

*As seen in Mann Report*

The People Behind the Deals in the New York Real Estate Scene

# Healthcare Real Estate

Brown Harris Stevens Commercial Services, LLC.



## The Choice of Leading Healthcare Professionals

Jovana Simic specializes in finding solutions. She is Executive Director of Brown Harris Stevens Healthcare Real Estate, a division of Brown Harris Stevens Commercial Services, LLC. Jovana has worked with New York's leading healthcare providers to achieve their goals in a city where the sale or lease of professional properties presents its own unique set of challenges.

"Precision and sensitivity to our clients' specific needs and requirements are particularly important," says Jovana. "The financial investment involved in acquiring and outfitting healthcare facilities is substantial, so we go to great lengths to ensure that their objectives are met and exceeded."

Physicians, dentists, landlords and/or developers alike value her expertise and rely on her marketing capabilities. Jovana's extensive experience of over two decades in the industry is comprised of market analysis, product development, sales and leasing, management, and finance. Widely considered as the leader in her field, she has successfully handled a broad range of transactions involving various segments of the healthcare community. In addition to locating space for individual physicians, group practices and dentists, her expertise extends further into ambulatory surgery centers, primary care facilities, diagnostic facilities; as well as, research centers, assisted living facilities, clinical laboratories and veterinary practices.

"Managing a healthcare real estate transaction can be very complex since there are so many important variables and considerations to take into account," continues Jovana. "It's not as simple as just finding a welcoming work space. Key factors often include location relative to other healthcare facilities, size, purchase vs. lease, and design potential to accommodate a variety of medical equipment, as well as identifying related service providers who can address financing, construction and more."

A seasoned professional, Jovana's knowledge of the market and extensive industry contacts enable her team to provide comprehensive service designed to assist the needs of healthcare clients.

Jovana also utilizes the considerable resources offered by Brown Harris Stevens, including a full service marketing division. Every new property benefits from a customized advertising, publicity and promotional campaign strategy. Full color personalized promotional show sheets and brochure mailers are circulated throughout the regional brokerage community and sent to a proprietary database of healthcare contacts. Properties are also featured on [www.bhsmedical.com](http://www.bhsmedical.com) and are featured in various medical publications.

A diverse range of prominent properties comprise Jovana's listings portfolio, and includes 10,000 square feet of community facility space

on the ground floor at The Ansonia, one of the Upper West Side's most recognizable historic buildings. The Ansonia is located at 2109 Broadway with proximity to St. Luke's Presbyterian Hospital and Columbia Presbyterian Hospital. The grand space offers numerous possibilities and nearly limitless potential for healthcare institutions, medical facilities, physicians groups, and child or senior day care centers. The unique layout also presents the ability to create a private street entrance with its own signature identity.

Another property being represented is the community facility space located farther uptown in one of the fastest-growing neighborhoods in Manhattan. Scheduled for completion in 2008 as part of a new residential development, 415 West 150th Street offers 6,150 square feet and is comprised of a 3,495 square foot ground floor unit connected by an internal private elevator to a 2,648 square foot lower level unit. There is a private street entrance that facilitates the creation of tenant's separate identity, and the property is located within a convenient distance of New York Presbyterian/Columbia. The space will accommodate a wide range of uses.

In addition to personally handling all listings while working directly with clients and customers to achieve their goals, Jovana spearheads business development efforts for the division. Her expertise is highly sought after, and her reach within the region continues to expand, most recently into Riverdale section of The Bronx and Westchester County.

"Healthcare Real Estate is extremely complex and that's what I love above it - the challenge," continues Jovana. "Not only is it necessary to keep abreast of the real estate market but it is also vital to be well-informed concerning the goings-on within the medical community. The cornerstone of our service is integrity and a commitment to excellence, and we build upon that foundation to foster long term professional relationships within the healthcare community."



**Jovana Simic**  
Executive Director  
Healthcare Real Estate  
Brown Harris Stevens  
Commercial Services, LLC  
770 Lexington Avenue  
New York, New York 10021  
Tel (212) 546-1033  
Fax (212) 508-6286  
[jsimic@bhsusa.com](mailto:jsimic@bhsusa.com)  
[www.bhsmedical.com](http://www.bhsmedical.com)