CUSTOMER CASE STUDY: DR. ADAM A., DDS, MSD

Dr. Adam A. is a successful Orthodontist practicing in San Ramon, CA. Having just completed his residency, Dr. A. was in the process of opening his first dental practice.

The Problem
Dr. A. found a suitable location for his office in a medical building in San Ramon, CA, however, when presented with the dental office lease for the space, he wasn’t sure if the agreement aligned with his long term goals to bring in associates, grow the practice, and possibly purchase the space after the initial lease term.

Uncomfortable with negotiating the terms in the lease with his landlord because he was a family acquaintance, the doctor reached out to the dental office lease negotiation experts at Cirrus Consulting Group on the recommendation of a colleague.

“My negotiator was incredibly helpful and careful in working on my behalf.”  - Dr. Adam A., DDS, MSD

The Challenge
Cirrus reviewed the doctor’s long term career and practice goals, and conducted a thorough analysis of the proposed lease, noting important dates and missing items, while flagging potential risks. The doctor was looking for the following key items in the lease:

- Practice protection and security.
- The option to purchase the space after the lease term.
- The flexibility to grow and bring in associates.
- Exclusivity to practice dentistry in the building.
- Limited risk and liability.

The Solution
The doctor retained Cirrus for the negotiation, taking him through their strategic and proven seven step lease negotiation process. Cirrus created a customized negotiation plan to meet the doctor’s needs, and together they achieved the following key wins:

- Secured 9 months of free base rent, a savings of $35,100, in addition to 5 months without operating expenses.
- Negotiated a lease term of 11-years and 3 months with 6 x 5-year “options to renew”, a win from the originally proposed 3 x 5-year options.
- Adjusted the “assignment clause”, limiting the doctor’s financial exposure after the sale of his practice.
- Added the right for Dr. A. to bring in associate dentists.
- Added “right of first refusal” language, granting the doctor first option to purchase the space after the term.
- Added language to the “exclusivity clause”, preventing the landlord from leasing any other space in the building to a competing professional.
- Adjusted the “surrender clause” to remove the landlord’s right to force Dr. A. to return the space back to its original shell upon exit, a savings of $100,000 or more in reconstruction or demolition costs.

“After hiring Cirrus to negotiate my lease, I can honestly say that this was one of the best things I did before starting my practice. Their level of customer service is unparalleled and they were able to get me more than I asked for in free rent and other items. I would highly recommend Cirrus to anyone looking to negotiate their office lease.”  - Dr. Adam A., DDS, MSD

For 20 years, the Cirrus Team of expert dental office lease negotiators have been committed to getting dentists fair and affordable financial terms in their leases. Cirrus is devoted to ensuring a lease is set up for long-term practice stability, security and success, with the ability to smoothly transition out of practice.

Questions? Contact us at 1.800.459.3413 or visit www.cirrusconsultinggroup.com.