



ARE YOU PLANNING TO RELOCATE YOUR DENTAL PRACTICE?

Your Guide to Relocating Your Practice and the Dental Office Lease.





DENTAL OFFICE RELOCATION PROCESS (OFFICE LEASE)

Are you planning to relocate your dental practice?

There are many factors to consider when selecting the right location for your new practice. If you're not properly prepared for a relocation, the decisions you make today can negatively impact your practice tomorrow.

We hope you use this guide as a tool to help ensure a smooth and safe practice relocation.

STEP 1

DEFINE YOUR GOALS & CREATE A PLAN

DETAIL OUT THE NECESSARY STEPS IN THE RELOCATION PROCESS AND OUTLINE GOALS FOR NEW SPACE.

STEP 2

ANALYZE THE TERMS IN CURRENT LEASE

PRIOR TO APPROACHING LANDLORD, REVIEW TERMS IN LEASE FOR HIDDEN CLAUSES TO ENSURE YOU ARE PROTECTED.

STEP 3

IDENTIFY NEW PRACTICE LOCATIONS

SELECT THE IDEAL LOCATION BASED ON FACTORS LIKE VISIBILITY, DEMOGRAPHICS, ACCESSIBILITY, ETC.

STEP 4

REVIEW TERMS OF NEW LOCATION

BRING IN PROFESSIONAL DENTAL OFFICE LEASE EXPERTS TO REVIEW AND NEGOTIATE THE LEASE TERMS OF THE POTENTIAL NEW LOCATION.

STEP 5

ADVISE LANDLORD OF EXIT PLANS

ADVISE YOUR CURRENT LANDLORD OF DEPARTURE PLANS WITH A FORMAL "NOTICE OF TERM" DOCUMENT.

STEP 1: Defining Your Goals & Creating a Relocation Plan

Create a relocation plan by detailing the necessary steps in the process, and outlining your goals and objectives for the new space:

- > Do you want to increase your work/life flexibility?
- > Are you looking to reduce costs and increase production?
- > Would you like to enhance your ability to attract new associates, or grow your patient-base?

Strategically thinking about what you want the new space to do for you is a key component in selecting the right location. Do you need a larger space? Are you looking for additional treatment rooms? Do you want to lower your rental costs? What does your current facility lack that your new space will need? What are some of the key patient requirements for the new space?

STEP 2: Analyze the Terms in Your Current Dental Office Lease

When initially starting a practice, many dentists make the mistake of signing the lease without reviewing it first for hidden terms and clauses that can cost them a fortune when it finally comes time to transition or relocate.

Does your lease contain language that dictates the manner in which you must vacate the premises, requiring you to give a certain amount of time or notice prior to vacating? Is there an auto-renewal date that requires you to accept or decline this option by a certain date? How much time is left in your current space? Do you have to restore the space to its original shell before practice exit, absorbing construction and demo costs?

Steps 3-5 on reverse.



FIND YOUR IDEAL PRACTICE LOCATION

STEP 3: Identify Available Practice Locations

Once you've ensured the details in your current office lease will not impede your relocation plans, it's time to look for a new location. Choosing the right location is crucial for the success of any dental practice, with a number of factors to consider in your search.

- **Accessibility & Visibility:** How accessible will your office be to public transportation? Is parking readily available for patients? How important is a high-visibility location to you? Is your ideal location a store front, in a mall, or in a medical building?
- **Demographics & Neighbors:** Conduct some research on the demographic makeup and population of the neighborhood you are considering; the demographic you choose should match your target market. Your practice will also benefit by being located near businesses like doctors' offices, grocery stores, and pharmacies that bring in lots of foot traffic.
- **Competition:** Are there any competing dental offices in close proximity to the location you are considering? What type of dentistry do they practice?

STEP 4: Review & Negotiate the Economics & Terms of the New Location

Upon identifying a potential new location, you will be presented with an "Offer to Lease" (or Letter of Intent) by the new prospective landlord. This is the short form of the dental office lease that mainly addresses economic terms such as rental rates, start date, length of term, "options to renew", etc.

At this point it's recommended to bring in a professional dental office lease negotiator to help review the offer to lease to identify any hidden traps or risks.

STEP 5: Notice of Lease Termination to Current Landlord

Should the language in your current lease require you to give advanced written notice of your departure plans to your landlord, now is the time to formally draft a "Notice of Term" document, outlining your plans and exit date.

Next Steps

Have your lease professionally reviewed. Being aware of the clauses and risky language in your current dental office lease before you relocate is the first step to protecting your investment. Cirrus Consulting Group offers dental professionals full office lease analysis and review services.

We review the lease for risks and problem areas, and develop a customized negotiation strategy to help our clients secure a lease that provides flexibility for a smooth eventual transition, practice protection, and long-term security.

For more information about how to properly prepare for your practice relocation, contact us by dialing 1.800.459.3413, email info@cirrusconsultinggroup.com.