

Aloha Dental

1941 South IH 35, Suite 107
San Marcos, Texas 78666

Phone: 512-392-6222
Fax: 512-392-6224

Russell D. Cunningham, DDS
Austin Oral & Maxillofacial Surgery
One Lakeway Center Court, Ste. 8
Austin, TX 78745

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Subject: Recommendation – Gelfand Group Commercial Real Estate

Dear Dr. Cunningham,

I am a general dentist relatively new to the Austin area. I am a very satisfied client of Norman Gelfand, president of Gelfand Group Commercial Real Estate. After reading about my experience with Gelfand Group, I'm sure you'll understand why I recommend Gelfand Group for your commercial real estate needs.

In dental school, they taught us about dentistry, nothing about business, and certainly not commercial real estate. I knew that I needed a commercial broker who I could trust as I was embarking on a significant financial commitment. After meeting Norman and we began a business relationship, I felt that I had hired the *right* broker; he was confident in his ability to get us a great deal, one that we would be happy with for years to come. He gave us the confidence that we were looking for. We were very impressed with his kind and charming demeanor; we knew that we would be well-represented. As expected, Norman was a pleasure to work with and we are glad to have him as a resourceful contact and friend. He understood our unique needs and was very knowledgeable in not only real estate, but in our build-out process as well. Norman's unique background in construction gave us the upper hand in negotiation; he allowed us to foresee savings in construction that other brokers with only a general knowledge of real estate would certainly not have noticed. Norman has an excellent industry reputation, is extremely knowledgeable about local market conditions.

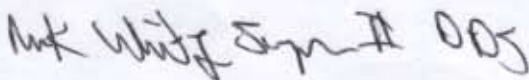
My focus for establishing a new practice was in the south Austin/San Marcos area. We searched numerous times in south Austin, and made several trips to San Marcos. We could not find a space that was suitable due to location, square footage, or acceptable offers. Here's the beauty of my particular situation: Norman had completed a transaction with a prominent broker in San Marcos several years ago, and had always maintained a good business relationship with that broker. Norman, leaving no stones overturned, contacted the broker to inquire if he knew of any suitable property. Norman learned about some property that was not on the market. The owner was contemplating consolidating his space and leasing the remaining space. It proved to be an ideal space for me – better than any other choices available. We are now running a highly-successful, dental clinic which we attribute to our excellent location and high visibility – none of which would have been possible without Norman.

The lease negotiation process was difficult and protracted. Norman's experience, knowledge, and negotiation expertise was pivotal in my securing significant monetary savings, as well as better-than-expected terms/conditions. *I saved over \$100,000 in real estate costs during the term of the lease; and, my personal guarantee was reduced by 50%.* The terms and conditions protected my interests and could add value to my practice should I decide to sell it. This negotiation and the decisions involved in this lease were one of the most important events in my life, and I was very glad to be in such good hands.

I, with the highest confidence, recommend Norman Gelfand and Gelfand Group to any healthcare professional in need of commercial brokerage, contract negotiation, or consulting services. When it appeared that there was no availability of space that would fit my needs, Norman knew who to call to find exactly what I needed. He also knew how to develop a negotiation strategy that truly protected my interests prior to entering into my lease. He always exhibited professionalism, as well as being very friendly. From my vantage point, it appeared that Norman's attitude of "killing with kindness" was an important part of my getting everything I needed, plus more. Even better is the fact that his fee was at *no cost to me*, as his fee was paid by the Landlord's broker. I received top-notch representation that exceeded my expectations and it didn't cost me a cent. It's a win-win!

I'm enclosing a certificate for a consultation at *no cost* regarding any real estate matter pertaining to your dental office. Please feel free to contact us at anytime to further discuss Norman's excellent credentials.

Sincerely,



Mark Whitney Jumper, II, DDS

Enclosure