

Broker Brochure Guidelines

Design

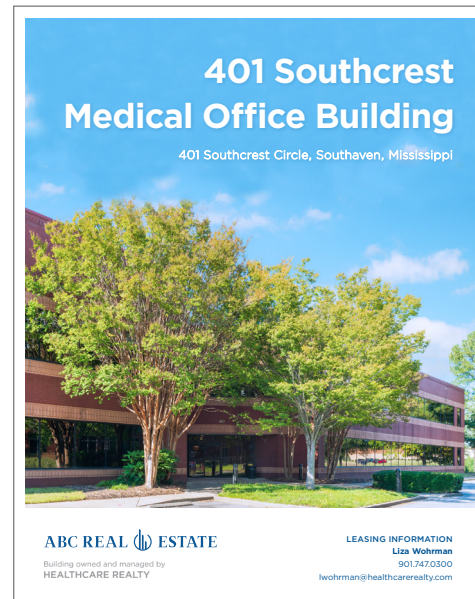
- Include building name and leasing contact information on every page.
- Display building photos in full-bleed for brochures that will be professionally printed, emailed as a PDF or displayed online.
- Include a margin in the design for in-office printing to avoid unintended blank margins defined by the printer's limitations .
- Employ a single design aesthetic that flows throughout the entire brochure.

Copy

- Include five to seven bullet points on: building size, location, amenities, parking ratio, traffic counts and special features.
- Clearly state that space is available for lease.
- Display logos of key tenants.
- Include leasing information and "Building owned and managed by Healthcare Realty" statement on each page.
- Employ a headline utilizing a creative vision statement or tagline that touts the main selling feature of the property. Headlines are optional.

SAMPLE HEADLINES:

- The connection your employees need and your patients deserve.
- Where doctors can get closer to their patients.



Healthcare Realty
Information & Logo

- Healthcare Realty does not co-brand with brokers. Please do not display Healthcare Realty's logo unless a section about the company as building owner is included.
- All copy written about Healthcare Realty must be approved by the marketing group prior to publishing.
- Use of Healthcare Realty's logo must be approved by the marketing group prior to publishing.
- For "Building owned by Healthcare Realty" statement on each page, use the graphic to the right.

HEALTHCARE REALTY
MARKETING:

Revell Michael
615.269.8370
rmichael@healthcarerealty.com



401 Southcrest

- On the Baptist Memorial Hospital DeSoto campus
- Conveniently near I-55 at Goodman Road
- 40,000 square feet
- Build-to-suit medical offices
- 3.33 parking spaces per 1,000 square feet
- Surrounded by restaurants, retail and hotels
- Building owned, managed and leased by Healthcare Realty

Traffic Count

49,366 vehicles per day on I-55
33,271 vehicles per day on W Goodman Road
19,255 vehicles per day on Airways Boulevard

Key Tenants

LEASING INFORMATION
Liza Wohrman
901.747.0300
lwohrman@healthcarerealty.com

Building owned and managed by
HEALTHCARE REALTY



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Photography

- Use professional photography only.

EXTERIOR PHOTOGRAPHY:

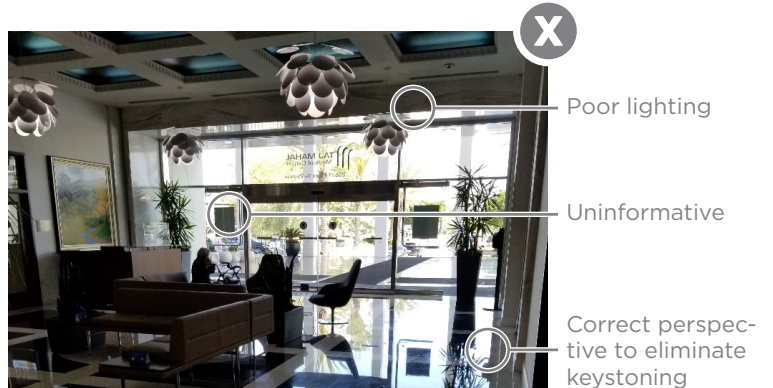
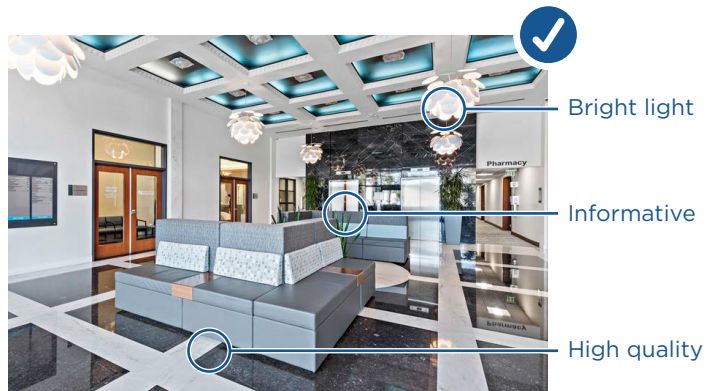
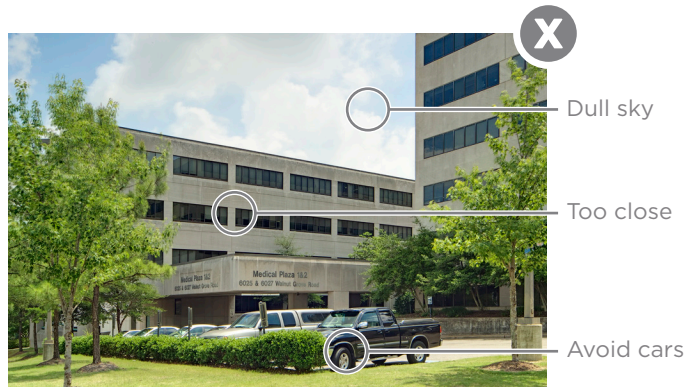
- Use at least one photo that shows the building's entirety – to give a sense of scale of the building.
- No cars in parking lot, because vehicles quickly date building photography.
- Include a blue sky and green spring/summer trees.
- Healthcare Realty has professional photography of most buildings in its portfolio. Contact Marketing to obtain files.

INTERIOR PHOTOGRAPHY:

- Bring in lighting if ambient light casts a yellow hue.
- Photography can include building lobby, restrooms, the suite for lease, and/or a decorated suite that is currently leased. Photos should not include any identifiable patient.

Technology

- Implement technology in electronic version: Matterport, virtual 360° tours, property videos, and hyperlinks to websites



Wayfinding

MAP:

- Label building, adjacent hospital, and main interstates and access roads (hide all other locations).

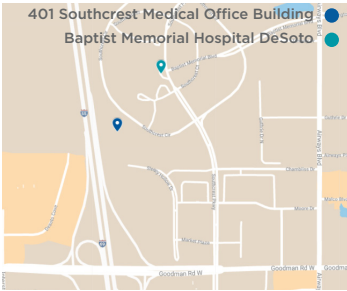
AERIAL:

- Show at least "one inch" of horizon, a blue sky, green spring/summer trees and 3D buildings.
- Label interstates, main access routes, hospital, and central business district.
- Overlay building with a transparent color to stand out.

Floor Plans

- Label vacancies with square footage labeled. Do not state size of occupied suites.
- Include a key plan to show location of suite .

GOOGLE MAP:



STYLIZED MAP:



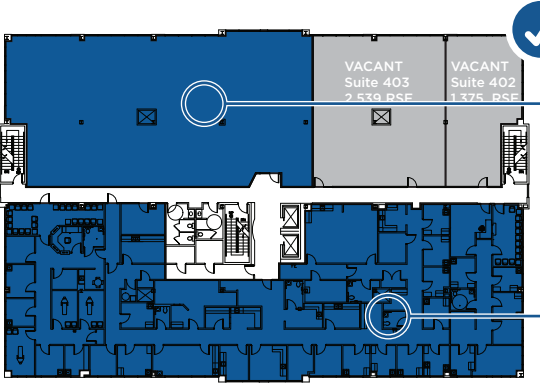
AERIAL:



Horizon

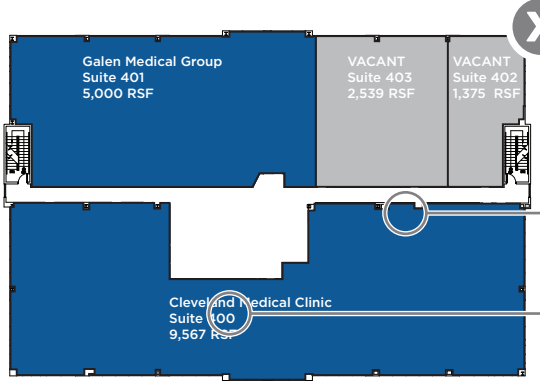
Labels

3D buildings



No information on rented space

Shows interior partitions



Lacks interior partitions

Avoid information on rented space

