

# Real Estate Solutions for Providers & Operators

## Our Team



**Jon Boyajian**  
Senior Advisor



**Oliver Plotkin**  
Senior Advisor



**Chad Firsell**  
Senior Advisor

## About Us

SCALE Real Estate provides health systems, physician groups, private equity firms and other users of medical space with a suite of services that cover all aspects of healthcare real estate.

We combine our experience as investors, developers, brokers, and property owners with a focus on healthcare operations to produce best in class results for our clients.

Strategic real estate decision making is a vital component to profitability and successful growth. Working with SCALE Real Estate will ensure that you have a dedicated team of experts on your side so that your real estate footprint can be an asset to your business and make a positive operational impact.

## SCALE Real Estate Process



### Analysis

Identify client needs, challenges, and optimal outcomes. This establishes clear goals for the engagement and metrics to measure success.

### Recommendation

Provide a data-driven, process-oriented strategic plan that will achieve the goals established in the analysis.

### Execution

Implementation of the strategic plan.

# SCALE

/skāl/ • noun

A graduated series of steps or order.

*Our singular focus is to help healthcare providers achieve success with a systematic approach.*



We have had a very positive experience with SCALE Real Estate and are pleased with their high-level of excellence in managing our assets. As we continue to grow in order to better serve our communities, we feel fortunate to have SCALE as one of our most valued real estate partners. I would highly recommend SCALE to any medical practice. Above all, they are professional, courteous, responsive, and always a pleasure to work with.

**Ken Catellier,**  
Vice President, Real Estate,  
Franciscan Health

## SCALE Real Estate Suite of Services

### 1. Development Services

De Novo expansion through new construction or adaptive re-use. Create efficiencies through process driven growth and a “rinse and repeat” formula for rapid expansion.

### 2. Strategic Planning & Site Selection

Utilize proprietary site validation software that includes competitor data, demographics, psychographics and more. This competitive market analysis allows for data driven decision making and matching the business plan with the right real estate opportunity.

### 3. Portfolio Optimization

Optimizing the existing portfolio of leased and owned properties is the asset management function of real estate and includes sell/hold analysis, lease administration & managing critical dates, capital planning and renovation/remodeling.

### 4. Property Management

Professional and sophisticated third-party property management is critical to maximizing profitability and maintaining the quality of owned real estate assets. This service includes but is not limited to: facilities management, billing & accounting, capital improvement projects, tenant coordination, rent collections, and end-of-year tenant reconciliations.

### 5. Investment

SCALE can assist in operating company real estate investment activities including negotiations, property due diligence, analysis, and financing. In addition, SCALE can help create a physician investment structure that allows practices and partners to incentivize employees with a percentage of ownership in the real estate.

### 6. Capital Markets

SCALE can help source the right debt, equity, or a joint venture partner solutions that allow the real estate capital stack to match the business plan for the operating company.

### 7. Brokerage

Landlord representation includes leasing existing space on behalf of building owners. Tenant representation includes a market search, competitive analysis and negotiating new lease deals and an attractive landlord incentive package for the buildout. Investment sales includes assisting owners with the acquisition/disposition of owned real estate.

### 8. Project Management

Utilize a qualified construction profession to act as your owner’s rep (“OR”) and liaison with building ownership and the general contractor during a new construction project or tenant buildout.

## Featured Clients

