



JOHN K RUGELEY DDS
FAMILY AND COSMETIC DENTISTRY

Subject: Recommendation – Gelfand Group Commercial Real Estate

Dear,

I want to share my experience with you about Norman Gelfand, President of Gelfand Group Commercial Real Estate. He represented me in the recent negotiation concerning the lease renewal of my office space.

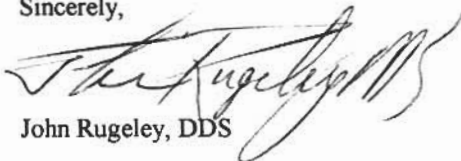
The building I have used for my practice since 1995 changed ownership during the negotiation, forcing us to begin the scenario once again with the new owners. Those renewed negotiations proved more difficult and protracted than the original discussions and would have become even more complicated without Norman's representation on my behalf.

I am no beginner to the tenant/landlord relationship. Norman's representation on my behalf was truly a breath of fresh air to the proceedings. By nature, I believe that all dentists are detail oriented, and I am no different. Norman took the time to educate me about the issues so that I could make informed decisions that would affect my financial future and the future of my practice. His willingness and patience in explaining to me the miniscule, albeit important, details, coupled with his vast market knowledge, expert negotiation skills, and wise counsel were pivotal in the decision-making process and made a substantial difference in the final result of the terms and conditions, both in monetary and non-monetary landlord concessions.

One of the most important landlord concessions he gained on my behalf is that I now have the right to subordinate the landlord's lien. This concession enables me to lease or purchase equipment without creating encumbrances affecting the lenders' or vendors' interests. Another important term negotiated on my behalf is that I now have complete control of all improvement funds and am not required to obtain my landlord's approval for types and timing of such expenditures.

I would recommend Norman and Gelfand Group wholeheartedly to anyone, particularly healthcare professionals, in need of commercial real estate services, specializing in expert contract negotiation. His savvy concerning the various strategies was pivotal in my feeling of confidence and comfort level about the process and the end result. He skillfully guided the arduous path of the negotiation resulting in a transaction that was finalized in the best manner possible with all parties feeling a sense of accomplishment and satisfaction. He was much more than a transactional broker-he represented my interests well.

Sincerely,



John Rugeley, DDS

Enclosure