

## Lease Negotiation Objection Handling for Henry Schein Associates

Objection	Associate Response
<p><b>1. Why can't I negotiate the lease myself?</b></p>	<p>The lease is a complicated document that was designed to be both difficult to understand and make changes to. It's also too important of a document to 'wing it', being one of the most important foundational parts of your practice.</p>
<p><b>2. The price for the lease negotiation service is too expensive.</b></p>	<p>Every time you renegotiate or renew the lease, you are committing to another \$500,000 - \$1,000,000 contract. Spending a fraction of that contract value on ensuring your future relationship with your landlord is fair for you is a wise thing to do. And further, the value that this service brings you, both economically and in terms of reducing risk to your business is likely to be worth a lot more than you are paying to have it done properly.</p>
<p><b>3. Cirrus is not local; I would prefer to work with a local company for my lease negotiation.</b></p>	<p>Cirrus Consulting Group negotiates approximately 500 dental office leases a year across Canada and the United States. They have developed a predictable process, backed by professional former landlords who are the best in the business for dentists, period. Every year, Cirrus proves that having your lease negotiated over phone, fax and email yields a better outcome for you, doctor, than by having someone local do it. They are the best there is for fixing this part of your business, with a proven, tested, highly specialized approach.</p>
<p><b>4. I don't need a lease negotiator.</b></p>	<p>This statement is like a patient telling you that they can do their own extraction. Doctor, you are committing to a very expensive financial obligation that can make or break your eventual valuation and exit from dentistry when you retire. You should reconsider your training in this field vs. that of your landlord.</p>

<p><b>5. I do not want to bring in a consultant or lease negotiator because I have a great relationship with my landlord that I don't want to compromise or disrupt.</b></p>	<p>Having a great relationship with your landlord makes you even less suitable to effectively negotiate against him or her. Because of the existing relationship, you are going to be hesitant and less effective at pushing for the changes and economic terms you need than if you did not have a relationship with your landlord. By the way, how much negotiation training have you been through, doctor?</p>
<p><b>6. I already have a broker and/or attorney.</b></p>	<p>Great. How many dental office leases does your broker or attorney work on each year for dentists? We've negotiated 10,000.</p>