

NEGOTIATING FOR YOUR DREAM PRACTICE

Call us today for a complimentary consultation to discuss your specific situation.

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6 Key Insights:

1. Dentists are the best tenants on the planet but unknowingly sign some of the worst leases.
 - a. In life, (and with landlords) you do not get what you deserve, you get what you negotiate for. All dental office leases need to be properly structured with dental specific language.
2. Tenancy expenses are your 2nd largest expense. Make sure to always negotiate the 7 main financial variables and landlord inducements.
3. Most Doctors only focus on the first ½ of the first page of the lease and are not aware of the \$100,000 traps hidden in the other ~84 pages.
4. A lease negotiator needs to be involved from the very first call to the landlord.
5. Renovations / Expansions are some of the best times to renegotiate a new combined long-term lease.
 - a. Professional advice: use your investment in your space as the perfect time to commence renewal negotiations (rather than after you have already completed them).
6. Building Owners - A lease with yourself: It is critically important that you have a lease to separate your Real Estate Corporation from your Practice Corporation.
 - a. This is important for loan approvals, liabilities, audits, value of the building and value of the practice.

5 Critical Questions to Ask:

1. How can you proactively protect from the landlord's rights to termination, relocation, demolition, or other major risks in your lease?
2. How can an expert lease negotiator protect me from my landlord being entitled to a percentage of the practice sale proceeds?
3. Understanding the risks of a personal and/or spousal guarantee. What strategies can limit or remove these risks so they don't continue even after you sell your practice?
4. How can your landlord prevent you from selling your practice or bringing in an associate/specialist?
5. Do you know how Cirrus' proven strategy will help you negotiate and re-negotiate your office lease?

About your Dental Office Lease Negotiation Treatment Planner:

Eric Pook is the President and Owner of Cirrus Consulting Group, North America's preeminent commercial real estate and office lease negotiation firm for dentists. Eric and his team will help you:

Review your local real estate market and leverage their proprietary data for demographics and other local dental office lease negotiations.



Identify the costly red flags and strengthen your lease.



Provide a strategic plan to ensure your lease is properly set up, Provide you with a complementary consultation and lease review by referencing this course.

