



# Multi-Market Corporate Services Case Study Guidant Sales Corporation

## Challenge

Guidant Sales Corporation (GSC) is a wholly owned subsidiary of Guidant Corporation (NYSE: GDT), a \$19 billion corporation. Guidant's explosive growth and demand for its medical device products caused them to need to expand existing sales offices and secure multiple new sales offices across the U.S. GSC was divided into 3 regions, with real estate for each region falling under a separate business manager's responsibility. Each business manager had separate and unique goals and objectives for its sales offices.

## Solution

Meridian Real Estate designed a process for all sales office transactions to provide consistent services and results across the United States. A scope of work was designed and adhered to in order to provide consistent specifications for size, location, finishes, etc. More importantly, each business manager saved a significant amount of time by delegating all real estate tasks to Meridian. For each transaction, Meridian identified GSC goals and needs, then teams up with the top broker in each local market to assist with market information, property tours, and negotiations. This process saved GSC a great deal of time and money. Meridian provided regular reports of all current transactions and a year-end report of all current lease obligations to assist GSC with its portfolio occupancy strategies.



GUIDANT - DALLAS, TX



GUIDANT - PORTLAND, OR



GUIDANT - CLEVELAND, OH

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*"I have found him (Meridian) to be effective, professional, and diligent in representing our interests. He has often gone well beyond the scope of his agreement with Guidant Sales Corporation to ensure that our facilities are opened timely and efficiently."*

Craig T. Blanchard  
Manager of Finance