



Media Contact:  
Michelle Marzullo  
(312) 300-4185

[mmarzullo@BlueprintHCRE.com](mailto:mmarzullo@BlueprintHCRE.com)

## **For Immediate Release**

### **Blueprint Announces 2020 Success and Launches Capital Markets Practice**

CHICAGO, January 20, 2021 – In an unprecedented year riddled with the unexpected, Blueprint today announced it closed the year with 76 transactions valued at more than \$1 billion. The firm attributes its success to a focus on market demand and adapting its model accordingly. With this in mind, Blueprint also announces the launch of its Capital Markets practice and names Blueprint and industry vet, Alex Florea, Head of Capital Markets.

Looking to provide the creative debt and equity solutions required in today’s environment, the new group brings solutions for capital raising, capital structure advisory, and capital markets consulting to the private pay seniors housing industry. Harnessing the resources and capabilities of the entire Blueprint platform, the firm is now able to deliver the unique solutions the market needs.

“Our platform is built to adapt and evolve so we can remain focused on learning from the market and then developing the services and resources to best serve the industry,” said Steve Thomes, Senior Managing Director and Head of Business Development. “Despite the unremitting effects of the pandemic on our industry, we remained very active throughout 2020. Yet we sought to evaluate every facet of our business and our ability to be a resource to our clients in every way possible—ultimately determining it was the right time to launch our Capital Markets platform. We already had the talent in place to lead the charge so the evolution was natural.”

With a decade long career in the seniors housing industry, Florea’s background in capital markets, acquisitions, and dispositions at REITs, an operator, and now brokerage, gives him a unique vantage point into the needs and challenges faced by investors, owners, and operators in the space.

“By combining dedicated leadership, the support of the most active brokerage team, and access to the largest analytical and research team in the space, I’m confident we’re bringing something unique, valuable, and needed to the market,” said Florea.

With 2021 proving difficult to predict, Blueprint continues its mission to be a reliable resource in the current environment to best serve this essential industry.

## **About Blueprint**

Blueprint’s innovative approach to investment sales intersects broad market coverage and unrivaled analytics. This formula for optimal transaction execution has awarded us the leading healthcare real estate advisor with a proven track record of more than 400 transactions valued at \$6.45 billion and comprehensive industry expertise in skilled nursing, seniors housing, and medical office. The company’s website is [www.BlueprintHCRE.com](http://www.BlueprintHCRE.com).