



FAIRFIELD COUNTY MEDICAL ASSOCIATION



cordially invites you to attend:

THE INS AND OUTS OF EFFECTIVELY NEGOTIATING YOUR OFFICE LEASE AGREEMENT WHILE PROTECTING YOUR INTERESTS

presented by:

Marisa Manley, President - Healthcare Real Estate Advisors (HCREA)

Tuesday, March 27, 2012

6:30 p.m. – 8:30 p.m.

Cinzano's Restaurant, 1920 Black Rock Turnpike, Fairfield

When negotiating your office lease, an early start favors you; a rushed decision favors your landlord. This program is most beneficial to physicians who plan to negotiate their leases in the next 3 months to 2 years.

The need for smart, effective real estate decisions is even greater when medical practices must rigorously control costs, face the opportunity for rapid growth, or are entering into a new partnership with another medical facility or entity. **The real estate marketplace, however, is populated by experts who overwhelmingly represent the interests of building owners—not medical practices looking for new or renewal space.**

This program provides a strategic overview to help you manage the real estate process successfully. It will explore the five essential steps to implementing strategies that will maximize value. Once the five steps are understood, you will be able to manage risk, provide a transparent process for the entire project, and create operationally sound and cost-effective real estate solutions for your practice. You will learn:

- How to manage the office lease agreement process – don't just look for space
- How to define space—size, location, and price range
- How to use the power of alternatives
- How to avoid hidden costs
- How to take advantage of micro-markets and get competitive pricing back into the mix

Learning how to put the five guidelines to work **will put you in control of the real estate process** and provide a proven path to superior results in maximizing the value of real estate commitments.

Ms. Manley provides physicians and practice managers with conflict-free, integrated services for managing renewals of offices, clinics, and laboratories. In this program, she will provide valuable information to help manage the real estate process to control costs and to secure space which becomes an asset for the medical practice.

In the interest of full disclosure, the speaker is neither a preferred vendor nor endorsed by FCMA. FCMA members and office staff are invited. Dinner included. Limited seating; register early.

Refunds will be given if we receive your cancellation within three business days of the event.



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WHILE PROTECTING YOUR INTERESTS
March 27, 2012 – Cinzano's**

_____FCMA physician or staff - \$15/person

_____Future member or staff - \$45/per person

Name(s): _____

(please print or type)

Name of Medical Practice: _____

Address: _____

(Street)

(City)

(Zip)

Phone: _____ Fax: _____ Email: _____

Mail check payable to FCMA, 917 Bridgeport Avenue, Shelton, CT 06484

Fax to 203-513-8036 / Email: Juanita@fcma.org