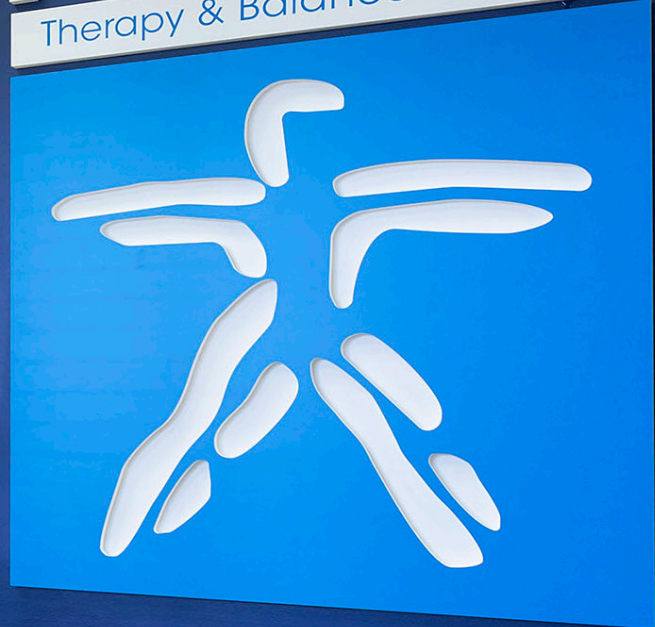


A COMPREHENSIVE GUIDE TO  
**LOCATION  
SELECTION**  
FOR YOUR NEW PT PRACTICE

**FYZICAL**  
Therapy & Balance Centers



# SELECTING A LOCATION FOR YOUR FYZICAL THERAPY FRANCHISE

When you choose to work with FYZICAL to start your new physical therapy clinic, you are choosing to work with a team that wants to see your business succeed. One of the many great benefits of a franchise system is having access to a vast team of experts to help guide you through the steps of opening your own practice, a resource you wouldn't have if you decided to go it alone. A great

benefit you'll have access to as a member of FYZICAL is our site selection team. We know selecting a location and getting construction completed on-time and within budget is critical to launching a successful business so our team is here to help assist you in this endeavor. Here is how we help our members find, identify and select locations for their PT practices.



## SITE SELECTION

Location selection is one of the most crucial decisions you will face when opening your new physical therapy practice.

You will want to consider many important factors such as accessibility, population demographics, location of competition and potential referral partners, market demand for your services, and whether that site has the ability to meet your current and future goals. The team at FYZICAL offers a comprehensive site selection process that includes:

- Real estate experts that visit and identify locations in your market.
- Site analysis of demographics, competition, accessibility.
- Help negotiating the letter of intent.
- Location financial projections
- Assistance with lease negotiation



## LOCATION

With FYZICAL, you aren't required to have high-end, expensive real estate for your clinic, your site could be located in several different styles of buildings such as;

- Class B retail space
- Medical building or plaza
- Light industrial or flex space
- Lifestyle centers
- Power Centers
- Mixed use retail spaces



## SUPPORT FOR YOU

Our team of experts will help you to identify locations within your selected territory that will be ideal for your new FYZICAL center and provide you with additional market insights that will help you and your broker in negotiating the right deal. Once a potential space has been identified, our team assists with;

- Term of lease & renewals
- Cost per square foot projections
- Free rent period negotiation
- Negotiating tenant buildout dollars from landlord
- Signage opportunities



## SIZE MATTERS

Those new to FYZICAL often want to know how big their new clinic should be.

A clinic that includes a balance center will ideally land somewhere in the range of 2000-4000 square feet, but many members are successful in spaces that fall outside of that range. The size of your FYZICAL center will be determined by the goals you set for your business. You may choose to include a balance center or fitness center as part of your clinic specialties, or you could plan to start small and expand. You will have a clearer idea of your own clinic size needs after you have completed a strategic planning session with the FYZICAL team where you set goals for your first five years.

However, there are some key components you will want to look for in any location, regardless of size, including:

- Easy ingress/egress
- Visibility from the road
- Minimum 20' of frontage
- Parking for at least 12 vehicles
- First floor space or close elevator proximity



# CONSTRUCTION & BUILD-OUT

When choosing the FYZICAL model you'll find that one of the many great benefits includes a simple and very cost effective build out.

Typically, our locations are wide-open spaces with workstations. When selecting a location for your clinic, seek out a space that can accommodate the minimum:

- Lobby and waiting area
- Reception desk
- Treatment area – open space
- Private Office (~75 sq. ft)
- 2-4 enclosed or semi-enclosed rooms (~50 sq. ft)
- Staff break area (~100 sq. ft)
- Restroom(s)
- Mixed use retail spaces





## READY TO GET STARTED?

Choosing the right location is a big step for any new practice owner but we've made the process as smooth as possible. At FYZICAL we understand that finding the right location is just the beginning. Our team is here to help you navigate and understand the real estate and construction process by providing support and guidance. From the questions you know to ask, to the ones you haven't thought of, we've got your back. Let's get started!



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