

825 Bloomfield Avenue Verona, New Jersey Case Study



The Challenge

In November 2020, Darren Lizzack received a phone call from a Property Owner planning to evict a tenant for violating their Lease Agreement; the space was designed for a medical spa and offered dermatology services. Darren and partner Randy Horning reached out to former client Dr. Aanand Geria, who had opened his first dermatology practice with their guidance in 2017, to ask if he was ready to open up his second office.

After further consideration, the team and Dr. Geria determined the space wasn't large enough to fit the growing needs of Geria Dermatology. This led to Dr. Geria hiring Team Lizzack/Horning to find an alternative, better suited to serve as his second office. The Team leveraged demographic research to identify appropriate candidates in specific geographic territories.

Action

The first step in locating the right location for a medical practice often takes the longest, and brokers consider many options to find and analyze one or more options. Most brokers run searches in various databases to start the search and then send possibilities to the client for review and consideration. To work smoothly, the process requires back-and-forth communication because the focus can change based on these important conversations between the Client and Agent.

In this case, Darren and Randy entered negotiations with the Owner's representative to align the property owner's interest with Dr. Geria's requirements. Simultaneously, Dr. Geria hired an architect to design the office to fit the new space (6,266 sq. ft.); once the client approved the test fit, Team Lizzack/Horning engaged a contractor to provide

an estimate for construction. Negotiations resumed in good faith once the Team received the estimate.

To move the process into the next phase, Lease Negotiations, Team Lizzack/Horning met with Dr. Geria and his attorney. After all parties agreed on the terms and conditions, and the Lease Agreement was executed, Darren and Randy stepped back and handed the project off to the design team to lead the construction and build-out phase.

Results

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