

credit

| <u>BENEFITS:</u> | <u>PERCENTAGE ASSOCIATE:</u> <i>_includes help with building, maintaining, and maximizing your practice</i> | <u>FLAT-RATE RENTAL:</u> <i>renting an office full-time or by-the-day</i> |
|---|--|--|
| Referrals | √√ Numerous[1] with practice protection[2] | √ |
| Utilities[3] | √ | √ |
| Contractual price protection[4] | √ | √ |
| Longevity[5] & | √ | √ |
| owner occupied | √ | √ |
| Well-maintained[6] | √ | √ |
| Furnished offices, [<i>saving you ~thousands every several years</i>] | √ | √ |
| Phone | √ | √ |
| Business-dedicated voicemail & phone # | √ | As available |
| Faxing | √ | Outgoing faxing |
| Unlimited copying | √ | √ |
| Computer use | √ | Please ask for details |
| Free electronic insurance billing | As available | As available |
| ½ year free, then \$10/month credit toward effective ads | As available[7] | As available |
| Right off the highways[8] | √ | √ |
| Fair and variable pricing flexes w/your changing needs[9] | √ | √ |
| Five-year seniority benefits[10] | √ (see footnote) | √ (see footnote) |

| | | |
|--|-----------------------------|---|
| Free ^[11] for months not using office | √ | X |
| Comfortable ^[12] waiting rooms | √ | √ |
| Industrial grade ceiling fans | √ | √ |
| Offices sunny w/large windows, to cozy quiet interior rooms | √ | √ |
| Initial contract length | 2-year (5-yr. max) | 1-year (5-yr. max) |
| Private bathroom ^[13] , filtered water, and microwave | √ | √ |
| Friendly & diverse clinicians | √ | √ |
| Billing, coding, practice management consulting, & save\$ ^[14] | √ | Free for brief consultations, and reduced fee available w/financial need for more complex consultations |
| Clinical Consultation Meetings | √ | √ |
| Training Post-grads ^[15] | √ | By arrangement |
| Clinicians and patients consistently come from far to us (former = as far as East Haven, and the latter as far as Enfield, CT and Providence, RI). | √ | √ |
| Rent Price | 19%-29% given to us monthly | Please ask for details. |

[1] This benefit is not available to most non-psychotherapists.

[2] The value of referrals alone can pay for most to all rent paid. Also, in the unlikely event that economic downturn or other such factors cause your practice to lose a lot of patients, then as our success is dependent on yours, we will plan to match your efforts to protect your practice by helping to bring it back to the successful levels it was at. Our helpfulness to you comes from our reputation, ad budget, more than a decade of practice building results, and a steady stream of referrals.

[3] Commercial utilities are valued at up to double home utilities, due to electric companies charging more for their commercial rates.

[4] Places without a formal lease agreement may increase prices at any time. In fact, a psychologist we know well who rented from another floor in our building found a lower price elsewhere, only to have his/her rates increase 50% after several months at the new office, and with merely weeks of notice.

[5] Established in '04 (at this location), we own, not lease, our offices. We're here until retirement (decades later).

[6] We replace outdated carpets, furniture, paint, etc. We believe that when therapists are comfortable in their environment, they are more relaxed and engaging with patients, leading to a greater patient retention and clinical success rate.

[7] Our practice director has an informal agreement with an executive officer of this national company with which the Schaperows have numerous listings with. The executive said we're the only ones w/which they've agreed to this generous discount, [as available].

[8] "Location, location, location" is as you already know, one of the key elements of a successful business. We're a [~30 second drive from I-95](#) and ~five minutes from 395. This is not only potentially helpful for your time and gas, but can have a tremendous benefit toward getting diverse clientele. We're very convenient to Mystic, Norwich, Old Lyme, etc. Whether you seek higher paying, or simply diversity of patients, the value of location should not be understated.

[9] As your needs change at the expiration of contracts, you can change your plan to a % or flat rate, rent full-time, or by the day. We fairly price our offices using a formula that includes the size, window or not, etc., and the benefits of being with us that are listed on this chart. Reduced pricing is available for long-term contracts, as well.

[10] Please ask for when applicable, such as you have been paying rent on time, not leaving heaters on, reciprocating support to our practice, and our practice remains stable or building, etc., but generally once with us five years: 1. Percentage Associates may receive a monthly discount of 5% off their total rent paid (e.g., if paying \$650, then $\$650 - 5\% = \32.50 of each such month, every such month). This discount *is* combinable with other discounts. 2. Flat-Rate Rental tenants may be eligible for "grandfathering" into their prior rental pricing if our own costs have not risen past our reasonable ability to afford this.

[11] Sick a few months? Maternity leave? If you can't work, the months you're out will *not* mean paying rent on non-use of the office (please ask for details for what circumstances are applicable) in a "Percentage Associate".

[12] The first impression new patients have in-person are neither of you, nor your office, but the waiting room. With attention to detail *and* the big picture, our waiting rooms ensure that patients can be relaxed, comfortable, and confident coming in to see you.

[13] Very nice to have, but not available at all offices, even in some other sections of our building where clinicians must share the public bathroom.

[14] To earn 10-40% more without costing your patients more, we offer assistance on billing. Even if you've attended a multi-year billing and coding school, continued change makes it important to periodically check in w/our billing and coding expert to work w/your personal clinical style and figure out the best ways to maximize insurance payments. Examples include: {1. How to avoid being paid \$0 on claims due to a now unpaid diagnosis, or if another provider for your patient used *pooled* pass-through visits. 2. How to earn more from CPT codes that more accurately reflect the procedures you're already doing, or can do. Substantial changes were made to the CPT guidelines in 2013. We can help you to master the changes and get what's truly due to you for your hard professional work}. You can also save \$. Examples include: {1. The practice owner once had a baby and thought it was covered, only to find out after the fact that it wasn't, leading to a \$15,000 dr. & hospital bill. The bills were negotiated to something more like what the insurance would have paid. We then found insurance purchasable at a great price *with* maternity coverage, which was a *huge* help for the 2nd baby. We (us, plus our insurance agent) can now recommend what insurance to purchase for what purposes (better coverage or saving \$ that can easily amount to ***thousands per year***), which can change from time to time, too. 2. One of our associates signed up for an advertisement, which we found out about and said we have a deal with that company. The company then activated free months, which saved the clinician \$180}.

[15] Post-grads & interns are great to interact with, and sometimes compensation can be offered to have them optionally involved w/your cases. This is truly a win-win for you, your patients, and our trainees.