



# COLLINS ENDODONTICS

Specialist in root canal therapy

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Greetings:

I moved to Austin from St. Louis, Missouri in July of 2008 and felt it was the right time to open an endodontic practice. A trusted dental colleague referred me to Norman Gelfand, President of Gelfand Group Commercial Real Estate. I'd like to share my experience with you about Norman in securing my office space and tell you why I recommend Gelfand Group for your commercial real estate needs. After concluding the transaction, I am confident that he represented my interests to the fullest extent and I'm sure he can do the same for you.

I had determined the general area in which I wanted to locate my practice. Norman and I zeroed in on one property, in particular. The entire negotiation on that location was practically completed. However, at the last minute, he found that the contract contained some important issues that *adversely* affected my obligations. The Landlord would not budge on these points, so Norman discussed the situation with me and we decided to begin the property search all over again! Both Norman and I were frustrated with this turn of events. But, I must say, Norman's experience, professionalism, and level-headed attitude, not only eased my frustrations; but made me feel a sense of assurance that I would get what I wanted – and it happened.

Norman and I then located another space that fit my parameters, and, once again, Norman began the negotiation process with the Landlord. This negotiation proved to be quite involved with some forty (40) changes in the lease that was originally offered. The good news: Norman successfully negotiated all forty (40) items to my benefit and *his fee was at no cost to me, as his services were paid for by the Landlord's broker.*

The extra effort that went into the tireless lease negotiation on my behalf protected my interests. It not only saved me significant dollars by securing *9 months of free rent; but, my financial obligation was significantly lowered due to a large decrease in the personal guarantee provision contained within my lease.* Incidentally, during the build out process, a dispute arose regarding the construction costs. Because of the manner in which Norman designed my lease, *prior to signing*, coupled with his "stick to his guns" attitude about abiding by the terms and conditions of my lease, I saved thousands of dollars in construction costs. I also receive *representation at no cost* during the entire lease term on any item specifically negotiated by Gelfand Group. I found out early – it is service after the lease is signed that counts.

I wholeheartedly recommend Gelfand Group to any dental professional in need of commercial real estate services. He truly understands the unique real estate needs of dental professionals. His diligence and his highly-effective negotiation skills got me what I needed. With Norman's lease negotiation, I won't have worries about the commercial real estate portion of my practice, which means I can focus on caring for my patients. I appreciate his integrity. He could have advised me to move ahead with the original lease, which would have subjected me to possibly ruinous liabilities and obligations. He was willing to start the process all over again to protect my financial interests. Job well done.

Enclosed is a certificate for a consultation at *no cost* regarding any real estate matter pertaining to your dental office.

Sincerely,

Jake W. Collins, D.D.S., M.S.  
Collins Endodontics

Enclosure