

TEXAS STAR SMILES

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5/15/2012

Texas Star Smiles, PLLC
2300 E. Rancier Ave
Killeen, Texas, 76543

Subject: Recommendation – Gelfand Group Commercial Real Estate

Salutation:

I recently opened a new practice in Killeen, Texas. I was represented by Norman Gelfand, President of Gelfand Group Commercial Real Estate. I'd like to relay my experience with Gelfand Group, and why I strongly urge you to engage the firm for your real estate needs.

I've lived in Austin for about 7 years and have enjoyed working as an associate dentist. When I mentioned about opening my own practice, one of my colleagues, who was twice represented by Gelfand Group, strongly suggested that I work with the firm. I spoke with additional colleagues about Gelfand Group, and reviewed the firm's website. I found that Gelfand Group has an excellent reputation, and that they specialize in finding the right location and providing expert contract negotiation for dental professionals. I felt that I had found just the firm to help me in this exciting and arduous process.

It was my desire to open a dental practice in the Killeen area. I really wasn't sure where I wanted to be located because I had very limited information as to how to go about finding available property, as well as demographics that would meet my selected patient base. Gelfand Group's research ability was pivotal in my finding and securing the best location for my practice. The firm provided me with *very* specific data that included locations of existing dentists, as well as available properties in specific areas in which there was a high concentration of potential patients (i.e., age, income level, etc.) The firm even superimposed a map of public transportation systems over the areas of availability to further help me in the decision making process!

At the beginning of the negotiation process, Norman was presented a lease by the landlord for my selected location. He pointed out that the lease was unfairly skewed in favor of the landlord. He advised me not to sign, and insisted that the landlord provide a new lease with which to work from. When the revised lease was submitted to us, Norman thoroughly analyzed it and found that 40+ protective agreements should be included throughout the lease – all to safeguard my capital investment. In addition to these agreements, he saved me a lot of money – 26%; made up of a reduced lease rate, additional build-out allowance, and free rent!

I confidently recommend Gelfand Group for any practitioner who has commercial real estate needs. The firm's sophisticated research technology, coupled with Norman's expert contract negotiation, found me a dynamite location, protected the financial well-being of my practice, and showed me that they really do know dental real estate and understand the unique space needs of dental professionals. I know I have a mentor in my corner. A few instances occurred after I signed my lease that required Norman's help. The firm lived up to their promise: *ongoing representation during the entire term of my lease*. In plain language, should a dispute occur during the lease period, Gelfand Group will represent me, *at no cost*, on items specifically negotiated by Gelfand Group.

I'm enclosing information about Gelfand Group and encourage you to consider engaging the firm for your future dental real estate needs.

Sincerely,



Suzan V. Harris, DDS

Enclosure