

MOB Owner Streamlines Acquisition and Leasing Processes with Buxton's Tech

CONCEPT

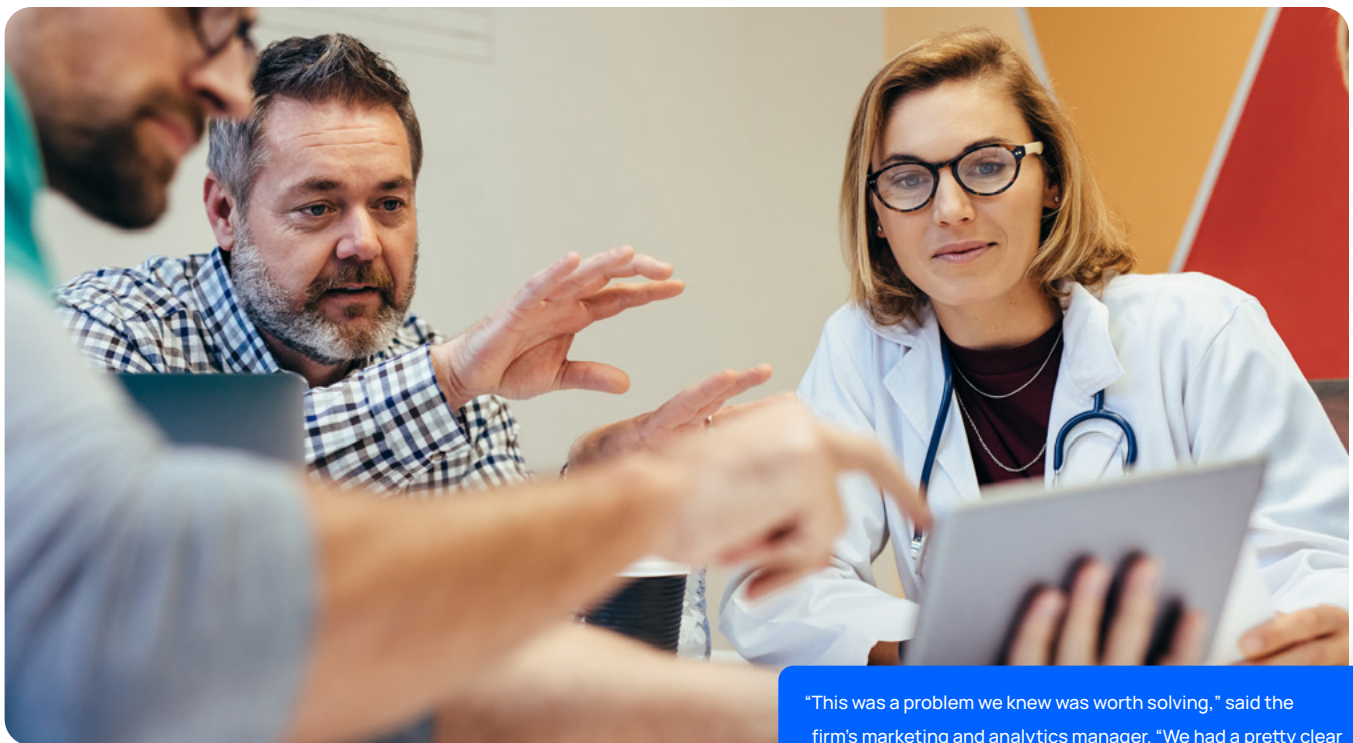
Medical office real estate investment firm

OBJECTIVE

Use medical supply and demand data to guide future acquisitions and lease up

RESULTS

Ability to perform sophisticated, data-driven decision making



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 - Manager of Marketing & Analytics

A medical office building (MOB) owner and operator had a challenge. In the 11 years since its founding, the company made 37 acquisitions and 10 sales, primarily in the Sunbelt, and the growing commercial real estate firm wanted to use supply and demand data for medical services to help guide its future acquisitions. But trying to source all the data on their own was getting complicated. Between finding it, sifting through it, and interpreting all the layers, the process was taking too much time and producing too few results.

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So, the firm and its sister firm turned to Buxton.

Discovering Answers on Demand

After shopping around, the firm decided Buxton's technology provided a smart solution to their problem and purchased Buxton's full suite of SaaS applications for the CRE industry. This included Buxton's SCOUT, a mapping application; Mobilytics, a foot traffic analytics application; Match, which matches brand potential to properties; and the CRE Healthcare Analytics package, which offers healthcare site scoring and reporting in SCOUT.

With these tools, the client found not a silver bullet, but a way to confirm or dispute what their eyes were already telling them.

"It's a sandbox to work in," said the firm's marketing and analytics manager. "It's not a 'type it in and it spits out an answer' type of product. Nor should it be. You have to come in willing to be educated about all the data available to you. That's what makes it more powerful."

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Working in the Sandbox

The firm's motto is "good properties in good markets," and while they generally knew which markets they wanted to be in, insights from Buxton's tech supported their research. The ability to analyze population demographics and psychographics, as well as healthcare supply and demand, helped the firm find the good locations they were on the hunt for.

Apart from finding properties to acquire, the firm used Buxton's tech to fill those vacancies as well. Sometimes, that means determining how quickly they can lease a building. At other times, it's identifying which medical specialties should lease there, or evaluating how likely it is that a tenant will renew. Regardless, insights from the Buxton Platform boosted the firm's confidence and efficiency when underwriting acquisitions.

More Data, Faster Growth

Partnering with Buxton put the firm ahead of the technology adoption curve. With the actionable insights from Buxton's platform, the firm filtered through deals faster, sent data-backed touchpoints to prospects, found new opportunities to get in front of specific medical specialties, and more.

This competitive advantage helped the already agile firm become even more efficient.

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Contact us to learn about our marketing intelligence solutions.