attorney Shelly Beychok as well as Andrew Martin, a New Orleans businessman, and several West Coast investors including Jerrold Rabin and Fred Miller. Working with Rosenfeld and assuring the others' cooperation and promotional efforts were New Orleans Mayor Moon Landrieu and Louisiana Superdome Director Ben Levy. So when Rosenfeld approached the NBA's expansion committee, he was not dealing in "ifs" and "whens" but was dealing from a stacked deck.

On March 7 Commissioner Walter Kennedy officially welcomed New Orleans into the NBA family. After an introductory news conference to acquaint New Orleans with the new owners, plans were announced to stock the new team with players from the 17 existing NBA clubs. Before the area sports fans had a chance to envision a group of "no names," "has beens" and "never weres," Rosenfeld took a giant step toward immediate success when he arranged for the return of Mr. Basketball to the area where he had earned his reputation.

"Every great team is made up of great players," Rosenfeld told the press that

day. "And as of today we have one great player."

Maravich, of course, had entered the national spotlight while conducting his basketball road show in the colors of LSU. His debut in the professional ranks was less than sensational. His super scoring and mystifying ball-handling had gone for almost naught as the Atlanta Hawks simply could not get it together. But Pistol Pete the young pro had matured into Maravich the NBA All-Star and the time was ripe for him to move on and take over his rightful starring role. New Orleans was a natural.

Rosenfeld, the man with the basketball experience, knew that his new game needed a catalyst to insure acceptance. He had already established guidelines for success, two vice-presidents rather than an overworked general manager, and he had the right duo in mind. But even with the best organization, he knew he would need that established player, the winner, the attraction to draw the fans to courtside. And Pete Maravich was just the man.

Less than a week after naming Maravich as his first acquisition, Rosenfeld played two more trump cards, this time a pair of aces. He introduced Bill Bertka and Barry Mendelson as his two vice-presidents. Bertka was recognized as the No. 1 man in his field, that of



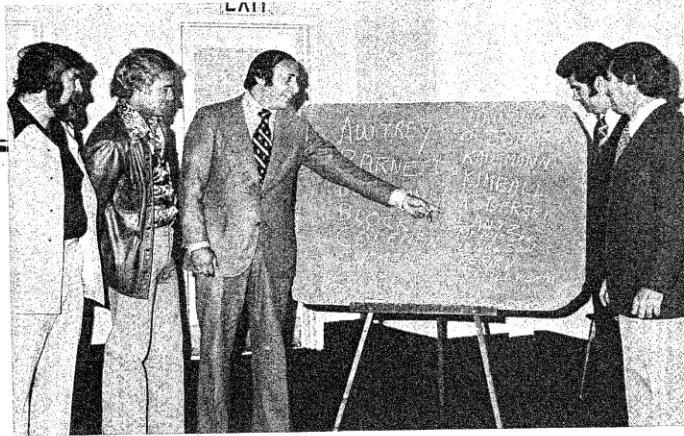
June 7. New Orleans Jazz, not only is an American art form but officially became the latest name in the NBA lineup as President Fred Rosenfeld and Miss New Orleans Kay Johnson unveil an artist's rendering of the team's uniform.



May 3. "Every great team has 5 great players; we now have one great player."

said President Fred Rosenfeld in announcing the trade for Pete Maravich.





May 20. New Orleans stocked its team with players from the expansion draft.

evaluating basketball talent on both the collegiate and professional levels, while Mendelson was a promotional genius who had proven himself with several NBA organizations.

Now New Orleans had it, basketball fever. The fans remembered Pistol Pete at LSU, his crowd-pleasing escapades, and they were thirsty. But they knew he could not do it alone. While the expansion draft approached, the fans and the media grew hungry. Newspapers began previewing the draft selections. Bertka was quizzed regularly by an eager press. His stock response was "We'll go for balance in the draft. We want to run a Celtics-type offense, a running team, and that's the type of player we'll draft for."

May 20. The team made its selections, and, as Bertka predicted, the choices reflected youth and experience. The 15 players selected to play with Maravich made up what basketball observers termed "the best expansion team every assembled." Enthusiasm ran high. Already team members were predicting won-lost records, all in excess of expansion team highs. One draftee observed, "We're better now than several teams who've been in the league for a few years." And Rosenfeld concurred, saying, "The thought of finishing last offends me."

Within 48 hours the team had signed the first of its draftees. The ball was rolling.

Yet with all the plusses the young team had in its favor, something was missing. The club had veteran players and a strong office but no head coach. Rosenfeld and Bertka set the tone for the head man's qualifications when they stated, "We want to find somebody who can

teach and handle men: he could come from either the college or professional ranks."

Speculation ran high with Louisiana Tech's Scotty Robertson getting most of the ink. On May 28 the club made it official and the man who started in tiny Rodessa, La., was inducted into the NBA's elite.

"The NBA is the ultimate in basketball competition and I'm delighted to become part of it without leaving my home state," Robertson said after the disclosure. "I'm committed to a game of speed and daring, a fast break offense and full court defense. I've always told my players the important thing is to play with enthusiasm, to play defense—which is where you win—and to play together."

"It is my belief," Rosenfeld said, "that one should select a coach who enjoyed great success at every level of his coaching experience. Scotty Robertson meets that test."

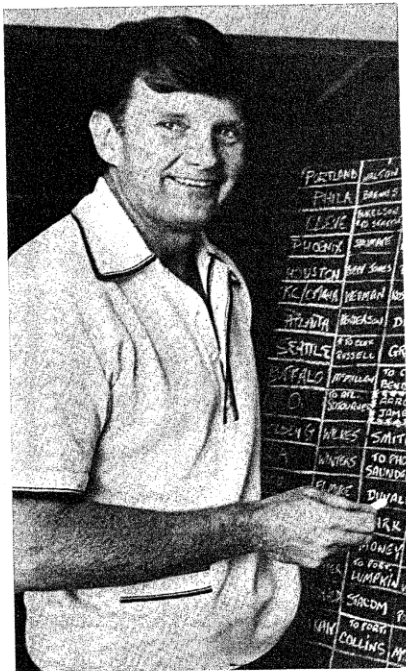
With the naming of the new coach, the team also made its selections in the annual college draft. And the man who made the decisions later reflected on his choices. "We drafted for our particular needs during the first five rounds," was Bertka's analysis, "then we just went for the best players available."

As the month of May yielded to the beginning of summer, the final big question was answered. On June 7 Fred Rosenfeld pulled the curtain off a display with the logo JAZZ emblazoned on a purple, green and gold uniform. It was the final master stroke. Instead of trying to rally fans around a new call, the basketball team had dipped into the city's heritage, for long had New Orleans been reputed as the birthplace of Jazz.

The announcement triggered discussion and eventually the populace agreed—the name was pure New Orleans.

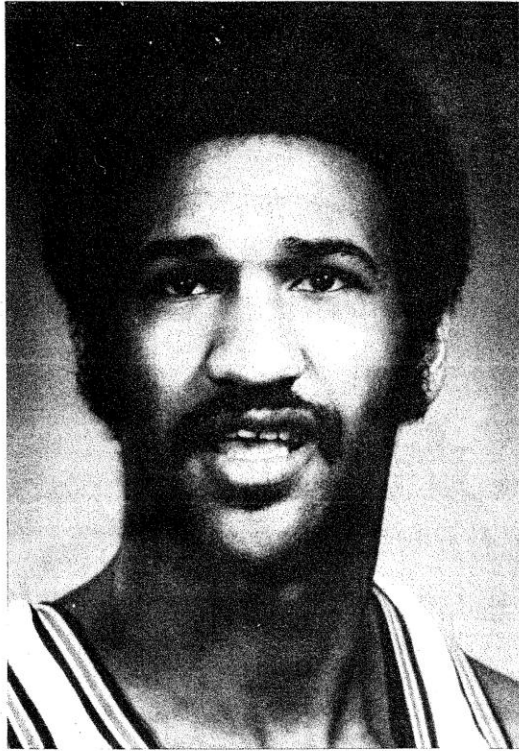
As the season approached the Jazz completed the casting of their All-Star organization with the naming of Elgin Baylor and Sam Jones, two more proven winners, as assistant coaches.

Local flavor with professional guidance was a sure formula for success. Winners and professionals all, the Jazz is destined to take the city by storm with the fans hoping that their "collective improvisation" will tune up to be a winning basketball beat.



May 28. Bill Bertka was obviously pleased with New Orleans selections in the college draft.

# MEET The JAZZ



## Stu Lantz

**STU LANTZ**

**Ht:** 6-3

**Wt:** 175

**Pos:** Guard

**How Acquired:** Obtained from Detroit in expansion draft, 1974.

**Birthdate:** 7-13-46

**College:** Nebraska

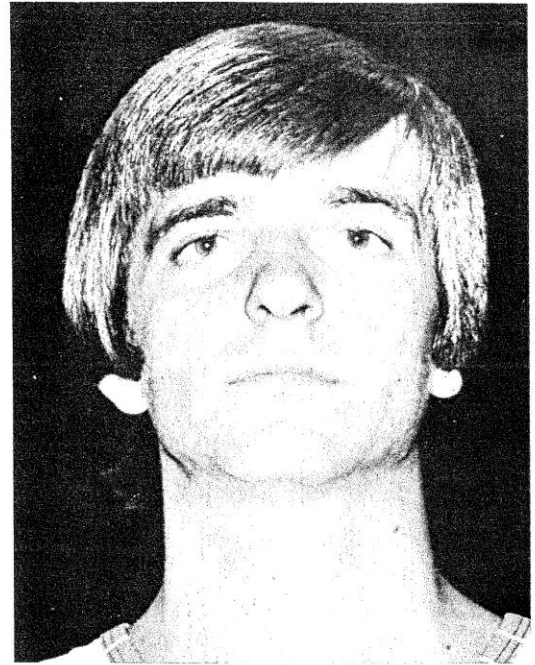
**Years Pro:** 6

Stu Lantz is playing his seventh NBA season this year and New Orleans Jazz fans have already accepted him as one of the top backcourt players in the league.

His quickness and outside shooting ability should enable Stu to become one of the stars of the Jazz fast break.

He is a native of Uniontown, Pa., where he was a high school star at center. Stu made the adjustment to the backcourt at Nebraska. He has made steady progress as an NBA guard and has proven that he can be a productive starter at that position.

Stu makes his off season home in San Diego, Calif.



## Pete Maravich

**Ht:** 6-5

**Wt:** 195

**Pos:** Guard

**How Acquired:** Obtained from Atlanta in trade, 1974.

**Birthdate:** 6-22-48

**College:** LSU

**Years Pro:** 4

Pete Maravich came to New Orleans in a trade that gave the NBA's expansion ball club a superstar at the guard position.

A veteran of four seasons with Atlanta, Pete finished the 1974 season as the NBA's No. 2 scorer with a 27.7 average.

He scored over 2,000 points for the first time in his career in 1973, while still leading the Hawks in assists, free throws made and three throws attempted.

Pete's ball-handling skills should be the key to the New Orleans fast break. "I don't believe there is a better middle man on the break in basketball than Pete," says coach Scotty Robertson.

He was a celebrated collegiate player at LSU, leading the NCAA in scoring for three straight seasons, and generating interest in the sport wherever he played.

He now makes his home in Metairie, La.



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**PRESS RELEASE**

## **Copeland's of New Orleans Celebrates its 1 Year Anniversary in Alexandria, LA**

ALEXANDRIA, LA - On Thursday, October 25 Copeland's of New Orleans, located at 2421 South MacArthur Drive, will celebrate being back in Alexandria for one year!

On Thursday, October 25<sup>th</sup> Copeland's of New Orleans in Alexandria will celebrate its 1 Year Anniversary and Halloween by giving out a complimentary glass of champagne (to those of age) that dine for lunch or dinner as a "thanks" to its guests for a wonderful year.

From 6:30pm to 9:30pm Copeland's will host an outdoor Ladies night featuring the *Gary Cathey Band*. Copeland's in Alexandria will offer a happy hour with \$5 select appetizers and \$5 martinis. Happy hour is for all guests of age and offered both outdoors and indoors.

"We are excited to celebrate our One Year Anniversary in Alexandria sharing the authentic, hometown New Orleans taste and ambiance with our guests," said Al Copeland Jr., Chairman of Al Copeland Investments (ACI). "We take pride in our unique foods, flavors, and our friendly, professional staff and we appreciate the opportunity to serve the community of Alexandria for many more years to come."

Also on Thursday, October 25, for both lunch and dinner, Copeland's of New Orleans in Alexandria will donate 20% of the total of your bill to the CENLA Hope House if you mention this organization when receiving your bill!

For more information on Copeland's of New Orleans in Alexandria visit [www.copelandsofneworleans.com](http://www.copelandsofneworleans.com).

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**About Al Copeland Investments (ACI):**

The Copeland family of companies includes restaurants, hotels and Improv comedy clubs throughout the US, including Popeyes Restaurants, Diversified Foods and Seasonings, Copeland's of New Orleans, and Copeland's Cheesecake Bistro.

Creatures  
Wanted  
Annual Vein  
Drain

**Wed. Oct 31 11-2**

Join your fellow REALTORS® for this year's  
Blood Drive.

Look for the Life Share Bus in front of Mac's