

## Course Title

Maximizing Profitability Through Commercial Real Estate

## Presenter

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## Outline

- How real estate impacts your practice's profitability
  - Cost
    - Second or third highest expense behind payroll
    - The impact of annual increases in lease agreements
    - The impact of real estate market corrections
    - The differences of market locations
  - Negotiations
    - How often you can renegotiate
    - How much money is really at stake?
    - Landlords vs Tenants
      - The mindset of a landlord
  - Selling your practice
    - The impact of a bad lease
    - Proper terminology
    - Timing your transition
- Commercial Real Estate Overview
  - Landlord motivations
  - Why healthcare tenants are so valuable
- Commercial Property Types
  - Office vs retail vs MOB vs Hospital Campus
  - Multi-Tenant vs Stand-Alone
  - Pros and cons

- Transaction Opportunities
  - Start-ups
  - Lease renewals
  - Relocations
  - Expansions
  - Purchases
  - Additional Offices
  - Practice Transitions
  
- Key players for your team
  - The role of each player
  - How to find the best team
  
- Economic terms negotiated in leases
  - Rate
  - Increases
  - Tenant Improvement Allowance
  - Term
  - Free Rent
  - Build Out Period
  - Renewal Options
  - Purchase Option
  
- Business terms negotiated in leases
  - Assignability
  - Death and Disability
  - Relocation Protection
  - Exclusivity
  - Signage
  - Parking
  
- Purchasing vs Leasing
  - How to decide which decision is best for your practice
    - Down-payment

- Cashflow
  - Current needs vs future needs
  - Tax implications
  - Exit strategy
  
- Timelines for each transaction
  
- Negotiation Strategy
  - How much is really at stake?
  - The importance of posture
  - Renewal scenario
  - How to create the most viable options
  
- Questions landlords ask their listing agents
  - Does the doctor know the market?
  - Does the doctor have other viable options?
  - Is the doctor willing to move?
  
- Common mistakes optometrists make during commercial real estate transactions
  - Incorrectly determining market value
  - Not creating posture
  - Starting the transaction at the wrong time
  - Trying to save money without representation
  - Relying upon other tenants or neighbors
  
- Unique Scenarios
  - Landlord is a healthcare provider
  - Landlord is the former owner of the practice
  - Landlord is a patient
  - Practice sale transitions
  
- Leveraging Your Opportunity Through Representation
  - Detailed economic evaluations
  - Assembling the best team

- Timeline management
- Why representation doesn't cost you any money
  
- Q&A
  - Specific scenarios
  - Start-up vs acquisition
  - Subleasing space to specialists
  - Ground up construction vs purchasing an existing building
  - Investment properties
  - Open forum

## **Objectives**

- Understand tangible strategies to maximize your practice's profitability through real estate
- Key steps to protect your valuable time
- How to avoid costly pitfalls and common mistakes optometrists make during negotiations
- Recognize the value of specialized representation
- Understand the pros and cons of purchasing vs leasing