



**EXTRAORDINARY DELIVERED**

## **CENTER FOR DIAGNOSTIC IMAGING (CDI)**

National Client  
Tenant Advisory Services

### **OPPORTUNITY**

Transwestern was hired by CDI, a national medical imaging and radiology services company, to assist them with relocation, site selection, renewal and lease administration services for their 130 locations throughout the United States.

### **SOLUTION**

Transwestern's service philosophy began with developing an in-depth understanding of the business goals CDI. Understanding the dynamics of the business including the company, customer and competition is the key to providing ongoing optimum real estate solutions. These business insights are captured in every facet of our service solution from our location analysis methodology to our standardized documents to our lease negotiation process. All of these business insights are applied to manage cost, risk, flexibility and provide competitive operational advantages for every individual location and the portfolio as a whole.



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## **RESULTS**

- Centralized CRM and account team in Minneapolis which manages all account related activities and acts as the focal point of communications.
  - Central and single point of accountability to gain information on individual projects or entire portfolio activity and give direction regarding the same
  - Lease administration database protocol to allow tracking of key portfolio critical dates, house key documents (leases and lease abstracts) and also serve as a repository for CDI's key transaction documents (requirements document, market survey template, RFP forms, financial analysis, Letter of Intent) to facilitate dissemination of account standard procedures to field brokers.
  - Professional brokerage support 130 location portfolio including renewals, new locations/re-locations and dispositions.
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- Superior understanding = superior results
  - Using lease analysis software, Tranwestern provided CDI with a side-by-side comparison of short list options