

Doctor, when does your lease expire?

Not Sure.

Check your lease. It's very important. I will ask you again at our next visit in 1 month.

1.5 Years.

The lease is one of the most important contracts and is a major expense to the family. Prepare 18-24 months prior to expiry. Maximize leverage, get a better deal. If you're selling/expanding within 10 years, now is your opportunity to ensure you & your lease are set up well.

What do you suggest?

HS has an exclusive support partnership with the top dental office leasing experts in North America, Cirrus Consulting Group. I will set up a quick complimentary call with them to discuss negotiation strategies for success.

I don't know, my attorney/agent/CPA handled the lease last time, and I'm sure my lease is fine.

Doctor, you could be right, but why not have this group check it out at no cost because you're an HS customer. Besides, isn't your landlord likely to try and raise the rents on you?

Not a bad point, but I don't have time.

At \$5000/month in rent, you spend \$60,000 + a year on occupancy expenses, which **will** go up. You are about to sign a \$600,000 contract. I strongly recommend a 30 minute call. I will join you because this is important.

Ok, how do we get started?

I will introduce you to the people at Cirrus by email and then we'll schedule a conference call time.

Doctor Response

Henry Schein Response

Doctor Objection Handling Chart