

THE HOBBS TIMES



INTERVIEW:
REEF KEEPERS
AQUARIUM

PROPERTY
FEATURE:
ROSEMARY
HILL FARM

PHOTO BY NAOMI TAMAR



Issue #1
OCTOBER 2023



Tenant Appreciation Lunch 2022

*No carve pumpkin
decorating contest*

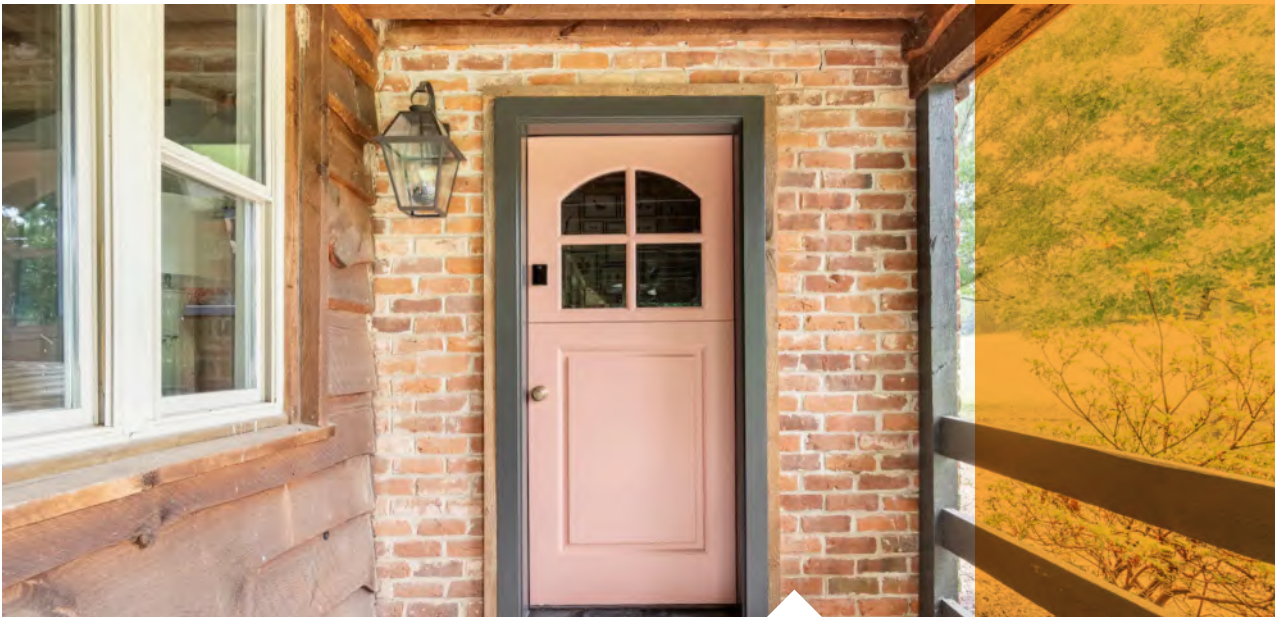


**See you
at the
next one!**

*End of
October 2023*



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An interview with Bill Gately, one of our longest-running renters, about the business of keeping fish and corals.

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Rosemary Hill Farm

This issue's property highlight is Rosemary Hill Farm. This highly-rated rental getaway is located in Milton, NC, right next to the Virginia International Raceway, and is available to rent for the fall season.

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Stats & Staff

A stats check-in with Hobbs Properties, including our new tenants. As well, the names and faces of our team of on-campus, in-office staff.

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01

Reef Keepers Aquarium, Inc

INTERVIEW WITH BILL GATELY

WRITER: MIRIAM NAQUI
PH: REEF KEEPERS AQUARIUM

Reef Keepers Aquarium is a tropical fish and coral store located in Clayton, North Carolina. Its owner and proprietor, Bill Gately, is one of Hobbs Properties' long time tenants. The establishment, which houses a 18-20 year old coral system across 2000 gallons in 3 tanks as well as a stocked pond, has been located in the same Hobbs Properties building since its original inception in 2004.

Reef Keepers isn't just a business—it's the beautiful showcase of the work and care of a dedicated hobbyist who's kept aquariums for almost three decades. Bill received his first fish tank at the age of 15, from his best friend at the time. This young man already had a collection of them at his parents' home, and the

purchase of another was just one too many—he didn't have a place to put it.

"He offered it to me, and that was the beginning of it," said Bill. "[I] paid \$100 to him for it in 1982."

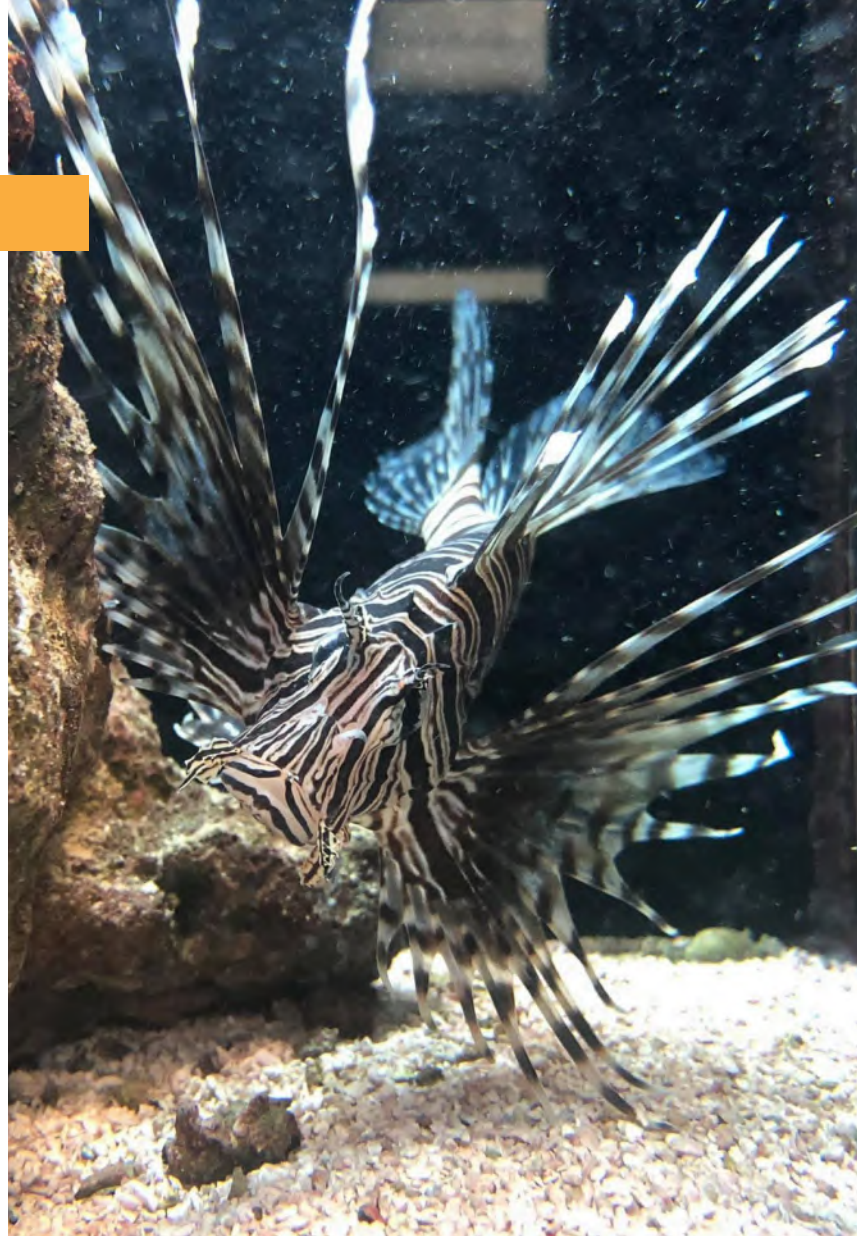
From that one gesture, a dedicated aquarist was born in Bill, who became enamored with the beauty of fish and corals and the symbiotic relationships within their ecosystems. He maintained that interest through a successful career in the automotive paint business, where he became a field tech and taught others the ins and outs of the art. But after 15 years of that and its associated health issues, he decided it was time for a change of career.

20 years into running his hobby-turned-business, Mr. Gately offers something unlike any other shop in Clayton.

"When you walk into my store, you get to see my coral reef. Literally 20 years old... They are a living ecosystem."

"What I brought to the area and what I have in the store is pretty amazing, if anybody wants to come see. Different from your average fish store. When you walk into my store, you get to see my coral reef. Literally 20 years old, never been broken down, never crashed. They are a living ecosystem. Most of my competitors, their stuff is torn down on a three month basis trying to keep them alive. Little understanding of what it takes to run these things. For me, it's sad, because you do see all the killing of the animals, and it drives me nuts."

Unlike many similar businesses, which rely on a constant turnover of stock to keep the cash coming in, his operating costs are kept low through the sheer quality of his craft. This makes it a



**A BLACK VOLITAN LIONFISH.
THESE VENOMOUS PREDATORS ARE BEAUTIFUL,
BUT MUST BE HANDLED AND HOMED WITH CARE.**

simpler matter to manage dry spells, including the COVID lockdowns that drove many small enterprises out of business.

"Keeping animals alive keeps me in business," Mr. Gately said. "If they don't sell, they grow, and then those corals I can break up into smaller pieces, and it's a sustainable business. Because I can keep them alive and grow them, I don't have to continue to bring them in. From a fish point of view, I'll bring in a 2000 dollar fish to sell because I'm not fearful of killing it. If it takes me a year to sell it,

then he'll stay in my fish system for a year. So, I'm not losing money. I'm not price related, I'm quality related."

The well-maintained coral systems sustain the health of the animals, many of which are approaching 20 years old themselves, and some of which are Mr. Gately's original fish from his first saltwater tanks.

Continued →

“

If they don't sell, they grow.
Keeping animals alive keeps me
in business.

”

It's a far cry from other suppliers, where a fish purchased might be ill or doing poorly in a sick system, only to eventually die after purchase if not rehabilitated fast enough by its new owner.

“The new hobbyists may not see initially the value of what I'm offering, but once they find several fish die in a row (from other sellers), I become interesting,” Mr. Gately commented. He made special mention of an epaulette shark he sourced for a buyer. The shark was obtained as a

pup and sold, but after the shark outgrew the tank in his new home, the original buyer donated the animal back to Bill. The shark is still thriving in the pond at the back of the store, alive and well, and now going on 15 years old. Other inhabitants of the pond include puffers, tangs, antheas, and angelfish.

When asked for tips for new potential aquarium owners, Bill said: “Make sure it's something you're invested in, something you want.” →



BILL'S 19 YEAR OLD BANDIT ANGELFISH

“When you see the fish, you know exactly why they call it a bandit angel.”





A YELLOW FORM GOLDEN PUFFER, WORTH AS MUCH AS \$500 PER ANIMAL.

IMAGE SOURCE: REEF KEEPERS, INC. FACEBOOK PAGE - [FACEBOOK.COM/REEFKEEPERSAQUARIUM/](https://www.facebook.com/reefkeepersaquarium/)

shops since Hawaii legally banned the collection of ornamental fish in 2018. "The bandit is a very interesting, beautiful fish that I've been obsessed with the whole time I've been in the hobby," he said, and when asked why he liked the bandit in particular he added, "I guess the pattern and the coloring of the fish, which is kind of funny because it's just white and black. When you see the fish, you know exactly why they call it a bandit angel."

Outside of maintaining his reef and selling fish and aquarium supplies, Bill also does a few tank installations each year for customers, with the largest he's ever done being a couple thousand gallons. One thing he doesn't do is come out to do tank maintenance after the fact. The responsibility of maintaining the delicate ecosystem is a core part of the joy and privilege of owning an aquarium, and a key part of being invested.

Reef Keepers Aquarium, Inc. is located in Clayton, North Carolina, at 1681 Old US Highway 70.



→ "If you don't want it, it's not going to work out, you're going to struggle." He recommended freshwater tanks for beginners, as even a small saltwater tank will realistically cost close to a \$1000 investment. For those willing to make that investment, though, one can have the singular pleasure of keeping some of the most beautiful fish and corals. That these treasures of the seabeds can be observed and admired in person at any time is a treasure in itself.

Bill's oldest fish are two angelfish: a king angel, and a bandit—or banded—angel, which has become very rare to see in

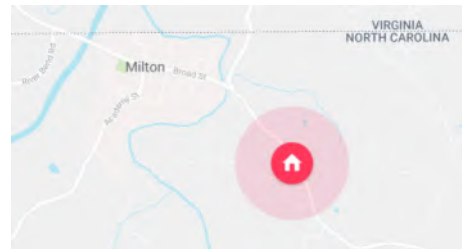


02 ROSEMARY HILL FARM

AVAILABLE TO RENT
FOR THE FALL SEASON

RATED ★★★★★

This fresh getaway is a newly renovated house sitting on **75 acres** of clean, rolling countryside in **Milton, NC**, 5 minutes away from the **Virginia International Raceway**.



Kitchen



Free parking on premises



Air conditioning



Bathtub



Wifi



Washer & dryer in building



Dedicated workspace



TV



Backyard

LIVING ROOM





BEDROOM

One of three cozy bedrooms.
The farmhouse contains 1
king size, 3 queen size, and 1
double bed in total.



PATIO

Enjoy a private, shady view of
beautiful countryside.



KITCHEN

Fully equipped with
utensils, coffee machine,
dishwasher, oven and stove.

VIEW LISTING
& BOOK YOUR NIGHT



GREGORY HOBBS
PRESIDENT
& FOUNDER



MARY HOBBS
VICE PRESIDENT



ROSIE DANIEL
Director of
Business Development



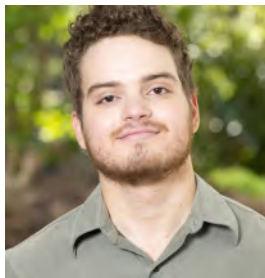
BRITTNEE TODD
Property Manager



CONNIE AUGUSTINE
Accounting Manager



BILL GLOTZBACH
Facilities Maintenance
Manager



JAMES LUCK
Marketing Coordinator
& Project Manager



MARY JO LUGO
Office Manager &
Human Resources



CORBIN BEESON
Leasing &
Sales Representative



CAROLINE MEDDERS
Accounting Associate &
Development Assistant



KEVIN PUNTCH
Facilities Maintenance
Engineer



RALPH MOZINGO
Facilities Maintenance
Engineer



RICK GOLDMAN
Facilities Maintenance
Engineer

OUR TEAM

IN-OFFICE IN MIDTOWN RALEIGH
919-828-9999

343 E. SIX FORKS RD.,
STE. 300 RALEIGH, NC 27609

03 HOBBS PROPERTIES STATS - OCTOBER 2023

132
Tenants

21
Properties
Managed

630k+
Square Footage
Managed

NEW TENANTS IN 2023

Insight Partners

HVAC equipment, service and parts.

North Carolina Virtual Public Schools

State-run online class program.

Jimmy A. Johnson CPA PA

Tax preparation accountant.

Cutco Knives

Marketing & sales company for cutlery.

McKinley Scientific

Provider of laboratory instruments.

Atlantic Packaging

Packaging services company.

Noon Solar

Full-service solar sales provider.

Anew U Counseling

Mental health practice offering counseling services.

Phlebotomy Training Specialists

Phlebotomy & EKG Training provider.

Behavioral Health Wellness

Mental health and wellness care provider.

Watch-Commander Security

Full-service security guard & patrol provider.

Single Sourced

Office & sales for hemp products.

Spotlight Revenue

A marketing and software development agency.

Oolala Balloons

Event decor service.

Carolina Outreach

Mental health and wellness care provider.

Global Auto

Car sales company.

Eastcoast Research Services

Focus group recruiter.

Discount Appliances, Inc.

Used & refurbished appliance seller.

Workout Anytime Wake Forest - Rolesville

24/7 workout and fitness center.

Little Caesars

National pizza chain.

Have you seen this trailer?

Take a picture and email it to
office@hobbsproperties.com
to enter a raffle for Hobbs hats & bags!





HOBBS PROPERTIES

Serving those who serve others.

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