

Robert A. Ersek, M.D.

— PLASTIC SURGERY —

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Dear Colleague,

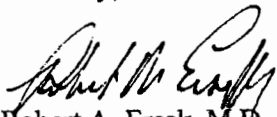
As every physician today knows, it is a challenging time and environment in which to be practicing medicine. The obstacles to running our businesses profitably seem to grow with each year, and the issues are especially overwhelming to small practices. Solo practitioners, and small groups like mine simply do not have the internal resources or experience to deal with the continuous problems and matters associated with the business side of our profession.

This is the very reason I turn to a professional to assist me with one of the most important and expensive aspects of running my practice – my facility. I have worked very successfully for years with Norman Gelfand, President of Gelfand Group Commercial Real Estate. Norman has over 15 years of proven results in representing tenants and buyers in the Austin marketplace, and he is an expert in the many complex details of lease contracts. He represented my rights as a tenant and developed the contract to limit my responsibilities and protect my assets.

Gelfand Group has represented many of our colleagues in the Austin medical and dental communities. His services save us the time and hassle of finding appropriate office space and negotiating contracts – an area in which he has the education and experience – and allows us to focus on patients. Usually, in a commercial real estate transaction, the broker representing the landlord or seller assumes the cost of Gelfand Group's services. In most cases, we *do not* incur any expense by having Gelfand Group represent us.

I wanted to share information with my peers in small practices about the outstanding expertise and service offered by Gelfand Group. Feel free to contact me if you have any questions. Norman can be reached directly at (512) 833-5300 or Norman@GelfandGroup.com.

Sincerely,



Robert A. Ersek, M.D.