

# RCR DENTAL SERVICES

**RICH**   
COMMERCIAL REALTY

# WHY RCR?

Landlords generally know very little about the business of dentistry, but they do know that you have less time and leverage for negotiation as the end of the lease term approaches.

The earlier you start negotiations, the better the terms you'll be able to secure.

-- Henry Schein Dental

"Venture Dental Group transacts dental practice sales all over the country and Rich Commercial Realty has been a trusted advisor to our clients and customers. Doctors negotiate real estate transactions once every five or ten years, while RCR does it every day."

Brent Cooley, Senior Practice Advisor, Venture Dental Group

"Our vision to create a start-up dental practice in a great location became a reality after engaging Rich Commercial Realty to assist us. RCR put together a comprehensive list of properties that fit our needs and we found an excellent opportunity to purchase a build-to-suit dental office in Holly Springs, NC. The process of property negotiation and acquisition is complex and time consuming, although the professionals at RCR eased us through by bringing their wealth of experience and expertise to the table. We highly recommend Rich Commercial Realty for anyone planning on opening their own practice."

Diana Molta, DDS, Springs Village Dentistry

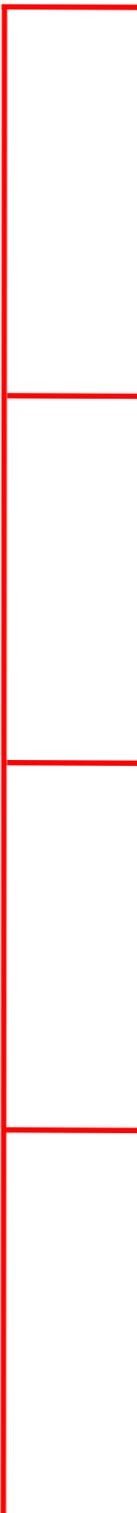
"I have known the team at Rich Commercial Realty for years and they are incredibly knowledgeable when it comes to critical dental negotiating points. Given the importance of real estate for a dental practice, we always recommend that our colleagues consult with RCR."

Dr. Anna Abernathy, DDS, Renaissance Dental

# RCR PROCESS

Executing a proper real estate strategy will directly impact the success of your business, both now and into the future.

Let us guide you.



Analyze current real estate.  
Develop goals and milestones.  
Develop space programming criteria.

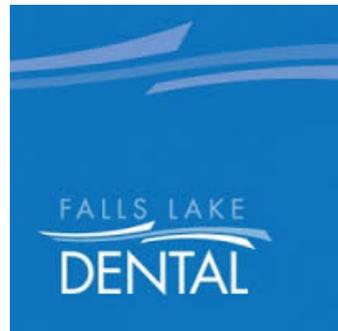
Market survey and analysis.  
Tour viable options.

Develop client specific RFPs.  
Proposal analytics.  
Short list properties.

Develop and leverage negotiation strategies.  
Test fit properties.  
Lease matrix and economic analysis.

Select property and finalize LOI.  
Lease review and negotiation.  
Contract execution.

# SELECT CLIENTS



R. Matthew Bereman, DDS  
Family & Cosmetic Dentistry  
Creating Beautiful Smiles



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For More Information, Please Contact:

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