

Real Estate Forum

NOVEMBER/DECEMBER 2019

An **ALM** Publication



GlobeSt. Real Estate Forum presents
INFLUENCERS IN
HEALTHCARE

Healthcare has become a major asset class for commercial real estate. Little wonder as spending in this sector, which totaled \$3.5 trillion in 2018, is expected to grow more than 5% per year for the next decade. The people who navigate this asset class are a special breed, not only able to stay up to date on current real estate trends but also able to navigate the regulatory developments for healthcare and best practices for operators. You can meet the top players in this space, from individuals to teams to organizations, in the following pages.

GlobeSt. Real Estate Forum presents

INFLUENCERS IN HEALTHCARE

BUXTON

Data and research firm **Buxton** is using consumer analytics to drive healthcare organizations' perception of real estate investment and marketing.

Since launching in 1994, the firm has used data variables to determine the likelihood of success for retail locations. At the time of inception, the methodology was pioneering; today it is an industry standard for all retail locations. Now, Buxton is applying the same strategy to healthcare tenants. The combination of

consumer analytics and data variables has made the firm's data surveys essential to the retailization of the healthcare industry. Today, Buxton has once again standardized its methodology, with more than 100 healthcare organizations across the nation utilizing its unique approach to guide their real estate and marketing strategic planning. To strengthen the platform, Buxton has formed a partnership to integrate market potential analyses into the CoStar platform, giving clients access to all of the data they need to make informed decisions.



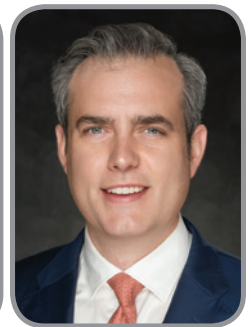
Tom Buxton



David Glover



Todd Walls



Bill Stinneford



Bryan Purdy



Brandon Norrell



Adrian Harvey



buxton@buxtonco.com | 888-2BUXTON.