



PRACTICE REAL ESTATE GROUP

# Corporate Client Offering

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MISSION

We guide doctors  
and healthcare  
groups through their  
most critical  
real estate decisions.

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 PRACTICE  
REAL ESTATE

EXPERIENCE THE PRG DIFFERENCE

# Our Commitment to You

## EXPERIENCED TEAM OF PROFESSIONALS

The professionals on the team include in-house demographics and property research analysts, technology, and of course experienced real estate agents. They have led or been a part of hundreds of transactions. They do this hard work every day and love it.

## REMOVE THE BOTTLENECK

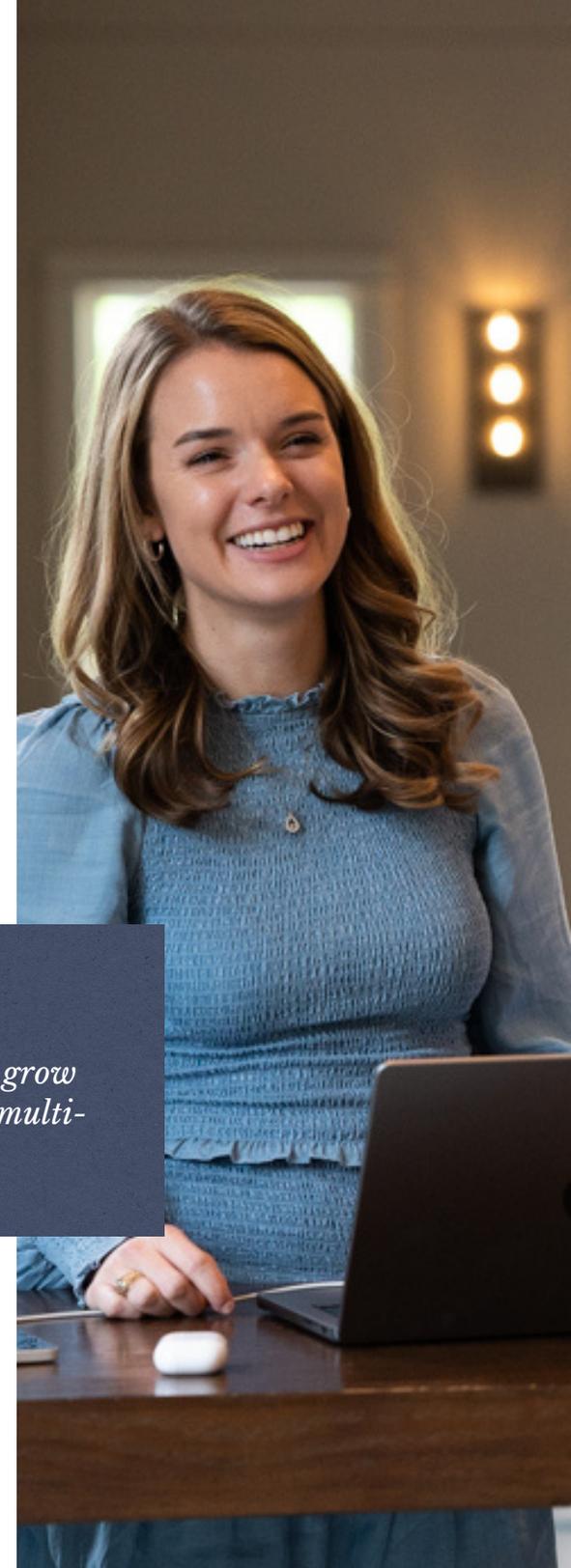
Our corporate clients are sophisticated. They have a business model, know it's working, but real estate is the bottleneck. If they had three sites to open tomorrow, they would. But they don't, so they call us. We study the ins and outs of their business and its relationship to real estate and then find the best sites. No more bottleneck to growth.

## BEYOND STANDARD BROKERAGE

After understanding what drives your business, we call every site - on the market and off - to make expansions happen strategically and well. We invest our entire team into your practice group, understand your business and find the right sites for your expansion.

From 1 to 25. #truestory

*PRG has helped hundreds of practices grow from one location to many, including multi-state expansions.*



# Our Proven Process

## UNDERSTAND YOUR VISION & BEGIN RESEARCH

We ask you powerful questions that help define the vision for your growth:

- What would that look like if you could paint the perfect picture of the future? Where would you like to be in 1, 3, and 5 years?
- What's the risk of keeping things the same?
- How will this pursuit contribute to your life outside of the practice?
- If you were to get from where you are today to your vision what would that mean to you?

We promise to do our part to understand who you are, what you want to accomplish, and why you want to go there. From this position of understanding, we then formulate a custom strategy to accomplish those exact goals beginning with an in depth search process.

## IDENTIFY OPPORTUNITIES

We run in-depth demographics, customized for your practice, and then our internal team maps competition by hand in the search area.



## NARROW VIABLE OPTIONS

Together, and based on the data, we'll select areas that will survey for properties that match your vision. This includes broker outreach, an off-market search, and concludes with a site report of viable options.

## NEGOTIATE

You receive a custom property report that highlights a handful of spaces that make sense for your particular practice.

If possible, we tour those spaces with you and encourage you to drive the selected areas to envision what working in them might be like.

## SECURE & EXECUTE THE BEST DEAL

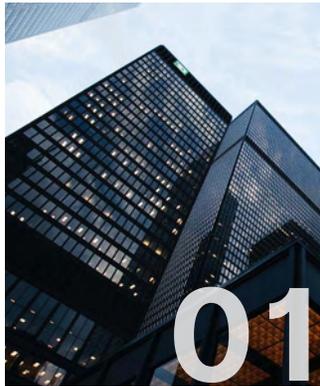
You'll choose the ideal space for your practice with our guidance and insights and then we'll—

- Negotiate the best terms, minimizing your risk
- Streamline the process to open, introducing you to industry partners you'll need to open the practice
- Execute the agreement



PROCESS OVERVIEW

# Working Together



01

7-10 days

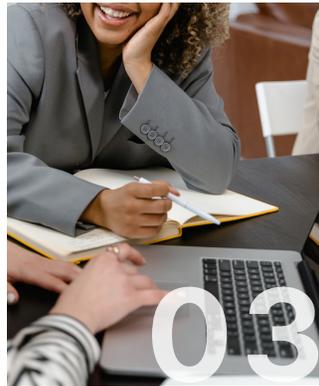
- Understand vision and model
- Discuss client's location needs
- Launch research



02

2 weeks

- Based on demographics, we conduct an exhaustive market search in areas of interest
- Identify opportunities



03

2 weeks

- Broker outreach
- Off-market search
- Filter opportunities; select best sites
- Gather client feedback



04

1 month

- Negotiate LOI
- Bring in trusted build-out team



05

1 month

- Negotiate deal points
- Final legal review
- Close & sign
- Review new opportunities

Total: 4-5 months

# 01. Understand Client Vision, Launch Demographics

We dig (deep) into the data and determine where you should locate your next practices.

After understanding your dreams for your practice, we launch the research phase.

Using our property data, we begin by running demographics and competition reports in the cities you want to grow. You receive demographics and competition reports specific to your specialty/field. Our research team maps every single competitor in the area, double checks the results, and produces in-depth maps of where your competitors are located.



*"We've worked with PRG on several deals. They are extremely responsive and are generous with their time and their counsel."*

-DR. MATT STREPKA



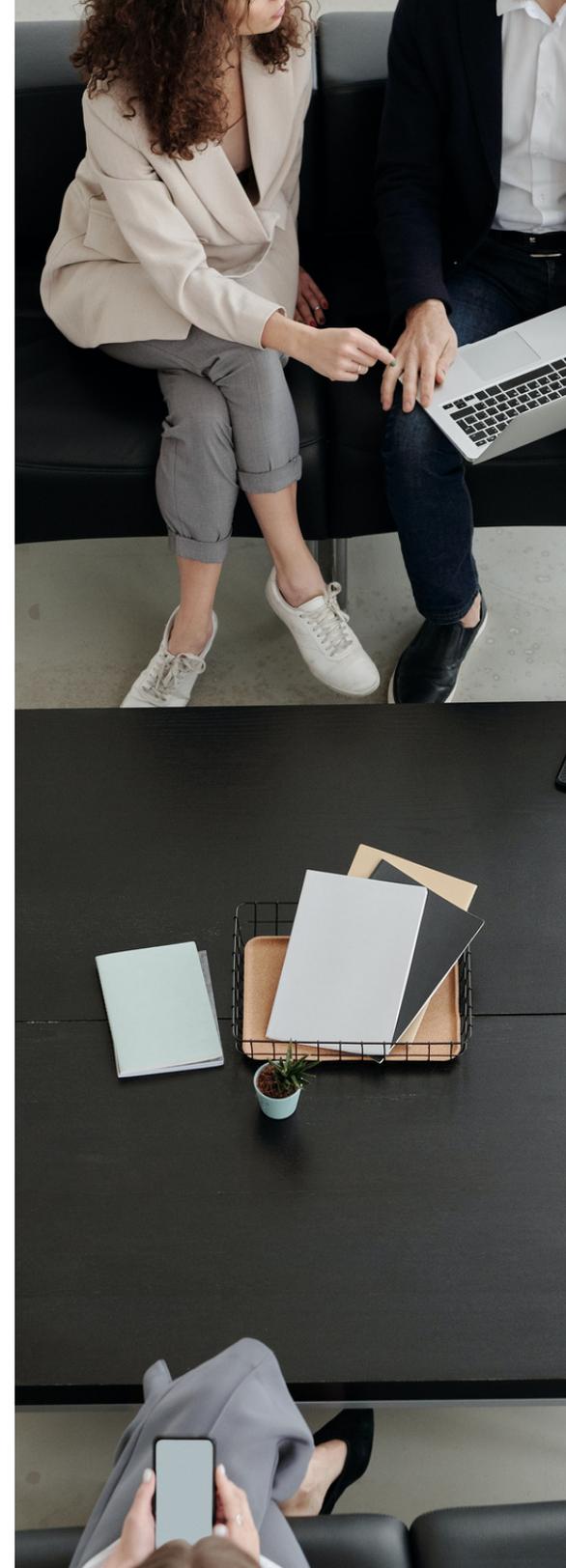
## 02. Identify Opportunities

We deliver reports that identify areas based on your *exact site criteria*.

Based on the heat maps, demographics and competition reports, we start looking for properties. And we don't just pull from CoStar and LoopNet. We comb through what's on the market (and what's not) to determine which available properties meet your needs.

We have relationships with landlords that are constantly sending us sites because they are looking for the tenants we serve. In addition, we dig deep into focused areas of interest and will call every building and space owner if necessary to find sellers or lessors with properties off-market. Finally, we have a list of thousands of brokers that we will reach out to in order to find out what's off-market or coming soon.

These connections and insider insights allow us to create a custom dashboard of properties that meet your exact site criteria for you to review.



## 03. Select Best Sites

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We believe listening to what you like (and don't like) is a critical step in *finding the right space*.

Based on your feedback on the property report, we listen to what you like and don't like. It's a critical step in finding the right space. This helps us produce a property report with multiple options that meet the use goal.

Once we've narrowed it down, we'll tour the spaces if possible, or guide you on a virtual tour. Then, we'll submit letters of intent on the best properties.



# 04. Negotiate

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We strive for efficient negotiations that arrive at *the strongest terms the market will bear.*

Our goal is to secure a lease that protects you, puts you in a good financial position, and allows you to better serve your clients.

We understand the terms that are important and you've probably come up with a few yourself. We'll refer you to an attorney that works in lockstep with your timeline to keep the lease negotiations moving and productive. This results in efficient negotiations to arrive at the strongest terms the market will bear.



# 05. Secure and Execute the Best Deal

We know that a successful purchase or signed lease is *just the beginning*.

During this process, we will also be working with your chosen vendors—architect, construction, lender, and more - so that the day after closing you can move forward to build out seamlessly and begin operating as soon as possible.

In addition, your dedicated agent will be negotiating the finer points of the lease. Your lease is a contract that sets the rules of how you run your practice for the next ten years. It's a huge financial commitment and one of the most complicated business contracts that exist. Because it's so impactful, we want to make sure it both empowers and protects you.

This results in clinics with amazing locations and a feedback loop and process that is continuously working for you.



LEASE. RENEW. BUY. DEVELOP. GROW.

# Offerings

## BASE SERVICES

- In-house demographics reports, leveraging 4 databases
- Competition reports
- Site reports
- Negotiation expertise on
  - Free rent
  - Tenant improvement allowance
  - Consistent rental rates
  - Exclusivity agreements
  - Plumbing requirements for dental, and more
- Connections with market
  - Banker
  - Insurance
  - Architect
  - Medical equipment and supply
  - Consultants

## RENEWALS

- In-house lease review services
- Identify renewal options
- Create renewal options when they're absent from the lease
- Negotiate TI - yes, even for a renewal
- Protect against the landlord's ability to move your lease space
- Protect exclusivity language or negotiate it in
- Leverage up-to-date market knowledge to ensure rent rates are reasonable, ethical, and match lease language
- Relocation analysis

## EXPANSIONS

- Find land
- Negotiate land purchases
- Find buildings for purchase
- Negotiate Asset Purchase Agreements
- Expanding in tandem (DSOs who may need 2+ offices opened at the same time in the same geographic area)
- Help identify success map and replicate it



SELECT CLIENT LIST

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HOSPITAL SYSTEMS  
(CONFIDENTIAL)



NEXT STEP:

Let's find the next  
locations that will  
multiply your success.

[INFO@PRACTICEREALESTATEGROUP.COM](mailto:INFO@PRACTICEREALESTATEGROUP.COM)



*“We live in the world of technology, anyone can pull up a report and present that to you. Practice Real Estate Group dives deep into the numbers and says, ‘This is good if you’re planning to do A, B, or C. And if you’re not planning to, let’s put that aside.’ I believe that success lies in the details of things. And we were able to accomplish that with PRG’s patience and experience in the market.”*

-DR. WALEED ZUBAIDI,  
A MULTI-LOCATION PRACTICE OWNER

