

2025

Norcross GA Market Analysis



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MARKET ANALYSIS METHODOLOGY

This market demand analysis using a defined methodology is being conducted to Personal Care Home facility located in the Norcross, GA PMA (5-mile radius). Our analysis will show demand estimates for the current year for the subject property, and five years from the current year.

DEFINITION OF TARGET GROUPS

The demand estimates will be based upon the quantity of four potential “target groups” who are likely users of senior housing. Analysis of these four target groups will provide four separate indications of demand for senior housing. We will then consider the indications from each of the four demand indications in deriving our demand conclusions. The target groups are as follows:

TARGET GROUP 1

Although most persons entering senior housing are over the age of 80, some persons between the ages of 65 and 80 do elect to live in senior housing. Therefore, the broadest potential target group for senior housing is persons age 65 and over. The number of persons 65+ is often considered in bed need methodologies adopted by various state health care planning agencies.

TARGET GROUP 2

The next potential “target group” typically examined in evaluating demand for senior housing is the number of households headed by a “householder” age 75 and over. Much of senior housing residents fall into the 75+ age range.

TARGET GROUP 3

The next target group consists of the “age qualified” population that has adequate income to live in elderly housing. Many research firms are now considering \$75,000 to be the minimum “qualifying” income. Although research has shown that many seniors with lesser income levels can afford to reside in seniors housing due to having income from other sources or assets to spend down, \$75,000 is widely considered a benchmark for the private pay market. Thus, Target Group 3 consists of the number of households with income of \$75,000+ headed by a householder age 75+.

TARGET GROUP 4

Target group 4 consists of a group referred to in the industry as “adult children”. Children and/or other relatives of seniors generally play a significant role in the placement of a senior in a senior housing facility. Market areas where there are large concentrations of persons in the 50-64 age group can often support significantly larger supply of senior housing than would be indicated through analysis of seniors already residing in the area. This is because in-migration of seniors into markets with large adult child populations is common. This phenomenon is largely since while many elderly parents of the residents do not currently live near their children, they will be encouraged to do so as they age in place and require greater care. When frailty and dependence occur on the part of an aging parent, the adult children frequently elect to move their loved one closer to them so that they can help attend to their needs more frequently. Thus, Target Group 4 is the number of persons in the age 50-64 age bracket.

DISCUSSION OF ACHIEVABLE PENETRATION RATES

There are no industry standard definitions for penetration or capture rates. For this type of analysis, a penetration rate is the number of units or units of a specific type that should be demanded at market equilibrium within a given market area, divided by the number of persons or households of a specific type in the same market area. For example, if 100 units of Assisted Living should be demanded, and there are 1,000 persons aged 65+ that reside in the PMA, the indicated penetration rate is 10%.

In order to determine the appropriate penetration rates, we have relied upon the National Demand Estimates provided in *The Case for Investing in Seniors Housing and Long Term Care Properties With Updated Projections*. Using the updated demand estimates in this study, national penetration rates are calculated in the table below. These penetration rates, derived from the most complete and authoritative study of national demand in existence, will be used as the basis for estimating demand in the subject’s market area. It should be noted that these estimates are for private-pay demand only. Demand for private and public pay accommodations are much higher. Thus, in some markets, higher penetration rates may be achievable. This will depend upon the availability of public funding.

DEMAND ASSUMPTIONS

To determine the potential need for an Assisted Living program in each market, we will make seven assumptions:

1. As indicated earlier, the probable extent of the Norcross PMA is assumed to be a 5-mile radius in and around the land development site in Norcross, Georgia.
2. In addition to the prospects we will expect to derive from the primary market itself, we will expect an achievable penetration by Target Group as follows:
 - 2.02% Achievable Penetration for Target Group 1 – Age 65+
 - 6.63% Achievable Penetration for Target Group 2 – Age 75+
 - 21.60% Achievable Penetration for Target Group 3 – Age 75+ earning above \$50,000 per year
 - 1.14% Achievable Penetration for Target Group 4 – Age 50 to 64

We then take an average of the four Target Groups we arrive at a projected demand for Assisted Living units by 2025, and 2030.

3. Since the Norcross facility is existing in the year 2025, we will make population projections for determining whether there will be sufficient demand for the number of units to be utilized.
4. For estimating the need for additional Assisted Living units in the Norcross PMA, we must deduct all the existing units operating within the same market as well as units under development that will be operating by 2025.

We will rely on these numbers in calculating the size of the prospect pool for Assisted Living care, in the enclosed spreadsheet.

DEMAND CALCULATION

The enclosed spreadsheet, Assisted Living Unmet Demand, incorporates all the assumptions presented above to estimate the probable need for Assisted Living units in the Norcross market, for both 2024 and 2029. The spreadsheet first starts by estimating demand for Assisted Living in the Norcross PMA using our methodology described above and ESRI Demographics.

After deducting the existing inventory provided by the Georgia Department of Community Health (GA DCH), we are left with the Unmet Demand for additional memory units.

The total demand is **592** Assisted Living units today growing to **725** in 2030(22.4% increase). There is a total of 352 Assisted Living units within the 5-mile PMA with **0** AL new units under construction.

As the model indicates, the Unmet Demand for Assisted Living units in the Norcross PMA will total **240** units growing to **373** units in 2030, a 55.4% increase.

PMA DEMOGRAPHICS

| | 55 to 64 | 65 to 74 | 75+ |
|-------------------|-------------|-------------|------------|
| Average HHI | \$124,124 | \$102,275 | \$82,518 |
| Average Net Worth | \$1,734,005 | \$2,338,524 | \$2,300015 |

Average home values: **\$475,062**

SENIOR HOUSING ANALYTICS IN 5-MILE PMA

- 5-mile PMA Average rents for AL is \$4,620

Reference: Genworth 2023 Cost of Care Survey

DISABILITY STATISTICS AGE 75+ IN NORCROSS, GA

- Cognitive Difficulty – 5.7%
- Ambulatory Difficulty – 9.6%
- Self-Care Difficulty – 4.7%
- Independent Living Difficulty – 8.7%

Reference: US Census American Community Survey

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Assisted Living Demand

PMA: 5-Mile Radius

| 2025 Income-Qualified Households | | | MARKET PENETRATION*** | 3.07% |
|----------------------------------|---|---------------------------|-------------------------|-------|
| Age | Achievable Penetration | Senior Qualified Hholds * | #Draw from Qualified AL | |
| 65+ | 2.020% | 30,670 | 620 | |
| 75+ | 6.630% | 11,472 | 761 | |
| 75+ \$50K+ | 21.600% | 2,279 | 492 | |
| 55 - 64 | 1.140% | 43,556 | 497 | |
| | | Mean | 592 | |
| 2030 | | | | |
| Age | Achievable Penetration | Senior Qualified Hholds * | #Draw from Qualified AL | |
| 65+ | 2.020% | 36,059 | 728 | |
| 75+ | 6.630% | 14,487 | 960 | |
| 75+ \$50K+ | 21.600% | 3,320 | 717 | |
| 55-64 | 1.140% | 43,451 | 495 | |
| | | Mean | 725 | |
| | | | 2025 | 2030 |
| 1. | Assisted Living Calculated Market Potential | | 592 | 725 |
| 2. | Identified Competitive Units in Market Area ** | | 352 | 352 |
| 3. | Identified Units under Construction in Market Area ** | | 0 | 0 |
| 4. | UNMET Assisted Living DEMAND [Line 1 - Line 2] | | 240 | 373 |
| 5. | Memory Care Capture Rate | | 35% | 35% |
| 6. | Memory Care Calculated Market Potential [Line 2 * Line 5] | | 207 | 254 |
| 7. | Identified Competitive Units in Market Area ** | | 119 | 119 |
| 8. | Identified Units under Construction in Market Area ** | | 0 | 0 |
| 9. | UNMET MEMORY CARE DEMAND [Line 6 - Line 7 - Line 8] | | 88 | 135 |

References:

* ESRI Demographics Data | ** GA DCH

*** Penetration calculated according to NIC # current units/75+ Age population

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| Demographic Summary | Census 2020 | 2025 | 2030 | 2025-2030 Change | 2025-2030 Annual Rate |
|---|--------------------|-------------|-------------|-------------------------|------------------------------|
| Total Population | 9,994 | 10,853 | 11,071 | 218 | 0.40% |
| Population 50+ | 2,719 | 3,165 | 3,463 | 298 | 1.82% |
| Median Age | 34.8 | 35.8 | 36.8 | 1.0 | 0.55% |
| Households | 3,406 | 3,737 | 3,843 | 106 | 0.56% |
| % Householders 55+ | 34.0% | 37.4% | 39.9% | 2.5 | 1.30% |
| Total Owner-Occupied Housing Units | 1,901 | 2,014 | 2,133 | 119 | 1.15% |
| Total Renter-Occupied Housing Units | 1,505 | 1,723 | 1,709 | -14 | -0.16% |
| Owner/Renter Ratio (per 100 renters) | 126 | 117 | 125 | 8 | 1.33% |
| Median Home Value | - | \$528,699 | \$591,099 | \$62,400 | 2.26% |
| Average Home Value | - | \$571,384 | \$631,255 | \$59,871 | 2.01% |
| Median Household Income | - | \$90,236 | \$103,382 | \$13,146 | 2.76% |
| Median Household Income for Householder 55+ | - | \$87,819 | \$101,770 | \$13,951 | 2.99% |

| Population by Age and Sex | | | | | |
|----------------------------------|--------------------|-----------------------|---------------|-----------------------|---------------|
| Male Population | Census 2020 | | 2025 | | 2030 |
| | Number | % of 50+ | Number | % of 50+ | Number |
| Total (50+) | 1,299 | 100.0% | 1,520 | 100.0% | 1,650 |
| 50-54 | 353 | 27.2% | 346 | 22.8% | 356 |
| 55-59 | 276 | 21.2% | 338 | 22.2% | 309 |
| 60-64 | 244 | 18.8% | 259 | 17.0% | 305 |
| 65-69 | 167 | 12.9% | 228 | 15.0% | 228 |
| 70-74 | 123 | 9.5% | 155 | 10.2% | 197 |
| 75-79 | 63 | 4.8% | 108 | 7.1% | 130 |
| 80-84 | 39 | 3.0% | 49 | 3.2% | 80 |
| 85+ | 34 | 2.6% | 37 | 2.4% | 45 |
| Female Population | Census 2020 | | 2025 | | 2030 |
| | Number | % of 50+ | Number | % of 50+ | Number |
| Total (50+) | 1,420 | 100.0% | 1,644 | 100.0% | 1,812 |
| 50-54 | 329 | 23.2% | 356 | 21.7% | 361 |
| 55-59 | 331 | 23.3% | 314 | 19.1% | 327 |
| 60-64 | 278 | 19.6% | 310 | 18.9% | 298 |
| 65-69 | 197 | 13.9% | 258 | 15.7% | 283 |
| 70-74 | 110 | 7.7% | 186 | 11.3% | 231 |
| 75-79 | 72 | 5.1% | 100 | 6.1% | 160 |
| 80-84 | 52 | 3.7% | 65 | 4.0% | 85 |
| 85+ | 51 | 3.6% | 55 | 3.3% | 67 |
| Total Population | Census 2020 | | 2025 | | 2030 |
| | Number | % of Total Pop | Number | % of Total Pop | Number |
| Total (50+) | 2,719 | 27.2% | 3,165 | 29.2% | 3,463 |
| 50-54 | 681 | 6.8% | 702 | 6.5% | 718 |
| 55-59 | 607 | 6.1% | 652 | 6.0% | 636 |
| 60-64 | 522 | 5.2% | 570 | 5.3% | 603 |
| 65-69 | 364 | 3.6% | 486 | 4.5% | 511 |
| 70-74 | 233 | 2.3% | 341 | 3.1% | 428 |
| 75-79 | 136 | 1.4% | 208 | 1.9% | 290 |
| 80-84 | 91 | 0.9% | 114 | 1.1% | 165 |
| 85+ | 84 | 0.8% | 92 | 0.8% | 112 |
| 65+ | 908 | 9.1% | 1,241 | 11.4% | 1,506 |
| 75+ | 311 | 3.1% | 414 | 3.8% | 567 |

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 29, 2025

| 2025 Households by Income and Age of Householder 55+ | | | | | | | | |
|--|-----------|---------|-----------|---------|----------|---------|-----------|---------|
| | 55-64 | Percent | 65-74 | Percent | 75+ | Percent | Total | Percent |
| Total | 670 | 100% | 479 | 100% | 249 | 100% | 1,398 | 100% |
| <\$15,000 | 31 | 4.6% | 21 | 4.4% | 17 | 6.8% | 69 | 4.9% |
| \$15,000-\$24,999 | 26 | 3.9% | 39 | 8.1% | 47 | 18.9% | 112 | 8.0% |
| \$25,000-\$34,999 | 25 | 3.7% | 40 | 8.4% | 26 | 10.4% | 91 | 6.5% |
| \$35,000-\$49,999 | 50 | 7.5% | 67 | 14.0% | 39 | 15.7% | 156 | 11.2% |
| \$50,000-\$74,999 | 81 | 12.1% | 65 | 13.6% | 39 | 15.7% | 185 | 13.2% |
| \$75,000-\$99,999 | 71 | 10.6% | 58 | 12.1% | 19 | 7.6% | 148 | 10.6% |
| \$100,000-\$149,999 | 125 | 18.7% | 71 | 14.8% | 27 | 10.8% | 223 | 16.0% |
| \$150,000-\$199,999 | 149 | 22.2% | 48 | 10.0% | 19 | 7.6% | 216 | 15.5% |
| \$200,000+ | 111 | 16.6% | 69 | 14.4% | 16 | 6.4% | 196 | 14.0% |
| Median HH Income | \$115,630 | | \$77,353 | | \$47,721 | | \$87,819 | |
| Average HH Income | \$136,877 | | \$110,275 | | \$77,475 | | \$117,350 | |

| 2030 Households by Income and Age of Householder 55+ | | | | | | | | |
|--|-----------|---------|-----------|---------|----------|---------|-----------|---------|
| | 55-64 | Percent | 65-74 | Percent | 75+ | Percent | Total | Percent |
| Total | 668 | 100% | 533 | 100% | 331 | 100% | 1,532 | 100% |
| <\$15,000 | 25 | 3.7% | 18 | 3.4% | 23 | 6.9% | 66 | 4.3% |
| \$15,000-\$24,999 | 17 | 2.5% | 34 | 6.4% | 44 | 13.3% | 95 | 6.2% |
| \$25,000-\$34,999 | 18 | 2.7% | 34 | 6.4% | 29 | 8.8% | 81 | 5.3% |
| \$35,000-\$49,999 | 39 | 5.8% | 70 | 13.1% | 44 | 13.3% | 153 | 10.0% |
| \$50,000-\$74,999 | 71 | 10.6% | 65 | 12.2% | 52 | 15.7% | 188 | 12.3% |
| \$75,000-\$99,999 | 72 | 10.8% | 69 | 12.9% | 30 | 9.1% | 171 | 11.2% |
| \$100,000-\$149,999 | 126 | 18.9% | 84 | 15.8% | 41 | 12.4% | 251 | 16.4% |
| \$150,000-\$199,999 | 170 | 25.4% | 62 | 11.6% | 34 | 10.3% | 266 | 17.4% |
| \$200,000+ | 130 | 19.5% | 99 | 18.6% | 34 | 10.3% | 263 | 17.2% |
| Median HH Income | \$132,489 | | \$90,315 | | \$60,031 | | \$101,770 | |
| Average HH Income | \$149,113 | | \$124,575 | | \$92,957 | | \$128,276 | |

| Census 2020 Occupied Housing Units by Age of Householder 55+ | | | Number | Percent | % Total HHs |
|--|--|--|--------|---------|-------------|
| Total | | | 1,157 | 100.0% | 34.0% |
| Owner Occupied Housing Units | | | 880 | 76.1% | 25.8% |
| Householder Age 55-64 | | | 460 | 39.8% | 13.5% |
| Householder Age 65-74 | | | 276 | 23.9% | 8.1% |
| Householder Age 75-84 | | | 106 | 9.2% | 3.1% |
| Householder Age 85+ | | | 38 | 3.3% | 1.1% |
| Renter Occupied Housing Units | | | 277 | 23.9% | 8.1% |
| Householder Age 55-64 | | | 165 | 14.3% | 4.8% |
| Householder Age 65-74 | | | 75 | 6.5% | 2.2% |
| Householder Age 75-84 | | | 32 | 2.8% | 0.9% |
| Householder Age 85+ | | | 5 | 0.4% | 0.1% |

Data Note: 2025 household income represents an estimate of annual income as of July 1, 2025.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 29, 2025

| Demographic Summary | Census 2020 | 2025 | 2030 | 2025-2030 | 2025-2030 |
|---|-------------|-----------|-----------|-----------|-------------|
| | | | | Change | Annual Rate |
| Total Population | 77,809 | 81,234 | 82,486 | 1,252 | 0.31% |
| Population 50+ | 20,973 | 23,325 | 24,933 | 1,608 | 1.34% |
| Median Age | 34.1 | 35.2 | 36.4 | 1.2 | 0.67% |
| Households | 28,153 | 30,088 | 30,775 | 687 | 0.45% |
| % Householders 55+ | 32.9% | 35.1% | 37.4% | 2.3 | 1.28% |
| Total Owner-Occupied Housing Units | 13,243 | 14,462 | 15,249 | 787 | 1.07% |
| Total Renter-Occupied Housing Units | 14,910 | 15,626 | 15,526 | -100 | -0.13% |
| Owner/Renter Ratio (per 100 renters) | 89 | 93 | 98 | 5 | 1.05% |
| Median Home Value | - | \$430,417 | \$464,018 | \$33,601 | 1.51% |
| Average Home Value | - | \$465,277 | \$515,771 | \$50,494 | 2.08% |
| Median Household Income | - | \$72,208 | \$80,670 | \$8,462 | 2.24% |
| Median Household Income for Householder 55+ | - | \$68,546 | \$78,131 | \$9,585 | 2.65% |

| Population by Age and Sex | | | | | | |
|---------------------------|-------------|----------------|--------|----------------|--------|----------------|
| Male Population | Census 2020 | | 2025 | | 2030 | |
| | Number | % of 50+ | Number | % of 50+ | Number | % of 50+ |
| Total (50+) | 10,060 | 100.0% | 11,248 | 100.0% | 11,946 | 100.0% |
| 50-54 | 2,460 | 24.5% | 2,568 | 22.8% | 2,517 | 21.1% |
| 55-59 | 2,304 | 22.9% | 2,276 | 20.2% | 2,279 | 19.1% |
| 60-64 | 1,932 | 19.2% | 2,088 | 18.6% | 2,042 | 17.1% |
| 65-69 | 1,358 | 13.5% | 1,705 | 15.2% | 1,805 | 15.1% |
| 70-74 | 973 | 9.7% | 1,163 | 10.3% | 1,434 | 12.0% |
| 75-79 | 541 | 5.4% | 812 | 7.2% | 959 | 8.0% |
| 80-84 | 287 | 2.9% | 394 | 3.5% | 583 | 4.9% |
| 85+ | 205 | 2.0% | 242 | 2.2% | 327 | 2.7% |
| Female Population | Census 2020 | | 2025 | | 2030 | |
| | Number | % of 50+ | Number | % of 50+ | Number | % of 50+ |
| Total (50+) | 10,913 | 100.0% | 12,077 | 100.0% | 12,984 | 100.0% |
| 50-54 | 2,433 | 22.3% | 2,648 | 21.9% | 2,503 | 19.3% |
| 55-59 | 2,476 | 22.7% | 2,225 | 18.4% | 2,409 | 18.6% |
| 60-64 | 2,058 | 18.9% | 2,223 | 18.4% | 2,052 | 15.8% |
| 65-69 | 1,514 | 13.9% | 1,828 | 15.1% | 2,005 | 15.4% |
| 70-74 | 1,076 | 9.9% | 1,339 | 11.1% | 1,613 | 12.4% |
| 75-79 | 627 | 5.7% | 928 | 7.7% | 1,161 | 8.9% |
| 80-84 | 383 | 3.5% | 506 | 4.2% | 746 | 5.7% |
| 85+ | 346 | 3.2% | 380 | 3.1% | 495 | 3.8% |
| Total Population | Census 2020 | | 2025 | | 2030 | |
| | Number | % of Total Pop | Number | % of Total Pop | Number | % of Total Pop |
| Total (50+) | 20,973 | 27.0% | 23,325 | 28.7% | 24,933 | 30.2% |
| 50-54 | 4,893 | 6.3% | 5,216 | 6.4% | 5,021 | 6.1% |
| 55-59 | 4,779 | 6.1% | 4,501 | 5.5% | 4,689 | 5.7% |
| 60-64 | 3,990 | 5.1% | 4,311 | 5.3% | 4,094 | 5.0% |
| 65-69 | 2,872 | 3.7% | 3,533 | 4.3% | 3,810 | 4.6% |
| 70-74 | 2,049 | 2.6% | 2,502 | 3.1% | 3,047 | 3.7% |
| 75-79 | 1,167 | 1.5% | 1,740 | 2.1% | 2,120 | 2.6% |
| 80-84 | 670 | 0.9% | 900 | 1.1% | 1,329 | 1.6% |
| 85+ | 550 | 0.7% | 622 | 0.8% | 823 | 1.0% |
| 65+ | 7,308 | 9.4% | 9,297 | 11.4% | 11,129 | 13.5% |
| 75+ | 2,387 | 3.1% | 3,262 | 4.0% | 4,272 | 5.2% |

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 29, 2025

| 2025 Households by Income and Age of Householder 55+ | | | | | | | | |
|--|-----------|---------|----------|---------|----------|---------|-----------|---------|
| | 55-64 | Percent | 65-74 | Percent | 75+ | Percent | Total | Percent |
| Total | 5,006 | 100% | 3,599 | 100% | 1,954 | 100% | 10,559 | 100% |
| <\$15,000 | 420 | 8.4% | 285 | 7.9% | 145 | 7.4% | 850 | 8.1% |
| \$15,000-\$24,999 | 239 | 4.8% | 280 | 7.8% | 284 | 14.5% | 803 | 7.6% |
| \$25,000-\$34,999 | 342 | 6.8% | 412 | 11.4% | 277 | 14.2% | 1,031 | 9.8% |
| \$35,000-\$49,999 | 469 | 9.4% | 484 | 13.4% | 317 | 16.2% | 1,270 | 12.0% |
| \$50,000-\$74,999 | 769 | 15.4% | 557 | 15.5% | 325 | 16.6% | 1,651 | 15.6% |
| \$75,000-\$99,999 | 583 | 11.6% | 452 | 12.6% | 245 | 12.5% | 1,280 | 12.1% |
| \$100,000-\$149,999 | 742 | 14.8% | 451 | 12.5% | 166 | 8.5% | 1,359 | 12.9% |
| \$150,000-\$199,999 | 644 | 12.9% | 259 | 7.2% | 94 | 4.8% | 997 | 9.4% |
| \$200,000+ | 797 | 15.9% | 419 | 11.6% | 100 | 5.1% | 1,316 | 12.5% |
| Median HH Income | \$84,704 | | \$63,028 | | \$47,120 | | \$68,546 | |
| Average HH Income | \$119,574 | | \$98,221 | | \$71,731 | | \$103,462 | |

| 2030 Households by Income and Age of Householder 55+ | | | | | | | | |
|--|-----------|---------|-----------|---------|----------|---------|-----------|---------|
| | 55-64 | Percent | 65-74 | Percent | 75+ | Percent | Total | Percent |
| Total | 4,915 | 100% | 4,085 | 100% | 2,518 | 100% | 11,518 | 100% |
| <\$15,000 | 346 | 7.0% | 281 | 6.9% | 175 | 6.9% | 802 | 7.0% |
| \$15,000-\$24,999 | 174 | 3.5% | 246 | 6.0% | 293 | 11.6% | 713 | 6.2% |
| \$25,000-\$34,999 | 282 | 5.7% | 394 | 9.6% | 307 | 12.2% | 983 | 8.5% |
| \$35,000-\$49,999 | 406 | 8.3% | 492 | 12.0% | 362 | 14.4% | 1,260 | 10.9% |
| \$50,000-\$74,999 | 720 | 14.6% | 628 | 15.4% | 424 | 16.8% | 1,772 | 15.4% |
| \$75,000-\$99,999 | 582 | 11.8% | 529 | 12.9% | 331 | 13.1% | 1,442 | 12.5% |
| \$100,000-\$149,999 | 796 | 16.2% | 558 | 13.7% | 263 | 10.4% | 1,617 | 14.0% |
| \$150,000-\$199,999 | 714 | 14.5% | 346 | 8.5% | 170 | 6.8% | 1,230 | 10.7% |
| \$200,000+ | 894 | 18.2% | 612 | 15.0% | 195 | 7.7% | 1,701 | 14.8% |
| Median HH Income | \$97,148 | | \$75,071 | | \$55,433 | | \$78,131 | |
| Average HH Income | \$129,267 | | \$110,815 | | \$84,176 | | \$112,845 | |

| Census 2020 Occupied Housing Units by Age of Householder 55+ | | | Number | Percent | % Total HHs |
|--|--|--|--------|---------|-------------|
| Total | | | 9,268 | 100.0% | 32.9% |
| Owner Occupied Housing Units | | | 6,482 | 69.9% | 23.0% |
| Householder Age 55-64 | | | 3,253 | 35.1% | 11.6% |
| Householder Age 65-74 | | | 2,180 | 23.5% | 7.7% |
| Householder Age 75-84 | | | 843 | 9.1% | 3.0% |
| Householder Age 85+ | | | 206 | 2.2% | 0.7% |
| Renter Occupied Housing Units | | | 2,786 | 30.1% | 9.9% |
| Householder Age 55-64 | | | 1,719 | 18.5% | 6.1% |
| Householder Age 65-74 | | | 702 | 7.6% | 2.5% |
| Householder Age 75-84 | | | 246 | 2.7% | 0.9% |
| Householder Age 85+ | | | 119 | 1.3% | 0.4% |

Data Note: 2025 household income represents an estimate of annual income as of July 1, 2025.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 29, 2025

| Demographic Summary | Census 2020 | 2025 | 2030 | 2025-2030 | 2025-2030 |
|---|-------------|-----------|-----------|-----------|-------------|
| | | | | Change | Annual Rate |
| Total Population | 254,246 | 258,947 | 262,682 | 3,735 | 0.29% |
| Population 50+ | 68,036 | 74,226 | 79,520 | 5,294 | 1.39% |
| Median Age | 34.0 | 35.2 | 36.3 | 1.1 | 0.62% |
| Households | 92,473 | 95,862 | 97,873 | 2,011 | 0.42% |
| % Householders 55+ | 32.4% | 34.6% | 36.8% | 2.2 | 1.24% |
| Total Owner-Occupied Housing Units | 40,283 | 43,661 | 45,808 | 2,147 | 0.96% |
| Total Renter-Occupied Housing Units | 52,190 | 52,201 | 52,065 | -136 | -0.05% |
| Owner/Renter Ratio (per 100 renters) | 77 | 84 | 88 | 4 | 0.93% |
| Median Home Value | - | \$412,464 | \$454,062 | \$41,598 | 1.94% |
| Average Home Value | - | \$475,062 | \$526,035 | \$50,973 | 2.06% |
| Median Household Income | - | \$70,345 | \$78,309 | \$7,964 | 2.17% |
| Median Household Income for Householder 55+ | - | \$68,534 | \$77,178 | \$8,644 | 2.40% |

| Population by Age and Sex | | | | | | |
|---------------------------|-------------|----------------|--------|----------------|--------|----------------|
| Male Population | Census 2020 | | 2025 | | 2030 | |
| | Number | % of 50+ | Number | % of 50+ | Number | % of 50+ |
| Total (50+) | 32,370 | 100.0% | 35,646 | 100.0% | 37,936 | 100.0% |
| 50-54 | 7,707 | 23.8% | 8,098 | 22.7% | 7,989 | 21.1% |
| 55-59 | 7,236 | 22.4% | 7,015 | 19.7% | 7,181 | 18.9% |
| 60-64 | 6,138 | 19.0% | 6,456 | 18.1% | 6,241 | 16.5% |
| 65-69 | 4,345 | 13.4% | 5,355 | 15.0% | 5,619 | 14.8% |
| 70-74 | 3,234 | 10.0% | 3,764 | 10.6% | 4,599 | 12.1% |
| 75-79 | 1,861 | 5.7% | 2,638 | 7.4% | 3,100 | 8.2% |
| 80-84 | 1,102 | 3.4% | 1,421 | 4.0% | 2,003 | 5.3% |
| 85+ | 747 | 2.3% | 899 | 2.5% | 1,204 | 3.2% |
| Female Population | Census 2020 | | 2025 | | 2030 | |
| | Number | % of 50+ | Number | % of 50+ | Number | % of 50+ |
| Total (50+) | 35,666 | 100.0% | 38,578 | 100.0% | 41,584 | 100.0% |
| 50-54 | 7,860 | 22.0% | 8,225 | 21.3% | 8,155 | 19.6% |
| 55-59 | 7,592 | 21.3% | 7,054 | 18.3% | 7,421 | 17.8% |
| 60-64 | 6,509 | 18.2% | 6,708 | 17.4% | 6,474 | 15.6% |
| 65-69 | 4,863 | 13.6% | 5,816 | 15.1% | 6,190 | 14.9% |
| 70-74 | 3,777 | 10.6% | 4,262 | 11.0% | 5,165 | 12.4% |
| 75-79 | 2,313 | 6.5% | 3,225 | 8.4% | 3,745 | 9.0% |
| 80-84 | 1,459 | 4.1% | 1,869 | 4.8% | 2,616 | 6.3% |
| 85+ | 1,293 | 3.6% | 1,419 | 3.7% | 1,818 | 4.4% |
| Total Population | Census 2020 | | 2025 | | 2030 | |
| | Number | % of Total Pop | Number | % of Total Pop | Number | % of Total Pop |
| Total (50+) | 68,036 | 26.8% | 74,226 | 28.7% | 79,520 | 30.3% |
| 50-54 | 15,567 | 6.1% | 16,323 | 6.3% | 16,144 | 6.1% |
| 55-59 | 14,828 | 5.8% | 14,069 | 5.4% | 14,602 | 5.6% |
| 60-64 | 12,647 | 5.0% | 13,164 | 5.1% | 12,715 | 4.8% |
| 65-69 | 9,208 | 3.6% | 11,171 | 4.3% | 11,808 | 4.5% |
| 70-74 | 7,011 | 2.8% | 8,027 | 3.1% | 9,764 | 3.7% |
| 75-79 | 4,174 | 1.6% | 5,863 | 2.3% | 6,845 | 2.6% |
| 80-84 | 2,561 | 1.0% | 3,290 | 1.3% | 4,620 | 1.8% |
| 85+ | 2,040 | 0.8% | 2,319 | 0.9% | 3,022 | 1.2% |
| 65+ | 24,994 | 9.8% | 30,670 | 11.8% | 36,059 | 13.7% |
| 75+ | 8,775 | 3.5% | 11,472 | 4.4% | 14,487 | 5.5% |

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 29, 2025

| 2025 Households by Income and Age of Householder 55+ | | | | | | | | |
|--|-----------|---------|-----------|---------|----------|---------|-----------|---------|
| | 55-64 | Percent | 65-74 | Percent | 75+ | Percent | Total | Percent |
| Total | 15,341 | 100% | 11,335 | 100% | 6,530 | 100% | 33,206 | 100% |
| <\$15,000 | 1,318 | 8.6% | 872 | 7.7% | 535 | 8.2% | 2,725 | 8.2% |
| \$15,000-\$24,999 | 824 | 5.4% | 851 | 7.5% | 752 | 11.5% | 2,427 | 7.3% |
| \$25,000-\$34,999 | 961 | 6.3% | 1,133 | 10.0% | 864 | 13.2% | 2,958 | 8.9% |
| \$35,000-\$49,999 | 1,534 | 10.0% | 1,587 | 14.0% | 1,033 | 15.8% | 4,154 | 12.5% |
| \$50,000-\$74,999 | 2,437 | 15.9% | 1,901 | 16.8% | 1,068 | 16.4% | 5,406 | 16.3% |
| \$75,000-\$99,999 | 1,912 | 12.5% | 1,509 | 13.3% | 872 | 13.4% | 4,293 | 12.9% |
| \$100,000-\$149,999 | 2,003 | 13.1% | 1,322 | 11.7% | 551 | 8.4% | 3,876 | 11.7% |
| \$150,000-\$199,999 | 1,742 | 11.4% | 796 | 7.0% | 355 | 5.4% | 2,893 | 8.7% |
| \$200,000+ | 2,609 | 17.0% | 1,365 | 12.0% | 501 | 7.7% | 4,475 | 13.5% |
| Median HH Income | \$81,396 | | \$63,937 | | \$51,317 | | \$68,534 | |
| Average HH Income | \$124,124 | | \$102,275 | | \$82,518 | | \$108,481 | |

| 2030 Households by Income and Age of Householder 55+ | | | | | | | | |
|--|-----------|---------|-----------|---------|----------|---------|-----------|---------|
| | 55-64 | Percent | 65-74 | Percent | 75+ | Percent | Total | Percent |
| Total | 15,173 | 100% | 12,666 | 100% | 8,196 | 100% | 36,035 | 100% |
| <\$15,000 | 1,102 | 7.3% | 853 | 6.7% | 681 | 8.3% | 2,636 | 7.3% |
| \$15,000-\$24,999 | 636 | 4.2% | 757 | 6.0% | 782 | 9.5% | 2,175 | 6.0% |
| \$25,000-\$34,999 | 795 | 5.2% | 1,058 | 8.4% | 956 | 11.7% | 2,809 | 7.8% |
| \$35,000-\$49,999 | 1,355 | 8.9% | 1,588 | 12.5% | 1,174 | 14.3% | 4,117 | 11.4% |
| \$50,000-\$74,999 | 2,357 | 15.5% | 2,102 | 16.6% | 1,283 | 15.7% | 5,742 | 15.9% |
| \$75,000-\$99,999 | 1,983 | 13.1% | 1,713 | 13.5% | 1,057 | 12.9% | 4,753 | 13.2% |
| \$100,000-\$149,999 | 2,133 | 14.1% | 1,588 | 12.5% | 756 | 9.2% | 4,477 | 12.4% |
| \$150,000-\$199,999 | 1,844 | 12.2% | 996 | 7.9% | 547 | 6.7% | 3,387 | 9.4% |
| \$200,000+ | 2,967 | 19.6% | 2,012 | 15.9% | 960 | 11.7% | 5,939 | 16.5% |
| Median HH Income | \$90,369 | | \$74,591 | | \$57,756 | | \$77,178 | |
| Average HH Income | \$133,753 | | \$116,236 | | \$97,243 | | \$119,292 | |

| Census 2020 Occupied Housing Units by Age of Householder 55+ | | | Number | Percent | % Total HHs |
|--|--|--|--------|---------|-------------|
| Total | | | 30,001 | 100.0% | 32.4% |
| Owner Occupied Housing Units | | | 20,329 | 67.8% | 22.0% |
| Householder Age 55-64 | | | 9,653 | 32.2% | 10.4% |
| Householder Age 65-74 | | | 6,913 | 23.0% | 7.5% |
| Householder Age 75-84 | | | 3,029 | 10.1% | 3.3% |
| Householder Age 85+ | | | 734 | 2.4% | 0.8% |
| Renter Occupied Housing Units | | | 9,672 | 32.2% | 10.5% |
| Householder Age 55-64 | | | 5,873 | 19.6% | 6.4% |
| Householder Age 65-74 | | | 2,595 | 8.6% | 2.8% |
| Householder Age 75-84 | | | 902 | 3.0% | 1.0% |
| Householder Age 85+ | | | 302 | 1.0% | 0.3% |

Data Note: 2025 household income represents an estimate of annual income as of July 1, 2025.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 29, 2025

| Summary | Census 2020 | 2025 | 2030 | 2025-2030 Change | 2025-2030 Annual Rate |
|------------------------|--------------------|-------------|-------------|-------------------------|------------------------------|
| Population | 9,994 | 10,853 | 11,071 | 218 | 0.40% |
| Median Age | 34.8 | 35.8 | 36.8 | 1.0 | 0.55% |
| Households | 3,406 | 3,737 | 3,843 | 106 | 0.56% |
| Average Household Size | 2.93 | 2.90 | 2.88 | -0.02 | -0.14% |

| 2025 Households by Net Worth | Number | Percent |
|-------------------------------------|---------------|----------------|
| Total | 3,737 | 100.0% |
| <\$15,000 | 704 | 18.8% |
| \$15,000-\$34,999 | 290 | 7.8% |
| \$35,000-\$49,999 | 118 | 3.2% |
| \$50,000-\$74,999 | 212 | 5.7% |
| \$75,000-\$99,999 | 170 | 4.5% |
| \$100,000-\$149,999 | 281 | 7.5% |
| \$150,000-\$249,999 | 380 | 10.2% |
| \$250,000-\$499,999 | 515 | 13.8% |
| \$500,000-\$999,999 | 394 | 10.5% |
| \$1,000,000-\$1,499,999 | 223 | 6.0% |
| \$1,500,000-\$1,999,999 | 80 | 2.1% |
| \$2,000,000+ | 370 | 9.9% |
| Median Net Worth | \$168,427 | |
| Average Net Worth | \$1,047,149 | |

| | |
|--------------|----|
| Wealth Index | 91 |
|--------------|----|

| 2025 Net Worth by Age of Householder | <25 | 25-34 | Number of Households | | | | |
|---|---------------|--------------|-----------------------------|--------------|--------------|--------------|-------------|
| | | | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| Total | 149 | 590 | 831 | 769 | 670 | 479 | 249 |
| <\$15,000 | 88 | 221 | 184 | 121 | 55 | 23 | 13 |
| \$15,000-\$34,999 | 27 | 57 | 104 | 62 | 22 | 14 | 5 |
| \$35,000-\$49,999 | 7 | 26 | 41 | 25 | 10 | 7 | 2 |
| \$50,000-\$74,999 | 5 | 54 | 56 | 52 | 17 | 18 | 10 |
| \$75,000-\$99,999 | 4 | 32 | 48 | 39 | 23 | 12 | 11 |
| \$100,000-\$149,999 | 5 | 43 | 84 | 58 | 43 | 30 | 18 |
| \$150,000-\$249,999 | 12 | 51 | 69 | 102 | 66 | 49 | 31 |
| \$250,000-\$499,999 | 1 | 75 | 105 | 116 | 100 | 74 | 45 |
| \$500,000-\$999,999 | 1 | 26 | 82 | 94 | 78 | 76 | 37 |
| \$1000000+ | 1 | 7 | 59 | 100 | 255 | 176 | 76 |
| Median Net Worth | \$12,869 | \$44,655 | \$89,973 | \$169,812 | \$494,103 | \$551,616 | \$412,617 |
| Average Net Worth | \$45,524 | \$133,984 | \$397,095 | \$753,641 | \$1,749,126 | \$2,531,683 | \$2,141,505 |

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

| Summary | Census 2020 | 2025 | 2030 | 2025-2030 Change | 2025-2030 Annual Rate |
|------------------------|--------------------|-------------|-------------|-------------------------|------------------------------|
| Population | 77,809 | 81,234 | 82,486 | 1,252 | 0.31% |
| Median Age | 34.1 | 35.2 | 36.4 | 1.2 | 0.67% |
| Households | 28,153 | 30,088 | 30,775 | 687 | 0.45% |
| Average Household Size | 2.76 | 2.70 | 2.68 | -0.02 | -0.15% |

| 2025 Households by Net Worth | Number | Percent |
|-------------------------------------|---------------|----------------|
| Total | 30,088 | 100.0% |
| <\$15,000 | 8,286 | 27.5% |
| \$15,000-\$34,999 | 3,086 | 10.3% |
| \$35,000-\$49,999 | 1,018 | 3.4% |
| \$50,000-\$74,999 | 1,537 | 5.1% |
| \$75,000-\$99,999 | 1,282 | 4.3% |
| \$100,000-\$149,999 | 1,836 | 6.1% |
| \$150,000-\$249,999 | 2,399 | 8.0% |
| \$250,000-\$499,999 | 3,331 | 11.1% |
| \$500,000-\$999,999 | 2,691 | 8.9% |
| \$1,000,000-\$1,499,999 | 1,426 | 4.7% |
| \$1,500,000-\$1,999,999 | 606 | 2.0% |
| \$2,000,000+ | 2,590 | 8.6% |
| Median Net Worth | \$96,234 | |
| Average Net Worth | \$919,987 | |

| | |
|--------------|----|
| Wealth Index | 80 |
|--------------|----|

| 2025 Net Worth by Age of Householder | Number of Households | | | | | | |
|---|-----------------------------|--------------|--------------|--------------|--------------|--------------|-------------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| Total | 1,558 | 5,530 | 6,455 | 5,986 | 5,006 | 3,599 | 1,954 |
| <\$15,000 | 1,062 | 2,728 | 2,124 | 1,121 | 754 | 352 | 145 |
| \$15,000-\$34,999 | 202 | 722 | 988 | 738 | 273 | 131 | 33 |
| \$35,000-\$49,999 | 34 | 214 | 300 | 253 | 105 | 96 | 15 |
| \$50,000-\$74,999 | 25 | 304 | 378 | 405 | 199 | 152 | 75 |
| \$75,000-\$99,999 | 17 | 232 | 295 | 295 | 227 | 134 | 82 |
| \$100,000-\$149,999 | 30 | 300 | 362 | 410 | 357 | 238 | 140 |
| \$150,000-\$249,999 | 88 | 325 | 412 | 554 | 381 | 372 | 266 |
| \$250,000-\$499,999 | 92 | 392 | 588 | 709 | 675 | 505 | 370 |
| \$500,000-\$999,999 | 3 | 258 | 512 | 602 | 473 | 502 | 339 |
| \$1000000+ | 5 | 54 | 497 | 900 | 1,560 | 1,117 | 488 |
| Median Net Worth | \$11,003 | \$15,570 | \$40,017 | \$118,841 | \$302,702 | \$381,742 | \$366,177 |
| Average Net Worth | \$51,094 | \$101,332 | \$386,482 | \$806,914 | \$1,646,156 | \$2,236,879 | \$1,752,555 |

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

| Summary | Census 2020 | 2025 | 2030 | 2025-2030 Change | 2025-2030 Annual Rate |
|------------------------|--------------------|-------------|-------------|-------------------------|------------------------------|
| Population | 254,246 | 258,947 | 262,682 | 3,735 | 0.29% |
| Median Age | 34.0 | 35.2 | 36.3 | 1.1 | 0.62% |
| Households | 92,473 | 95,862 | 97,873 | 2,011 | 0.42% |
| Average Household Size | 2.75 | 2.70 | 2.68 | -0.02 | -0.15% |

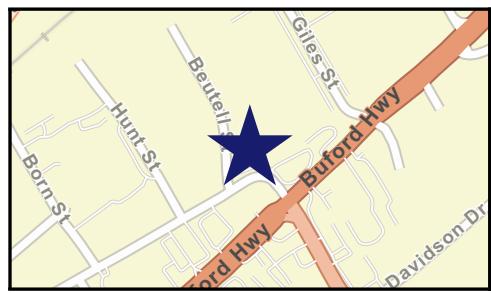
| 2025 Households by Net Worth | Number | Percent |
|-------------------------------------|---------------|----------------|
| Total | 95,862 | 100.0% |
| <\$15,000 | 28,229 | 29.4% |
| \$15,000-\$34,999 | 10,577 | 11.0% |
| \$35,000-\$49,999 | 3,429 | 3.6% |
| \$50,000-\$74,999 | 5,082 | 5.3% |
| \$75,000-\$99,999 | 4,030 | 4.2% |
| \$100,000-\$149,999 | 5,386 | 5.6% |
| \$150,000-\$249,999 | 6,972 | 7.3% |
| \$250,000-\$499,999 | 9,584 | 10.0% |
| \$500,000-\$999,999 | 7,642 | 8.0% |
| \$1,000,000-\$1,499,999 | 4,097 | 4.3% |
| \$1,500,000-\$1,999,999 | 1,889 | 2.0% |
| \$2,000,000+ | 8,945 | 9.3% |
| Median Net Worth | \$78,237 | |
| Average Net Worth | \$988,318 | |

| | |
|--------------|----|
| Wealth Index | 83 |
|--------------|----|

| 2025 Net Worth by Age of Householder | Number of Households | | | | | | |
|---|-----------------------------|--------------|--------------|--------------|--------------|--------------|-------------|
| | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
| Total | 5,025 | 17,828 | 20,812 | 18,992 | 15,341 | 11,335 | 6,530 |
| <\$15,000 | 3,520 | 9,307 | 7,430 | 3,932 | 2,445 | 1,113 | 481 |
| \$15,000-\$34,999 | 674 | 2,419 | 3,507 | 2,443 | 953 | 463 | 118 |
| \$35,000-\$49,999 | 111 | 699 | 1,001 | 875 | 361 | 321 | 61 |
| \$50,000-\$74,999 | 80 | 948 | 1,189 | 1,374 | 629 | 581 | 281 |
| \$75,000-\$99,999 | 61 | 659 | 892 | 917 | 737 | 478 | 285 |
| \$100,000-\$149,999 | 87 | 876 | 1,000 | 1,182 | 1,103 | 754 | 383 |
| \$150,000-\$249,999 | 253 | 913 | 1,235 | 1,738 | 1,075 | 1,005 | 753 |
| \$250,000-\$499,999 | 214 | 1,060 | 1,525 | 2,042 | 2,059 | 1,548 | 1,135 |
| \$500,000-\$999,999 | 11 | 721 | 1,374 | 1,614 | 1,240 | 1,561 | 1,121 |
| \$1000000+ | 15 | 223 | 1,659 | 2,875 | 4,738 | 3,510 | 1,912 |
| Median Net Worth | \$10,709 | \$14,364 | \$30,245 | \$98,535 | \$278,919 | \$374,461 | \$425,765 |
| Average Net Worth | \$43,090 | \$96,671 | \$421,200 | \$837,644 | \$1,734,005 | \$2,338,524 | \$2,300,015 |

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.



Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



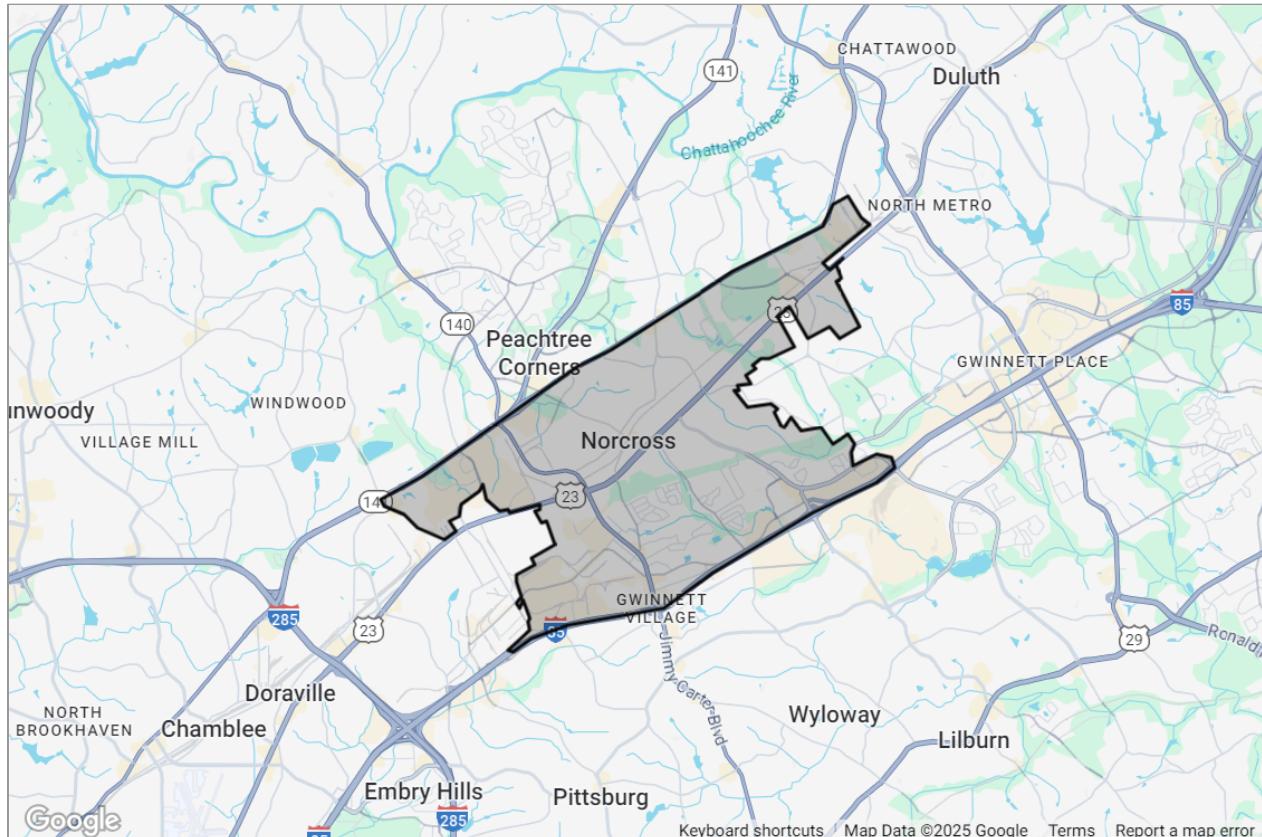


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Bull Realty, Inc.
50 Glenlake Pkwy NE
Suite 600
Atlanta, GA 30328

Criteria Used for Analysis

Median Household Income
\$75,593

Median Age
34.0

Total Population
27,608

1st Dominant Segment
NeWest Residents

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Next Wave

Urban dwellers; young, hardworking families

Urbanization

Where do people like this usually live?

Principal Urban Centers

Young, mobile population in metros of 2.5 + million people

Top Tapestry Segments

| | NeWest Residents | Forging Opportunity | City Lights | Urban Edge Families | Enterprising Professionals |
|--------------------------------|--|--|---|--|---|
| % of Households | 3,930 (42.9%) | 1,791 (19.6%) | 1,163 (12.7%) | 1,147 (12.5%) | 856 (9.3%) |
| % of Gwinnett County | 18,067 (5.4%) | 5,096 (1.5%) | 1,163 (0.3%) | 35,327 (10.5%) | 14,726 (4.4%) |
| Lifestyle Group | Next Wave | Sprouting Explorers | Middle Ground | Sprouting Explorers | Upscale Avenues |
| Urbanization Group | Principal Urban Centers | Urban Periphery | Urban Periphery | Urban Periphery | Suburban Periphery |
| Residence Type | Multi-Unit Rentals | Single Family | Multi-Units; Single Family | Single Family | Multi-Units; Single Family |
| Household Type | Married Couples w/ Kids | Married Couples | Married Couples | Married Couples | Married Couples |
| Average Household Size | 2.93 | 3.34 | 2.56 | 3.07 | 2.48 |
| Median Age | 30.6 | 32.3 | 40.2 | 35.3 | 36.9 |
| Diversity Index | 85.4 | 82.2 | 82.9 | 88.5 | 78.9 |
| Median Household Income | \$48,200 | \$56,700 | \$97,500 | \$71,700 | \$113,000 |
| Median Net Worth | \$15,700 | \$106,500 | \$226,900 | \$169,300 | \$262,300 |
| Median Home Value | \$264,000 | \$197,400 | \$617,500 | \$315,900 | \$545,000 |
| Homeownership | 19.1 % | 62.5 % | 53.4 % | 65.5 % | 51.7 % |
| Employment | Services or Construction/Extraction | Services or Transport/Material Moving | Professional or Mgmt/Bus/Financial | Services or Professional | Professional or Mgmt/Bus/Financial |
| Education | High School Diploma | High School Diploma | Bachelor's Degree | High School Diploma | Bachelor's Degree |
| Preferred Activities | Automotive enthusiasts . Most of income goes toward baby and children. | Shop at discount and department stores . Subscribe to satellite TV to watch their favorite programs. | Believe in equal opportunity and attuned to the environment . Spend 7+ hours exercising per week. | Family outings to theme parks are popular . Residents favor fast-food dining places. | Travel to foreign and domestic destinations . Eat organic and natural foods, run and do yoga. |
| Financial | Pay with cash, choose not to obtain a credit card | Balance their budgets carefully by spending only on necessities | Save for the future, steer away from risky investments | Spend money carefully; buy necessities | Own 401(k) through work |
| Media | Prefer watching Spanish language channels | Magazines are extremely popular sources of news and information | Use their cell phones frequently for news and entertainment | Listen to Hispanic radio, use the Internet for socializing | Use smartphones for news and buy digital books for tablet reading. |
| Vehicle | Like used, fun-to-drive vehicles | Own 1-2 vehicles; carpool | Own one vehicle, but rely on public transportation | One or two vehicles | Own or lease an imported sedan |

About this segment

NeWest Residents

This is the
#1
 dominant segment
 for this area

In this area
42.9%
 of households fall
 into this segment

In the United States
0.8%
 of households fall
 into this segment

An overview of who makes up this segment across the United States

Who We Are

NeWest Residents households are new to America and their careers, often with new, young families. Many are new to the English language; nearly one-third of households are linguistically isolated. As residents adopt the American way of life, many pursue risky employment opportunities for the benefit of their extended families. Long hours in blue-collar jobs, primarily in the service industry, are common. Skilled workers steer toward construction and manufacturing sectors. Female labor force participation is somewhat low.

Our Neighborhood

- Concentrated in larger metropolitan areas (over half a million people) in the South and West.
- Reside in mostly renter-occupied apartments in older, mid- to high-rise buildings. Over 80% of housing units were built before 1990. Rental rates are below the US average.
- Half of all households have children, in either married-couple or single-parent families.
- With average household size exceeding three, presence of children less than 5 years old is high compared to the US average. Dependent children represent approximately one-third of the population.

Market Profile

- NeWest Residents prefer watching Spanish language channels over watching sports on TV, or listening to popular music. Fast food dining is a big hit.
- NeWest Residents consumers love their caffeine; drinking coffee, sodas, sports, and energy drinks.
- A large portion of their income goes toward baby and children products, disposable diapers, baby food, furniture and equipment, and vitamin supplements.
- They prefer to use cash; debit card ownership is low. New immigrants often choose not to obtain a credit card.

Socioeconomic Traits

- Female labor participation is slightly lower than the US average, partially attributable to the language barrier in this diverse foreign-born market.
- Male labor force participation is compulsory for these new families.
- Working full-time in blue collar jobs, this market works hard and dreams big. They seek adventure and take risks for the betterment of their families.
- They are automotive enthusiasts; if they had the savings, they would buy a used, but bold, fun-to-drive vehicle.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

About this segment

Forging Opportunity

This is the

#2

dominant segment
for this area

In this area

19.6%

of households fall
into this segment

In the United States

1.0%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Family is central within these communities, bringing rich traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

Our Neighborhood

- Family market; over a third of all households are married couples with children, with a number of multigenerational households and single-parent families; household size is higher at 3.62.
- While most residents live in single-family homes, almost 10% of householders reside in mobile home parks.
- Homes are owner occupied, with slightly higher monthly costs but fewer mortgages.
- Most are older homes, nearly 60% built from 1950 to 1989.
- Most households have one or two vehicles; many commuters car pool or walk to work.
- Forging Opportunity residents live within the urban periphery of larger metropolitan areas across the South and West.

Market Profile

- Residents shop at discount and department stores like Walmart, Dollar General/Family Dollar, and JC Penney for baby and children's products.
- Many households subscribe to satellite television to watch their favorite programs.
- Magazines are extremely popular sources of news and the latest trends, including women's fashion, bridal, and parenthood types of magazines.

Socioeconomic Traits

- While a majority finished high school, over 40% have not.
- Labor force participation is slightly lower at 61%.
- More than one in four households is below the poverty level.
- Residents balance their budgets carefully by spending only on necessities and limiting activities like dining out.
- Many have no financial investments or retirement savings, but they have their

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

About this segment

City Lights

This is the

#3

dominant segment
for this area

In this area

12.7%

of households fall
into this segment

In the United States

1.4%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

City Lights is a densely populated urban market. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married couple families, with and without children. A blend of owners and renters, single-family homes and town homes, midrise and high-rise apartments, these neighborhoods are racially and ethnically diverse. Many residents have completed some college or have a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

Our Neighborhood

- More than half of the homes are single-family residences or townhomes.
- Tenure is 50-50: about half of households are owned and half are rented. Median home value and average gross rent exceed US values.
- Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households.
- Housing is older in this market: nearly 2 out of 3 homes were built before 1970.
- Most households own one vehicle, but public transportation is still a necessity for daily commutes.

Socioeconomic Traits

- City Lights residents earn above average incomes, but lag the nation in net worth.
- Labor force participation exceeds the US average. Residents work hard in professional and service occupations but also seek to enjoy life.
- These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments.
- These consumers are price savvy but will pay for quality brands they trust.
- Residents stand by their belief in equal opportunity.

Market Profile

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed, Bath & Beyond.
- Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit.
- Most residents have high-speed Internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons.
- These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week.
- Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music; listening at home and during their daily commutes

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

About this segment

Urban Edge Families

This is the

#4

dominant segment
for this area

In this area

12.5%

of households fall
into this segment

In the United States

1.5%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Located throughout the South and West, most Urban Edge Families residents own their own homes, primarily single-family housing—out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Many residents are foreign born. Spending is focused more on the members of the household than the home.

Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

Our Neighborhood

- Urban Edge Families residents are family-centric. Most are married couples with children of all ages or single parents; multigenerational homes are common.
- Average household size is higher at 3.19.
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs.
- Three quarters of all housing were built 1970 or later.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work.

Market Profile

- When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.
- Cell phones are preferred over landlines.
- Favorite channels include Animal Planet, MTV, ABC Family Channel, Bravo, and Nick Jr., as well as programming on Spanish TV.
- Residents listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.

Socioeconomic Traits

- Nearly 17% have earned a college degree, and 63% hold a high school diploma only or have spent some time at a college or university.
- Labor force participation is higher at 66%.
- Most Urban Edge Families residents derive income from wages or salaries.
- They tend to spend money carefully and focus more on necessities.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

About this segment

Enterprising Professionals

This is the

#5

dominant segment
for this area

In this area

9.3%

of households fall
into this segment

In the United States

1.5%

of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering and mathematics) occupations. They change jobs often and therefore choose to live in condos, townhomes or apartments; many still rent their homes. The market is fast-growing, located in lower-density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the U.S. median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

Our Neighborhood

- Almost half of households are married couples, and 29% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000.
- Renters make up nearly half of all households.

Socioeconomic Traits

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Use smartphones for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

Market Profile

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Travel to foreign and domestic destinations common.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key, shop at Amazon.com and pick up medicines at the Target pharmacy.
- Eat out at The Cheesecake Factory, Chipotle Mexican, and Panera Bread; drop by Starbucks for coffee.
- Leisure activities include trips to museums and the beach.
- Have health insurance and a 401(k) through work.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2024. Update Frequency: Annually.

Norcross, GA 30071: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071

27,608



29,177



Gwinnett County

1,004,880



1,045,538

Georgia

11,128,319



11,473,775


 2024


 2029 (Projected)

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071

2,216.6



2,342.6



Gwinnett County

2,332.8



2,427.2



Georgia

192.8



198.8


 2024


 2029 (Projected)

Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071

7.56%



5.68%



Gwinnett County

5.00%



4.05%



Georgia

3.89%



3.10%


 2024


 2029 (Projected)

Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071

51,138



944,387

Gwinnett County

11,067,818



 30071

Daytime Population Density

This chart shows the number of people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



30071

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



2024

2029 (Projected)

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



2024

2029 (Projected)

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

 Women 2024 2024

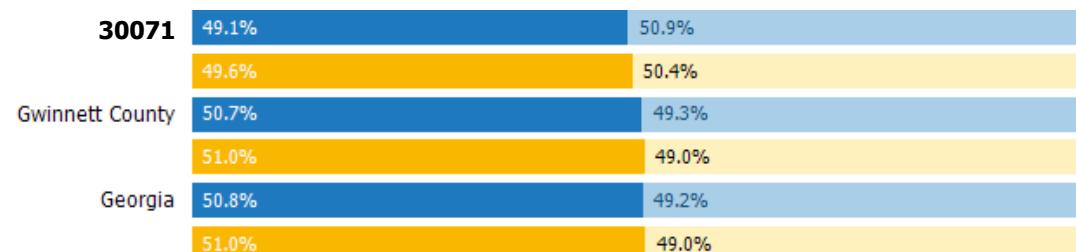
 Men 2024 2024



Women 2029 (Projected) 2029 (Projected)



Men 2029 (Projected) 2029 (Projected)



Norcross, GA 30071: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071

34.0

34.9

Gwinnett County

36.7

37.4

Georgia

38.1

39.0


 2024


 2029 (Projected)

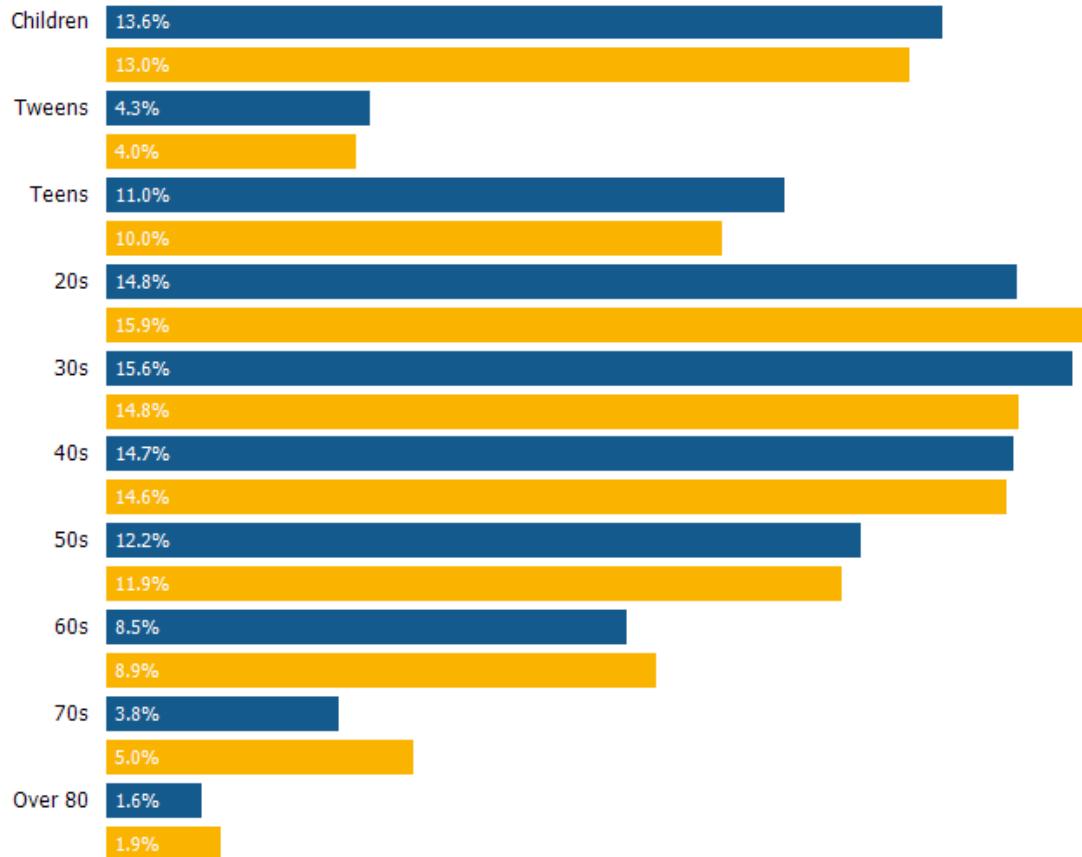
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually


 2024


 2029 (Projected)


Norcross, GA 30071: Marital Status Comparison

Married / Unmarried Adults Ratio



This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

 Married
 Unmarried

Married



This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Never Married



This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Widowed



This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Divorced



This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Norcross, GA 30071: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

2024

2029 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

2024

2029 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

2024

2029 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



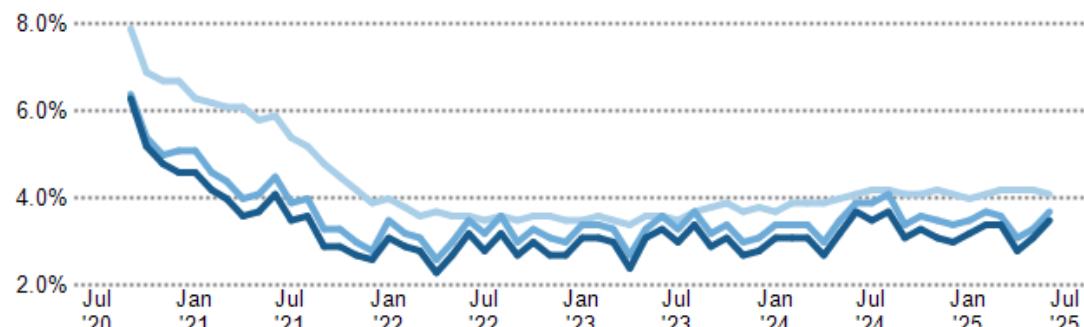
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

 Gwinnett County
 Georgia
 USA

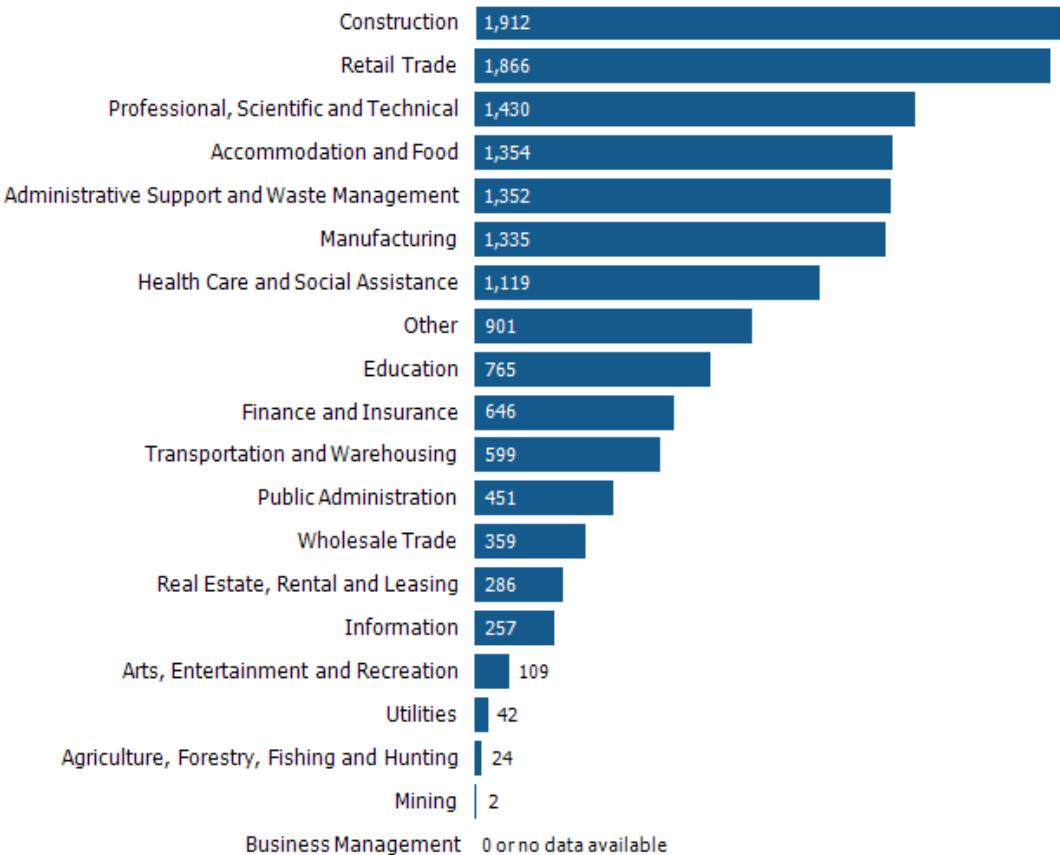


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



Norcross, GA 30071: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071 13.4%

Gwinnett County 15.5%

Georgia 17.7%

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071 11.2%

Gwinnett County 10.9%

Georgia 9.5%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071 20.8%

Gwinnett County 26.2%

Georgia 21.2%

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071 12.3%

Gwinnett County 14.8%

Georgia 14.2%

Norcross, GA 30071: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071



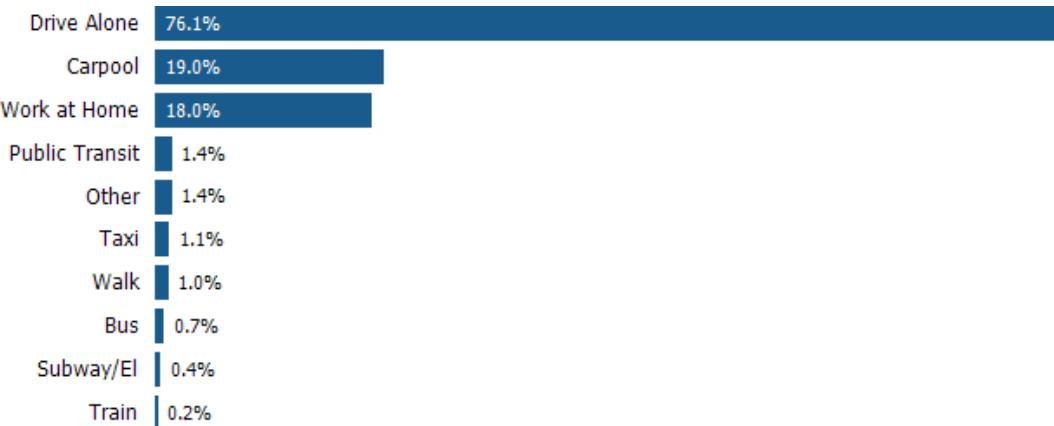
How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

30071



Norcross, GA 30071: Home Value Comparison

Median Estimated Home Value



This chart displays property estimates for an area and a subject property, where one has been selected.

Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

12 mo. Change in Median Estimated Home Value



This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state.

Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

Median Listing Price



This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly

12 mo. Change in Median Listing Price

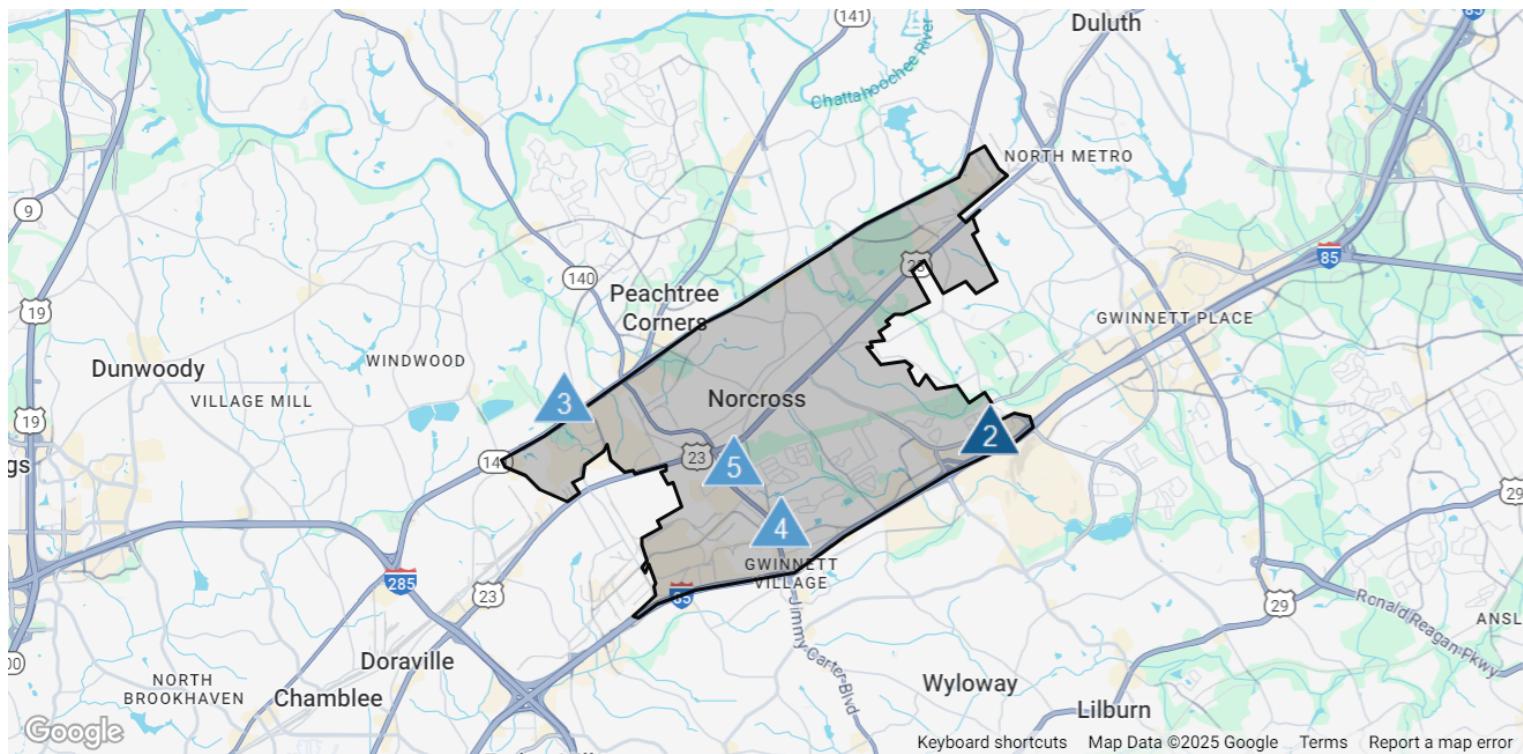


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

Traffic Counts



Daily Traffic Counts:

- ▲ Up 6,000 / day
- ▲ 6,001 – 15,000
- ▲ 15,001 – 30,000
- ▲ 30,001 – 50,000
- ▲ 50,001 – 100,000
- ▲ Over 100,000 / day

1
307,127

2024 Est. daily traffic counts

Street: I-85
Cross: Indian Tr/Lilburn Rd
Cross Dir: SW
Dist: –

Historical counts

| Year | Count | Type |
|------|-------|------|
|------|-------|------|

2
302,000

2022 Est. daily traffic counts

Street: –
Cross: –
Cross Dir: –
Dist: –

Historical counts

| Year | Count | Type |
|------|-------|------|
|------|-------|------|

3
97,100

2024 Est. daily traffic counts

Street: Peachtree Industrial Boulevard
Cross: B Colony Dr
Cross Dir: NW
Dist: –

Historical counts

| Year | Count | Type |
|------|-------|------|
|------|-------|------|

4
63,802

2024 Est. daily traffic counts

Street: Jimmy Carter Blvd
Cross: Brook Hollow Pkwy
Cross Dir: N
Dist: –

Historical counts

| Year | Count | Type |
|------|-------|------|
|------|-------|------|

5
51,819

2024 Est. daily traffic counts

Street: Jimmy Carter Blvd
Cross: Northbelt Dr
Cross Dir: NW
Dist: –

Historical counts

| Year | Count | Type |
|------|-------|------|
|------|-------|------|

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>



Norcross Behavioral Conversion

519 Lawrenceville Street NW

Norcross, GA 30071

5-Year Cash Flow Analysis

Fiscal Year Beginning February 2026



INITIAL INVESTMENT

| | |
|---------------------|-------------|
| Purchase Price | \$3,000,000 |
| + Acquisition Costs | \$10,500 |
| - Mortgage(s) | \$2,550,000 |
| + Loan Fees Points | \$51,000 |
| Initial Investment | \$511,500 |

MORTGAGE DATA

| | |
|------------------------|-------------|
| Loan Amount | \$2,550,000 |
| Interest Rate (30/360) | 5.820% |
| Amortization Period | 25 Years |
| Loan Term | 25 Years |
| Loan Fees Points | 2.00% |
| Periodic Payment | \$16,150.26 |
| Annual Debt Service | \$193,803 |

CASH FLOW

| For the Year Ending | Year 1 Jan-2027 | Year 2 Jan-2028 | Year 3 Jan-2029 | Year 4 Jan-2030 | Year 5 Jan-2031 |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|
| POTENTIAL RENTAL INCOME (PRI) | \$1,440,000 | \$1,512,000 | \$1,587,600 | \$1,666,980 | \$1,750,329 |
| - Vacancy / Credit Loss | \$576,000 | \$302,400 | \$158,760 | \$166,698 | \$175,033 |
| EFFECTIVE RENTAL INCOME | \$864,000 | \$1,209,600 | \$1,428,840 | \$1,500,282 | \$1,575,296 |
| + Other Income | \$0 | \$0 | \$0 | \$0 | \$0 |
| GROSS OPERATING INCOME (GOI) | \$864,000 | \$1,209,600 | \$1,428,840 | \$1,500,282 | \$1,575,296 |
| - Operating Expenses | \$604,800 | \$846,720 | \$1,000,188 | \$1,050,197 | \$1,102,707 |
| NET OPERATING INCOME (NOI) | \$259,200 | \$362,880 | \$428,652 | \$450,085 | \$472,589 |
| NET OPERATING INCOME (NOI) | \$259,200 | \$362,880 | \$428,652 | \$450,085 | \$472,589 |
| - Capital Expenses / Replacement Reserves | \$200 | \$200 | \$200 | \$200 | \$200 |
| - Annual Debt Service 1st Lien | \$193,803 | \$193,803 | \$193,803 | \$193,803 | \$193,803 |
| CASH FLOW BEFORE TAXES | \$65,197 | \$168,877 | \$234,649 | \$256,082 | \$278,586 |
| Loan Balance | \$2,503,376 | \$2,453,965 | \$2,401,601 | \$2,346,106 | \$2,287,294 |
| Loan-to-Value (LTV) - 1st Lien | 55.19% | 45.8% | 42.69% | 39.72% | 36.87% |
| Debt Service Coverage Ratio | 1.34 | 1.87 | 2.21 | 2.32 | 2.44 |
| Before Tax Cash on Cash | 12.75% | 33.02% | 45.87% | 50.06% | 54.46% |
| Return on Equity | 3.44% | 6.16% | 7.68% | 7.57% | 7.47% |
| Equity Multiple | 3.84 | 5.82 | 6.89 | 8.03 | 9.25 |

SALES PROCEEDS

| | |
|-------------------------------|-------------|
| Projected Sales Price (EOY 5) | \$6,203,000 |
| Cost of Sale | \$186,090 |
| Mortgage Balance 1st Lien | \$2,287,294 |
| Sales Proceeds Before Tax | \$3,729,616 |

INVESTMENT PERFORMANCE

| | |
|-------------------------------|-----------|
| Internal Rate of Return (IRR) | 65.36% |
| Acquisition CAP Rate | 8.64% |
| Year 1 Cash-on-Cash | 12.75% |
| Gross Rent Multiplier | 2.08 |
| Price Per Unit | \$125,000 |
| Loan to Value | 85.00% |
| Debt Service Coverage Ratio | 1.34 |



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Cash Flow Details

Fiscal Year Beginning February 2026

INCOME

| For the Year Ending | Year 1 Jan-2027 | Year 2 Jan-2028 | Year 3 Jan-2029 | Year 4 Jan-2030 | Year 5 Jan-2031 |
|-------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| POTENTIAL RENTAL INCOME (PRI) | \$1,440,000 | \$1,512,000 | \$1,587,600 | \$1,666,980 | \$1,750,329 |
| - Vacancy / Credit Loss | \$576,000 | \$302,400 | \$158,760 | \$166,698 | \$175,033 |
| EFFECTIVE RENTAL INCOME (ERI) | \$864,000 | \$1,209,600 | \$1,428,840 | \$1,500,282 | \$1,575,296 |
| + Other Income | \$0 | \$0 | \$0 | \$0 | \$0 |
| TOTAL OTHER INCOME | \$0 | \$0 | \$0 | \$0 | \$0 |
| GROSS OPERATING INCOME (GOI) | \$864,000 | \$1,209,600 | \$1,428,840 | \$1,500,282 | \$1,575,296 |

EXPENSE DETAIL

| | | | | | |
|----------------------------|-----------|-----------|-------------|-------------|-------------|
| TOTAL OPERATING EXPENSES | \$604,800 | \$846,720 | \$1,000,188 | \$1,050,197 | \$1,102,707 |
| NET OPERATING INCOME (NOI) | \$259,200 | \$362,880 | \$428,652 | \$450,085 | \$472,589 |



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5-Year Cash Flow Analysis

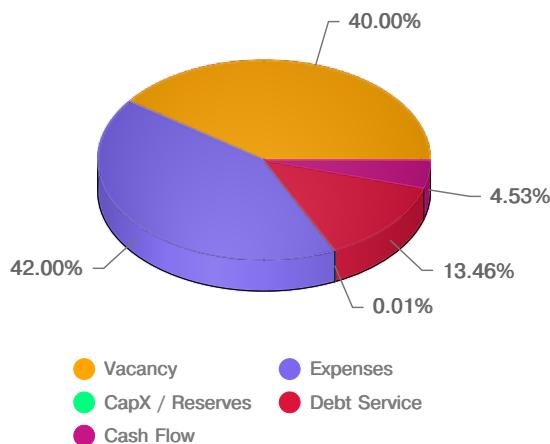
Fiscal Year Beginning February 2026



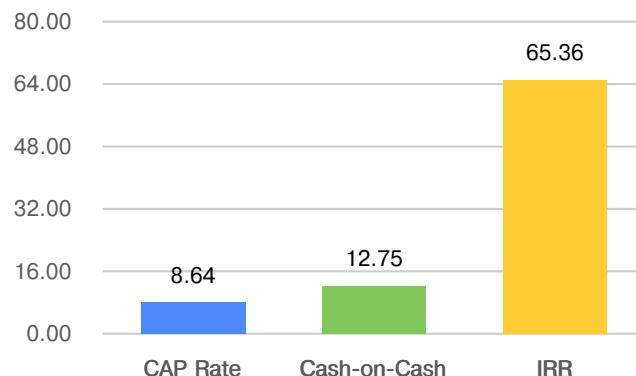
ASSUMPTION / INPUTS

| | |
|-------------------------|-------------|
| Purchase Price | \$3,000,000 |
| Year 1 Potential Income | \$1,440,000 |
| Vacancy & Credit Loss | Custom |
| Year 1 Expenses | 70.00% |
| Acquisition CAP Rate | 8.64% |
| Sale Price - CAP Rate | 8.00% |

| | |
|-------------------------------|-------|
| Acquisition Costs | 0.35% |
| Annual Income Increase | 5.00% |
| Other Income Increase | 5.00% |
| Annual Expense Increase | N/A |
| Loan Fees Points | 2.00% |
| Cost of Sale upon Disposition | 3.00% |



Investment Performance (%)



5-YEAR EQUITY YIELD & EFFECTIVE LOAN RATE

| Unleveraged Investment | | Financing Cash Flow | | Equity Investment | |
|--------------------------|---------------|---------------------|---------------|----------------------------|-------------|
| Cash Flow & 5-year Yield | | + & Effective Rate | | = Cash Flow & 5-year Yield | |
| N | \$ | N | \$ | N | \$ |
| 0 | (\$3,010,500) | 0 | \$2,499,000 | 0 | (\$511,500) |
| 1 | \$259,000 | 1 | (\$193,803) | 1 | \$65,197 |
| 2 | \$362,680 | 2 | (\$193,803) | 2 | \$168,877 |
| 3 | \$428,452 | 3 | (\$193,803) | 3 | \$234,649 |
| 4 | \$449,885 | 4 | (\$193,803) | 4 | \$256,082 |
| 5 | \$6,489,299 | 5 | (\$2,481,097) | 5 | \$4,008,202 |

Property IRR/Yield = 24.60%

Effective Loan Rate = 6.26%

Equity IRR / Yield = 65.36%

Positive Leverage! Leverage INCREASED the Yield by 40.76%



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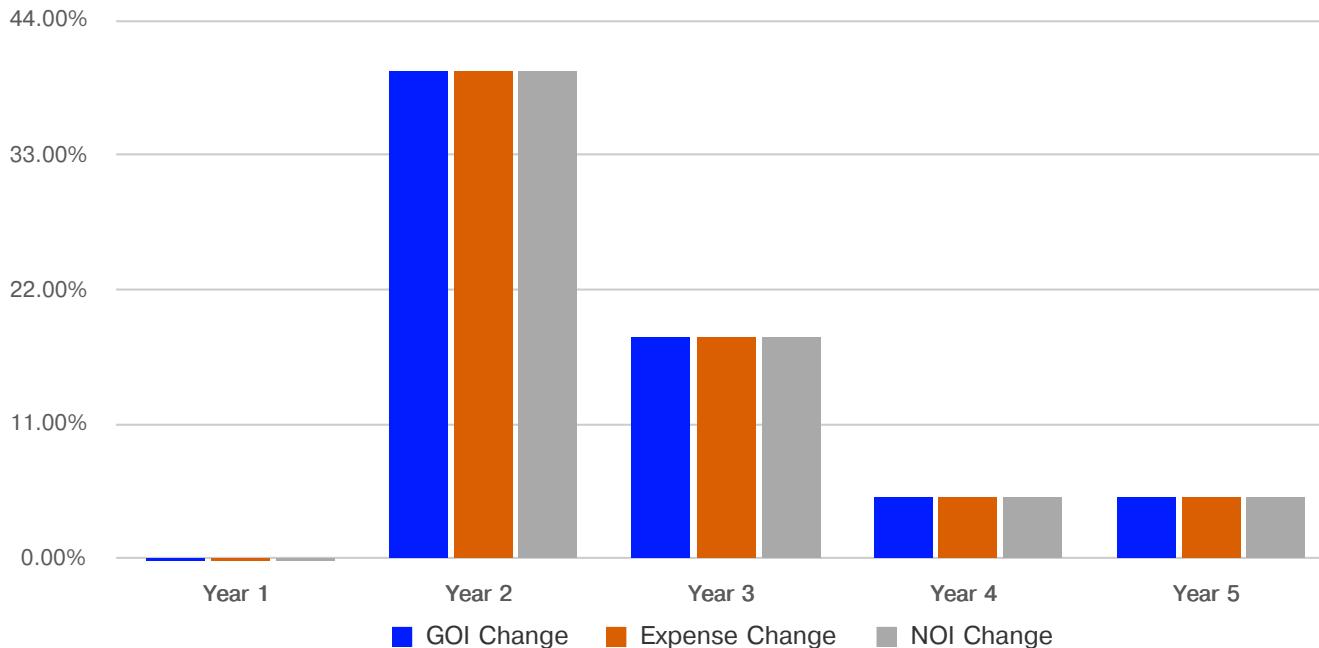
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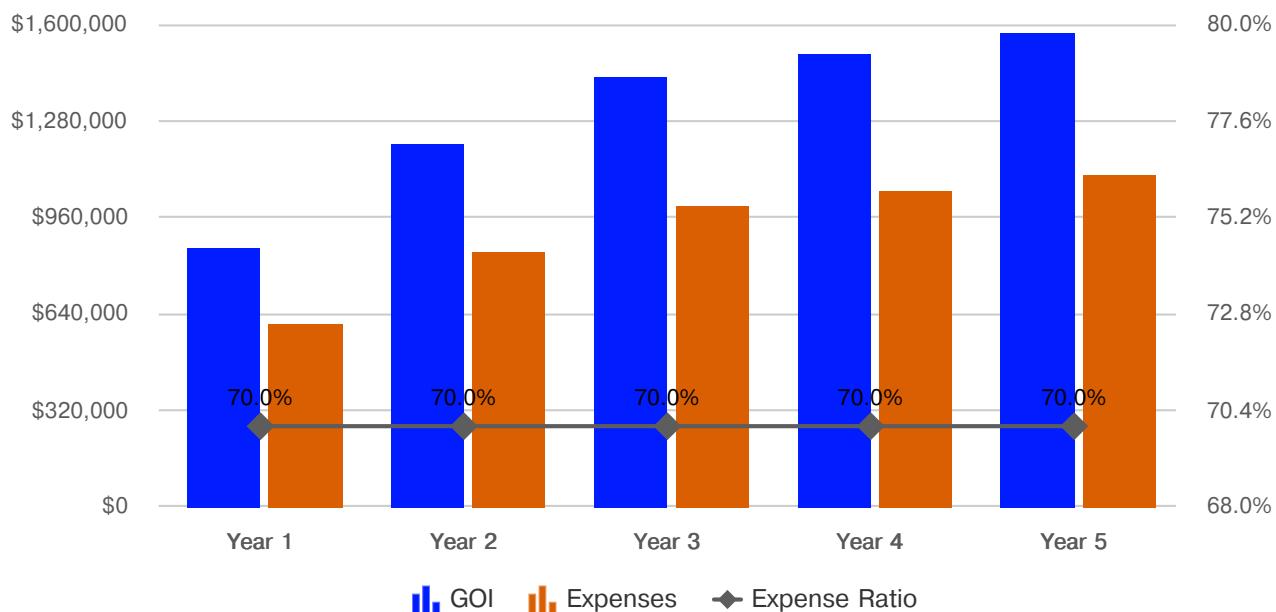
Annual GOI, Expense and NOI Percent Change,
Expense Ratio % of GOI

Fiscal Year Beginning February 2026

Annual GOI, Expense and NOI Percent Change



Expense Ratio % of GOI



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Annual Cash-on-Cash Dividend Return



| Year | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--------------------------------|--------|--------|--------|--------|--------|
| Before Tax Cash on Cash Return | 12.75% | 33.02% | 45.87% | 50.06% | 54.46% |



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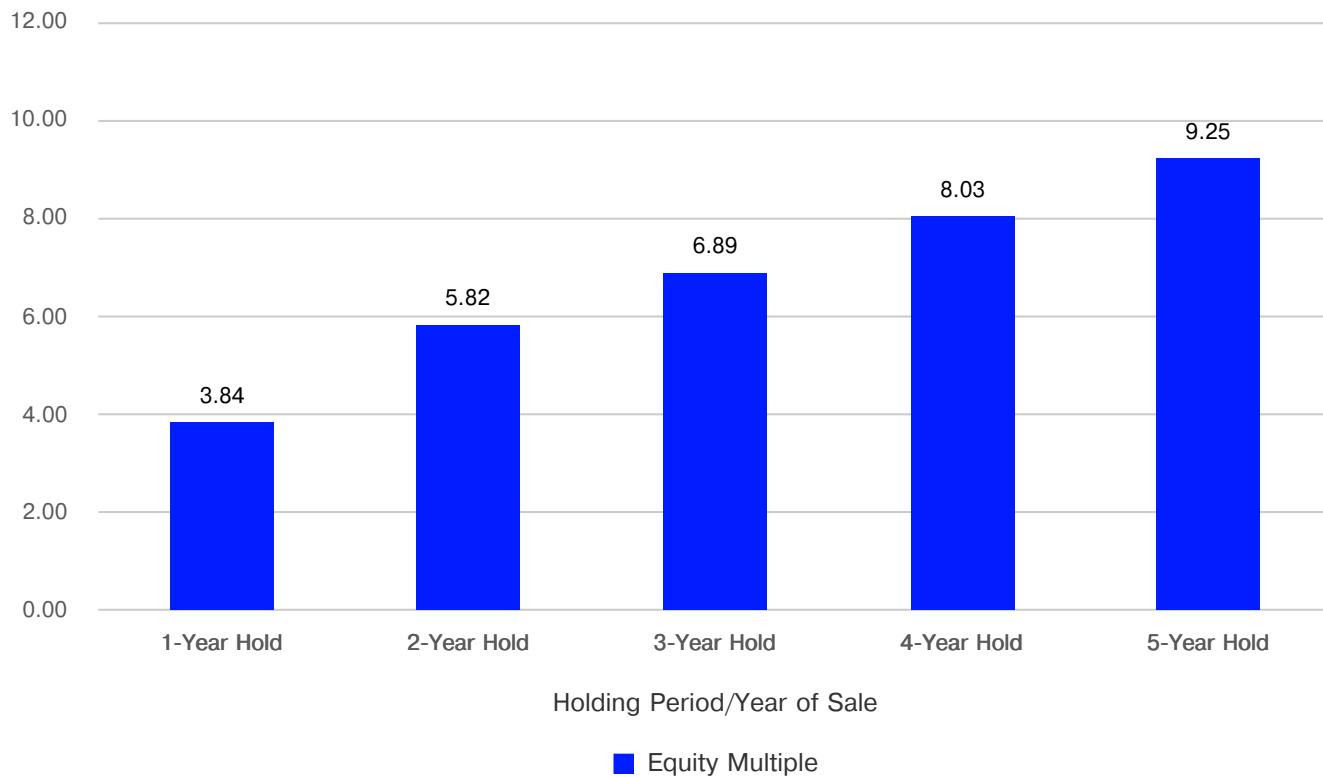
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Equity Multiple



| Year of Sale | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|-----------------|--------|--------|--------|--------|--------|
| Equity Multiple | 3.84 | 5.82 | 6.89 | 8.03 | 9.25 |



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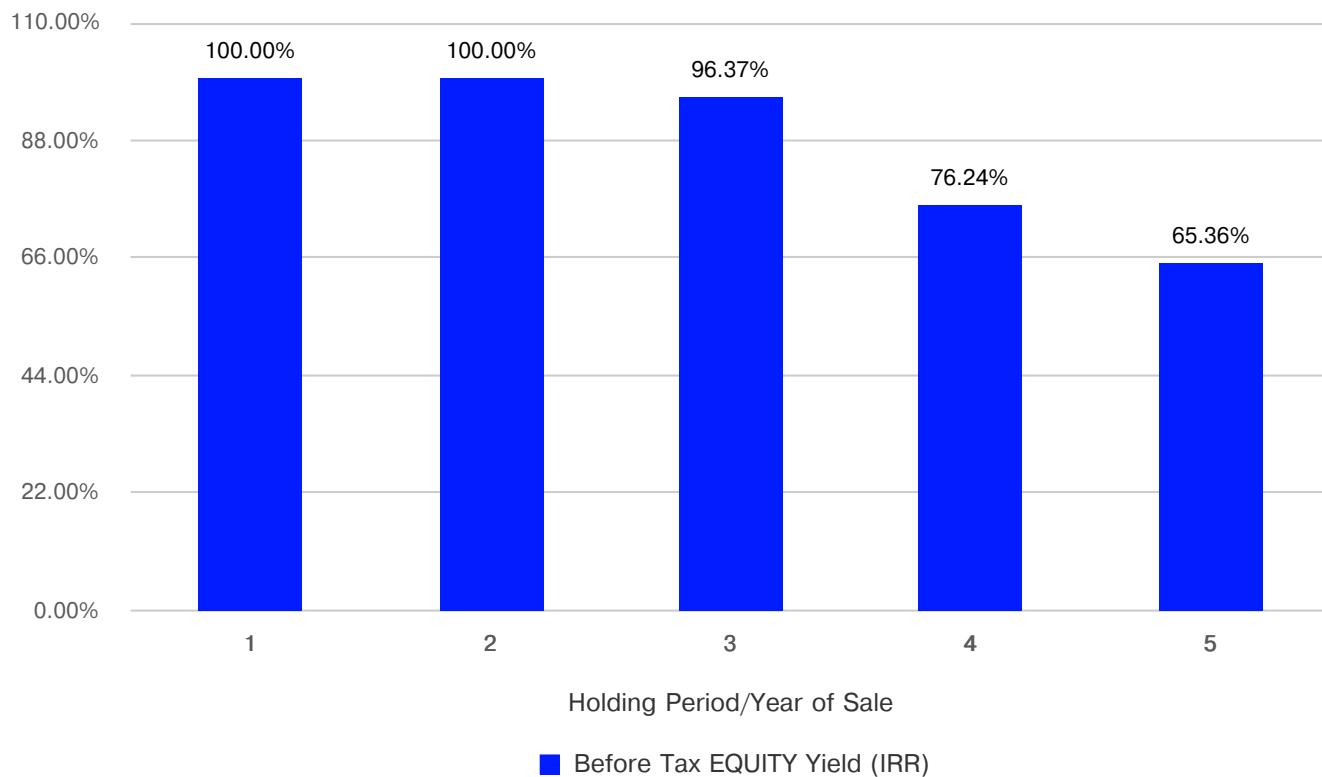
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Optimal Holding Period Analysis

Fiscal Year Beginning February 2026

| | |
|--------------------------------------|---------|
| Before Tax Optimal Holding Period | 1 Year |
| Before Tax Optimal Hold Annual Yield | 283.53% |

Optimal Holding Period by Annual Equity Yield (IRR)



| Year of Sale | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|-------------------------------|---------|---------|--------|--------|--------|
| Before Tax EQUITY Yield (IRR) | 283.53% | 145.07% | 96.37% | 76.24% | 65.36% |



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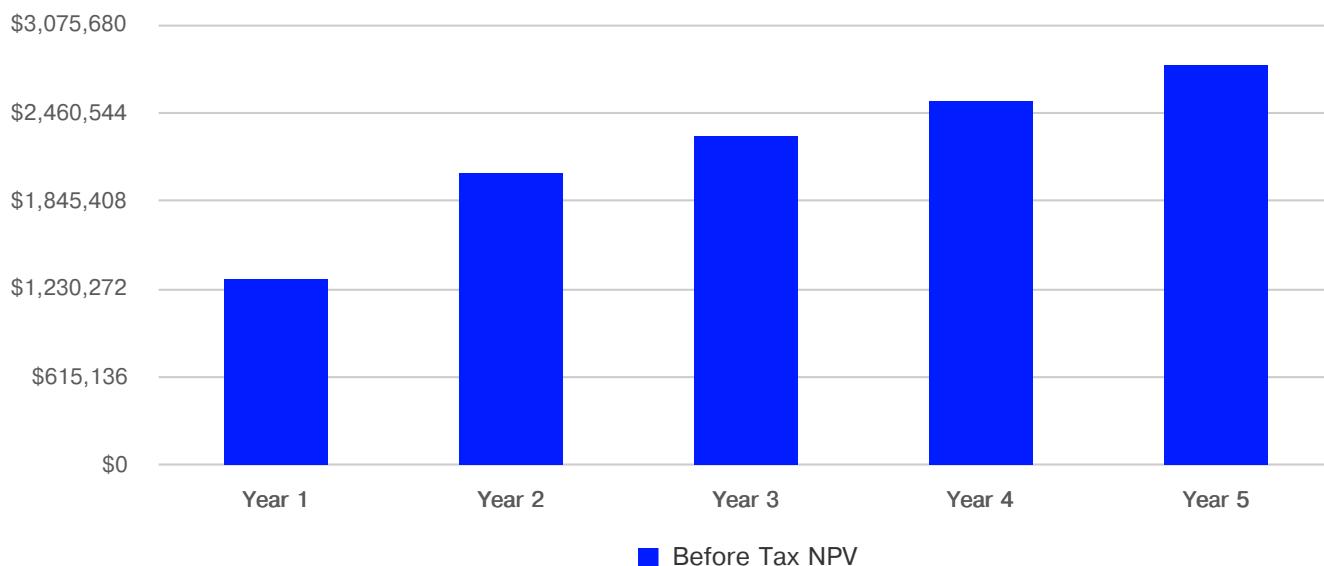
Optimal Holding Period by Discounted Cash Flow

Method (NPV)

Fiscal Year Beginning February 2026

| | |
|-----------------------------------|---------|
| Before Tax Discount Rate | 8.00% |
| Before Tax Optimal Holding Period | 5 Years |

Optimal Holding Period by NPV Method



| Year of Sale | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|--------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Before Tax NPV @ 8.00% Discount Rate | \$1,304,927 | \$2,045,586 | \$2,305,573 | \$2,555,261 | \$2,796,067 |



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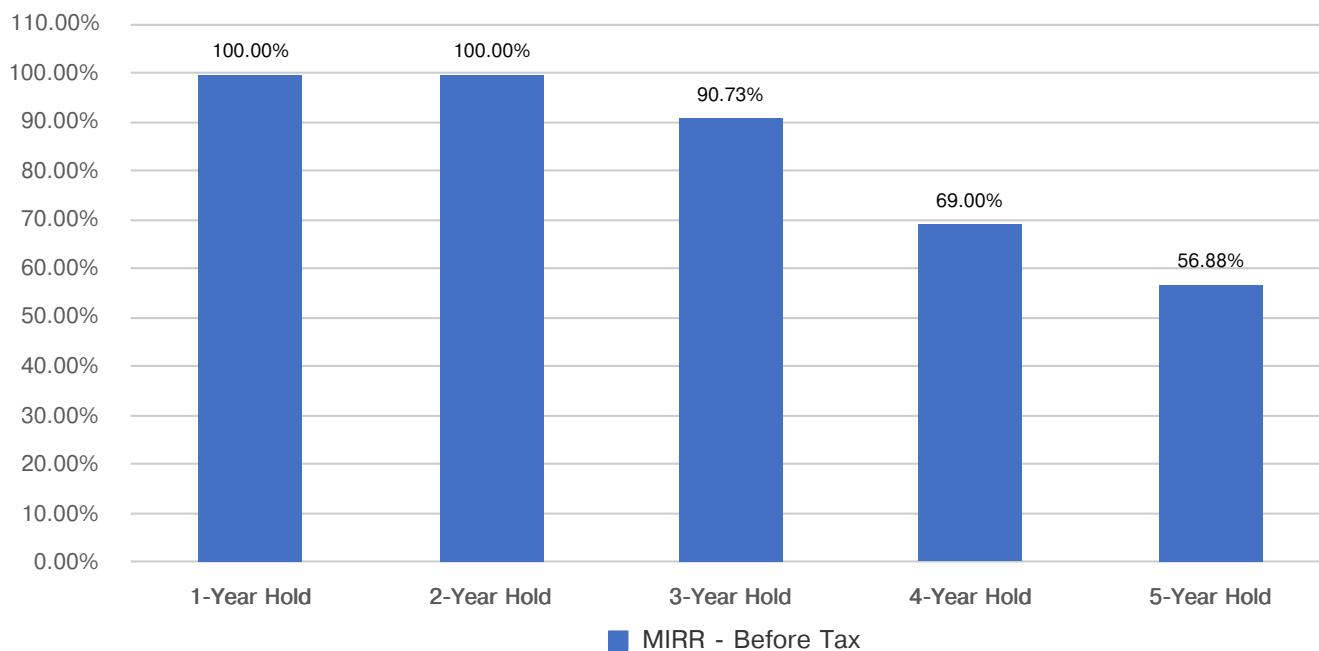
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MIRR - Modified Internal Rate of Return

Fiscal Year Beginning February 2026

| | |
|------------------------------|-------|
| Before Tax Finance Rate | 4.00% |
| Before Tax Reinvestment Rate | 8.00% |

MIRR - Modified Internal Rate of Return



| Year | 1-Year Hold | 2-Year Hold | 3-Year Hold | 4-Year Hold | 5-Year Hold |
|------------------|----------------|----------------|----------------|----------------|----------------|
| 0 | (\$511,500.00) | (\$511,500.00) | (\$511,500.00) | (\$511,500.00) | (\$511,500.00) |
| 1 | \$1,961,741.00 | \$65,197.00 | \$65,197.00 | \$65,197.00 | \$65,197.00 |
| 2 | | \$2,912,172.00 | \$168,877.00 | \$168,877.00 | \$168,877.00 |
| 3 | | | \$3,290,268.00 | \$234,649.00 | \$234,649.00 |
| 4 | | | | \$3,639,766.00 | \$256,082.00 |
| 5 | | | | | \$4,008,202.00 |
| MIRR- Before Tax | 283.53 % | 141.48 % | 90.73 % | 69.00 % | 56.88 % |



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MIRR - Modified Internal Rate of Return

Fiscal Year Beginning February 2026



Accumulated Capital



| Year | 1-Year Hold | 2-Year Hold | 3-Year Hold | 4-Year Hold | 5-Year Hold |
|---------------------------------|-------------|-------------|-------------|-------------|-------------|
| Accumulated Capital- Before Tax | \$1,961,741 | \$2,982,585 | \$3,548,701 | \$4,172,295 | \$4,859,901 |
| Equity Multiple | 3.84 | 5.83 | 6.94 | 8.16 | 9.50 |



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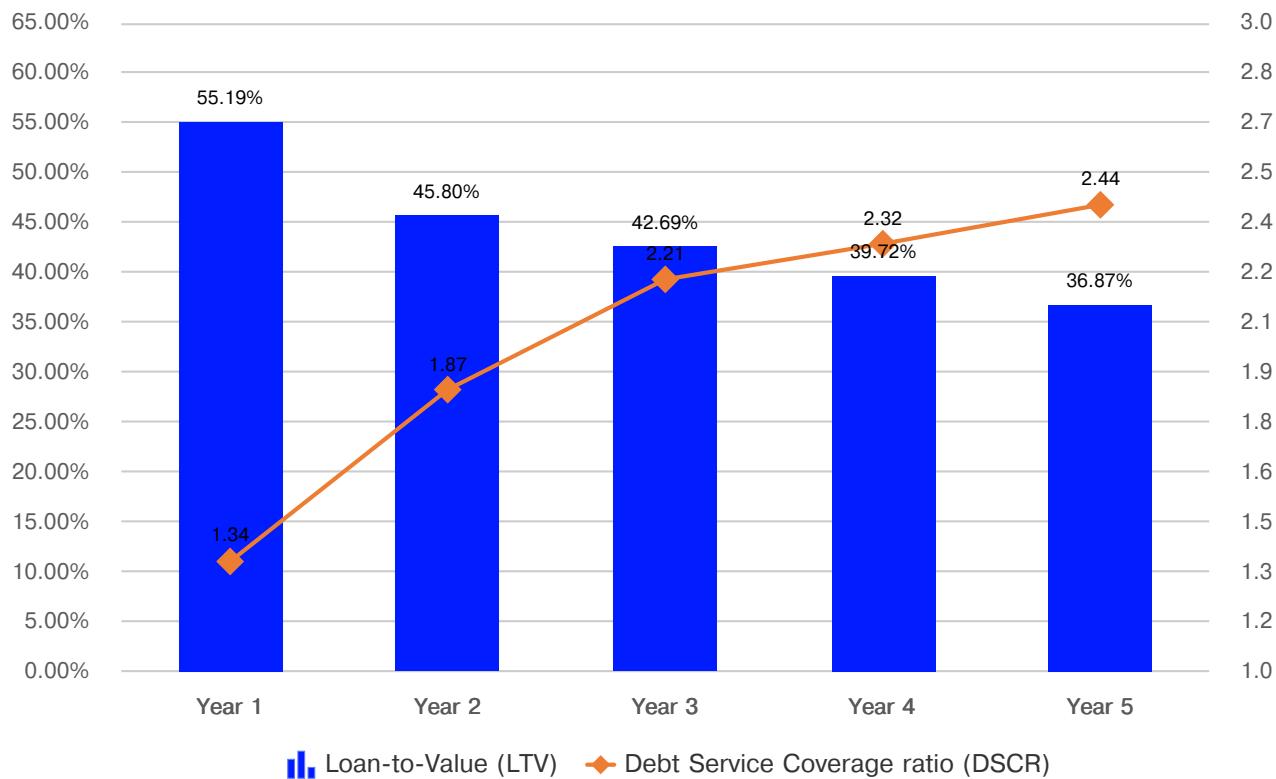
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LTV, DSCR & Debt Yield Analysis

Fiscal Year Beginning February 2026

1st Lien Loan-to-Value (LTV) & Debt Service Coverage Ratio (DSCR)



| For the Year Ending | Year 1 Jan-2027 | Year 2 Jan-2028 | Year 3 Jan-2029 | Year 4 Jan-2030 | Year 5 Jan-2031 |
|--|--------------------|--------------------|--------------------|--------------------|--------------------|
| Loan-to-Value (LTV) - 1st Lien | 55.19% | 45.80% | 42.69% | 39.72% | 36.87% |
| Debt Service Coverage Ratio - 1st Lien | 1.34 | 1.87 | 2.21 | 2.32 | 2.44 |



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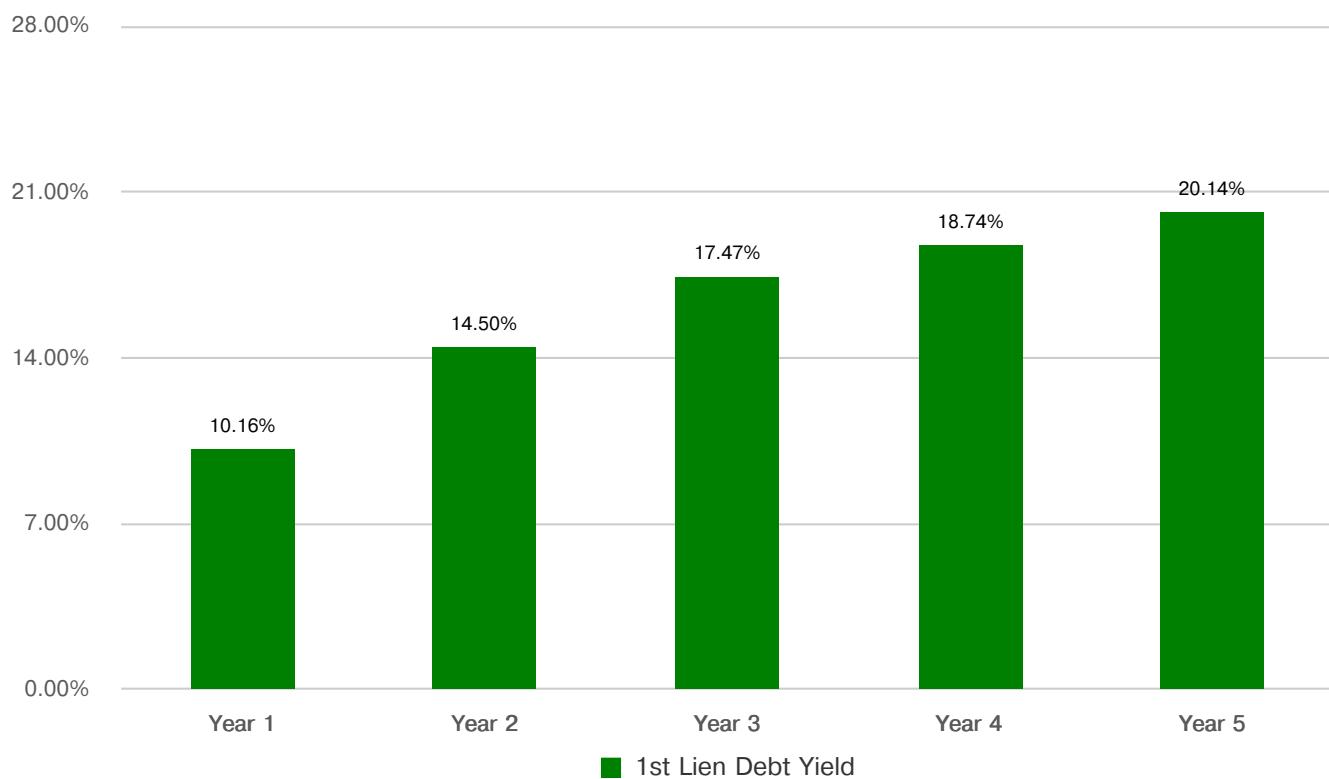
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Debt Yield Ratio (DYS)



| For the Year Ending | Year 1 Jan-2027 | Year 2 Jan-2028 | Year 3 Jan-2029 | Year 4 Jan-2030 | Year 5 Jan-2031 |
|-----------------------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| Debt Yield Ratio (DYS) - 1st Lien | 10.16% | 14.50% | 17.47% | 18.74% | 20.14% |



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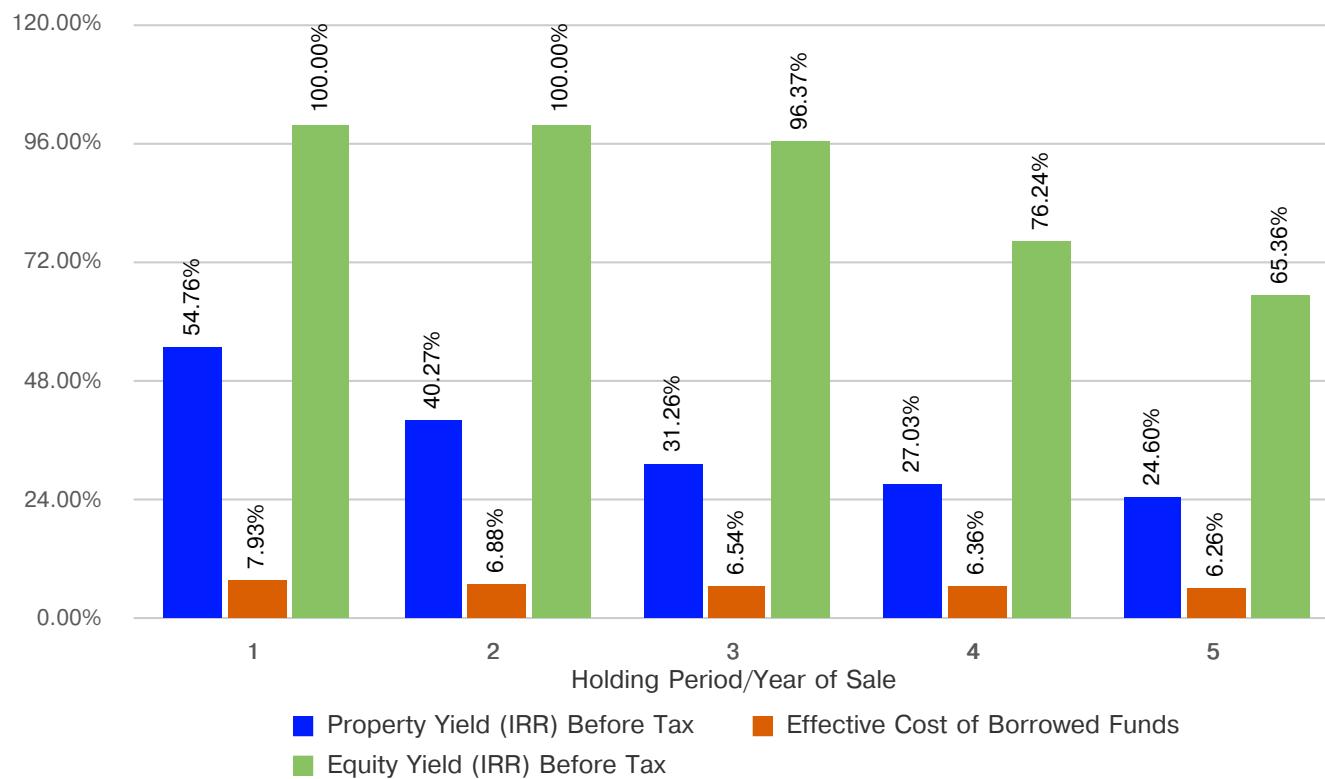
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Impact of Leverage Analysis

Fiscal Year Beginning February 2026

Impact of Leverage Analysis (Before Tax)



| Year of Sale | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
|----------------------------------|-----------|-----------|----------|----------|----------|
| Property Yield (IRR) Before Tax | 54.76% | 40.27% | 31.26% | 27.03% | 24.60% |
| Effective Cost of Borrowed Funds | 7.93% | 6.88% | 6.54% | 6.36% | 6.26% |
| Equity Yield (IRR) Before Tax | 283.53% | 145.07% | 96.37% | 76.24% | 65.36% |
| Impact of Leverage on Yield | ↑ 228.77% | ↑ 104.80% | ↑ 65.11% | ↑ 49.21% | ↑ 40.76% |



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Acquisition Price Sensitivity Analysis

Fiscal Year Beginning February 2026

ACQUISITION PRICE SENSITIVITY MATRIX

| Purchase Price | Acquisition CAP Rate Price Per Unit | Investment Measures | Period (IRR assumes Year of Sale) | | | | |
|----------------|---|------------------------------|-------------------------------------|---------|---------|--------|--------|
| | | | Year 1 | Year 2 | Year 3 | Year 4 | Year 5 |
| \$2,700,000 | 9.60% CAP \$112,500/Unit | Unleveraged Cash-on-Cash | 9.56% | 13.39% | 15.81% | 16.60% | 17.43% |
| | | Leveraged Cash-on-Cash | 18.37% | 40.89% | 55.18% | 59.84% | 64.73% |
| | | Unleveraged IRR | 71.95% | 48.11% | 36.30% | 30.84% | 27.72% |
| | | Leveraged IRR / Equity Yield | 384.73% | 172.05% | 110.98% | 86.52% | 73.57% |
| \$2,850,000 | 9.09% CAP \$118,750/Unit | Unleveraged Cash-on-Cash | 9.06% | 12.68% | 14.98% | 15.73% | 16.52% |
| | | Leveraged Cash-on-Cash | 15.41% | 36.75% | 50.28% | 54.69% | 59.33% |
| | | Unleveraged IRR | 62.90% | 44.03% | 33.69% | 28.87% | 26.10% |
| | | Leveraged IRR / Equity Yield | 331.47% | 158.13% | 103.47% | 81.23% | 69.34% |
| \$3,000,000 | 8.64% CAP \$125,000/Unit | Unleveraged Cash-on-Cash | 8.60% | 12.05% | 14.23% | 14.94% | 15.69% |
| | | Leveraged Cash-on-Cash | 12.75% | 33.02% | 45.87% | 50.06% | 54.46% |
| | | Unleveraged IRR | 54.76% | 40.27% | 31.26% | 27.03% | 24.60% |
| | | Leveraged IRR / Equity Yield | 283.53% | 145.07% | 96.37% | 76.24% | 65.36% |
| \$3,150,000 | 8.23% CAP \$131,250/Unit | Unleveraged Cash-on-Cash | 8.19% | 11.47% | 13.55% | 14.23% | 14.94% |
| | | Leveraged Cash-on-Cash | 10.34% | 29.64% | 41.89% | 45.88% | 50.07% |
| | | Unleveraged IRR | 47.39% | 36.78% | 28.99% | 25.32% | 23.19% |
| | | Leveraged IRR / Equity Yield | 240.15% | 132.73% | 89.62% | 71.51% | 61.61% |
| \$3,300,000 | 7.85% CAP \$137,500/Unit | Unleveraged Cash-on-Cash | 7.82% | 10.95% | 12.94% | 13.59% | 14.26% |
| | | Leveraged Cash-on-Cash | 8.14% | 26.57% | 38.26% | 42.07% | 46.07% |
| | | Unleveraged IRR | 40.69% | 33.54% | 26.87% | 23.71% | 21.87% |
| | | Leveraged IRR / Equity Yield | 200.72% | 121.03% | 83.18% | 66.99% | 58.04% |

Unleveraged and Leveraged IRR is Annual Internal Rate of Return for each year of ownership. For example, Year 5 IRR represents annual return each year for 5 year.



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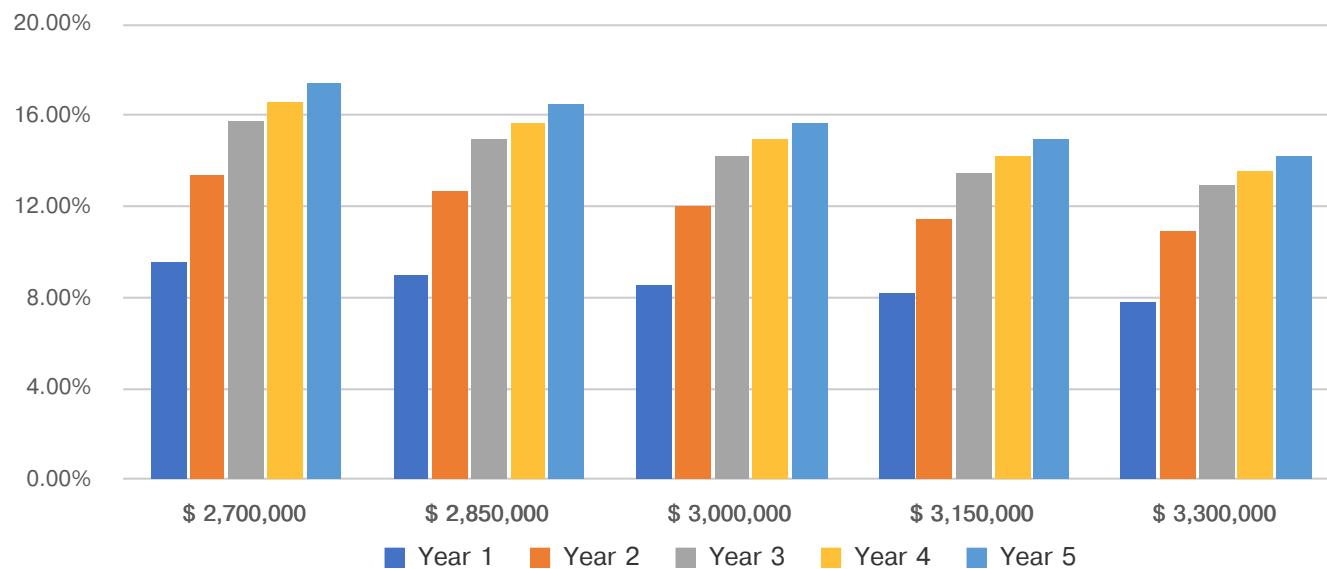
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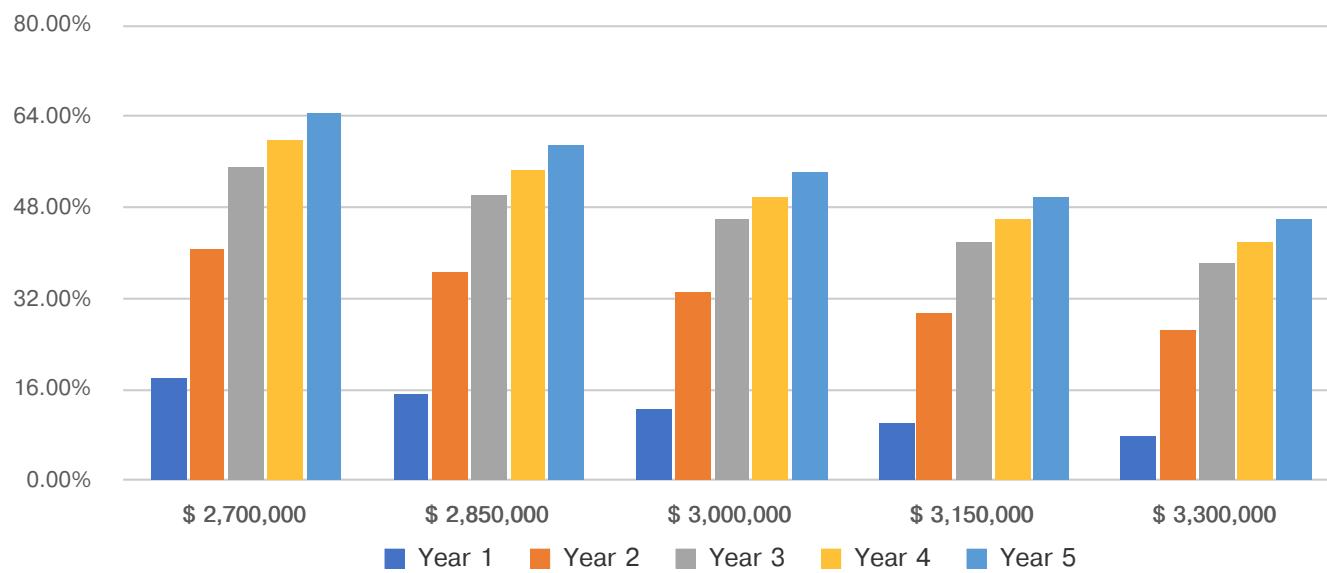
Acquisition Price Sensitivity Analysis

Fiscal Year Beginning February 2026

Unleveraged Cash-on-Cash Dividend Return



Leveraged Cash-on-Cash Dividend Return



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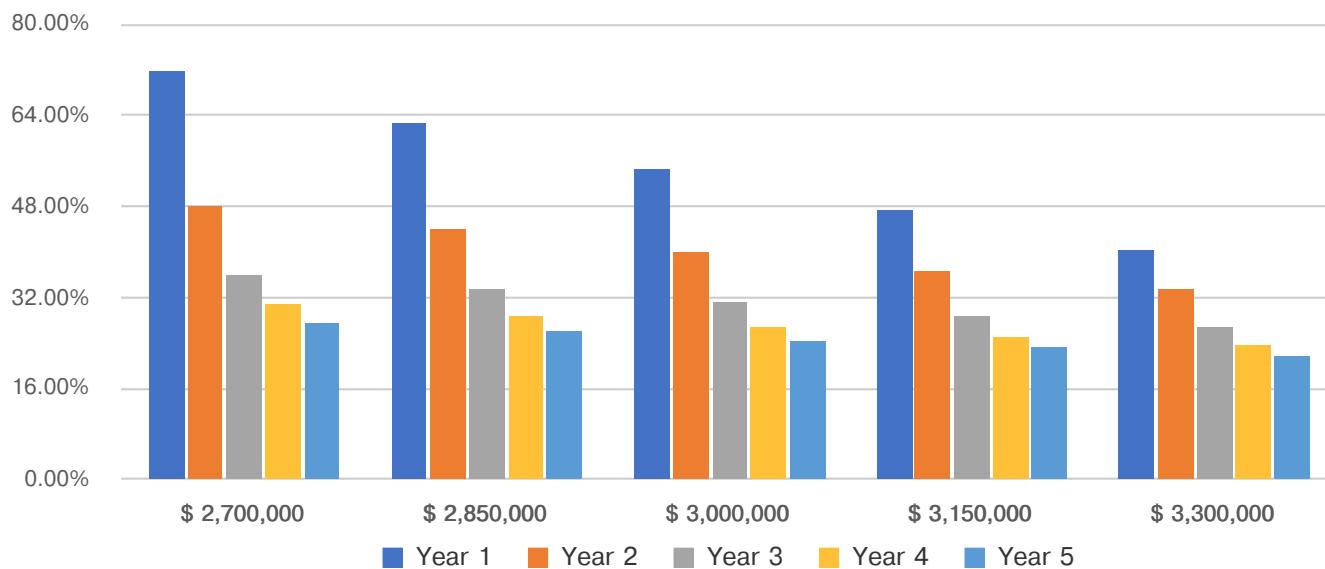
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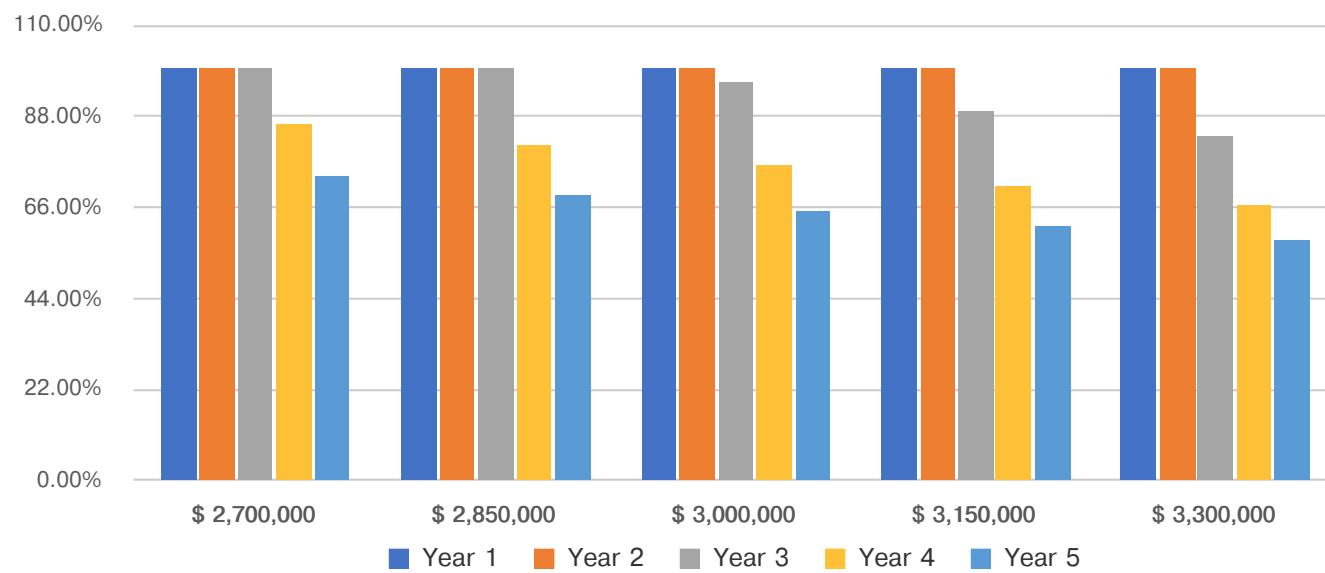
Acquisition Price Sensitivity Analysis

Fiscal Year Beginning February 2026

Unleveraged Internal Rate of Return (IRR)



Leveraged Internal Rate of Return (IRR) / Equity Yield



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Disposition Price Sensitivity Analysis

Fiscal Year Beginning February 2026

Disposition Price Sensitivity Matrix

| Year of Disposition | Sale / Disposition Price | Disposition CAP Rate | Annual Property Appreciation Rate | Unleveraged IRR | Leveraged IRR Equity Yield |
|---------------------|--------------------------|----------------------|-----------------------------------|-----------------|----------------------------|
| EOY 1 | \$ 4,082,000 | 8.89% | 36.07% | 40.13% | 197.43% |
| | \$ 4,309,000 | 8.42% | 43.63% | 47.44% | 240.48% |
| | \$ 4,536,000 | 8.00% | 51.20% | 54.76% | 283.53% |
| | \$ 4,763,000 | 7.62% | 58.77% | 62.07% | 326.57% |
| | \$ 4,990,000 | 7.27% | 66.33% | 69.38% | 369.62% |
| EOY 2 | \$ 4,822,000 | 8.89% | 26.78% | 33.76% | 122.73% |
| | \$ 5,090,000 | 8.42% | 30.26% | 37.06% | 134.17% |
| | \$ 5,358,000 | 8.00% | 33.64% | 40.27% | 145.07% |
| | \$ 5,626,000 | 7.62% | 36.94% | 43.41% | 155.49% |
| | \$ 5,894,000 | 7.27% | 40.17% | 46.48% | 165.49% |
| EOY 3 | \$ 5,063,000 | 8.89% | 19.06% | 27.38% | 85.84% |
| | \$ 5,345,000 | 8.42% | 21.23% | 29.35% | 91.27% |
| | \$ 5,626,000 | 8.00% | 23.32% | 31.26% | 96.37% |
| | \$ 5,907,000 | 7.62% | 25.34% | 33.11% | 101.21% |
| | \$ 6,189,000 | 7.27% | 27.30% | 34.91% | 105.83% |
| EOY 4 | \$ 5,316,000 | 8.89% | 15.38% | 24.35% | 70.02% |
| | \$ 5,612,000 | 8.42% | 16.95% | 25.72% | 73.23% |
| | \$ 5,907,000 | 8.00% | 18.46% | 27.03% | 76.24% |
| | \$ 6,202,000 | 7.62% | 19.91% | 28.31% | 79.10% |
| | \$ 6,498,000 | 7.27% | 21.32% | 29.55% | 81.82% |
| EOY 5 | \$ 5,583,000 | 8.89% | 13.23% | 22.59% | 61.27% |
| | \$ 5,893,000 | 8.42% | 14.46% | 23.61% | 63.37% |
| | \$ 6,203,000 | 8.00% | 15.64% | 24.60% | 65.36% |
| | \$ 6,513,000 | 7.62% | 16.77% | 25.55% | 67.25% |
| | \$ 6,823,000 | 7.27% | 17.86% | 26.47% | 69.05% |

Unleveraged and Leveraged IRR is Annual Internal Rate of Return for each year of ownership. For example, EOY 5 IRR represents annual return each year for 5 years.



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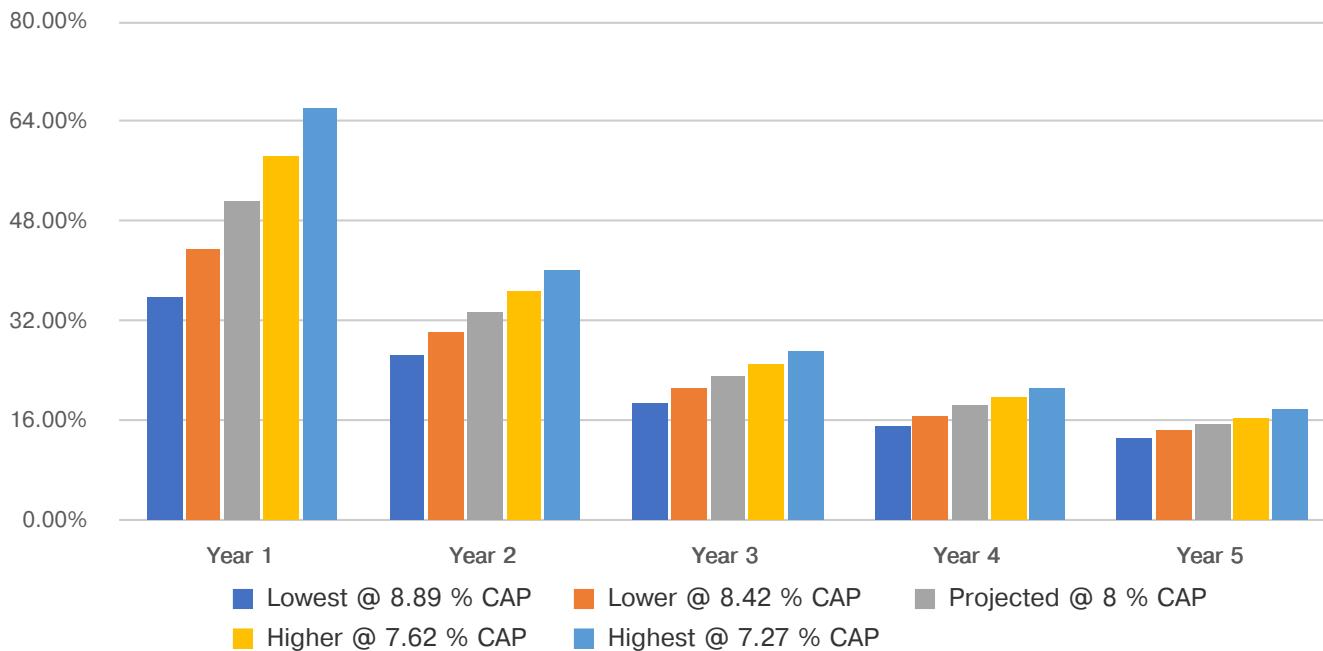
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Disposition Price Sensitivity Analysis

Fiscal Year Beginning February 2026

Annual Property Appreciation Rate



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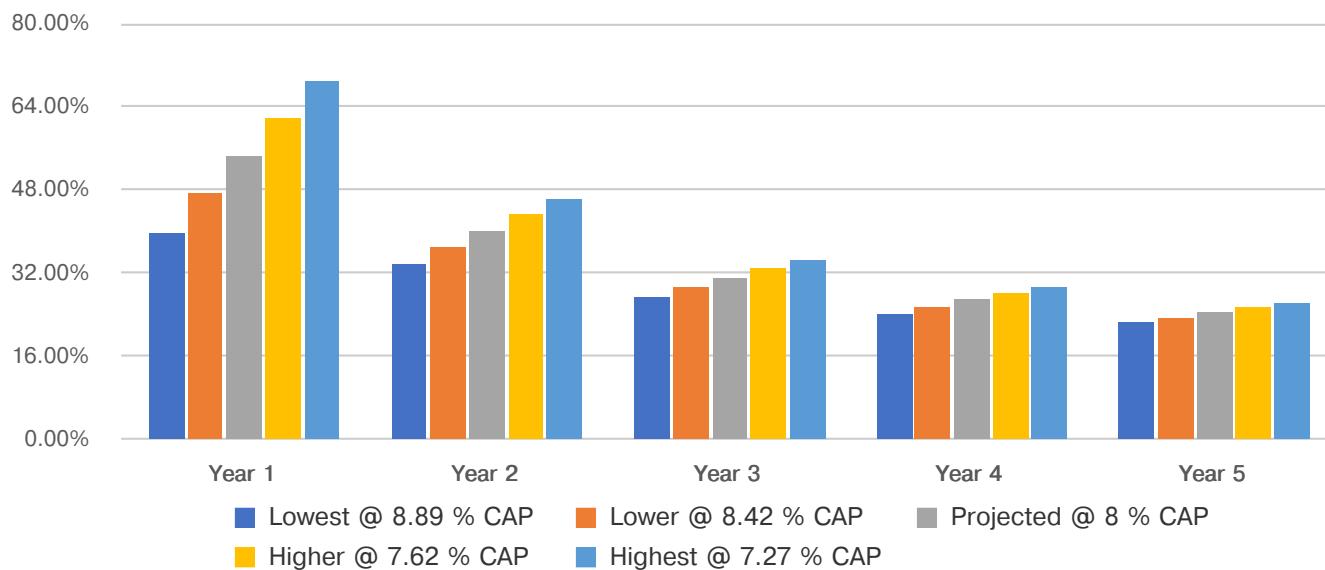
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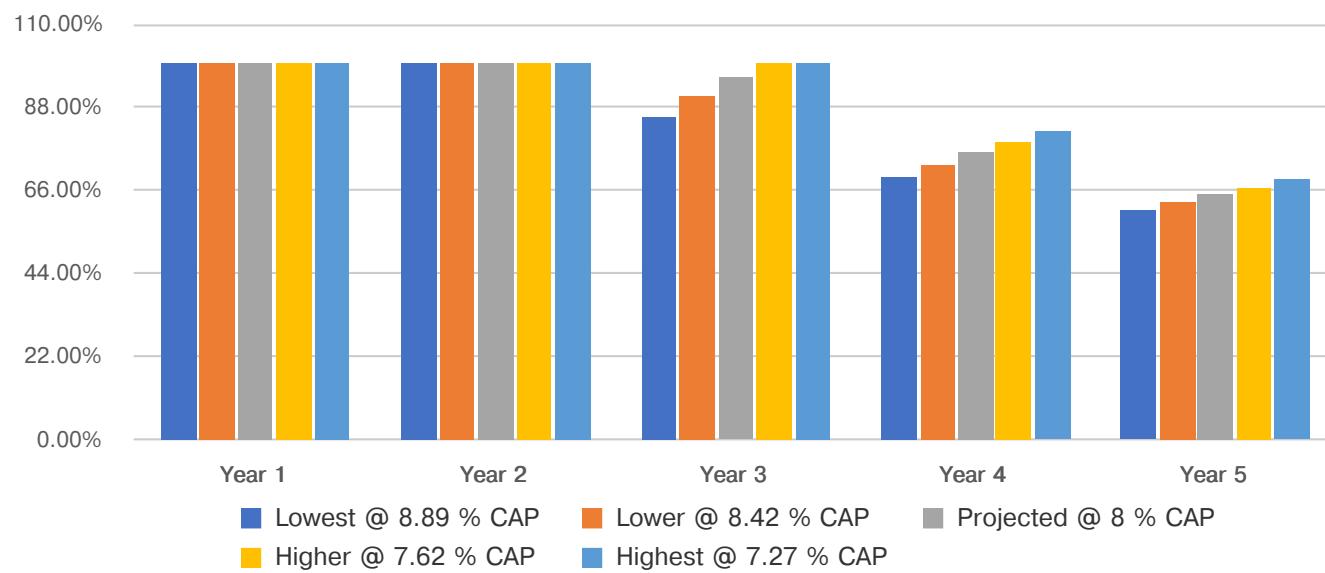
Disposition Price Sensitivity Analysis

Fiscal Year Beginning February 2026

Unleveraged IRR



Leveraged IRR/ Equity Yield



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Executive Summary

| | Deal | LP | GP |
|-----------------|-------------|-------------|-----------|
| Investment | \$511,500 | \$460,350 | \$51,150 |
| Distributions | \$4,733,002 | \$4,259,702 | \$473,300 |
| Profit | \$4,221,502 | \$3,799,352 | \$422,150 |
| IRR | 65.36% | 65.36% | 65.36% |
| Equity Multiple | 9.25x | 9.25x | 9.25x |

Assumptions / Inputs

| Preferred Cash Flow Return Method | Straight Split | GP | LP |
|-----------------------------------|----------------|------------------|---------------|
| | | Investment Split | 10.00% 90.00% |

Profit vs. Investments (Before Tax)



5-YEAR PARTNER YIELDS BEFORE TAX

| Total Equity Investment | | GP Equity Investment | | LP Equity Investment | |
|--------------------------|-------------|--------------------------|------------|--------------------------|-------------|
| Cash Flow & 5-year Yield | | Cash Flow & 5-year Yield | | Cash Flow & 5-year Yield | |
| N | \$ | N | \$ | N | \$ |
| 0 | (\$511,500) | 0 | (\$51,150) | 0 | (\$460,350) |
| 1 | \$65,197 | 1 | \$6,520 | 1 | \$58,676 |
| 2 | \$168,877 | 2 | \$16,888 | 2 | \$151,988 |
| 3 | \$234,649 | 3 | \$23,465 | 3 | \$211,183 |
| 4 | \$256,082 | 4 | \$25,608 | 4 | \$230,473 |
| 5 | \$4,008,202 | 5 | \$400,820 | 5 | \$3,607,381 |

IRR / Yield = 65.36%

GP IRR / Yield = 65.36%

LP IRR / Yield = 65.36%



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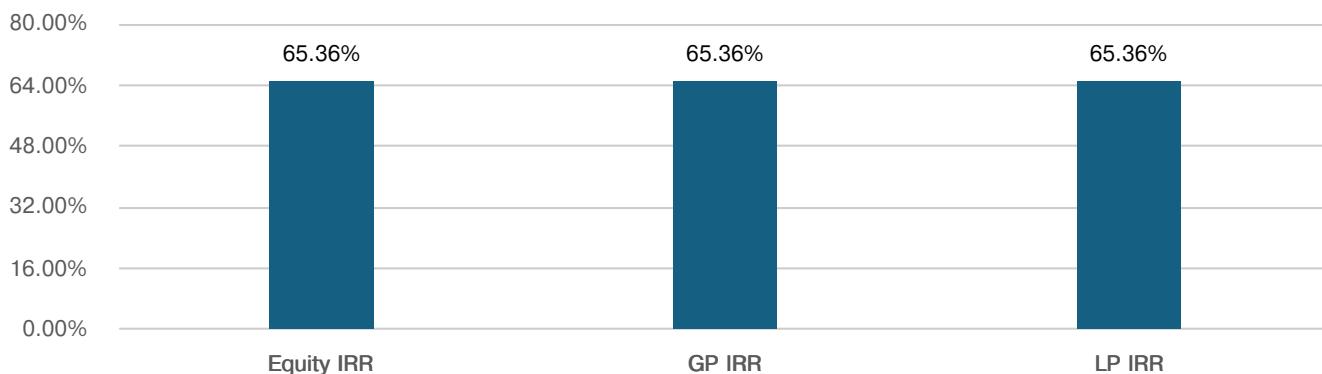
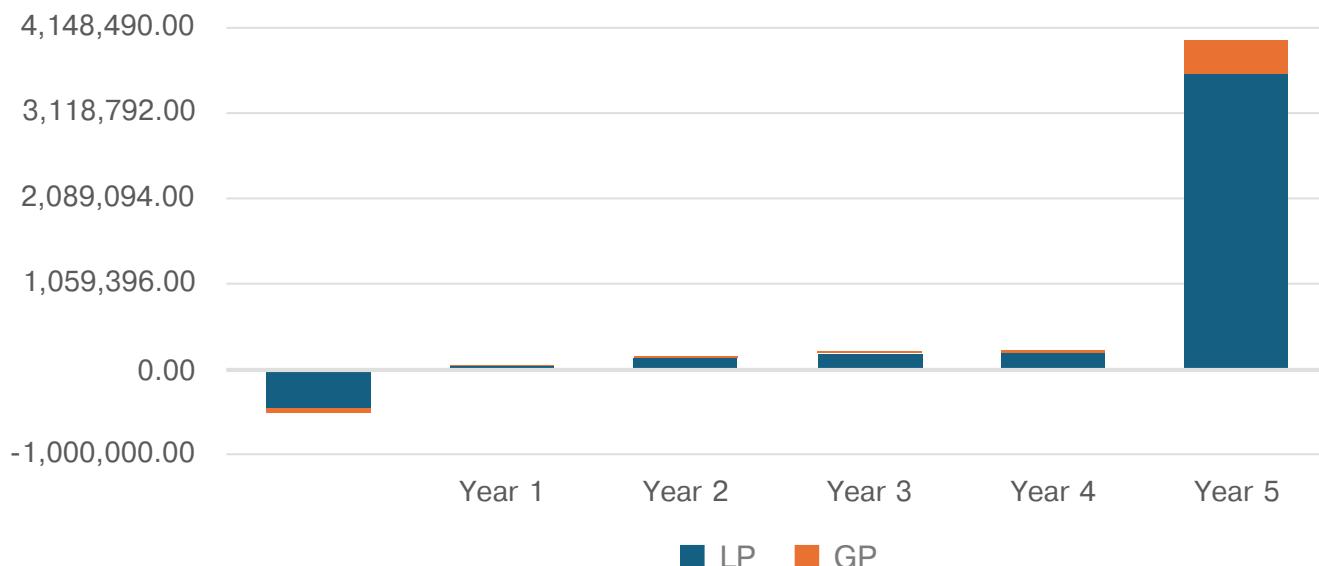
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Partner Modeling Analysis

Fiscal Year Beginning February 2026

Partner Yields (Before Tax)**Cash Flow Splits (Before Tax)** Ernie Anaya, MBA

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Partner Modeling Analysis

Fiscal Year Beginning February 2026

Straight Split Distribution Details

| Year & Date | Year 0 Feb-2026 | Year 1 Feb-2027 | Year 2 Feb-2028 | Year 3 Feb-2029 | Year 4 Feb-2030 | Year 5 Feb-2031 |
|-------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|-------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|

DEAL LEVEL

| | | | | | | |
|----------------------------|-------------|----------|-----------|-----------|-----------|-------------|
| Initial Investment | (\$511,500) | | | | | |
| Cash Flow From Operations | | \$65,197 | \$168,877 | \$234,649 | \$256,082 | \$278,586 |
| Cash Flow From Sale | | | | | | \$3,729,616 |
| Total Cash Flow Before Tax | (\$511,500) | \$65,197 | \$168,877 | \$234,649 | \$256,082 | \$4,008,202 |
| Draws | (\$511,500) | \$0 | \$0 | \$0 | \$0 | \$0 |
| Distributions | | \$0 | \$65,197 | \$168,877 | \$234,649 | \$256,082 |
| Deal IRR | | 65.36% | | | | |

PARTNERSHIP LEVEL

Splits

| | GP | LP |
|------------------|--------|--------|
| Investment Split | 10.00% | 90.00% |

Draws

| | | | | | | |
|-----------------------|-------------|-----|-----|-----|-----|-----|
| LP Draws | (\$460,350) | \$0 | \$0 | \$0 | \$0 | \$0 |
| GP Draws | (\$51,150) | \$0 | \$0 | \$0 | \$0 | \$0 |
| LP Equity Requirement | (\$460,350) | | | | | |
| GP Equity Requirement | (\$51,150) | | | | | |

Distributions

Straight-Split

| | | | | | | |
|------------------------|-----|----------|-----------|-----------|-----------|-------------|
| Total LP Distributions | \$0 | \$58,676 | \$151,988 | \$211,183 | \$230,473 | \$3,607,381 |
| Total GP Distributions | \$0 | \$6,520 | \$16,888 | \$23,465 | \$25,608 | \$400,820 |

Cash Flow

| | | | | | | |
|-------------------------------|-------------|----------|-----------|-----------|-----------|-------------|
| Total LP Cash Flow Before Tax | (\$460,350) | \$58,676 | \$151,988 | \$211,183 | \$230,473 | \$3,607,381 |
| LP Annual Cash-on-Cash | | 12.75% | 33.02% | 45.87% | 50.06% | 54.46% |
| Total GP Cash Flow Before Tax | (\$51,150) | \$6,520 | \$16,888 | \$23,465 | \$25,608 | \$400,820 |
| LP Annual Cash-on-Cash | | 12.75% | 33.02% | 45.87% | 50.06% | 54.46% |

| | |
|----------------------|--------|
| LP IRR | 65.36% |
| GP IRR | 65.36% |
| LP Equity Multiple | 9.25x |
| GP Equity Multiple | 9.25x |
| LP Avg. Cash-on-Cash | 39.23% |
| GP Avg. Cash-on-Cash | 39.23% |



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LP Cash Flow Details

| Year & Date | Year 0 Feb-2026 | Year 1 Feb-2027 | Year 2 Feb-2028 | Year 3 Feb-2029 | Year 4 Feb-2030 | Year 5 Feb-2031 |
|-------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
|-------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|

LP LEVEL

Draws

| | | | | | | |
|-----------------------------|-------------|-----|-----|-----|-----|-----|
| Total LP Draws | (\$460,350) | \$0 | \$0 | \$0 | \$0 | \$0 |
| Total LP Equity Requirement | (\$460,350) | | | | | |

| | | | | | | |
|------------------------------|-------------|-----|-----|-----|-----|-----|
| LP Draws at 5% Contribution | (\$23,018) | \$0 | \$0 | \$0 | \$0 | \$0 |
| LP Draws at 10% Contribution | (\$46,035) | \$0 | \$0 | \$0 | \$0 | \$0 |
| LP Draws at 15% Contribution | (\$69,053) | \$0 | \$0 | \$0 | \$0 | \$0 |
| LP Draws at 20% Contribution | (\$92,070) | \$0 | \$0 | \$0 | \$0 | \$0 |
| LP Draws at 25% Contribution | (\$115,088) | \$0 | \$0 | \$0 | \$0 | \$0 |

Distributions

| | | | | | | |
|------------------------|-----|----------|-----------|-----------|-----------|-------------|
| Total LP Distributions | \$0 | \$58,676 | \$151,988 | \$211,183 | \$230,473 | \$3,607,381 |
|------------------------|-----|----------|-----------|-----------|-----------|-------------|

| | | | | | | |
|--------------------------------------|-----|----------|----------|----------|----------|-----------|
| LP Distributions at 5% Contribution | \$0 | \$2,934 | \$7,599 | \$10,559 | \$11,524 | \$180,369 |
| LP Distributions at 10% Contribution | \$0 | \$5,868 | \$15,199 | \$21,118 | \$23,047 | \$360,738 |
| LP Distributions at 15% Contribution | \$0 | \$8,802 | \$22,798 | \$31,678 | \$34,571 | \$541,107 |
| LP Distributions at 20% Contribution | \$0 | \$11,735 | \$30,398 | \$42,237 | \$46,095 | \$721,476 |
| LP Distributions at 25% Contribution | \$0 | \$14,669 | \$37,997 | \$52,796 | \$57,618 | \$901,845 |

Cash Flow

| | | | | | | |
|--------------------|-------------|----------|-----------|-----------|-----------|-------------|
| Total LP Cash Flow | (\$460,350) | \$58,676 | \$151,988 | \$211,183 | \$230,473 | \$3,607,381 |
|--------------------|-------------|----------|-----------|-----------|-----------|-------------|

| | | | | | | |
|----------------------------------|-------------|----------|----------|----------|----------|-----------|
| LP Cash Flow at 5% Contribution | (\$23,018) | \$2,934 | \$7,599 | \$10,559 | \$11,524 | \$180,369 |
| LP Cash Flow at 10% Contribution | (\$46,035) | \$5,868 | \$15,199 | \$21,118 | \$23,047 | \$360,738 |
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| LP Cash Flow at 20% Contribution | (\$92,070) | \$11,735 | \$30,398 | \$42,237 | \$46,095 | \$721,476 |
| LP Cash Flow at 25% Contribution | (\$115,088) | \$14,669 | \$37,997 | \$52,796 | \$57,618 | \$901,845 |

| | |
|--------------------|--------|
| LP IRR | 65.36% |
| LP Equity Multiple | 9.25x |



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Norcross Behavioral Conversion

519 Lawrenceville Street NW

Norcross, GA 30071

Analysis Assumptions

Fiscal Year Beginning February 2026



PROPERTY

| | |
|----------------|----------------|
| Purchase Price | \$3,000,000.00 |
| Property Size | 24 Units |
| Purchase Date | 02/2026 |

INCOME

| | |
|-------------------------|----------------|
| Potential Income | |
| Year 1 Potential Income | \$1,440,000.00 |
| Annual Income Increase | 5.00 % |

Other Income

| | |
|-----------------------|--------|
| Other Income | \$0.00 |
| Other Income Increase | 5.00% |

VACANCY & EXPENSES

| Vacancy | | | |
|---------------------|--------|-------------------|---------|
| Vacancy/credit Loss | Custom | | |
| | Year | Type | Amount |
| | 1 | Annual percentage | 40.00 % |
| | 2 | Annual percentage | 20.00 % |
| | 3 | Annual percentage | 10.00 % |
| | 4 | Annual percentage | 10.00 % |
| | 5 | Annual percentage | 10.00 % |
| | 6 | Annual percentage | 10.00 % |
| | 7 | Annual percentage | 10.00 % |
| | 8 | Annual percentage | 10.00 % |
| | 9 | Annual percentage | 10.00 % |
| | 10 | Annual percentage | 10.00 % |
| | 11 | Annual percentage | 10.00 % |

Expenses

| | |
|-------------------------|---------------------------------------|
| Year 1 Expenses | 70.00 % of Gross Operating Income GOI |
| Annual Expense Increase | Custom |



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Analysis Assumptions

Fiscal Year Beginning February 2026

**Capital Expenses / Replacement Reserves (optional)**

| <u>Add Annual Capital Expenses / Reserves</u> | |
|---|-------------------------------|
| Year 1 | \$200.00 Actual Dollar Amount |
| Year 2 | \$200.00 Actual Dollar Amount |
| Year 3 | \$200.00 Actual Dollar Amount |
| Year 4 | \$200.00 Actual Dollar Amount |
| Year 5 | \$200.00 Actual Dollar Amount |
| Year 6 | \$200.00 Actual Dollar Amount |
| Year 7 | \$200.00 Actual Dollar Amount |
| Year 8 | \$200.00 Actual Dollar Amount |
| Year 9 | \$200.00 Actual Dollar Amount |
| Year 10 | \$200.00 Actual Dollar Amount |

MORTGAGE

| <u>1st Mortgage</u> | |
|-------------------------|----------|
| Assume Existing Loan | NO |
| Loan Amount | 85.00% |
| Loan Rate | 5.82% |
| Interest Only | NO |
| Loan Amortization | 25 Years |
| Loan Term | 25 Years |
| Loan Fees Points | 2.00% |
| Interest Calculation | 30/360 |
| Refinance / Future Loan | NO |

DISPOSITION/SALE

| | |
|--------------|--------|
| Cap Or Price | 8.00 % |
|--------------|--------|



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Analysis Assumptions

Fiscal Year Beginning February 2026

**DEFAULT ASSUMPTIONS**

| | |
|--|-------------|
| Acquisition Cost (% Of Purchase Or \$) | 0.35 % |
| Cost Of Sale Disposition | 3.00 % |
| Federal Income Tax Rate | 37.00% |
| State / Local Income Tax Rate | 7.38% |
| Medicare Surtax | 3.80% |
| Tax On Gain From Appreciation | 20.00% |
| Tax On Recaptured Depreciation | 25.00% |
| State / Provincial / Local Capital Gain Rate | 0.00% |
| Medicare Capital Gain Rate | 3.80% |
| Percent Improvements | 60.00% |
| Depreciation Life | Residential |
| Interest Deduction | Yes |
| Loan Costs Deduction | Yes |
| USA Mid Month Convention | Yes |
| Mortgage Calculation | USA |



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Analyst Notes/Documents

Fiscal Year Beginning February 2026

ASSUMPTION(S): Stabilization Pro Forma

- Facility Use: Personal Care Home (PCH)
- # of Units: 25, all with full bath
- Licensed Beds: 24
- Rent: \$5,000.00 | 5% increase in rents per year
- Potential Rental Income: \$ 1,440,000.00
- Vacancy
 - Year 1: 40%
 - Year 2: 20%
 - Years 3-10: 10%
- Expenses (70% of Gross Operating Income)
- Capital Reserves: \$200 per unit per year
- Acquisition Type: SBA 504 Loan <https://www.ga504.com>
 - Term: 25 years
 - LTC: 85%
 - Interest: 5.822%
 - Points: 2

Acquisition Cost: 0.35%

Buyer Disposition CAP Rate after holding period: 8% (Current Market is at 7.5%)

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ERNIE ANAYA, MBA

BROKER PROFILE



Ernie Anaya is President, Senior Housing & Behavioral Health at Bull Realty focusing in the Age Restricted Multifamily, Independent Living, Assisted Living/Memory Care, Skilled Nursing, Hospice, and Behavioral Health sectors. *2020, 2021, 2022, 2023, and 2025 Million Dollar Club*, Investment Properties, Atlanta Commercial Board of Realtors. *Fellow, Royal Anthropological Institute of Great Britain and Ireland* focusing on the anthropology of aging for senior housing.

Member of the National Association of Realtors, Atlanta Commercial Board of Realtors, Association of Professional Mergers & Acquisition Advisors, Assisted Living Association of Georgia, Registered Professional Member, National Association of Real Estate Appraisers, Academic Member, National Association of Appraisers, and National Investment Center for Senior Housing (NIC). Licensed in Georgia and South Carolina.

Over 20 years of experience in Sales Management and Management Consulting, with a focus on the healthcare industry. Previous Fortune 500 experience includes **Abbott Laboratories** - Diagnostics Division, **GE Medical Systems**, **Cardinal Health**, and **Xerox Corporation**. Ernie created the Senior Housing Practice at Bull Realty in 2016.

Consulting experience includes **Client Solutions Director** with **EMC Corporation** covering Department of the Army in US and Germany (*Top Secret Clearance*), and **Principal, Healthcare Sector** with **SunGard Consulting Services** covering the *US and Latin America*. Expert Speaker at several international conferences addressing Information Security, Enterprise Risk Management and Business Continuity for Healthcare institutions in Baton Rouge, Seattle, Mexico City, and Santo Domingo.

BA in **Astrophysics** from **Ole Miss** and an MBA from **Michigan State University**, including their Global Management Course in Japan & Singapore. Also attended the Center for Transportation and Logistics Executive Program at **Massachusetts Institute of Technology**. Diploma in Architecture & the Environment focusing on Senior Housing from **Universidad de Salamanca**, Spain. Graduated prep school from St. John's Military.

Past professional designations include Certified in Risk and Information Systems Control (CRISC), Certified Information Security Systems Professional (CISSP), National Security Agency InfoSec Assessment Methodology (IAM) and InfoSec Evaluation Methodology (IEM), Certified Business Continuity Professional (CBCP), ASTL Certified in Transportation & Logistics, AAFM's Master Financial Manager (MFM), and Certified Foreign Investor Specialist.

In addition, he is a former Army Officer with the 1st Cavalry Division (*Top Secret Clearance*), Honorable Order of St. Barbara (US Field Artillery), Military Order of Foreign Wars, Life Member of the 7th Cavalry Regiment Association, Order of Daedalians for Military Aviators, Life Member Royal Artillery Association (UK), and Strathmore's Who's Who Worldwide. Also a member of the Army & Navy Club in Washington, D.C.



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- Areas of expertise include office, retail, industrial, multifamily, land, healthcare, senior housing, single tenant net lease, special asset, self-storage, automotive and daycare properties.
- Additional disposition and lease marketing services may include video, social media, auctions and national radio exposure.
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