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Subject: Recommendation – Gelfand Group Commercial Real Estate

2121 Parmer Lane, Ste. 111  
Austin, TX 78727  
512.836.7924

I have recently relocated my orthodontic practice. Norman Gelfand, president of Gelfand Group Commercial Real Estate was the broker I hired to represent my practice's brokerage needs. I'd like to share my experience with you and tell you why I recommend Gelfand Group Commercial for your commercial real estate needs.

A few months ago, my existing lease was nearing expiration, and I decided I wanted a new location for my practice. Because my practice is well-established, as well as knowing Austin relatively well and evaluating my patient base, I had already selected a location.

Norman had been recommended to me by a colleague. I knew that Gelfand Group specialized in healthcare real estate. I did some research and found that Gelfand Group had an excellent industry reputation, and that Norman was a skilled negotiator and a broker who exhibited sound business judgment.

Property location is important, but merely "the tip of the iceberg" when relocating a dental practice. Gelfand Group's extensive market research capacity helped me understand the local market conditions i.e., price and availability. More importantly, this research capacity was a key ingredient in enabling Norman to create a negotiation strategy that not only saved me money, but minimized my contractual liabilities and obligations. Money and liability issues have a significant impact on the success of any business, and when not properly negotiated, can adversely affect the financial well-being of the practice.

Norman's negotiation resulted in significant reductions in my lease rate, as well as in my personal guarantee. He also negotiated a number of other items that increased the value of my practice. Another significant value is that the Gelfand Group will represent you over the term of your lease should any questions or problems arise that are related to your lease concerns. Additionally, he introduced me to a very competent real estate attorney who reviewed the lease documents for any legal points that might need resolution prior to my signing the contract.

I highly recommend Norman Gelfand and Gelfand Group to any healthcare professional in need of commercial real estate services. I found him to be extremely knowledgeable about leases, as well as very thorough. His willingness to protect my interests, regardless of how long it took to negotiate important issues, proved to me that he truly was on my side. I absolutely trust his representation on my behalf. He also was quite effective in keeping the negotiation process on track, as well as keeping me informed of developments in a timely manner. My transaction was quite a tedious one; and, Norman used all of the qualities that Gelfand Group's reputation suggests, and pulled them together to create a win-win situation for me, as well as my landlord. Another point I want to make is that Norman's representation on my behalf was *at no cost to me*, as his fees were paid by the landlord's broker. Furthermore, Norman's representation (limited to topics/points specifically negotiated by Gelfand Group) continues during the entire term of my lease, *at no cost*.

I'm enclosing some information about Gelfand Group for your consideration relative to your future commercial real estate needs.

Sincerely,

A handwritten signature in black ink that reads "Michael M. Dillingham, DDS". The signature is fluid and cursive, with the initials "DDS" clearly visible at the end.  
Michael M. Dillingham, DDS

Enclosure