

Acuity Negotiations

Educational Seminars for Dentists

“Most dental offices are sold at a discount - not because of declining revenue, but because of what's hidden in the lease. We teach dentists how to protect and increase their practice value through better lease terms.”

Aaron Gelmon
Acuity Negotiations
aaron@acuityna.com
250.882.4825





Lewis Gelmon, B.A., M.B.A.

About the Speakers

Known as *The Original Dental Lease Negotiator*, Lewis has been negotiating commercial leases for dentists for 30 years and sets the standards all others have followed. Originally trained as a shopping center lease negotiator, Lewis made his knowledge available to the dental community as far back as 1993 and more recently developed the Good Leasing Guidelines for Dental practitioners to follow which is relevant for 2024 and beyond. Lewis has been credited with founding the lease negotiation industry for the dental community and is a skilled presenter speaking regularly to dental meetings, societies, and study clubs.

Aaron Gelmon is a highly skilled speaker and educator in the dental industry, known for delivering insightful, engaging presentations that empower dentists to make informed decisions about their commercial office leases. With a strong track record of speaking at dental society events, conventions, and educational webinars, Aaron has become a trusted voice on critical leasing issues facing dental practices.

Partial List of Previous Acuity Negotiation Presentations:

- Orange County Dental Society, April 8th , 2025
- Academy of General Dentistry (Nevada) , March 19th, 2025
- Vancouver Fairmont—Sponsored by BCDA, April 2nd & 3rd , 2025
- Greater New York Dental Meeting— December 3 & 4, 2024
- Santa Clara Dental Society Financial Symposium - October 17th, 2024
- CEA Dental Convention (San Diego) - October 11, 2024
- Florida Dental Convention - June 20, 2024
- Washington DC Dental Association - March 12, 2024
- American Association of Women Dentists - February 27th, 2024
- Santa Clara Dental Society Webinar - February 22nd, 2024
- Nassau County Dental Society - February 21st, 2024
- San Diego Dental Society - November 30th, 2023
- British Columbia Dental Association - September 18th, 2023
- Academy of General Dentistry (Nevada) -September 13th, 2023
- Academy of General Dentistry (National Chapter) - August 29th, 2023



Aaron Gelmon, BA

The Good Leasing Guidelines for Dental Offices

How to identify the risks in dental office leases, eliminate them and negotiate a better deal

Dental offices are a costly physical plant. When a dentist builds out their practice, they usually do not think that their landlord could have the ability to prevent them from selling their practice, relocate them (at their cost), or terminate their lease at their discretion. In this seminar, dentists will learn how the value of their dental office is directly tied to having a good lease. The Good Leasing Guidelines for Dental Offices is a fast paced, interactive educational seminar which will provide dentists with the right knowledge and tools they need when dealing with their office lease and landlord to gain peace of mind.

Attendees Will Learn:

- Most common mistakes dentists make when negotiating their office lease, which costs them thousands
- Classic landlord traps to watch out for
- How to increase the value of your practice through your lease
- Best negotiation strategies through actual case studies
- Proper process to follow when renewing or renegotiating a lease

Suitable for Dentists If,

- You are planning on selling your practice within five years
- Your office lease expires within the next 24 months
- You are planning on opening a new practice in leased space or want to expand your current practice

Goal: *to provide dentists with the knowledge they need to deal effectively with their landlord to gain peace of mind*

Full Seminar length:
1.5 hours

Delivery Options: in-person, zoom, webinar, hybrid

CE Eligibility: this program has been approved for CE

“The information provided in this workshop was definitely an effective tool and a solid steppingstone in confronting issues that face dentists every day.” Dr. W. Schmidt

Negotiating Complex Business Transactions for Dentists

This course is designed to equip dental professionals with the skills and strategies needed to successfully navigate complex business negotiations. Presented by Aaron Gelmon, a seasoned negotiator, this course emphasizes practical tools and real-world applications, enabling participants to confidently approach high-stakes negotiations.

Participants will learn:

- **Core Negotiation Concepts:** Explore the importance of active listening, strategic empathy, and the use of probing questions to uncover hidden motivations or "Black Swans" in negotiations.
- **Leverage Creation:** Discover methods to create and use leverage effectively, allowing for better outcomes while addressing specific negotiation challenges.
- **The Acuity Negotiation Process:** Learn a step-by-step approach to structuring negotiations, from preparation and knowledge gathering to proposal development and closing.
- **Case Study Analysis:** Review real-world cases to understand negotiation dynamics, overcome common pitfalls, and see practical applications of negotiation tactics.

By the end of this course, participants will be equipped with a negotiation framework that helps them avoid common mistakes, fosters confidence, and maximizes the value of agreements. achieve favorable outcomes.

The Acuity Negotiation Process



"The most effective course I have ever attended. Within just a few hours I have gone from almost zero knowledge in lease negotiations and real estate strategy to being able to analyze and evaluate leases and negotiations. Fabulous course!" - Dr. H. McDermott

Benefits For Attendees & Dental Organizations

Free Seminar

Acuity Negotiation seminars are 100% free. The value we bring to the dental community is of no use if it is not being taught to dentists.

Free CDRA

Dentists who attend an Acuity Negotiation seminar will be eligible to receive a free critical date and risk assessment on their office lease. We will highlight key dates dentists need to be aware of and areas where the value of their practice is being negatively affected.

\$1500 value free!

Why Dental Organizations Benefit from Hosting Our Program

By bringing our program to your members, your dental society strengthens its reputation as a valuable resource for practice success. Our specialized education on commercial lease pitfalls empowers dentists to protect the long-term value of their practices—an essential yet often overlooked aspect of their careers.

Enhances Member Engagement – Offering high-value, practical education increases member loyalty and participation.
Elevates Your Society's Standing – Position your society as a leader in advocating for dentists' financial and business success.

Provides Exclusive Benefits to Your Members – Dentists gain expert insights and access to a complimentary lease review, giving them actionable strategies to secure stronger lease terms.

Upcoming Presentations—2025

- Santa Clara Dental Society - in person educational event May 27th & May 28th, 2025
- Orange County Dental Society / Harbor Dental Society June 25th & June 26th, 2025
- CEA Convention, San Diego June 20th, 2025
- Georgia Dental Association Webinar, July 25th
- Orange County Dental Society / Harbor Dental Society October 23rd & October 24th, 2025
- Lonestar Dental Conference, Austin September 12th, 2025
- San Francisco Dental Society In-Person Event , October 6th & 7th

Our Partners



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