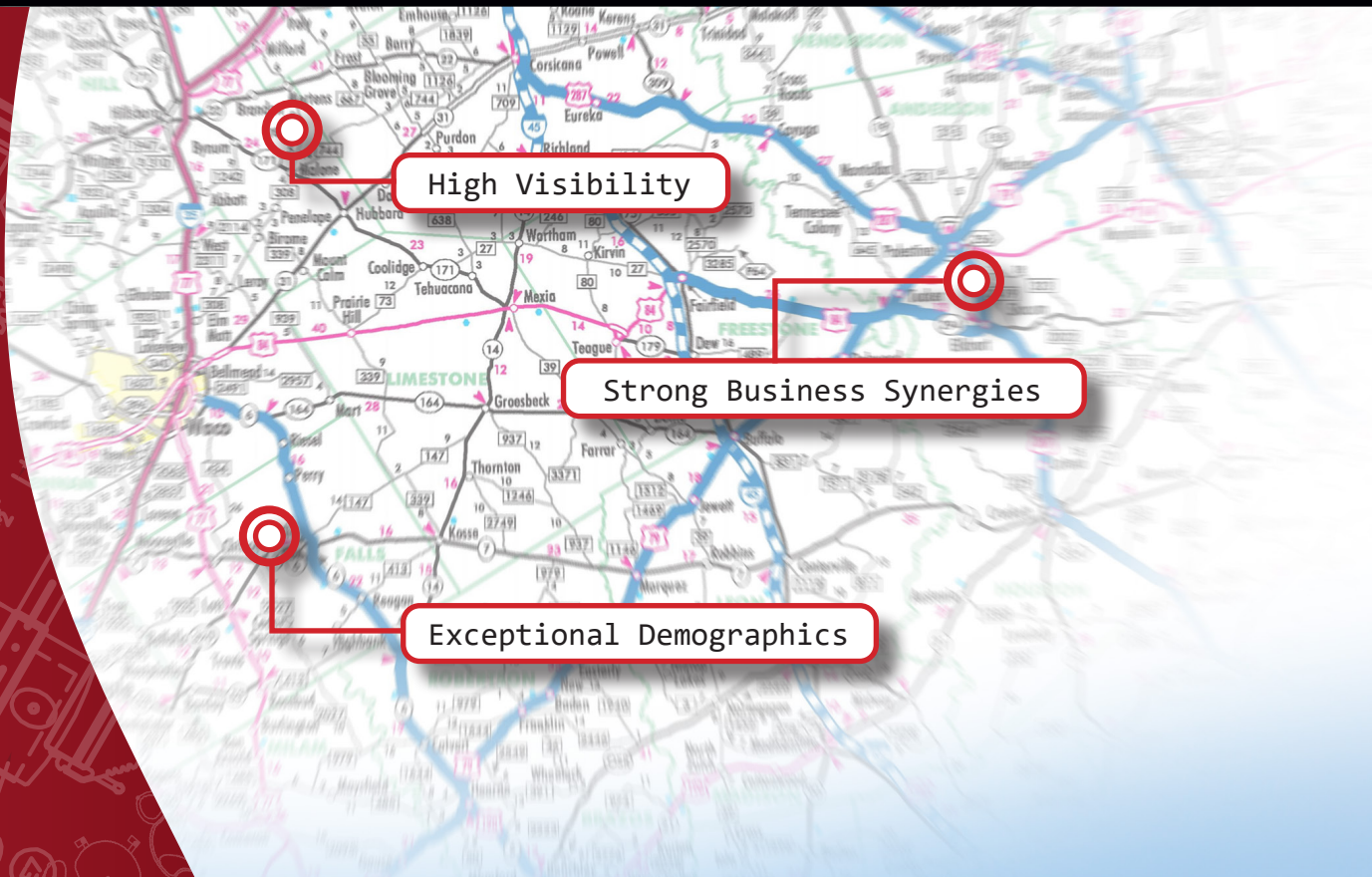


# SITE SELECTION



High Visibility

Strong Business Synergies

Exceptional Demographics



DESIGN  
ERGONOMICS INC.



## The Perfect Foundation for Your Ideal Practice



# Want to be **SURE** you're picking the right location for your Investment?

## Easy. Ask an Expert.

Finding the right location is absolutely critical to the success of your new practice;  
*for your investment to pay off, it's got to be perfect.*

In 20 years of designing exclusively for the dental field, we've analyzed 1000's of construction sites and have developed a deep understanding of what works. We offer a range of service options to help you make an *informed* decision on just the right spot to build the practice of your dreams...



- Maximize exposure to your preferred demographic.
- Avoid municipal or infrastructure surprises that cause delays and cost-overruns.
- Ensure that visibility, traffic and access factors work for you, not against you.
- Optimize the use of an existing structure, or guarantee suitability for a ground-up build.

Site Selection is a complex task, effected by a large number of variables. But don't worry, we've learned to navigate these waters quickly and efficiently. Before you know it, you'll be ready to move forward – *confident that your decision is based on experience and a deep understanding of the dental industry.*

Doctor, the physical and logistic demands specific to a dental practice are quite unique...

*Let us focus on these details, so that you can focus on your patients.*



23-02-09

# CLARITY SITE SELECTION

Design/Ergonomics' CLARITY Site Selection is an extensive research and evaluation service with one goal: to ensure that your next practice starts with an exceptional location.

The sites you're considering all have some level of appeal. Our analysis clarifies exactly which benefits of each are strongest – and can highlight weakness that may not be immediately apparent.



## CLARITY Site Selection Service Includes:

- Detailed analysis of up to 3 client-provided sites
- Remote consultation
- Comparative area studies if sites are located in separate areas
- Area-demographic and site-specific data collection
- Analysis of any existing improvements on each site (structures, paving etc)
- Evaluation of diverse elements which effect location suitability, to determine a comprehensive score for each site
- Final comparative presentation, analysis and consultation

## Research • Verify • Assess • Compare

You know how critical this decision is, and have gotten a sense of how detail-oriented it can be.

But it doesn't have to be *difficult* – and you don't have to do it alone.

*Let our expertise guide you to a decision you can count on. Call today!*

**CLARITY**  
**Site Selection Services**  
from Design/Ergonomics

**\$2,995**



DESIGN  
ERGONOMICS INC.

We Design, Equip & Train the Nation's Most Productive Practices.

# CLARITY SITE SELECTION

*“I’ve got some ideas, but I need to be sure...”*

You’re ready to take your practice to the next level, and understand that your current location won’t get you there. You’ve done your homework, and have located some sites with solid potential – but this is a critical decision and you’ve got questions.

*“How far from my current practice can (or should) I go? Are these costs in line, or am I being taken advantage of? I’m not a contractor... so what am I missing?”*

**We can answer those questions, reveal undiscovered site benefits – and help you avoid hidden pitfalls.**

**Here’s a brief overview of our CLARITY process...**

## 1. Tell us about your current practice and goals for the future

A brief questionnaire and phone consultation gives us a foundation on which to build your future. At this stage, we work to clarify expectations and desires, discussing why you picked the sites you’re considering.

It’s critical that the scale of your next practice aligns with your immediate goals – but it should provide flexibility for the future, as well. We can discuss metrics you might employ to determine the ideal scope for your project.

## 2. Build a Knowledge Base

Using a variety of tools, we’ll research the sites you’ve selected and the areas surrounding them. We gather in-depth information on each, including key municipal and demographic aspects. We’ll also reach out to any third-party contacts that may help you achieve your goals (sellers, real estate agents, etc).

## 3. Analysis and Comparison

We compare and contrast the information we’ve collected – and fill in any gaps.

We generate profiles of the top locations, evaluate the strengths and weaknesses of each, and prepare an AIM Ranking™ (“Asset Investigation Metric”) based on a very diverse set of variables. We’ll also highlight any relevant aspects (positive or otherwise) that might significantly impact your decision.

## 4. Presentation

We provide a detailed report, noting significant benefits (or detractions) that you may not have been aware of in your initial investigation. In a follow-up conversation, we’ll review the material with you, expanding on key points and addressing any questions you may have.



23-02-09



# FOCUS & CONCIERGE SITE SELECTION

Design/Ergonomics' FOCUS Site Selection removes the majority of exploration, investigation and analysis from the practice owner, giving you the time to focus on what matters most – *your patients*.

We do the leg-work for you – preparing a variety of options, and clearly delineating their respective benefits.



## FOCUS Site Selection Service Includes:

- We'll work directly with your Realtor to determine and vet up to 5 exceptional sites. These sites may be in different regions (within a 30 mile radius). They may not even be listed "For Sale." If you are already considering potential sites, these will be included in the 5.
- Comparative area studies if sites are located in separate areas
- Area-demographic and site-specific data collection
- Analysis of any existing improvements on each site (structures, paving etc), to help determine True Value of the property.
- Obtaining "as-built drawings" for all existing structures where available\*
- Evaluation of diverse elements which effect location suitability, to determine a comprehensive score for each site
- Final comparative presentation, analysis and consultation

\*If "as-built" drawings are unavailable – but required – additional charges may apply.

## Research • Verify • Assess • Compare

Site Selection is a very detail-oriented process.  
But it's also very exciting! When we're finished,  
you'll find that your future REALLY comes into focus.

You'll have a deep sense of just how amazing the next  
leg of your career journey is going to be.

*We look forward to being a part of that discovery!*

**FOCUS**  
**Site Selection Services**  
from Design/Ergonomics

**\$5,995**



DESIGN  
ERGONOMICS INC.

We Design, Equip & Train the Nation's Most Productive Practices.

# FOCUS & CONCIERGE SITE SELECTION

## How our comprehensive FOCUS Site Selection Service works...

- 1. Tell us about your current practice and goals for the future**  
As with our Clarity service, the first step to finding the perfect site is learning about *you*.
- 2. Preliminary Investigation**  
Working with your Realtor and other sources, we'll research region and location alternatives, and establish a range of options for in-person review.
- 3. View and Narrow Down Potential Sites**  
We'll arrange a day with your Realtor to view these areas and sites. Two or three hours is fairly standard for this. We'll conference with you both, and establish a pool of potential Targets.
- 4. Build a Knowledge Base**  
Working with your Realtor and other sources, we gather in-depth information on your Targets, including municipal and demographic research.
- 5. Vet and Refine the Target Pool**  
Comparing our Knowledge Base against your practice vision and goals, we begin a preliminary negotiation process. Working across multiple (and competing) sites we, develop a realistic picture of the properties' True Value versus the owners' Asking Value. At the end of this process we will establish our Primary Targets (up to 5).
- 6. Analysis**  
We compare and contrast the information we've collected – and fill in any gaps. We generate profiles of the top locations, evaluate the strengths and weaknesses of each, and prepare an AIM Ranking™ (“Asset Investigation Metric”) based on a very diverse set of variables. We'll also highlight any relevant aspects (positive or otherwise) that might significantly impact your decision.
- 7. Presentation**  
We'll prepare an in-depth accounting of our findings, present our AIM Ranking, and discuss the benefits each Primary Target.

## • CONCIERGE SERVICE •

We've worked with clients across the country to locate sites and design exceptional practices. While modern communications make this effective, some clients simply want a more in-person experience.

Our Concierge Service couples all the elements of our Focus offering, with a true “white glove” experience. With Concierge, we'll come to you, spend the day reviewing the sites in person and digging deeper into your Goals. And we'll be in communication throughout the entire vetting and refinement process.

When our analysis is complete, we'll return and present our findings face-to-face. We can revisit potential sites and review what we've discovered in real time, as needed.

**CONCIERGE**  
**Site Selection Services**  
from Design/Ergonomics

**\$9,950**

*Concierge Service provides unparalleled support to ensure your highest level of success.*



"I am really excited  
when I pull up to  
the building in the morning.

Still, I look at it and I think...  
'I can't believe this is where I work.'

There's nothing else like it in our area."

- Dr. Travis Bartschi  
LC Smiles, Lewiston, ID



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