

LOCATION MEETS LUXURY

The Foundation of Blue Lotus Aesthetics & Wellness

What's possible when ambition meets strategic execution.

For a luxury medspa offering everything from advanced laser treatments to hormone optimization, location can make or break success. Sarah Files understood this when she began planning Blue Lotus Aesthetics and Wellness, a premium medical spa in Austin's growing wellness sector.

THE CHALLENGE OF FINDING THE RIGHT SPACE

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GETTING THE DETAILS RIGHT

The location was just the start. Through careful negotiation, Todd helped secure terms that set Blue Lotus up for success:

- Significant tenant improvement allowance
- Below-market rent escalation
- Strategic positioning within the market
- Flexibility for future growth

STRATEGIC OVER TRENDY

"Everyone wanted to tell me where the hot areas were," Files says. "But I needed data, not opinions. I wanted to know where the real opportunities were."

Working with Practice Real Estate Group's Todd Stanley, Files found her answer in the Cedar Park-Leander corridor. PRG's market analysis revealed strong demographics, optimal visibility, and most importantly—room to grow.

"Being a luxury medspa, we needed to be where people could afford to use our services," Sarah explains. "The location needed to hit multiple marks: the right demographics, strong visibility, adequate parking, and a compatible mix of neighboring businesses."

LOOKING FORWARD

With Blue Lotus thriving in its current location, Files is already eyeing expansion. Using the same data-driven approach that identified their first successful location, PRG continues mapping opportunities in high-potential markets.

“*“The right location isn't just about today,” Todd notes. “It's about where the market is heading and positioning yourself to grow with it.”*”



ADVICE FOR OTHER MEDSPA OWNERS

For other Medspa owners looking to open or expand their practices, Sarah emphasizes the importance of working with real estate professionals who understand the unique needs of medical aesthetics businesses. "Do your homework. Make sure that you are getting everything out of your real estate agent, make sure that they are providing you the market research," she advises.

She also stresses the importance of trusting your instincts while relying on professional expertise: "When you walk the space, you think about it, you visualize it. You figure out if it makes sense. But having professional help, like Todd, that's how you become successful. He's the one that understands real estate and how to find it, and what will work."