

February 25, 2009

David R. Reeves, DDS
Cedar Park Periodontics, PC
209 Denali Pass, Ste. A
Cedar Park, TX 78613



Subject: Recommendation - Gelfand Group Commercial Real Estate

Dear Dr. Reeves,

Norman Gelfand, President of Gelfand Group Commercial Real Estate, represented me not long ago leasing space for my dental practice. I'd like to convey my story to you and tell you why I recommend him for your commercial real estate needs.

I specialize in Endodontics and, until recently, was employed by a practice in Eureka, California. Relocating to Austin with my husband and a new baby was a life-changing decision, followed by where we wanted to live, as well as a myriad of other options to consider so that we could enjoy Austin and all it has to offer.

One of the most important decisions dealt with my establishing an endodontic practice. A colleague recommended Norman to represent me in securing space for my practice. I am convinced that hiring Norman as my broker was the best decision I could have made regarding real estate representation.

Gelfand Group specializes in healthcare real estate. Norman understands the unique needs of healthcare professionals and *really listened* to me so that he could locate property that fit my parameters, as well as create a negotiation strategy tailored to my individual needs. Norman's negotiating expertise made a significant impact on the financial success of my practice by reducing my personal guarantee of my lease by 50%, as well as locating a financing option in which I was able to secure an excellent loan package. Additionally, Norman saved me significant money on the lease rate, secured 7 months of free rent, and negotiated a significant Tenant Improvement Allowance.

I recommend Norman Gelfand and Gelfand Group Commercial Real Estate without reservation to any healthcare professional in need of commercial brokerage, contract negotiation, or consulting services. He not only has an excellent industry reputation, state-of-the-art research capacity, and sound business judgment – he exhibited willingness to help by being accessible to discuss all aspects of my lease transaction. Last, but not least, Norman professionally guided me through all aspects of my transaction. I am not knowledgeable in commercial real estate, and it is reassuring to know that Norman's experience, coupled with his negotiation expertise, protected my interests.

I received value in two ways – Norman's representation on my behalf; and, I did not pay Norman's brokerage fee. *Gelfand Group's fee for tenant and purchasing representation, in most cases, is paid by the landlord's/owner's broker.*

Enclosed is a certificate for a consultation at *no cost* regarding any real estate matter pertaining to your dental office.

Sincerely,

A handwritten signature in cursive script that reads "Staci Ianiro".

Staci Ianiro, DDS

enclosure