

# RCR HEALTHCARE SERVICES



# WHY RCR?

"Commercial real estate professionals who understand the complexities of the medical market can find opportunities there. Purchasers, sellers, doctors, medical companies, and institutions can all use the services of informed commercial real estate practitioners."

-- RX for Success: Medical Office Buildings, Richard E. Juge, CCIM

"Rich Commercial Realty helped us navigate through industry changes and the effects of those changes on our space. We found a solution that works well for us and were extremely pleased with the results. They were knowledgeable, professional, and knew our industry and based on our experience we are pleased to recommend them to any others in the medical field."

Pamela Scherer, Practice Administrator, Blue Ridge OBGYN

"I worked with Rich Commercial Realty to advise me in a complex transaction that resulted in a big financial win for my practice. I highly recommend consulting with RCR as their advice and representation are invaluable."

Isaac W. Porter, MD, Porter Ophthalmology

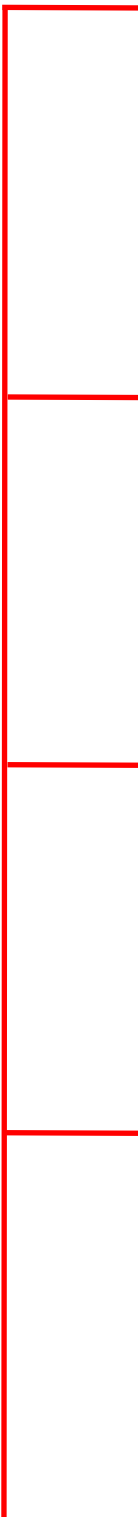
"Rich Commercial Realty advised my practice in our search for Class A office space for my dermatology and Mohs surgery practice. Their knowledge and industry expertise proved invaluable in selecting a space to best suit our current and projected needs."

Dr. E Eugene Bain, III, Bain Dermatology

# RCR PROCESS

Executing a proper real estate strategy will directly impact the success of your business, both now and into the future.

Let us guide you.



Analyze current real estate.  
Develop goals and milestones.  
Develop space programming criteria.

Market survey and analysis.  
Tour viable options.

Develop client specific RFPs.  
Proposal analytics.  
Short list properties.

Develop and leverage negotiation strategies.  
Test fit properties.  
Lease matrix and economic analysis.

Select property and finalize LOI.  
Lease review and negotiation.  
Contract execution.

# SELECT CLIENTS



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For More Information, Please Contact:

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