

**FREE Preview Call Series for the DETROIT
June 9-10, 2006 Dentist Workshop**

**Avoiding \$100,000 Mistakes
When Building or Moving
Your Dental Office**

**2nd FREE Preview Call with
Dr. Jacque Russo – The Design**



Hosted by
David Catalano
Finance Geeks

DATE

Friday, May 19, 2006

TIME

1:00 pm ET, 12pm CT,
11 am MT, 10 am PT

WHERE

Phone: 641-297-7200

Code: 105727#



Dr. Jacque Russo
The Design, Inc.

The call will start on time according to www.Time.gov so please dial in at least 5 minutes early to make sure you get in.

#1) Avoiding \$100,000 Mistakes When Leasing Space

Before signing a lease, make sure you have determined the following:

(Not considering any of these can result in a \$100,000 mistake)

- A. Your _____, why are you moving in the first place?
- B. Required _____ to attain those goals, not _____.
- C. _____ available, know your neighbors
- D. Hire a _____ because you are NOT one.
- E. Determine your _____ needs based on F/O costs, dental and technology equipment costs, furniture and business systems costs, AND non-capital costs.
- F. Get your financing plan in place and make sure you are comfortable with the _____.

CASE STUDY on Lease Space:

#2) Avoiding \$100,000 Mistakes Buying a Condo Shell

All of the rules above apply to buying a condominium plus the following:

- A. Determine what you are buying, _____ only, or _____ shell and interior finish out. (_____ is optimal)
- B. Clarify what is included if shell only, _____, _____, _____ service, _____.
- C. Determine if parking requirements are available, KNOW your neighbors

D. Financing can be tricky on condominiums, have a _____ and know what your _____ will be before buying.

CASE STUDY on Condo:

#3) Avoiding \$100,000 Mistakes When Buying Land

As with a lease space there are many potential \$100,000 mistakes to be made buying land and building an office, only MORE:

- A. Start with _____ in mind, try not to become a _____ .
- B. Determine amount of land required, ____ times the _____ of building.
- C. Determine if land is affordable, \$_____ to \$_____ per square foot.
- D. Know the _____ and _____ requirements
- E. Hire your _____ before buying the land. Who do I need on it?
- F. Determine the _____ again based on all of the components listed above.
- G. Have a _____ in place and make sure you are comfortable with the _____ .

CASE STUDY on Land:

DETROIT 2006 Workshop Schedule

Avoiding \$100,000 Mistakes When Building or Moving Your Dental Office

June 9-10, 2006 – Ritz Carlton Hotel, DETROIT-Dearborn, MI

Friday – June 9, 2006		Session Leader
8:30 AM	Continental Breakfast	
9:00 AM	Course Introduction	Lou Niemeyer
	Step 2 – Practice Assessment	Harry Demaree, DDS
	Step 3 – Architectural Evaluation & Consultation	Harry Demaree, DDS
	Common Dental Financing Issues Part 1 – Finance Geeks	David Catalano
break		<i>All Attendees & Speakers</i>
	Bubble Plans & Zoning	Harry Demaree, DDS
	Design Criteria for the Treatment Zone	Harry Demaree, DDS
	Dental Practice Management	Mosaic Management Grp
break		<i>All Attendees & Speakers</i>
	Treatment Zones – Part 1	Harry Demaree, DDS
1:00 PM	LUNCH	<i>All Attendees & Speakers</i>
2:00 PM	Treatment Zones – Part 2	Harry Demaree, DDS
	Design Criteria for the Public Zone – Part 1	Harry Demaree, DDS
break		<i>All Attendees & Speakers</i>
	Design Criteria for the Public Zone – Part 2	Harry Demaree, DDS
	Tenant Leases	Jeremy Behar
	Step 4 – Technology – DataSavior	Brian Kroeger
	Step 8 – Floor Plan	Harry & Mike Demaree
5:30-6:30 PM	Floor Plan Workshop	Harry & Mike Demaree
Saturday – June 10, 2006		Session Leader
7:30-8:15 AM	Technology Workshop	Brian Kroeger
8:15 AM	Continental Breakfast	
8:30 AM	Design Criteria for the Private Zone	Harry Demaree, DDS
	♦ Doctor's Office, Staff Rooms ♦ Clinical Storage Rooms	
	♦ Building Mechanical Considerations	
	Lighting	Harry Demaree, DDS
	Building Elevations	Harry Demaree, DDS
break		<i>All Attendees & Speakers</i>
	Design Levels & Costs Per Square Foot	Harry Demaree, DDS
	Dental Equipment Cost Projection	Harry Demaree, DDS
	Step 5 – Financial Projection & Feasibility	Harry Demaree, DDS
	Step 6 – Financial Health Assessment	
	Common Dental Financing Issues Part 2 – Finance Geeks	David Catalano
	Step 7 – Architectural Investigation & Hiring Your Professional Team – Part 1	Harry Demaree, DDS
12:10-12:40 PM	LUNCH	<i>All Attendees & Speakers</i>
	Hiring Your Professional Team – Part 2	Harry Demaree, DDS
	Line Item Cost Breakdown	Harry Demaree, DDS
	Project Timelines	Harry Demaree, DDS
	Case Studies	Harry Demaree, DDS
	Survey Results	Harry Demaree, DDS
	Before and After	Harry Demaree, DDS
2:15 PM	WORKSHOP ENDS	
2:30-5:00 PM	INDIVIDUAL PROJECT MEETINGS	<i>All Attendees & Speakers</i>



DETROIT 2006 Registration Form



Avoiding \$100,000 Mistakes When Building or Moving Your Dental Office

DETROIT - Dearborn
June 9-10, 2006 ♦ Ritz Carlton Hotel

	<u>Registration Fees</u>
Doctor or first Staff Member (Partner/Spouse; if Dentist same fee each)	\$895.00
LESS - Preview Call TUITION CREDIT:	(\$)
EQUALS Your Net Registration Cost:	\$695.00
+ Additional Staff/Spouse (non-Doctor) each: () x \$295.00 =	
= Grand Total Registration Cost:	\$

Please Print Legibly:

Doctor Name _____ Specialty _____

Address _____

City _____ State _____ Zip _____

Office Phone _____ Fax _____

Email _____ Website _____

- Participants other than doctor(s): (please indicate if spouse or business title)

1) _____

2) _____

Check payable to T.H.E. Design enclosed. OR charge my Mastercard Visa

Credit Card # _____ Expires _____

Zip Code _____ (Zip Code should be of address where statements are sent)

Name as it appears on the credit card (please print) _____

Signature _____

REGISTER by faxing this to 317-581-1812 or calling 317-581-5664 extension 20
Finance Geeks ♦ 9000 Keystone Crossing, Suite 630 ♦ Indianapolis, IN 46240 ♦ www.FinanceGeeks.com

