

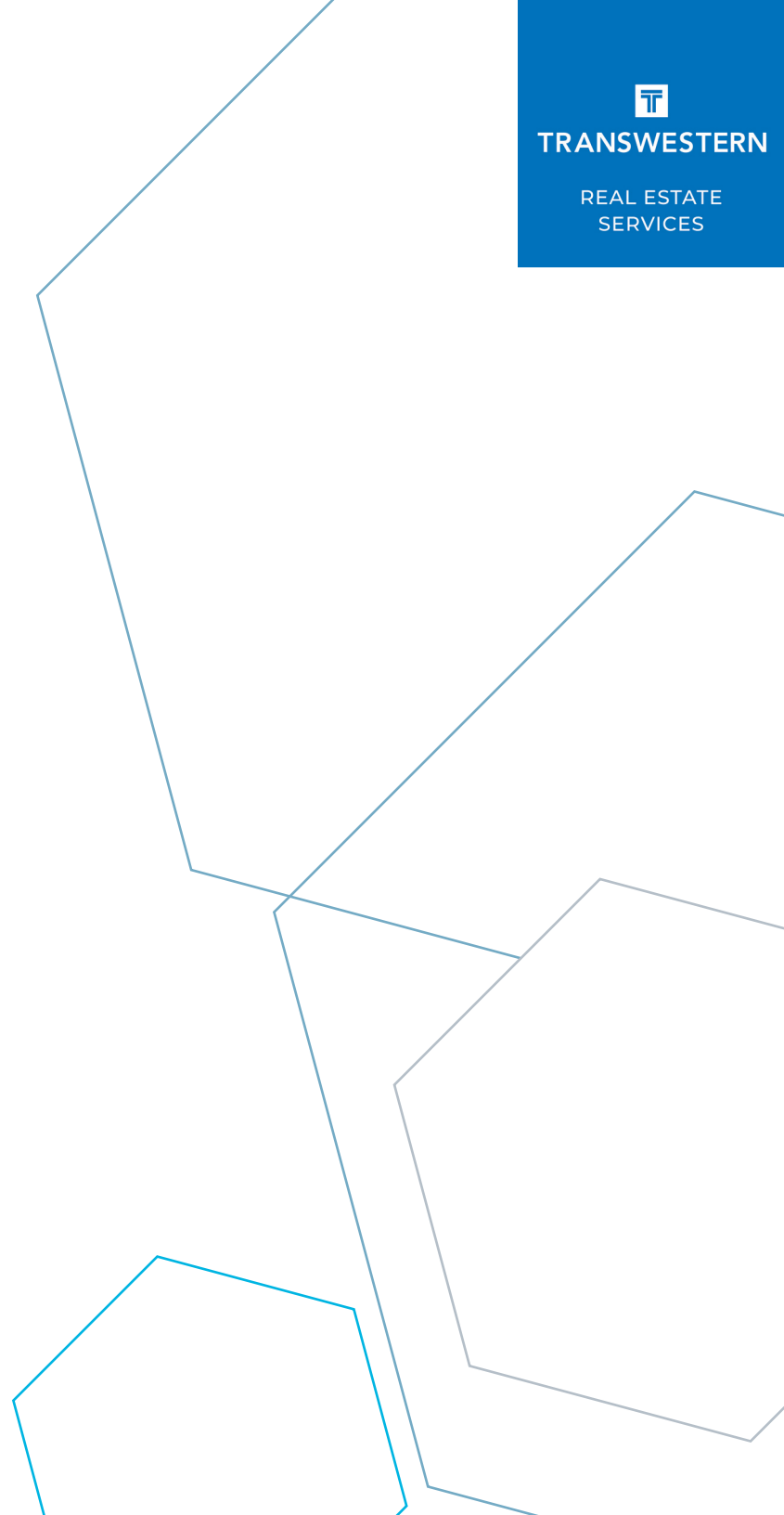


TRANSWESTERN

REAL ESTATE  
SERVICES

# REAL ESTATE SERVICES STRATEGY PROPOSAL

Prepared by Transwestern





# Contents

TRANSWESTERN HOUSTON HEALTHCARE AND LIFE SCIENCES ADVISORY GROUP	3
LANDLORD REPRESENTATION	4
RESEARCH AND ANALYTICS	5
MARKETING	7
BIOGRAPHIES	11
COMPENSATION OF AGENT	14

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113

MEDICAL LEASING  
PROJECTS

6.5M+

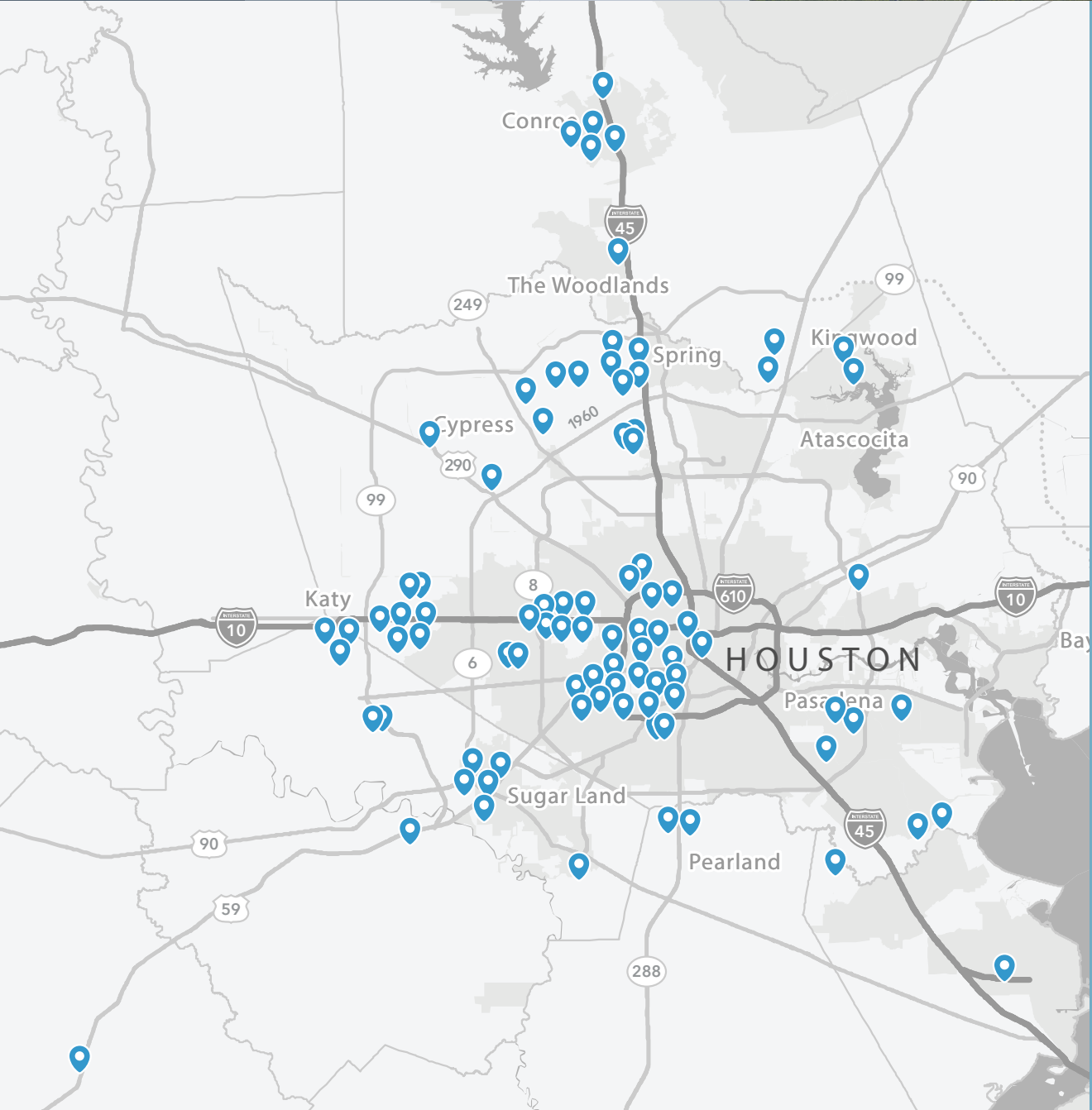
SQUARE FEET  
REPRESENTED

10

HEALTHCARE  
BROKERAGE  
EXPERTS



TRANSWESTERN'S HEALTHCARE AND LIFE SCIENCES TEAM HAS HOUSTON COVERED!



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# Landlord Representation

## RELEVANT EXPERIENCE

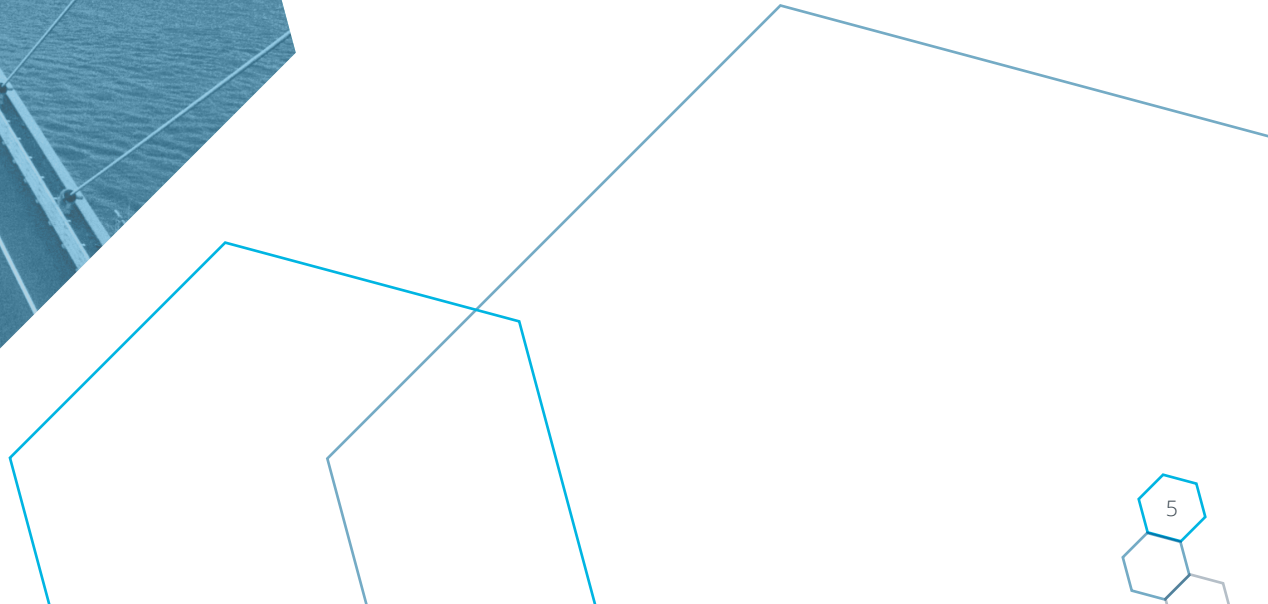
Transwestern's Healthcare Advisory Services Group is dedicated to serving the real estate needs of our healthcare clients, using real estate as an advantage, not just a cost, to enable mission and business objectives. Our clients are providers, both health providers that house and care for patients and the real estate providers that supply buildings for healthcare uses.

Some of our clients include:





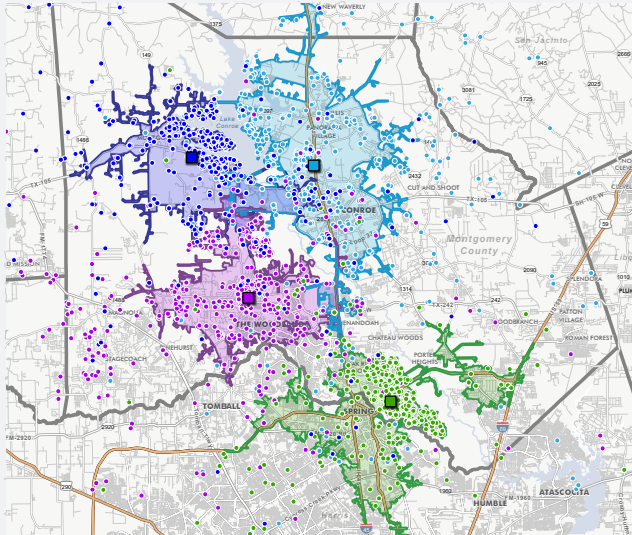
# Research and Analytics



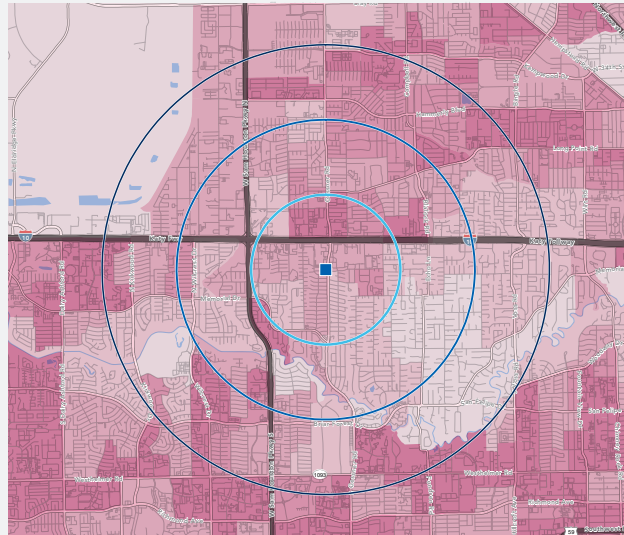
# HEALTHCARE RESEARCH AND ANALYTICS

Transwestern's in-house researchers are the best and brightest in the industry, delivering a higher quality of research and insight across multiple markets in the U.S. While our resources and research capabilities are always growing, our approach to market research and actionable insights will always be people-driven and client-focused.

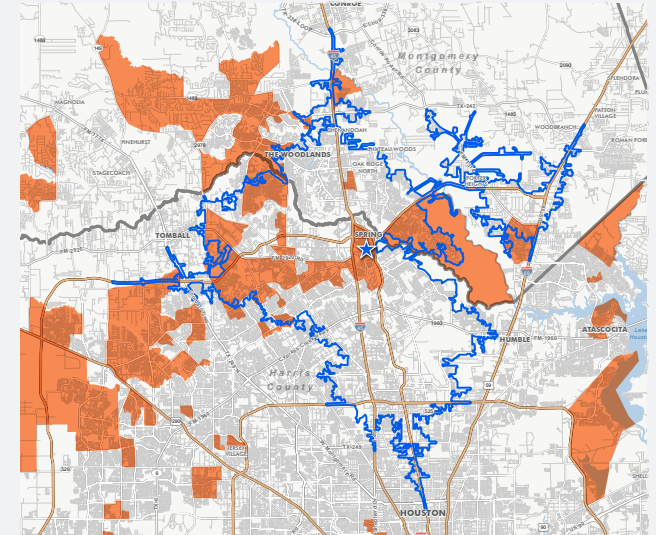
## Representative Mapping and Demographic Report Data



PATIENT & DRIVE TIME ANALYSIS



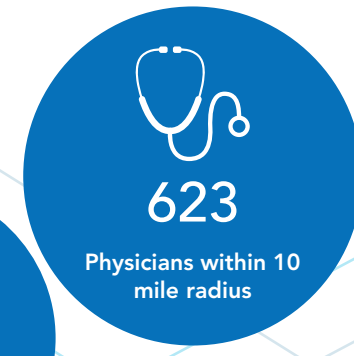
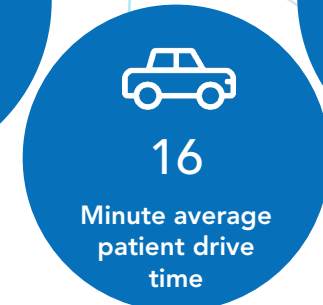
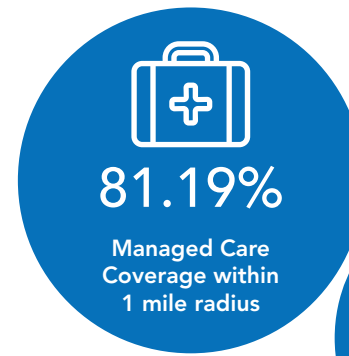
WOMEN OF CHILDBEARING AGE



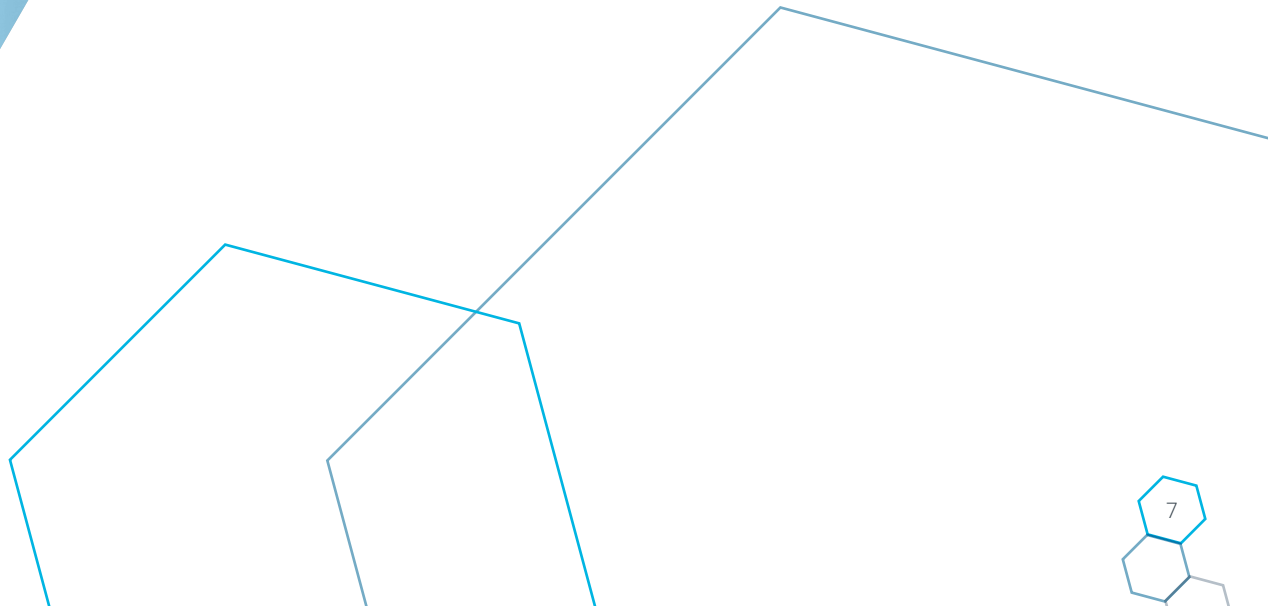
TARGET DEMOGRAPHICS

### GIS & Data Analytic Capabilities

- Labor Force
- Income
- Population Density Growth
- Education Attainment
- Property Value
- Household Data
- Physicians by Revenue
- Drivetimes
- Traffic Volumes
- Payer Mix
- Physician VOID Analysis
- Patient Volumes by Specialty



# Marketing



# MARKETING TIMELINE

Install Transwestern Leasing Sign

**FOR LEASE**  
210 341 1344  
RUSSELL T. NOLL  
KELLY RALSTON  
transwestern.com



Study each vacancy to provide improvement recommendations to activate leasing and targeted marketing

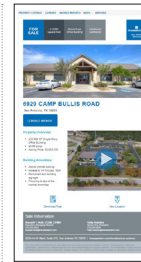


Design building flyer



Ensure vacancies / floor plans / contact information updated on all search engines

Establish leasing guidelines and budget assumptions



Design e-mail campaign & distribute

Continually update stacking plans & search engines as necessary while actively promoting in the market to the brokerage community at large and to targeted tenants



CoStar™



LoopNet™



NATIONAL ASSOCIATION of REALTORS®



**30 DAYS**



Meet with property management team to complete building infrastructure evaluation

Create logo for project



(Example)

Obtain floor plans & renderings

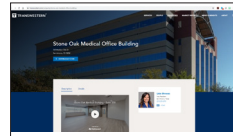
Obtain existing project photos or have photos taken

Obtain drone photography

Obtain matterport 3D tour

Pursue all active deals in the market

Create property landing page on Transwestern website



**45+ DAYS**



Project Management to complete capital improvement recommendations

Schedule tenant meetings for leasing and PM introductions and renewal/expansion discussions



Provide monthly leasing activity reports

# LEASING TIMELINE

**PROSPECTING/SIGNED LOI**  
3-6 MONTHS

**LEASE NEGOTIATIONS**  
1-2 MONTHS

**DESIGN**  
8-14 WEEKS

**CONSTRUCTION**  
0-12+ WEEKS



# Strategic Marketing/Branding

## In house and always custom

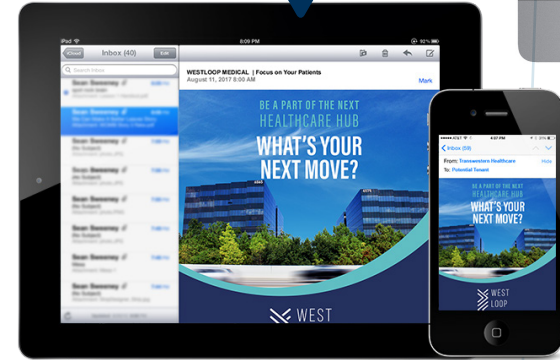
STRATEGIC AD CAMPAIGN | MARKET SATURATION



WEBSITE



E-MAIL CAMPAIGN



NEW DRONE PHOTOGRAPHY



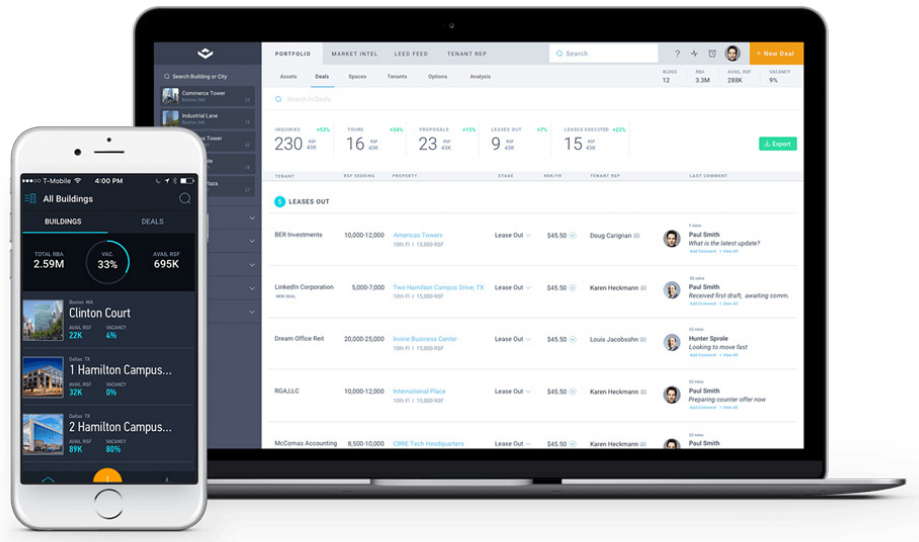
3D/VIRTUAL COMPLIMENTARY TOURS WITH IN-HOUSE EQUIPMENT FOR ANY VACANT SUITES



BROCHURES



Our team uses VTS (View the Space) to provide leasing updates to our clients. This is provided at no cost.



### Real-time deal tracking and visibility

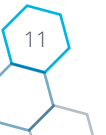
- Visualize leasing trends across a property, portfolio or region
- Monitor progress of a negotiation
- Run financial analysis on every deal
- Create transparency for your team and clients

### Cut reporting time in half

- Export leasing reports in Excel or PDF with the click of a button
- Export every piece of portfolio data, including budgets, vacancy reports and future lease roll
- Spend less time reporting and more time doing deals



# Biographies



# Biographies



## TRANSWESTERN ROLE

Ashley has been a leader on the Transwestern Healthcare Advisory services group since 2012. Serving as Senior Vice President, she is responsible for leasing over 2.1 million square feet of a medical office building portfolio in the greater Houston area. Her deep roots in the Houston medical community allows her the opportunity to execute direct deals with some of Houston's largest healthcare providers. Ashley is an innovator in marketing and several of her creative ideas have become national marketing standards within Transwestern. Her portfolio includes properties in The Medical Center, Downtown, the Heights, Museum District, Upper Kirby, Bellaire, Cy-Fair, Clearlake, Pearland, Friendswood, Sugar Land, Wharton, and the Westchase area.

She also specializes in Tenant Representation for hospitals, healthcare groups, and individual physicians leveraging her vast knowledge of medical real estate to accommodate the specific needs of her clients. Ashley joined Transwestern in 2012 with six years of prior healthcare and office leasing experience.

## CAREER HIGHLIGHTS

From 2016 through 2021 Ashley has completed over 602 transactions totaling over \$226 million of leases for her healthcare clients. Ashley has worked closely with numerous local and institutional clients including Healthpeak, Texas Children's Pediatrics, Welltower, Memorial Hermann, HCA, MD Anderson, Complete Dermatology, and UT Health.

## PROFESSIONAL AFFILIATIONS/RECOGNITION

- Houston Business Journal Heavy Hitter (2021)
- Globe Street Influencer: Healthcare Influencer (2021)
- Transwestern's Champions Club (2018 & 2021)
- Transwestern's National Young Gun Award (2018)
- Globe Street Influencer: Who's Who in Healthcare (2019)
- Transwestern's Most Number of Leases Completed Award (2013-2018)
- Serves on Transwestern's National Board of Directors
- Serves on the Board of Directors for Women in Healthcare
- Chairs Transwestern's TWISE initiative
- Texas Children's Ambassador
- Ronald McDonald House HOUcrew Member

## EDUCATION

- Bachelor of Arts in Speech Communication from Texas A&M University
- Licensed Real Estate Salesperson in the State of Texas

# Biographies

(continued)



## TRANSWESTERN ROLE

Danielle Lanza is a commercial real estate broker and business analyst specializing in landlord representation in Houston, Texas. She works alongside an established Senior Vice President and provides support and partnership over a medical office building portfolio that includes properties in The Medical Center, Downtown, Heights, Cy-Fair, Pearland, Sugar Land, and Westchase area. Danielle is actively engaged in healthcare business development, leasing, marketing, and research. Prior to expanding her career in the direction of landlord representation, Danielle was a valued member of Transwestern's administrative team and supported the Houston Healthcare Team in administration and marketing for two years.

## CAREER HIGHLIGHTS

Since joining Transwestern in 2017, Danielle has established a passion for creating and maintaining trusted relationships with her clients and colleagues. She has consistently worked within the Houston Healthcare Team and was recognized as the company's Administrative Assistant of the Year in 2018.

## PROFESSIONAL AFFILIATIONS/RECOGNITION

- Transwestern Young Professionals
- Transwestern Business Analyst Program

## EDUCATION

- Bachelor's degree in Kinesiology from University of Houston
- Licensed Real Estate Salesperson in the State of Texas

# Compensation of Leasing Agent



## Compensation of Agent

Leasing commissions will be payable 50% upon lease execution and 50% upon tenant’s occupancy of the premises. The commission to Transwestern will be equivalent to the following percentage of total effective gross rates payable over the primary term of the lease.

Direct Transactions	Co-Brokered Transactions
New Leases 5%	New Leases 3%
Lease Expansions 5%	Lease Expansions 3%
Lease Renewals 3%	Lease Renewals 3%

The term of this agreement will be one year from the Effective Date; and will auto renew annually for up to 5 years. Upon mutual consent, the Term shall be renewed for an additional period of one year. Either party may terminate by giving 30 days written notice without penalty.

Transwestern Healthcare and Life Sciences Advisory Services

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