



**WHITE PAPER:
EXCLUSIVE FOR
HSAH TERRITORY
MANAGERS!**

CIRRUS VS. LOCAL REAL ESTATE BROKERS/ AGENTS: WHAT'S THE DIFFERENCE?

**Exclusive Commercial
Real Estate and Lease
Negotiation Partners to
Henry Schein Animal Health**

Find out how Cirrus Consulting Group works collaboratively with local commercial real estate brokers and agents across the country to better serve our customers!



1.800.459.3413
www.cirrusconsultinggroup.com/vet



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CIRRUS VS. LOCAL REAL ESTATE BROKERS/AGENTS: WHAT IS THE DIFFERENCE?

For most veterinarians, searching for the perfect location to start a practice can be stressful and time consuming. Cirrus Consulting Group's experienced team of real estate attorneys, commercial real estate brokers, consultants and dedicated leasing team provide veterinarians with an all-in-one solution to remove the stress and anxiety out of opening a practice.

> WE COLLABORATE WITH BROKERS ACROSS NORTH AMERICA <

Cirrus Consulting Group works collaboratively with a broad network of highly experienced local commercial real estate brokers across the country who can properly help our clients with their space-finding needs, ensuring they are provided with the best customer service and expertise. Once a location is selected, our in-house team of consultants and real estate attorneys will negotiate favorable financial and legal terms in the veterinary office lease, with our clients' best interests in mind. **And best of all, we are exclusive partners to Henry Schein Animal Health (HSAH).**

> VETERINARIANS ARE UNIQUE TENANTS WITH UNIQUE REAL ESTATE NEEDS <

Commercial real estate agents and brokers are incredibly knowledgeable about the commercial real estate market, and are well-versed in what spaces are on the market and available for sale or lease; however, *a veterinary practice is unique with very different needs* than that of a retail or office tenant. Unfortunately, most commercial real estate agents don't specialize in representing veterinary tenants specifically, and thus lack the technical knowledge and expertise to properly guide and support veterinarians through the stressful, lengthy, and expensive process of opening a new practice and negotiating the veterinary office lease.

Often brokers refer their clients out to attorneys to help with the technical aspects of the lease; however, attorneys often lack experience reading and negotiating *veterinary office leases*. **Additionally, most attorneys have no loyalty to HSAH, and many refer their doctors to a different veterinary supply partner for their needs.**



Scan to Watch Our
Lease Negotiation Video



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 HENRY SCHEIN®
ANIMAL HEALTH



WHAT MAKES CIRRUS DIFFERENT THAN A LOCAL REAL ESTATE AGENT?

Experience in Veterinary Office Leasing

Cirrus Consulting Group was founded by a group of doctors for doctors in 1994, providing an obvious edge and unrivaled level of expertise in the healthcare leasing environment. Having negotiated over 10,000 healthcare office leases, Cirrus understands exactly what veterinary professionals require out of a lease agreement; terms which the standard form commercial lease simply cannot provide. For this reason, we come out stronger in the veterinary leasing environment, delivering the best results.

Our in-house brokerage and lease negotiation team can accommodate any clinic sale or purchase requirements. We are able to provide a stress-free negotiation environment for our clients, achieving a better quality lease that offers *protection and good economic terms*. Cirrus handles the entire negotiation process from start to finish, from facilitating the space-finding process to representing our doctors in all dealings with their landlord.

Cirrus Accepts No Commissions

Broker/Real Estate Agents

Most doctors hire a commercial real estate agent to represent their interests in negotiations without realizing how the agent is paid or compensated.

Commercial real estate agents are **paid commissions from building owners and landlords after the lease has been signed by the veterinary tenant**. Their commission is determined based on the rental rate per square foot, the size of the office, and the length of the term/commitment in the lease agreement. This means that **the higher the rental rates, the more remuneration the real estate agent will earn**. This does not mean however, that all real estate agents are self-motivated, or that they don't properly represent their clients. However, it is important that doctors be aware of how brokers are compensated.

Cirrus Consulting Group

Cirrus never receives any form of commission or financial remuneration when a veterinarian signs the lease. Our clients can feel confident knowing that Cirrus always genuinely has their best interests at heart.

Our skilled in-house lease negotiators will work hard to negotiate the best deal possible with the landlord, and will work to **reduce rental rates**; not the opposite.

Did you know?

Over 54% of veterinarians across North America are overpaying in rent for their clinic.



CIRRUS' ALL-IN-ONE LEASING SERVICES FOR VETERINARIANS

SERVICE	Broker/ Realtor	Cirrus
Space finding	✓	✓
Develop real estate plan		✓
Analyze existing lease (if applicable)		✓
Market research	✓	✓
Office lease review and rent analysis of new lease		✓
Economic term negotiations with landlord	✓	✓
Lease clause negotiation with landlord		✓
Final review of lease		✓
Follow up warranty and support from our team		✓

Educated Practice Planning with Market Research

Cirrus has access to extensive commercial and local market real estate data to help our clients make educated geographical choices. Here is a sample of some of the insightful data we bring to the equation:

- Building/Office rental rates
- Building vacancy reports
- Available locations and vacancy rates
- Building landlord absorption rates
- Demographic information by geographic location

Exclusive Referral Partners to Henry Schein Animal Health

Cirrus Consulting Group is HSAH's exclusive real estate partner. All of our clients are referred to HSAH to fulfill their veterinary equipment and supply needs. Unlike other local real estate attorneys or consultants, we always position Henry Schein Animal Health as the best-in-class equipment supply company, even if our doctors have already been introduced to competing suppliers in the market.

➤ COMPLIMENTARY VETERINARY OFFICE LEASE REVIEW FOR HSAH CUSTOMERS ◀

As an exclusive partner of HSAH, Cirrus is delighted to provide you with the opportunity to offer your customers a **complimentary Veterinary Office Lease Review and Rent Analysis**. Valued at **\$1,495**, our expert leasing team will review their current or proposed lease agreement (or Offer to Lease for startups) at no charge to your doctors, providing much-needed advice to help your accounts save \$100,000's over the life of their leases. **In addition, HSAH TM's can benefit from our lucrative commission and spiff programs!**

Help facilitate a smooth and safe startup process by utilizing Cirrus for our location and office lease review/negotiation services. To learn more about how we can help your customers find their ideal office location, dial 1.800.459.3413 or visit www.cirrusconsultinggroup.com/vet.