



**BRYANT**  
COMMERCIAL  
— REAL ESTATE —

# RECOVERY

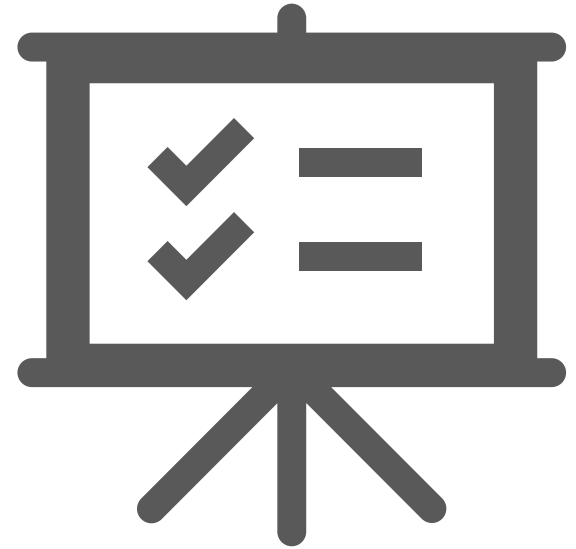
The Impact of Social Distancing on Your Business

# Current Considerations

As the country works toward lifting the Stay Home Order and restarting our economy, it is imperative that small business owners begin preparing for the new world.

One change that may have huge impacts, particularly on retail businesses, is the advent of Social Distancing Requirements which have been created to protect our communities.

For businesses where people gather, (restaurants, fitness centers, etc.) there may be decreases in maximum assemblage rates of up to 50%. Using a gym as an example, the following few slides demonstrate a process for thinking through a revised business model.



# Review & Identify Possibilities

Review your historical capacity during peak business times. For example, if you have a boutique fitness space that has a maximum class size of 30 members, decrease that capacity by 50% to align with the new Social Distancing requirement. Your new maximum class size is 15. Consider the impact that this reduction will have on your business.

Will you offer more frequent classes in order to keep the same number of members? Will that cause you to add more staff? What expense increase would that drive? It can impact everything from staff expense to utility costs. Be sure to consider all angles.

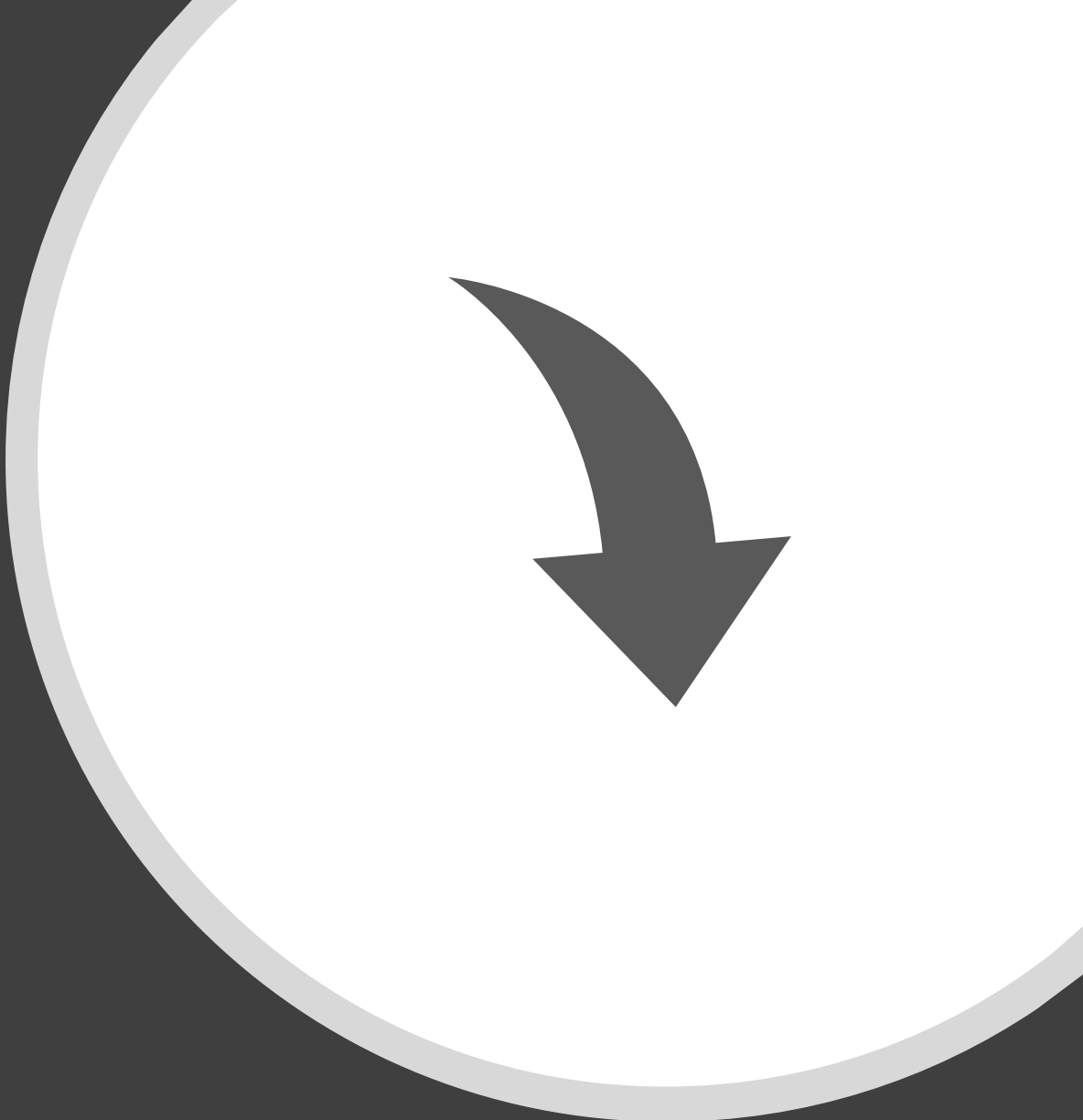
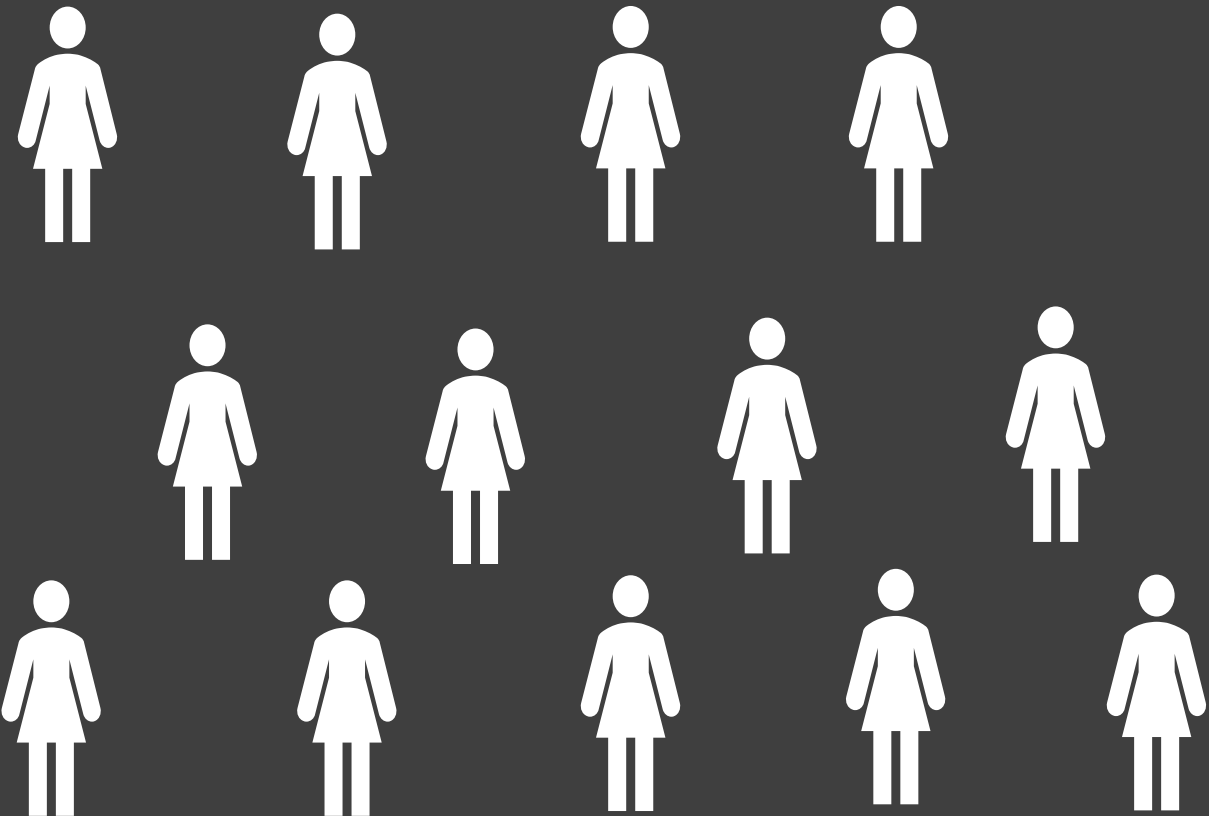


FROM 30



**BRYANT**  
COMMERCIAL  
REAL ESTATE

TO 15



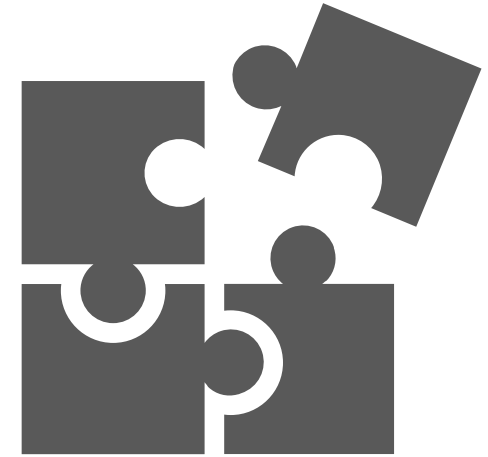
**BRYANT**  
COMMERCIAL  
REAL ESTATE

# Create the Plan

Once you have determined how your operations will change, it will be important to thoroughly document your new plan.

Something to consider about any shift in operational plan is the extent to which it impacts your ability to continue to comply with your current lease agreement.

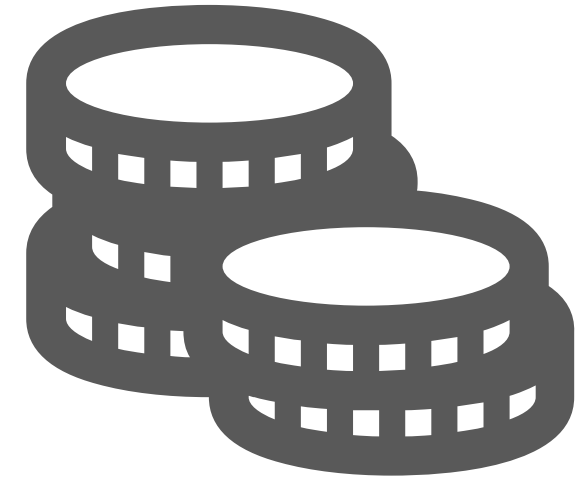
It is possible that some of these changes may impact your revenue flow, and, as a result, you may find yourself in a position where you need to have a conversation with your Landlord.



# Relief Possibilities

Depending on the nature of the changes being implemented, you might want to consider possibilities such as:

- Renegotiating your rent to a percentage of gross receipts
- Rent relief
- Rent reduction
- Other options

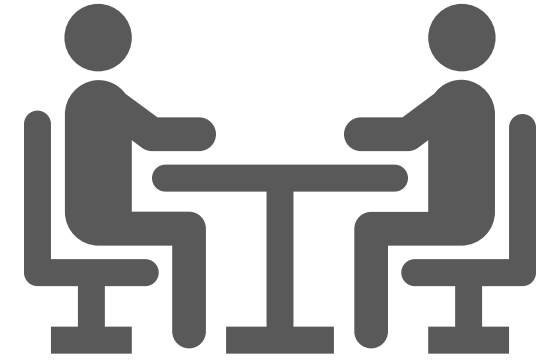


# Landlord Communication

If you are to have any success with these types of conversations, you must demonstrate that you have a strong awareness of the current scenario and a plan to deal with it.

Sharing your revised plan with the Landlord also improves their feeling that you are being transparent with them.

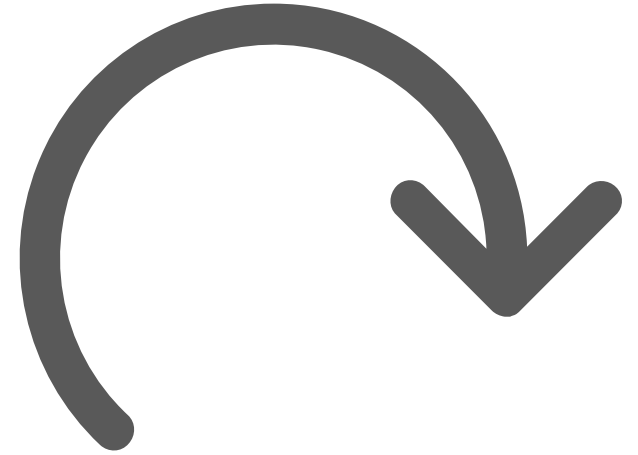
During times like these, one of the major keys for survival while dealing with those to whom you are obligated financially is **TRANSPARENCY!**





# Plan to Revisit

Once you have identified and implemented the plan with which you intend to go forward, be aware that this plan too, will likely have changes going forward. It's important that it be re-visited monthly both internally and with your Landlord.



# Communicate & Partner with Employees

Also, consider sharing your revised plans with staff as soon as possible. Let them be a part of the solution to the current challenges. Remember that they have a vested interest in your success as well.



# We're Here to Help

As always, we are here to assist you.

Please don't hesitate to call us should you need any guidance or further assistance.

Together, we will thrive!



Bryant Commercial Real Estate is a full-service solutions provider serving business owners for more than 18 years.