

## DEAL ALERT PERSISTENCE PAYS

**3G Healthcare Real Estate** Successfully Closes Skilled Nursing Facility Transaction in Mississippi.

**“You have done a Herculean task and deserve every penny that you have earned.”**

- Seller Praise -

### CHALLENGE

A small independent SNF owner in Mississippi faced mounting challenges that threatened both operations and valuation. The facility was struggling with staffing shortages, urgent quality mix improvements, and significant bad debt obligations, all compounded by state Medicaid rate reductions. These headwinds created a wide gap between the seller's expectations and what the market was initially willing to pay.

### RESULT

The outcome was a true win-win. By driving competition and reframing the opportunity, 3G improved the seller's valuation by 50% compared to the original one-on-one negotiations. The deal closed at \$116,000 per operational bed, demonstrating the power of persistence, ingenuity, and deep market expertise to overcome complex transaction challenges.

#### ACTION

- Orchestrated a confidential, high-impact marketing process with targeted outreach and creative positioning
- Generated multiple competitive offers while protecting seller discretion
- Showcased the property's turnaround potential and long-term value to attract strong interest
- Secured a buyer with local expertise and a vision for reputation recovery



#### VALUE

50% valuation increase vs. original negotiations



#### SUCCESS

Closed at \$116,000 per operational bed



#### EXPERTISE

Driven by competition, reframed opportunity, and market insight