

Case Study

Woodside Health Streamlines Acquisition and Leasing Processes with Buxton's Tech

Medical office building owner and operator Woodside Health had a challenge. Since its founding in 2010, the company has made 37 acquisitions and 10 sales, primarily in the Sunbelt, and the growing commercial real estate firm wanted to use supply and demand data for medical services to help guide its future acquisitions. But trying to source all the data on their own was getting complicated. Between finding it, sifting through it, and interpreting all the layers, the process was taking too much time and producing too few results.

"This was a problem we knew was worth solving," said Anthony Russo, marketing and analytics manager at Woodside. "We had a pretty clear understanding from the get-go based on our past attempts at solving the problem that [Buxton was] a solution."

So, Woodside and its sister firm Crescendo turned to Buxton.

"This was a problem we knew was worth solving. We had a pretty clear understanding from the get-go based on our past attempts at solving the problem that [Buxton was] a solution."

- Anthony Russo
Manager - Marketing & Analytics



Profile:

Medical office real estate investment firm

Objective:

Use medical supply and demand data to guide future acquisitions and lease up

Results:

Ability to perform sophisticated, data-driven decision making

Discovering Answers on Demand

After shopping around, Woodside decided Buxton's technology provided a smart solution to their problem and purchased Buxton's full suite of SaaS applications for the CRE industry. This includes Buxton's SCOUT, a mapping application; Mobilytics, a mobile GPS foot traffic application; Match, which uses mobile data to match brand potential to properties; and the CRE Healthcare Analytics package, which offers healthcare site scoring and reporting in SCOUT.

With these tools, Woodside found not a silver bullet, but a way to confirm or dispute what their eyes were already telling them.

"It's a sandbox to work in," Russo said. "It's not a 'type it in and it spits out an answer' type of product. Nor should it be. You have to come in willing to be educated about all the data available to you. That's what makes it more powerful."

"It's a sandbox to work in. It's not a 'type it in and it spits out an answer' type of product. That's what makes it more powerful."

- Anthony Russo
Manager - Marketing & Analytics

Working in the Sandbox

Woodside's motto is "good properties in good markets," and while the firm generally knew which markets they wanted to be in, insights from Buxton's tech supported their research. The ability to analyze population demographics and psychographics, as well as healthcare supply and demand, helped Woodside find the good locations they were on the hunt for.

Apart from finding properties to acquire, Woodside has used Buxton's tech to fill those vacancies as well. Sometimes, that means determining how quickly they can lease a building. At other times, it's identifying which medical specialties should lease there, or evaluating how likely it is that a tenant will renew. Regardless, insights from the Buxton Platform have boosted Woodside's confidence and efficiency when underwriting acquisitions.

More Data, Faster Growth

Partnering with Buxton has put Woodside ahead of the technology adoption curve. With the actionable insights from Buxton's platform, the firm has been able to filter through deals faster, send data-backed touchpoints to prospects, find new opportunities to get in front of specific medical specialties, and more.

This competitive advantage has helped the already agile Woodside become even more efficient.

"On the acquisitions side, at a time when talent is at a premium, the ability for our current staff to do more aids our growth," Russo said.

The Bottom Line

Moving forward, Woodside aims to train more employees to use the Buxton Platform so its impact becomes exponential. Though Russo acknowledged a learning curve, he also stated that the firm's ownership group loves the technology and how savvy it makes them look to prospects.

"On the acquisitions side, at a time when talent is at a premium, the ability for our current staff to do more aids our growth."

- Anthony Russo
Manager - Marketing & Analytics

"We feel like we get a good value out of the product," Russo said. "The support has been phenomenal. The team loves it."

Interested in learning how Buxton's SaaS platform can enable faster, data-driven decisions for your firm?

[Contact us today to schedule a demo.](#)