

# Locating your new practice

Selecting a location for your practice is one of the most important decisions you will make—and the most complex, because there are so many different factors to consider. Get it right and a perfect location can boost your business while a poor location can hinder growth.

Street (p.s.f.)	Market	Avg. rent
Bay Street	Toronto	\$68.52
8th Avenue SW	Calgary	\$59.06
Burrard Street	Vancouver	\$58.87
Albert Street	Ottawa	\$52.10
101 Street	Edmonton	\$46.71
René-Lévesque W.	Montreal	\$44.28
Upper Water Street	Halifax	\$36.42
Portage Avenue	Winnipeg	\$35.67
Laurier Boulevard	Quebec City	\$27.50

[Source: Jll.ca]

## How to spot a winning location

You want every advantage working for your new practice. Here's what a winning location looks like.



### Welcoming community

- Supportive government
- Easy to obtain licenses & permits
- Local economy is growing



### Target market nearby

- Market research results are favourable
- Lots of customers around
- Desired demographic profile within 5 kms (e.g. Seniors)



### Little competition

- No direct competitors next door
- Landlord offers some category exclusivity in building
- Low ratio of professionals to population in immediate area



### Flexible facilities

- Within budget
- Enough space to expand
- Option to renew lease
- Landlord willing to share cost of leasehold improvements
- Suits the nature of your practice



### Easy access

- Close to transit
- Parking available
- Convenient to your customers



### Talent pool available

- Abundance of qualified employees
- Pay expectations are within budget
- Area where employees want to work



### Buy an existing practice

- Offers everything you want (location, customer list, equipment)
- Price is right
- Turnkey opportunity

Let Scotiabank help to get you into the best location for your new practice.

- 100% financing for leaseholds & equipment
- 75% financing for real estate purchase
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- Products and services designed specifically for professionals

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