

CITYVIEW'S

# BUSINESS JOURNAL



## HOW TO DEAL WITH SHOPLIFTING

What business owners should do — and not do — in addressing loss threats

By Colson Thayer

On the afternoon of March 23, three women visited West Des Moines' Historic Valley Junction. They began at Coffee Cats and made their way south. Along the way, they stopped at Bing's, Sister's, Memory Lane Antiques and Bozz Prints. While the group made their way around the district, Bing's Owner Val Veiock was on the hunt.

"They acted really sketchy," says Veiock.

One moment, the students had things in their hands; the next moment, they were gone. The number of items on the shelves no longer matched the inventory online. And they were carrying reusable tote bags. Veiock wasted no time pulling up her security camera footage.



Bing's Owner Val Veiock

**“People of all ages like to take our stuff without paying for it. I don’t think people think about how violating it is to the person they’re stealing from. No matter how many times it happens to me — and I know it happens more than I’m catching people, obviously — it doesn’t ever get easier.”**

— Val Veiock

“Once I found them on the video, I immediately ran down to Coffee Cats to see if they had used a credit card,” she says.

But Coffee Cats had no card information on file. She ran down the street but couldn’t find them. She went in and out of neighboring businesses describing what the suspects looked like. Nothing turned up. However, when she arrived back at her store, Veiock got a text from her friend saying they spotted the group.

“I ran down to the other end of the street and stood in front of their car so they wouldn’t leave,” Veiock says. “And they immediately tried to give me the stuff back. They were trying to hand it to me out the window.”

The Bing’s owner had already called the police.

## Heightened by the threat of shoplifting

This was not the only instance of shoplifting at Bing’s. Veiock estimates she has caught almost 20 people in the last three years. But what was unique about this time was the number of people shoplifting.

“There was three of them, which I’m not used to,” says Veiock. “Usually, it’s like one person on their own coming in and stealing stuff, but to have three people was really disappointing.”

Veiock says the shoplifters often bring in a reusable tote or canvas bag, or they just use a large purse.

“A lot of times people will go in the deep corners of the store,” Veiock says. “Or they’ll go to the front where I don’t have as good visibility and just wait for me to turn my back.”

After events like this, Veiock and her staff are heightened to the threat of shoplifting. Veiock instructs her staff to engage with customers entering the store. She encourages them to ask how the customers are doing, what they are looking for and what brought them to Valley Junction. She also says employees should offer counterspace to hold

customers’ items so they do not walk away without paying for them.

But, by far, Veiock’s biggest preventative measure is her cameras. Veiock spent \$5,000 for 10 in-store cameras. She says they are “100% worth the investment.” But, according to Veiock, many of the businesses in Valley Junction don’t make the similar investment.

“People of all ages like to take our stuff without paying for it,” says Veiock. “I don’t think people think about how violating it is to the person they’re stealing from. No matter how many times it happens to me — and I know it happens more than I’m catching people, obviously — it doesn’t ever get easier.

“At the end of the day, I know those girls wouldn’t have stolen from me on the street personally. But it’s the exact same thing when you come in here. I own all this merchandise you just stole from me personally. This is what I do to make my living.”

## Online program designed to address loss threats

Robert Hanson is the Loss Prevention Management Department head at Northern Michigan University. The program started in 2007 and is geared toward loss prevention professionals who have management skills and positions but need a degree to give them credentials. In conjunction with the National Retail Federation and experts in the field, Northern was able to create an online program designed for full-time employees. However, the loss threats at the beginning of the program are completely different from the threats of today.

“When we started back in 2007, credit card fraud was unheard of,” Hanson says. “The idea of organized retail theft, where gangs of people come in and steal...merchandise out of stores, (was) unheard of.”

According to Hanson, there are many kinds of loss. The type of loss a business might experience



Robert Hanson is the Loss Prevention Management Department head at Northern Michigan University.

largely depends on the business itself. The most obvious one is people coming into a store and stealing, but that might be the least of a small business owner’s concerns. Sometimes paperwork is not completed properly, sometimes a store gives credit for returned merchandise that was stolen, and sometimes even bigger legal issues arise.

“The private sector is open to all kinds of lawsuits,” Hanson says. “And, in fact, in some places, it’s slip and fall. Fake slip and fall accidents are a cottage industry. So, people will come in as a team and pour some liquid on the floor, then their confederate comes along and pretends to fall down.”

Hanson says a well-managed business will have a plan for an internal investigation to avoid these allegations.

“The first thing is to identify what are the areas where you could sustain loss. And then you need to think about what you can do to mitigate that loss... It would depend upon an assessment of what you could actually afford to do because, if it is more expensive to do the prevention than to suffer the loss, the prevention isn’t worth it.”

Hy-Vee grocery stores made news when they began rolling out armed security guards that Hanson describes as “people dressed almost like SWAT team members.”

To determine the effectiveness of loss prevention strategies, each company needs a metric to track its return on investment. Hanson suggests managers ask whether the expense involved reduces exposure to loss and if it impacts the bottom line.

But there is another thing to consider: customer

## "You should never chase people out of the store. It doesn't pay dividends."

— Jacque Brittain

experience.

"Myself, when I go into a store, and I see that kind of armed protection, what kind of store am I going into?" Hanson asks. "It would be very interesting to see what the customer perception is."

One loss prevention strategy that does not negatively affect customer experience involves internal cameras. Placing a monitor at the entrance of the store signals to customers that they see them. And, if someone is coming into the store to steal, they have a picture of them walking in. The price of internal camera systems has significantly declined in recent years. Hanson says the investment might be worth it to avoid slip-and-fall lawsuits.

Many resources exist for small business owners to better prevent loss. Hanson suggests reaching out to local associations, federations and chambers of commerce to connect with those who have more knowledge and experience.

### Jacque Brittain

Jacque Brittain currently serves as the editorial director of Loss Prevention Magazine, the official loss prevention industry publication. Before his current role, Brittain spent years in the loss prevention industry. In collaboration with the Loss Prevention Foundation, he helped develop the internationally sanctioned LP credentials LPQualified and LPCertified. The magazine gathers editorial content from staff and loss prevention experts bi-monthly.

"We will tie in things that are important to every

retail store," says Brittain.

According to Brittain, the goal of loss prevention is to enhance the profitability of a company. In other words, you cannot sell stuff that's stolen.

"Opportunity plus desire equals theft," says Brittain. But theft does not always come in the form of a shoplifter.

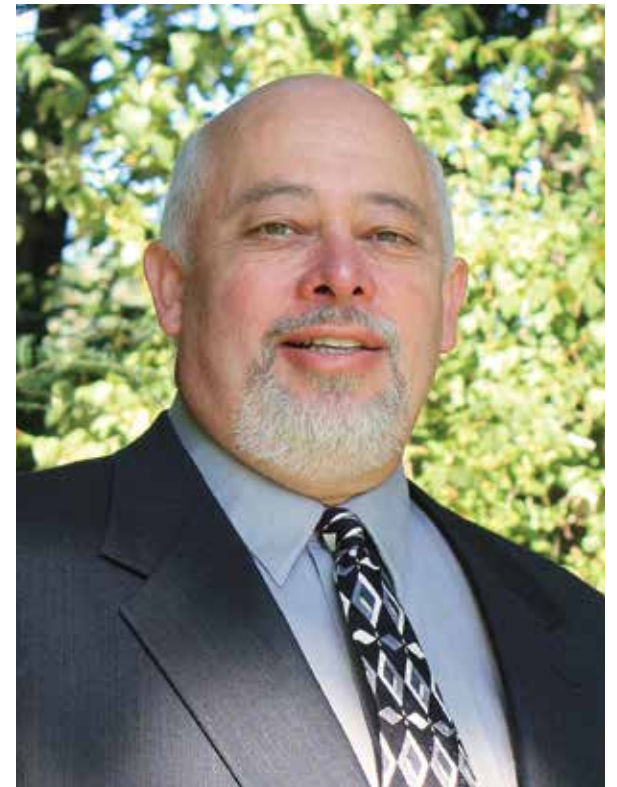
Internal loss, loss caused by an employee, is a huge threat to a business. Plus, employees are the ones who have the most opportunity. Brittain suggests business owners recognize the opportunities employees have and mitigate them.

Another example is assumed deliveries. Brittain says business owners should check their merchandise shipments for accurate counts. A company he previously worked for lost \$3,000 a month on empty boxes of chewing gum.

If a business does catch a shoplifter in the act, Brittain says there is a five-step apprehension process to confirm the crime:

- 1. Did you see the suspect enter the area where the product is stored?**
- 2. Did you see the suspect select the merchandise?**
- 3. Did the suspect attempt to conceal the merchandise?**
- 4. Did you maintain observation from the area toward the exit?**
- 5. Did the suspect leave the store without paying?**

Without these five steps, Brittain says businesses create a liability. Business employees should never



Jacque Brittain currently serves as the editorial director of Loss Prevention Magazine, the official loss prevention industry publication.

use excessive force, he says, but can detain a suspect if they are sure of it. A business owner or employee should also contact law enforcement.

Brittain says business owners should never retrieve the merchandise themselves.

"There's nothing in a store that's worth someone getting hurt," he says.

"The worst thing to do is leave the store, even if a business owner is sure of the crime. Shoplifters could have a weapon. If chasing them out of the store means chasing them into the street and someone gets hurt, the business becomes liable."

Brittain says if a shoplifter is chased into the street and dies, the business owner has a murder investigation on his or her hands.

"You should never chase people out of the store," Brittain says. "It doesn't pay dividends." ■

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Snortys, LLC	MORAVIA	APPANOOSE	02	\$64,700	4	8	4	NEW	Supermarkets and Other Grocery (except Convenience) Stores
Snortys, LLC	MORAVIA	APPANOOSE	02	\$47,000	4	8	4	NEW	Supermarkets and Other Grocery (except Convenience) Stores
Snortys, LLC	MORAVIA	APPANOOSE	02	\$33,200	4	8	4	NEW	Supermarkets and Other Grocery (except Convenience) Stores
Le Petit, LLC	Cedar Falls	BLACK HAWK	01	\$400,000	20	5	5	NEW	Full-Service Restaurants
Trask Design, LLC	Waterloo	BLACK HAWK	01	\$150,000	0	1	1	NEW	Computer Systems Design Services
Kreger Logistics LLC	Waterloo	BLACK HAWK	01	\$114,000	0	1	1	NEW	General Freight Trucking, Local
Kelly Tree Farm, LLC	CLARENCE	CEDAR	02	\$100,000	0	4	4	EXISTING	Nursery and Tree Production
AKOJJT, LLC	CLEAR LAKE	CERRO GORDO	04	\$365,000	4	4	4	NEW	Drinking Places (Alcoholic Beverages)
Deetz Consulting LLC	MASON CITY	CERRO GORDO	04	\$100,000	1	1	1	NEW	Administrative Management and General Management Consulting Services
Family Waterfowlers LLC	THORNTON	CERRO GORDO	04	\$54,000	1	1	1	NEW	Sporting and Athletic Goods Manufacturing
New Hampton Cabinetry LLC	NEW HAMPTON	CHICKASAW	04	\$327,500	0	4	4	EXISTING	Wood Kitchen Cabinet and Countertop Manufacturing
Mine2hodl, LLC	Spencer	CLAY	04	\$967,000	3	2	2	EXISTING	Offices of Real Estate Agents and Brokers
Elena's Touch of Class, LLC	DENISON	CRAWFORD	04	\$261,900	1	6	6	NEW	Beauty Salons
JC Wellness, LLC	Adel	DALLAS	03	\$375,000	4	4	1	NEW	Other Personal Care Services
DSM Skin Solutions, LLC	West Des Moines	DALLAS	03	\$349,500	15	15	1	NEW	Beauty Salons
Boldt Nutrition, LLC	HUMBOLDT	HUMBOLDT	04	\$120,000	0	8	8	NEW	Snack and Nonalcoholic Beverage Bars
Colfax Lodging LLC	COLFAX	JASPER	02	\$825,000	0	3	4	NEW	Hotels (except Casino Hotels) and Motels
South 12 Co.	Coraville	JOHNSON	02	\$305,000	12	13	1	NEW	Fitness and Recreational Sports Centers
South 12 Co.	Coraville	JOHNSON	02	\$50,000	12	13	1	NEW	Fitness and Recreational Sports Centers
Jacob Dyson	NORTH LIBERTY	JOHNSON	02	\$50,000	1	1	1	EXISTING	Offices of Chiropractors
Perfect Game Group Inc	CEDAR RAPIDS	LINN	01	\$850,000	5	150	200	EXISTING	Agents and Managers for Artists, Athletes, Entertainers, and Other Public Figures
WaxLife Cedar Rapids, LLC	CEDAR RAPIDS	LINN	01	\$257,700	1	8	8	NEW	Other Personal Care Services
Coffee Emporium LLC	CEDAR RAPIDS	LINN	01	\$130,500	3	0	15	EXISTING	Limited-Service Restaurants
ZUCK AESTHETICS PLLC	MARION	LINN	01	\$15,000	0	0	1	NEW	Other Personal Care Services
LITTLE LEAPS LEARNING ACADEMY, INC.	EARLHAM	MADISON	03	\$685,100	15	40	40	NEW	Child Day Care Services
Mid West Pride Athletics, LLC	Ankeny	POLK	03	\$305,000	4	1	1	EXISTING	Sports Teams and Clubs
TODD CONSTRUCTION	ANKENY	POLK	03	\$20,000	0	0	1	EXISTING	Finish Carpentry Contractors
TODD CONSTRUCTION	ANKENY	POLK	03	\$20,000	0	0	1	EXISTING	Finish Carpentry Contractors
Blk & Bold, LLC	Des Moines	POLK	03	\$2,500,000	4	12	12	EXISTING	Other Miscellaneous Nondurable Goods Merchant Wholesalers
SUBWAY	DES MOINES	POLK	03	\$450,000	3	27	27	EXISTING	Limited-Service Restaurants
Best Heating, Cooling and Electric Inc.	DES MOINES	POLK	03	\$350,000	2	18	6	EXISTING	Plumbing, Heating, and Air-Conditioning Contractors
Stenger, LLC	Des Moines	POLK	03	\$211,000	3	0	7	EXISTING	Plumbing, Heating, and Air-Conditioning Contractors
JOSHUA HAKE FOOD STYLING	DES MOINES	POLK	03	\$32,000	1	1	1	EXISTING	Food Service Contractors
Invictus Media, LLC	DES MOINES	POLK	03	\$30,000	0	7	7	EXISTING	Motion Picture and Video Production
BRAFFORD BROS. LLC	DES MOINES	POLK	03	\$25,000	20	0	2	NEW	Mobile Food Services
TAKE Fitness Grimes LLC	Grimes	POLK	03	\$350,000	7	1	1	NEW	Fitness and Recreational Sports Centers
Golden Ops LLC	URBANDALE	POLK	03	\$1,900,000	3	4	4	NEW	All Other Business Support Services
Golden Ops LLC	URBANDALE	POLK	03	\$150,000	3	4	4	NEW	All Other Business Support Services
Law Enforcement Video, LLC	URBANDALE	POLK	03	\$25,000	0	1	1	EXISTING	Other Scientific and Technical Consulting Services
Canvis, LLC	WEST DES MOINES	POLK	03	\$350,000	3	0	10	EXISTING	Computer Systems Design Services
The Sweet Spot of Des Moines LLC	West Des Moines	POLK	03	\$250,000	0	6	6	NEW	Baked Goods Stores
Shaxes Enterprises LLC	BETTENDORF	SCOTT	02	\$977,000	13	2	2	NEW	Full-Service Restaurants
TERRY AND ANDY'S TACOS, INC.	AMES	STORY	04	\$150,000	10	3	39	EXISTING	Full-Service Restaurants
Remedy Training Co.	Ames	STORY	04	\$130,000	3	1	1	NEW	Fitness and Recreational Sports Centers
IOWA FILM PROS LLC	AMES	STORY	04	\$15,000	0	0	1	NEW	Automotive Glass Replacement Shops
The Kindred House of Ottumwa LLC	OTTUMWA	WAPELLO	02	\$2,670,000	19	2	2	NEW	Continuing Care Retirement Communities
Ottumwa Foods LTD	OTTUMWA	WAPELLO	02	\$286,500	0	9	9	NEW	Full-Service Restaurants
23:20 Fitness, LLC	OTTUMWA	WAPELLO	02	\$28,800	2	2	0	NEW	Fitness and Recreational Sports Centers
Hobbs Agency LLC	OTTUMWA	WAPELLO	02	\$25,000	0	2	2	NEW	Insurance Agencies and Brokerages
PC Matic, Inc.	SIOUX CITY	WOODBURY	04	\$2,000,000	10	70	70	EXISTING	General Automotive Repair

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# CITYVIEW'S BUSINESS JOURNAL

# EXPERT ADVICE

## ON ISSUES THAT MATTER TO YOUR BUSINESS

### TECHNOLOGY

#### *What's the difference between IT Security and Cybersecurity?*

In today's world, most of our companies depend on utilizing internet access to operate. Cybersecurity focuses on protecting access to our information online. IT focuses on confidentiality, availability, and the integrity of our business' information internally and externally.

The fun part of those descriptions is they sound a lot alike, right? The importance of implementing the correct procedures to address the risks can and sometimes do overlap. The focus of the two are strategically aligned but also specific for good reasons.

As I mentioned last month regarding the analogy of IT providers being like mechanics, Cybersecurity experts are your specialists. Know the differences between the two as it's extremely important how they are woven into your overall success.

May the force be with us all!



**Scott Hardee**

*Business Development Executive – Branch Manager*



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### ACCOUNTING

#### *Business Bookkeeping*

It is important to have your business bookkeeping handled by a professional.

There are a lot of software programs that are written to do bookkeeping, however, just because they are written to do bookkeeping does not mean you don't need to know how bookkeeping works. There is a big difference between data entry into a software program and being a true bookkeeper.

Things to know if you do your own books.

- 1) Loan payments are not deductible. They are payments that reduce your loans. Loans are liabilities that are on the balance sheet. The payments should NEVER be included on the Profit and Loss statement.
- 2) Payments to the owner of the business are not deductible expenses. Unless you are paying yourself through an actual W2, it would be considered an owner's draw and that is just the owner taking out the profits and should show up on the balance sheet in the Equity section.
- 3) Any expense that the owner pays out of their own personal account should be included as a journal entry and recorded as an expense and then the offsetting entry would be a contribution to the company through Owner's Draw/Contributions.
- 4) If you purchase an asset, such as a large piece of equipment or a vehicle, that needs to be reported as an asset on the balance sheet and will be depreciated through your tax return.
- 5) You can use your P&L report as a tool to compare prior year amounts to find out where you are over-spending or to determine how much to spend in the upcoming year.

As a business owner it is important to stay in tune with your financials and use the information to build your business in the future.



**Ann M. Hartz**  
CPA



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### ADVERTISING

#### *How are you different from your competition?*

Often, this is an overlooked method of advertising, but an effective one. Every business should own and embrace their position in the market. Every business has their niche. Or has your niche changed? Why are your customers coming to you?

Let potential customers know why they should be buying from you. Are you more convenient? Have more locations? Open longer hours? Do you have the latest technology? Are you more friendly? Have a bigger selection? Do you have an award-winning business? Are you expanding? Do you have 24-hour service? Are you the cheapest? Do you have the best quality? Have you been in business the longest? Are you the most experienced?

You get the idea. Understand how you are different than your competition. Understand why your customers shop your business. Then use that knowledge to create an advertising program to build your customer base.



**Jolene Goodman**  
Vice President



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COMMERCIAL REAL ESTATE TRANSACTIONS IN POLK COUNTY FROM MARCH 19, 2023, THROUGH APRIL 17, 2023

**1327 13TH ST., DES MOINES**  
SALE DATE: 2023-03-20  
SALE PRICE: \$395,000  
SELLER: LANGWORTHY ENTERPRISE XIII LLC  
BUYER: CASA 29 MANAGEMENT LLC  
ACRES:0.172  
SQUARE FEET: 3,102



**117 N.W. COLLEGE AVE., ANKENY**  
SALE DATE: 2023-03-21  
SALE PRICE: \$1,070,000  
SELLER: ANKENY 8 LLC  
BUYER: BIG SKY PROPERTIES LLC  
ACRES: 0.987  
SQUARE FEET: 11,200

**114 N.W. STATE ST., ANKENY**  
SALE DATE: 2023-03-21  
SALE PRICE: \$2,300,000  
SELLER: ANKENY 8 LLC  
BUYER: BIG SKY PROPERTIES LLC  
ACRES: 1.494  
SQUARE FEET: 20,320



**2701 86TH ST., URBANDALE**  
SALE DATE: 2023-03-21  
SALE PRICE: \$2,650,000  
SELLER: WESTMINSTER PROPERTIES LLC  
BUYER: JPE FAMILY CORP  
ACRES: 2.520  
SQUARE FEEET: 22,000



**2575 N. ANKENY BLVD. UNIT 205 BUILDING 2, ANKENY**  
SALE DATE: 2023-03-23  
SALE PRICE: \$715,000  
SELLER: NJS NORTHPOINTE LLC  
BUYER: BOTY HOLDING COMPANY LLC  
ACRES: 0.269  
SQUARE FEET: 2,500



**6901 CENTER ST., WINDSOR HEIGHTS**  
SALE DATE: 2023-03-24  
SALE PRICE: \$195,000  
SELLER: SERIES 11 OF JGC HOLDINGS LLC  
BUYER: CUNARRO REAL ESTATE LLC0.256  
ACRES: 1,376  
SQUARE FEET: 0



**5360 N.E. 14TH ST., DES MOINES**  
SALE DATE: 2023-03-27  
SALE PRICE: \$1,690,000  
SELLER: ALBA, ANDREA  
BUYER: CARMIA ENTERPRISES LLC  
ACRES: 2.165  
SQUARE FEET: 20,352



**2679 MAURY ST., DES MOINES**  
SALE DATE: 2023-03-28  
SALE PRICE: \$350,000  
SELLER: COLBERT PROPERTIES LLC  
BUYER: H&M CONSTRUCTION LLC  
ACRES: 1.740  
SQUARE FEET: 5,151



**6300 HICKMAN ROAD, WINDSOR HEIGHTS**  
SALE DATE: 2023-03-28  
SALE PRICE: \$950,000  
SELLER: QUIKTRIP CORP  
BUYER: IA10 WINDSOR HEIGHTS LLC  
ACRES: 2.070  
SQUARE FEET: 0

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**1409 N.W. LAUREL ST., ELKHART**  
SALE DATE: 2023-03-28  
SALE PRICE: \$784,080  
SELLER: TANAM ELKHART LLC  
BUYER: C&A INVESTORS LLC  
ACRES: 5.996  
SQUARE FEET: 0

**1407 N.W. LAUREL ST., ELKHART**  
SALE DATE: 2023-03-28  
SALE PRICE: \$914,760  
SELLER: TANAM LLC  
BUYER: C&A INVESTORS LLC  
ACRES: 6.004  
SQUARE FEET: 0



**325 GRAND AVE., DES MOINES**  
SALE DATE: 2023-03-28  
SALE PRICE: \$1,800,167  
SELLER: IOWA STATE BANK  
BUYER: 611 FIFTH AVENUE LLC  
ACRES: 0.499  
SQUARE FEET: 24,538

**5900 THORNTON AVE., DES MOINES**  
SALE DATE: 2023-03-29  
SALE PRICE: \$1,239,500  
SELLER: AIRPORT DEVELOPMENT LC  
BUYER: CLOP DES MOINES IA LLC  
ACRES: 8.127  
SQUARE FEET: 0



**1880 N.W. 86TH ST., CLIVE**  
SALE DATE: 2023-03-30  
SALE PRICE: \$1,758,500  
SELLER: 2420 WEST BROADWAY LLC  
BUYER: BDB-86TH DSM LLC  
ACRES: 1.381  
SQUARE FEET: 3,758



**1091 26TH ST., DES MOINES**  
SALE DATE: 2023-03-30  
SALE PRICE: \$243,000  
SELLER: DOBSON, KEEGAN  
BUYER: MUNOZ DE LA CRUZ, ALEJANDRO J  
ACRES: 0.212  
SQUARE FEET: 3,875

**7680 S.W. 22ND ST., SUITE 107, DES MOINES**  
SALE DATE: 2023-03-31  
SALE PRICE: \$199,000  
SELLER: 7600 SW 22ND STREET LLC  
BUYER: CASSON, BRIAN C  
ACRES: 0.110  
SQUARE FEET: 1,500



**1631 N.E. 55TH AVE., DES MOINES**  
SALE DATE: 2023-03-31  
SALE PRICE: \$450,000  
SELLER: BR ALLEN PROPERTIES LLC  
BUYER: BOS HOLDINGS LLC  
ACRES: 0.999  
SQUARE FEET: 4,760

**7680 S.W. 22ND ST., SUITE 109, DES MOINES**  
SALE DATE: 2023-03-31  
SALE PRICE: \$185,000  
SELLER: 7600 SW 22ND STREET LLC  
BUYER: STRAT-PATT VENTURES LLC  
ACRES: 0.110  
SQUARE FEET: 1,500



**1195 N.W. AURORA AVE., DES MOINES**  
SALE DATE: 2023-03-31  
SALE PRICE: \$725,000  
SELLER: EPC LLC  
BUYER: AURORA AVE LLC  
ACRES: 0.790  
SQUARE FEET: 10,708

**7680 S.W. 22ND ST., SUITE 101, DES MOINES**  
SALE DATE: 2023-03-31  
SALE PRICE: \$185,000  
SELLER: 7600 SW 22ND STREET LLC  
BUYER: CDM RENTALS LLC  
ACRES: 0.110  
SQUARE FEET: 1,500

**7680 S.W. 22ND ST., SUITE 102, DES MOINES**  
SALE DATE: 2023-03-31  
SALE PRICE: \$370,000  
SELLER: 7600 SW 22ND STREET LLC  
BUYER: CDM RENTALS LLC  
ACRES: 0.220  
SQUARE FEET: 3,000



**820 LYON ST., DES MOINES**  
SALE DATE: 2023-03-31  
SALE PRICE: \$950,000  
SELLER: EPC LLC  
BUYER: LYON ST., LLC  
ACRES: 0.430  
SQUARE FEET: 12,480 ■



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