
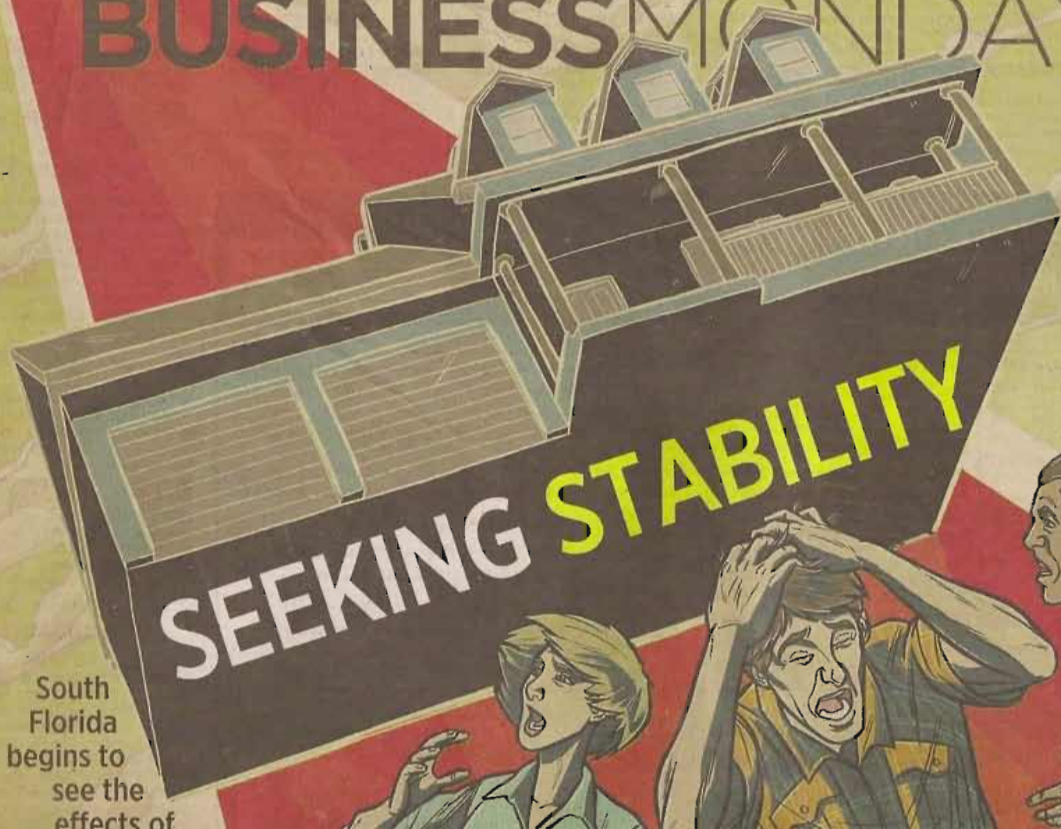


MONDAY, AUGUST 30, 2010

The Miami Herald 

BUSINESS MONDAY



South Florida begins to see the effects of

SEEKING **STABILITY**

INSIDE



SUNSHINE INDUSTRIES

A South Florida shopper created grocery dash.com – an online startup that helps shoppers plan meals and save money at Publix.

PAGE 4

BUSINESS BOOKS

Author Nick Bilton shows how technology is still changing how we live and work.

PAGE 5

BOOTSTRAP

...leaving customers' similarities and differences. ...this task to others, but ask

...total sales, create four segments on your spreadsheet labeled A, B, C and D. "A" customers deliver the largest portion of your revenue; "B" customers are a

...Number of referrals provided? For a quick focus on revenue development potential, one of my clients used these three criteria: current 12-month revenue; future 12-month potential revenue; and the customer's degree of innovativeness.

...You'll save time and money concentrating on those customers that give you the greatest return.

...a single location. There's no hardware or software to buy and install. You only need Internet access and a browser to enter and work with your information.

An "A" customer is hardest to replace unless you're building replacements. When a client lost their best customer due to a geographic relocation, they had a "B" customer on

Want more information? Visit the Small Business page at MiamiHerald.com/Business - click on Ask Jack: You ask and I'll answer.

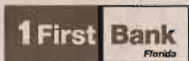
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MY VIEW

Big savings for small business owners

BY BARRY SHARPE
Special to The Miami Herald

Now more than ever, saving money and cutting expenses is a priority for all small business owners. Whether it's renegotiating the lease for your store, or appealing your annual real estate property taxes to ensure that you are not being overtaxed, practically everything these days is negotiable, and saving money is easier than you think.

When it comes to cutting costs in your business, one area to revisit is your property insurance. In addition to coverage of the expenses associated with damage caused by fire, accidents, unexpected acts of nature or theft, business

owners often times elect to cover all of their office equipment as well. This can be very costly and unnecessary in certain circumstances. Removing critical items like computers or a phone system is never recommended. However, one can reduce their insurance premiums by eliminating insurance coverage on inefficient or outdated machines and equipment.

Rent is another big expense for small firms, but it's negotiable — especially in today's market.

Find out what office rentals are vacant in the area, and present the comparable rentals to your landlord or the management company to argue

for a reduction.

The only downside is that you need to be prepared to walk if they won't budge. Yes, this might initially seem more costly with moving expenses, but in the long run, you'll be saving thousands and thousands of dollars.

If you are paying annual property taxes on any real estate that you or your business owns, you may be entitled to a significant refund of money by appealing your property taxes. With a minimal cost to file an appeal with the county, and knowing that the results from the appeal cannot increase your taxes, there is little risk. The most common approach to appealing

your taxes is by using comparable sales of nearby and recently sold property to argue that the county is over-assessing the value of your property.

However, it may be difficult for property owners to find relevant and accurate comparisons.

Now more than ever it's important to run your business with the same entrepreneurial spirit that forced you to go out on your own in the first place. Be proactive and get back to the basic business principle of keeping your overhead low and morale high.

Barry Sharpe is president of the Property Tax Appeal Group, a South Florida based property tax appeal company.