

# The Good Leasing Guidelines for Restaurants

*Understanding the Importance of the Real Estate Driven Mindset*

*Presented by Lewis Gelmon*

*Ideal for franchise associations and restaurant conferences.*

*“Most business bankruptcies come from bad real estate leasing decisions.”*

*“A lease is an investment, perhaps the most serious and certainly the least changeable.”*

Joe Coulombe, 2021  
*Becoming Trader Joe*

Lewis Gelmon  
250.812.1005  
lewis@acuityna.com





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

## About the Speaker

After graduating from his MBA program (1994), Lewis trained as a shopping center lease negotiator and mall manager at the International Council of Shopping Centers and managed retail malls which introduced him to the Domino's Pizza brand. In 1993, Lewis was instrumental in the purchase of the Canadian Master Franchise rights from Domino's Pizza when, at the time, it had approximately 100 stores operating in Canada and held a 25% ownership stake until it was sold in 1997 with over 200 stores throughout Canada.

In 1997, Lewis founded Cirrus Consulting Group based out of Toronto which gained a contract for negotiating and managing leases for the Canadian Medical Association which soon spread to other parts of the health care industry in Canada, the US and the UK. In 2006 with offices in Toronto, Calgary, London and Los Angeles Lewis sold Cirrus and moved to Southern California where during the economic downturn from 2008 - 2014 he individually renegotiated hundreds of restaurants and other commercial leases for client companies throughout North America saving both big and small name chains millions of dollars in rents and is credited with allowing them to continue to operate through the worst of the Great Recession.

## Lewis Today

Structuring real estate departments, negotiates lease renewals and dispositions.

Known for creating the concept of a real estate driven franchise/restaurant company as a lower risk, quicker path to value and growth.

Works with a select few companies with like minded values to breath life into their real estate departments; acting as an outsourced VP of real estate.

Passionate educator, speaking at restaurant associations and conferences including at the 2022 Restaurant Finance and Development Conference.

# The Good Leasing Guidelines for Restaurants

Many restaurant owners and franchisees neglect their most important asset: **their commercial lease**. Restaurant owners are not familiar with the *The Good Leasing Guidelines for Restaurants* and how their commercial lease is directly tied to the value of their organization. Lewis's interactive 50 minute seminar will teach restaurant operators the foundations of how to become a real estate driven organization to improve profits and ensure lasting peace of mind.

## Learning objectives:

- 1) How to become a real estate driven organization and how it benefits enterprise value
- 2) Learn The Good Leasing Guidelines all restaurant operators should know
- 3) How to properly prepare and then preform a lease negotiation with a tough landlord and save hundreds of thousands of dollars
- 4) Learn the best practices of a well-run real estate department for a multi-unit operator and why its so important

## Who should attend:

- ◇ Restaurant owners
- ◇ Franchisee owners/operators
- ◇ CEO's, CFO's, COO's of restaurant groups

**Goal:** to understand the importance of using real estate and all its accompanying activities as a lever/tool to drive growth and value.

LEASE AGREEMENT



## Benefits For Your Members

### Free Seminar

Lewis's seminar is 100% free for members of your association or restaurant conference attendees. Seminar attendees are encouraged to have their office lease accessible to them during the seminar.

### Free Evaluations

Restaurant operators/franchisees who attend Lewis's seminar will be eligible to receive a free critical date and risk assessment on any single lease, or for multi-unit operators, a free real estate strategy session in-person from Lewis himself. their lease portfolio from Lewis himself.

### Discounted Fees

How does Lewis make money? Oftentimes, after restaurant operators attend Lewis's seminar, they become overwhelmed and worried about their own lease portfolio. Restaurant operators hire Lewis to:

- ◇ Become an outsourced VP or Real Estate to manage their portfolio of leases and restructure their real estate departments
- ◇ Conduct a real estate strategy session with board members, executives, etc
- ◇ Deal directly with landlords to negotiate rent renewals, reductions and dispositions

Members of your association, organization, or conference attendees will receive a generous discount on the above services.

## Key Benefits of Being Real Estate Driven

Increased enterprise value

Improved EBITDA

More flexibility for growth

Shorter new store opening times

Lower overall risk

## Next Steps?

Contact the events coordinator to have Lewis speak to your members! Lewis's seminar can be formatted for online webinars, zoom, in-person with live streaming.

Please note that Lewis is happy to cover his own accommodation and travel costs for in-person seminars depending on the amount of registrants.

Aaron Gelmon

Events Coordinator

[aaron@acuityna.com](mailto:aaron@acuityna.com)

250.882.4825

Lewis Gelmon

Managing Partner

[lewis@acuityna.com](mailto:lewis@acuityna.com)

250.882.1005

