



## PRACTICE REAL ESTATE

---

### CLIENT CASE STUDY

"I Was Moving Across the Country to Open My First Practice." *How a Dermatologist Secured the Right Building in an Unfamiliar Market in Four Months.*

---

#### AN UNFAMILIAR MARKET

Dr. Harmon was a dermatologist on the East Coast when he decided to relocate to West Texas to open his first practice and be closer to family. He found Practice Real Estate Group and connected with agent Jason Guay through an established dermatologist in the same specialty, someone who had been through the startup process with PRG and had a thriving practice to show for it.

Dr. Harmon wanted to purchase a building he could occupy, collect rental income from, and eventually expand into as the practice grew. Jason's work was cut out for him as Dr. Harmon had never been through a commercial real estate transaction and the market didn't have much available.

#### GETTING ON THE GROUND

Jason turned around an initial property report the same day as the first call. In a market with limited inventory, one building stood out. He assembled a tour list and drove out to West Texas to meet Dr. Harmon in person, five hours each way.

He arrived to find more than just the doctor. Dr. Harmon's family had come out to see the space, and what started as a walkthrough turned into a detailed conversation about the market demographics, competition, and whether the area could actually support a new dermatology practice. Jason worked on dozens of dermatology startups and knew the territory. By the end of it, Dr. Harmon was ready to move forward.

#### SUPPORTING THE DECISION WITH DATA

PRG followed the site visit with a market study, demographic analysis, competition ratios, and market conditions specific to dermatology in the area. Dr. Harmon's family had real estate experience and wanted the numbers to support what they'd seen. They did. As Jason put it, "When data supports a decision you already want to make, it makes the path forward a lot easier."

## WORKING AROUND FRICTION

Not every party in the deal made things easy. The selling broker had reservations about working with out-of-market representation, and those reservations showed up throughout the process: delayed information, added friction during due diligence, and at one point, a direct call to Dr. Harmon. Dr. Harmon's response was straightforward. Jason was his agent.

The purchase required more hands-on coordination than a typical transaction. PRG scheduled and attended inspections across multiple building systems in person, making additional trips back to West Texas to keep due diligence on track. Dr. Harmon was still on the East Coast, navigating his first commercial real estate purchase from across the country. Jason kept it moving.

## THE RESULT

Dr. Harmon purchased a 10,000+ square foot building in his target market that he could occupy, collect rental income from, and eventually expand into as the practice grew. From the first call to close, the deal came together in approximately four months.

Jason had been steering Dr. Harmon toward a practice consultant he trusted throughout the process. Dr. Harmon was skeptical and took his time coming to it. He eventually made the call. When he looked back on the building, the process, and the consultant, his assessment of every recommendation Jason made was the same. He was right.

*Note: Details have been anonymized to protect client confidentiality.*

Practice Real Estate Group guides doctors and healthcare groups through their most critical real estate decisions. Our mission is to be the most trustworthy and knowledgeable real estate team our clients ever work with.

Call us at (512) 956-5076 or send us an email at [Engage@PracticeRealEstateGroup.com](mailto:Engage@PracticeRealEstateGroup.com) to explore your healthcare real estate needs.