



Tenant Representation Services

Case Study

Physiotherapy Associates

Challenge

Physiotherapy Associates is the nation's foremost provider in the musculoskeletal outpatient rehabilitation industry. In the Indianapolis market, area and clinic managers were responsible for tracking lease expirations and searching the market for suitable options. This process consumed valuable time that would have otherwise been spent on business operations. Furthermore, new corporate standards were required in each clinic's location and design. Physiotherapy Associates' corporate office desired a single point of contact to help ensure that clinics were strategically located, designed to standard, and control costs.

Solution

Meridian Real Estate Office Advisory Specialist, George Crawford, was hired to be the local market advisor and ensure corporate real estate requirements were rolled out uniformly. Coordinating with area and clinic managers, George evaluated the market and provided suitable space options that fit corporate location and visibility/signage standards while appealing to local tastes. Sizes and required clinic layouts were met easily and efficiently with experienced communication. Using Meridian Real Estate's analysis and negotiating tools, George pursued aggressive lease terms that achieved clinic budgets and maintained flexibility for future changes.

