

CASE STUDY

Healthcare Realty Trust



MATT GREGORY



ANDY DUTCHER



PHILIP BIRD



In July 2022 Healthcare Realty Trust, one of the largest healthcare REITs in the country, finalized its merger with Healthcare Trust of America Inc. growing its portfolio of medical office buildings in Central Ohio to more than 748,000 square feet, or roughly 7.5% of medical office building space in the MSA. Following the merger, Healthcare Realty determined that it would use a local brokerage to manage the leasing responsibilities for its Columbus properties, a responsibility Healthcare Trust of America previously managed in-house. Through a selective process, Healthcare Realty chose NAI Ohio Equities' award-winning Office Brokerage Group to manage its Columbus portfolio.

TRANSACTION PROFILE

Transaction Type: Leasing

Building Type: Medical Office

Portfolio Size: 673,403 SF

Profile: Healthcare Realty Trust is a Real Estate Investment Trust focused on owning, managing, acquiring and developing outpatient medical facilities. HRT owns 697 properties and 41 million square feet of medical outpatient buildings throughout the United States.

The Office Brokerage Group curated conceptual floor plans and used professional photos and drone video to capture the spatial elements and actively market the portfolio – an approach not previously undertaken. It also leveraged its positive reputation and established relationships with hospital systems and co-operating brokers to generate awareness, putting a familiar name and face to the properties. The responsiveness and accessibility of Healthcare Realty paired with its white glove approach simplified and expedited the tenant decision-making process. This, along with the team's creative approach to both problem-solving, and keeping deals on-track, have been significant differentiators leading to increased visibility and more executed leases.

Over the course of the first year since taking on the assignment the Office Brokerage Group has leased or renewed more than 106,000 square feet of medical office space across the Columbus portfolio averaging more than 8,800 square feet per month. Between January 1, 2023, and January 1, 2024, the absorption rate for the Healthcare Realty portfolio was a positive 3.1%, outperforming the absorption of medical office space for the Columbus market which was negative 1.2%. Furthermore, the team has successfully attracted new tenants with complimentary practices to the portfolio including Cityblock Health, Hypertension Nephrology Consultants, Ohio Guidestone, Necco LLC, Horizon Infusions, ClinOhio, and Tri-State Men's Health. This synergy among tenants creates balance which allows these practices to thrive.