



**Project Overview**  
**Magnolia Medical Park**  
8096 Twin Beech Road, Fairhope, AL 36532

[catalysthre.com](http://catalysthre.com)

**Catalyst**  
healthcare real estate



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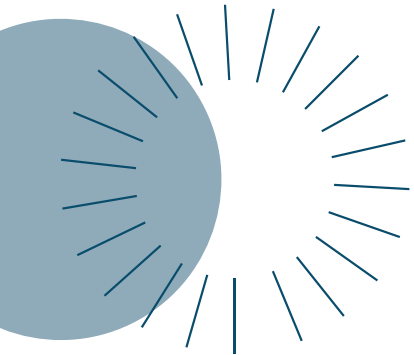
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# PROJECT DETAILS

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Catalyst Healthcare Real Estate (Catalyst) is the owner and manager of the Magnolia medical office building (MOB) which allows businesses to be strategically located in Fairhope, Alabama. Catalyst constructs buildings with the design principles intended to improve staff workflow and enhance the experience of your customers.



33,000 SF  
MOB



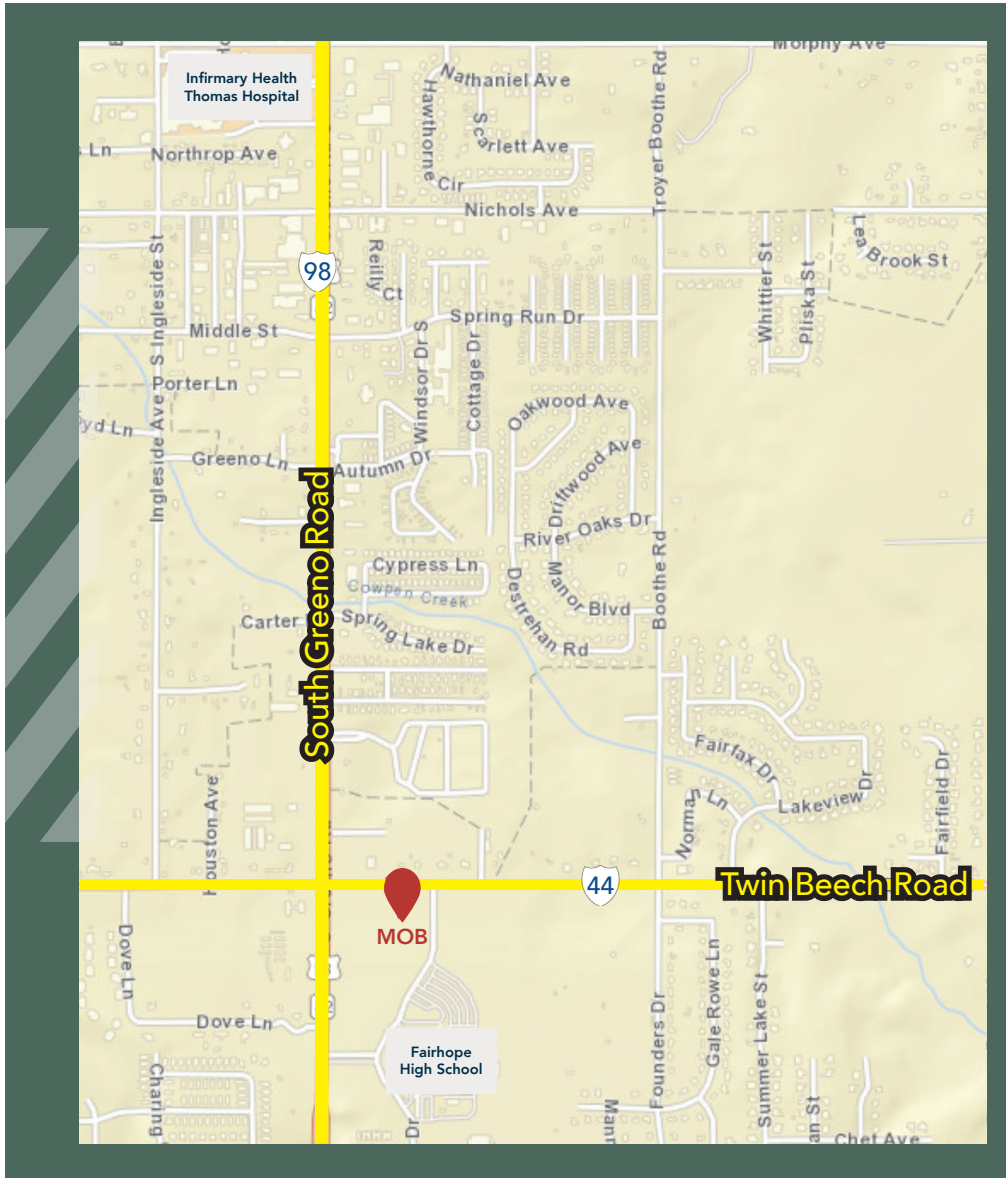
Fairhope,  
Alabama



Open to patients  
Fall of 2018

Brand New Campus Development | Maximized Patient Experience | Abundant Parking

# STRATEGIC LOCATION



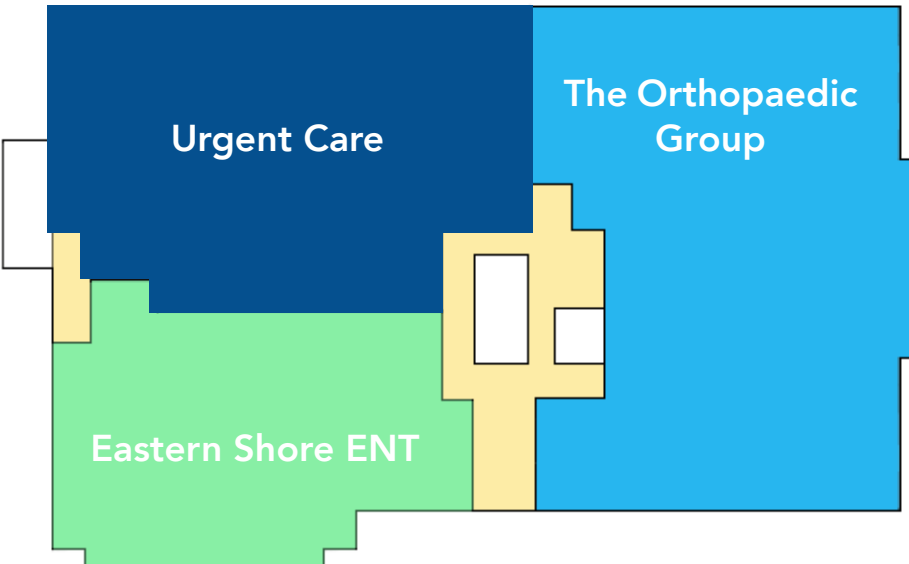
The two-story office building is located on the southeast corner of South Greeno Road and Twin Beech Road. The MOB is adjacent to Fairhope High School and five minutes from the respected Thomas Hospital.

The city of Fairhope is located in Baldwin County, Alabama on the eastern shoreline of Mobile Bay. The building is strategically located to offer access to the strong population of the growing Daphne-Fairhope-Foley metropolitan area.

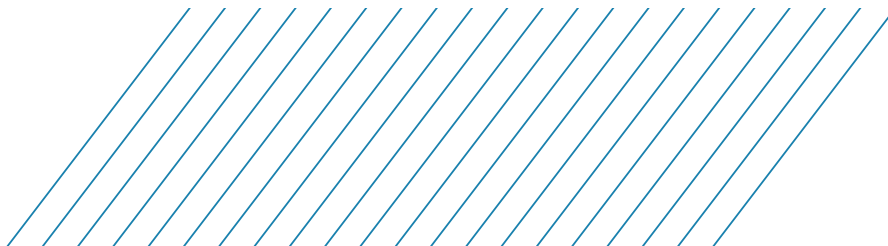
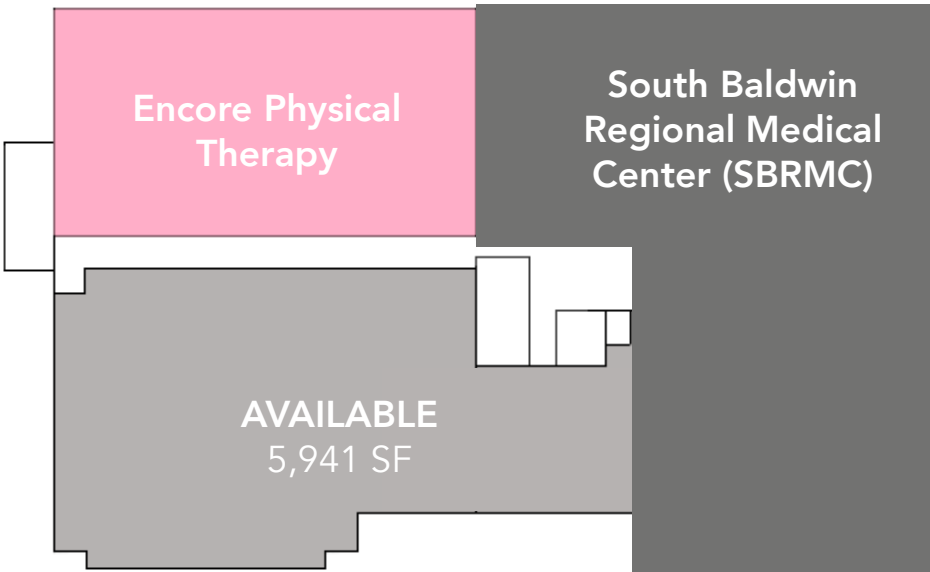
AVAILABLE  
**SPACES**

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**FIRST FLOOR**



**SECOND FLOOR**



# SURROUNDING DEMOGRAPHICS



**77,820**  
population



**20 minute**  
drive time



**\$108,455** average  
household income



**\$80,461**  
average disposable income



**44 years**  
median age



**31,066**  
households

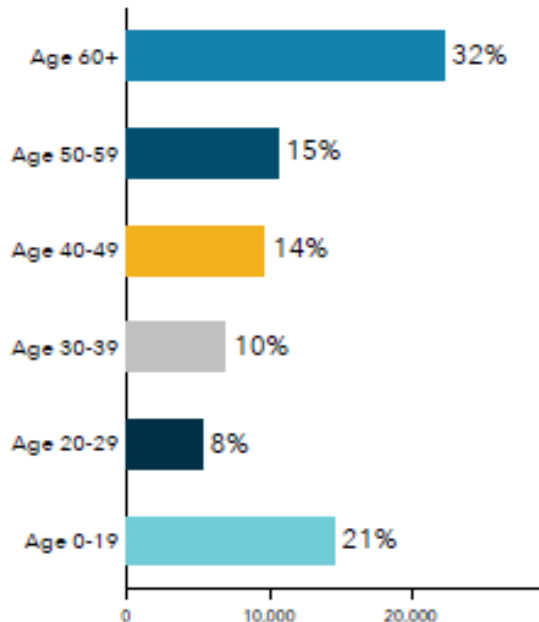


**\$43,445**  
per capita income

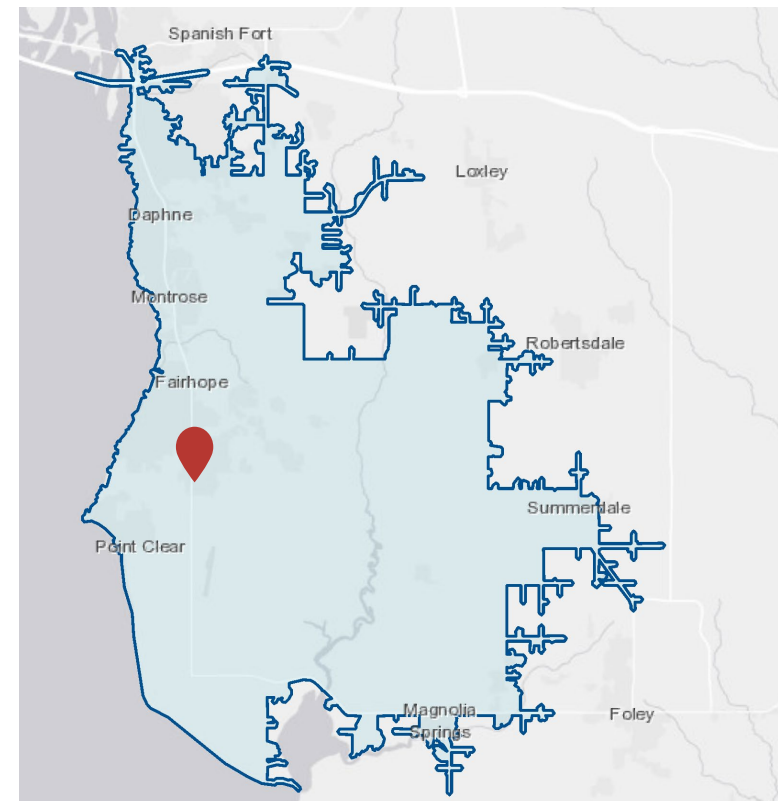
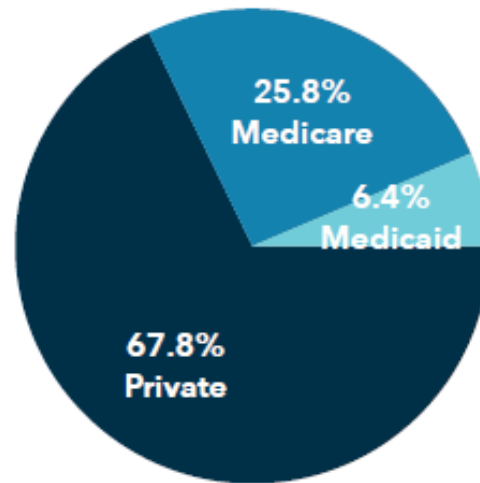


**\$1,440** average spent  
on medical services

## POPULATION BY AGE



## PAYER MIX

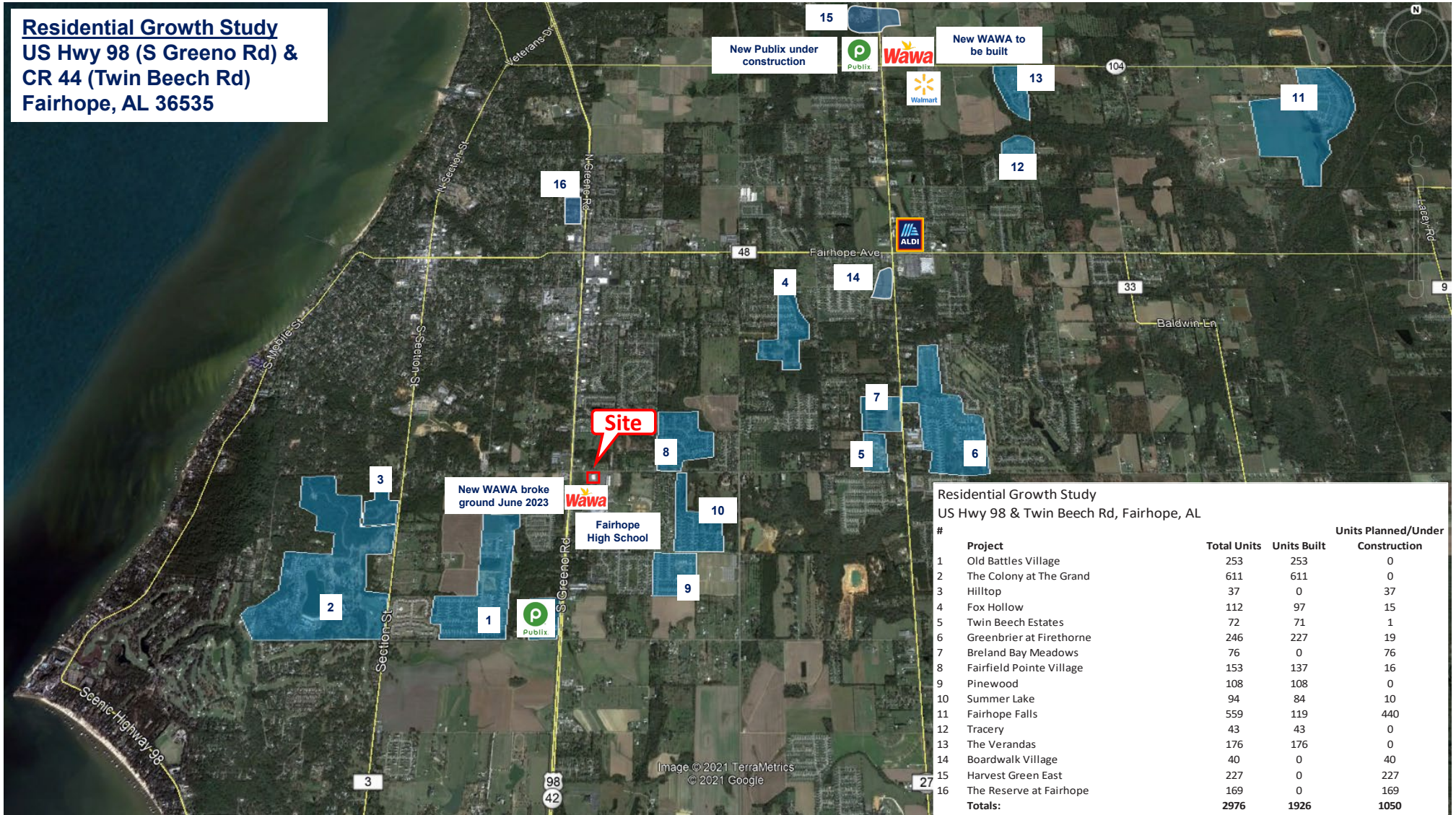


**State of the art MOB**  
20 minute drive time

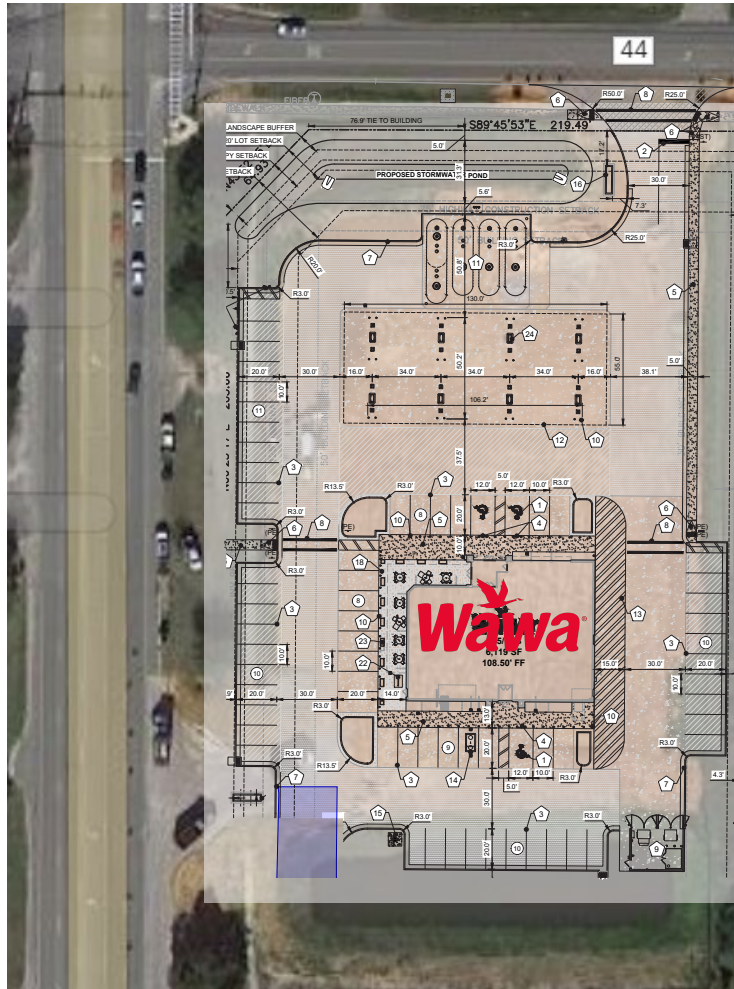
Source: American Community Survey (ACS), Esri. The vintage of the data is 2013-2017, 2019, 2024.

# RESIDENTIAL GROWTH

**Residential Growth Study**  
**US Hwy 98 (S Greeno Rd) &**  
**CR 44 (Twin Beech Rd)**  
**Fairhope, AL 36535**



# LOCATION DEMAND



Located at the corner of Greeno Road and Twin Beech. It will be the first of four Wawa stores coming to Baldwin County.





# MEDICAL OFFICE BUILDING BENEFITS

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## Up-to-date technology

This new medical office buildings offers physicians the opportunity to implement cutting-edge technology in their cutting edge suite, including electronic health records, telemedicine capabilities, and digital imaging equipment to streamline the patient experience.

## Attentive design

This MOB is designed with an emphasis on comfort and accessibility, with ample waiting areas and spacious parking lots, ensuring a more pleasant experience for both patients and doctors.

## Efficient processes

Improved design and technology often results in more efficient processes, reducing wait times and improving the overall experience for patients and physicians.

## Increased comfort

Features such as natural light, comfortable furnishings, and calming colors help create a welcoming environment and reduce anxiety for patients.

## Convenient location

The new MOB is located in a convenient, easily accessible location, making it easier for patients to attend appointments.



Abundant  
parking



Convenient  
Location



Clear way  
finding signage



Best patient  
experience

# CATALYST PROCESS

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The overall Catalyst process for developing a new, customized medical office suite is made up of the five steps outlined on this page. The process to design your space begins once your lease has been signed.

## Project Introduction



Approx. 1 week

- Learn about the MOB
- Follow-up meeting
- Sign non-binding Letter of Intent (LOI)

## Lease Negotiations



Approx. 2 months

- Exchange draft lease
- Finalize lease documents
- Sign and notarize lease
- Receive fully executed originals

## Design Process

Approx. 6-8 months

- Space programming
- Schematic design
- Design development
- Construction documents
- Bidding and pricing



## Construction Process



Approx. 4-6 months

- Meet property management
- Conduct walk-through of suite
- Obtain Certificate of Occupancy (CO)

## Transition to New Suite

Approx. 2 weeks

- Sign Commence Date Certificate
- Keys to new suite delivered
- Start seeing patients



# DESIGN YOUR SPACE



Waiting Room



Clinical Space



Administrative Space

Catalyst has spent years working to perfect the development of cutting-edge healthcare facilities. When designing your new location, Catalyst ensures your suite:

- Meets your [specific clinical needs](#)
- Improves [staff workflow](#)
- Creates an environment for meaningful [patient interactions](#)
- Offers patients an [enjoyable experience](#)



Lobby Area



## Schematic Design (SD)

The initial step to creating your suite involves Catalyst conducting a space evaluation. The Architect will use this information to produce a Schematic Design, which is an one-dimensional drawing of your future suite. The rentable square footage of the space will be finalized at this stage.

## Design Development (DD)

The drawings are then expanded to incorporate all the details required for construction. In this stage, the workflow of each room is analyzed to maximize the effectiveness of the suite.

## Construction Documents (CD)

The culmination of all the information gathered is provided to the engineers to create the final drawings used to price and build your suite. These drawings are reviewed to confirm your goals are met.

## Bidding & Pricing (B&P)

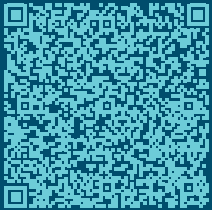
Before construction can begin, Catalyst uses its vast expertise and experience to ensure your practice receives the most affordable pricing available. Catalyst will present the best costs for your approval.

# CATALYST TEAM

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As your real estate partner, Catalyst will work directly with physician participants to manage all real estate activities on behalf of each practice. Catalyst will provide the services necessary to assist your practice with making an informed business decision. This includes an evaluation of space needs, economic analyses, and any other information necessary to evaluate participation.

Scan QR codes to save contact information.



Brandon McFarren

Contact Catalyst's leasing and development professionals to reserve your space within the new MOB.



**Brandon McFarren**  
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# Catalyst

healthcare real estate

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