

CASE STUDY | HEALTHCARE

HCP

PORTFOLIO MANAGEMENT - AGENCY LEASING & MARKETING SERVICES

Houston and Dallas, Texas



OPPORTUNITY

Each of HCP's medical office assets faced occupancy issues caused by challenging economic conditions, lack of effective marketing, and large tenant move-outs.

SOLUTION

- Developed targeted prospect sourcing initiatives for each property
- Repositioned and rebranded buildings with poor perceptions/lack of awareness
- Reinvested capital dollars for necessary renovations
- Developed and maintained relationships with local hospitals and key brokers within each market
- Retained existing tenant base, particularly those with nearing lease expirations
- Promoted stable ownership



RESULTS

- Within a two-year period of marketing the property, the team:
- Closed more than 172,000 SF of new leases and expansions
- Developed a prospect list of more than 250,000 SF

