

Executive Summary

A 40-unit Build-to-Rent Class A manufactured home subdivision for seniors 55+ in Athens, GA. The development will cater to the growing demand for affordable and high-quality rental housing for seniors in Athens/Clarke County. The project will feature sustainable construction practices to provide residents with an exceptional living experience. The project is expected to generate significant returns for our investors through a combination of rental income and property appreciation.

Market Outlook

The outlook for affordable senior housing is generally positive, with increasing demand driven by demographic trends. As the baby boomer generation ages, there is a growing need for housing that caters to the unique needs and preferences of seniors, such as accessibility features and support services. At the same time, there is a shortage of affordable housing options for seniors, leading to a higher demand for such properties. However, factors such as government funding, zoning laws, and competition from other forms of real estate can impact the development and availability of affordable senior housing.

1. Demographic Trends: According to the U.S. Census Bureau, the number of people aged 65 and over is projected to reach 83.7 million by 2050, which represents nearly 21% of the total U.S. population.
2. Supply and Demand: The National Low Income Housing Coalition reports that for every 100 extremely low-income renters aged 62 and over, there are only 35 affordable and available units.
3. Funding Shortage: The National Council on Aging reports that there is a shortage of funding for affordable senior housing, with only 1 in 4 eligible seniors receiving assistance through the U.S. Department of Housing and Urban Development's Section 202 program.
4. Occupancy Rates: According to the National Investment Center for Seniors Housing & Care, the occupancy rate for senior housing was 87.2% in the third quarter of 2020, which is higher compared to other forms of real estate.

5. Cost of Living: The Bureau of Labor Statistics reports that the average monthly cost of living in senior housing can range from \$2,500 to \$7,500, depending on the location and type of housing.

Here are some statistics on affordable senior housing:

These statistics highlight the growing demand for affordable senior housing and the need for more investment and support in this sector. It is important to note that these statistics may vary depending on the region and local market conditions.

Customer Analysis for Affordable Senior Housing:

The target market for affordable senior housing is older adults who are looking for a safe, secure, and accessible living environment at a reasonable cost. The primary customer segments for this type of housing are:

1. Low-Income Seniors: Older adults who are on a fixed income, such as Social Security or a pension, and are looking for affordable housing options. This segment may also include seniors who are asset-rich but cash-poor, meaning they have significant savings but limited monthly income.
2. Elderly Adults with Disabilities: Seniors who have physical or mental disabilities that make it difficult for them to live independently in their own homes. This segment may require additional support services and accessibility features, such as grab bars, wheelchair ramps, and 24-hour emergency response systems (e.g. Vietnam Era Veterans).
3. Caregivers of Seniors: Family members or friends who are responsible for the care of an elderly loved one may also be potential customers. They are likely to be looking for affordable housing options that offer a supportive environment and access to care services.

To effectively market and sell affordable senior housing, it is important to understand the needs and preferences of these customer segments. The following are some key insights into the senior housing market:

1. **Cost:** Cost is a critical factor for low-income seniors, who may have limited financial resources. They are looking for housing options that offer quality and comfort at a price that is within their budget.
2. **Location:** Seniors are more likely to choose housing options that are conveniently located near family, friends, and medical facilities. They may also prefer to live in communities that offer a variety of recreational, cultural, and social activities.
3. **Accessibility:** Older adults with disabilities may require specialized housing options that are equipped with accessibility features, such as grab bars, wheelchair ramps, and elevators. They may also need support services, such as 24-hour emergency response systems and housekeeping services.
4. **Support Services:** Caregivers of seniors may be looking for housing options that offer a supportive environment and access to care services. This may include amenities such as on-site rehabilitation, social activities, and meals.

The affordable senior housing market is driven by a growing demand for quality and affordable living options for older adults. Understanding the needs and preferences of low-income seniors, elderly adults with disabilities, and caregivers is critical to effectively market and sell affordable senior housing. By offering cost-effective and accessible housing options in convenient locations, with a range of support services, businesses in this market can meet the growing demand for senior housing.

Project Definition

Manufactured homes are prefabricated structures that are built in a factory and then transported to the site where they will be installed. They are an affordable alternative to traditional site-built homes and are becoming increasingly popular as a housing solution in the United States. In a build-to-rent scenario, the developer builds the manufactured homes and then rents them out to residents, providing a turnkey housing solution that is both cost-effective and convenient. The homes are well-built and are equipped with modern amenities such as air conditioning, heating, and appliances, ensuring that residents have access to all the comforts of home.

One of the key benefits of living in a manufactured home community is the sense of community that it provides. Residents can interact with their neighbors, participate in community events, and enjoy a wide range of social and recreational activities. This sense of community is one of the primary reasons why many residents choose to make such communities their long-term home.

Another key advantage of living in a manufactured home community is the affordability of the homes. Renting a manufactured home is significantly more cost-effective than renting an apartment or a site-built home. Residents can enjoy all the benefits of homeownership without having to worry about the financial burden of a mortgage or the upkeep costs associated with traditional homeownership.

The development's goal is to preserve the natural beauty of the Athens area and can implement several environmentally friendly initiatives to reduce its impact on the local environment. This includes the use of energy-efficient homes, the incorporation of green spaces into the community, and the promotion of sustainable living practices. This is a first of its kind project in Athens, GA and thus no competition yet.

The cost of Class A manufactured home communities can vary widely depending on several factors, including location, size, and the quality of materials used. Some of the factors that can impact the cost of Class A manufactured home communities include:

1. Land Acquisition: The cost of acquiring the land for the community will be a significant factor in the overall cost.
2. Site Preparation: The cost of preparing the site, including grading, utilities, and infrastructure, can also be significant.
3. Home Costs: The cost of building and installing the manufactured homes is a major component of the overall cost of the community.
4. Amenities: The cost of building and maintaining community amenities, such as parks, swimming pools, and community centers, will also impact the overall cost.

In general, the cost of Class A manufactured home communities can range from \$50,000 to \$150,000 per home, with an average cost of around \$100,000 (Target). This is just a rough estimate and actual costs can vary greatly depending on the specific factors mentioned above. Based on the potential value of the finished project \$6,000,000; the land cost of \$1,200,000 is about 20%. Owner financing of the land is possible.

Market Analysis:

An August 2, 2020 article on *Athens Politics Nerd* described affordable housing as vanishing. While there are many contributing factors, the first reason why homes and apartments are becoming more expensive is because real estate in Athens is limited while our population has grown. Sometimes zoning codes get in the way, and some types of housing are banned here! In areas zoned single-family, new houses must be at least 1,000 square feet, so forget about tiny houses or shotgun shacks – they're not allowed. New trailer parks also aren't allowed in Athens, and neither are "in-law suites," also known as accessory dwellings. Note: this site is permitted for Class A Manufactured homes.

Athens, GA has also a growing senior population that is seeking affordable, high-quality rental housing. Our research has identified a clear gap in the market for age-restricted communities that offer a mix of independent living and community-oriented amenities. The development can fill this gap by offering seniors a maintenance-free lifestyle and a variety of activities and services to promote socialization and engagement. Today, there are 10,814 senior households (55+) with Household Incomes ranging from \$35,000 to \$150,000 (target market) within a 10 mile radius and growing by 14.3% in 2027.

Development Plan:

Our 40-unit Build-to-Rent Class A manufactured home subdivision will feature 1,200-sf 2-bedroom 2-bath units, each with high-end finishes and state-of-the-art amenities. The homes will be built to meet or exceed local building codes and energy efficiency standards and will be designed to be wheelchair accessible and aging-in-place friendly.

The development is on an 8.466-acre land site zoned as Commercial Rural (CR) with approved uses for Class A Manufactured Homes (P), and single-family dwellings with special use permit (S). The development has access to all utilities and will feature its own Aquatech Systems wastewater treatment facility. The site is flat, currently a tree farm; clearing cost can be nominal by selling the wood to a local mill. Some of the trees could be kept for the 15% canopy requirement.

The development is in a fast commercially growing area of Athens in Clarke County. According to Forbes Magazine, Athens, GA, being a college town, home to the University of Georgia, ranks as one of the top destinations for retirees who can enjoy cultural activities as well as sports. The tract is also a HUBZone Census Tract certified (e.g., potential 4% LIHTC).

There is a new Kroger marketplace along with other expanding business moving to the area. Located off Harve Mathis Rd just off Hwy 29 and very close to the Madison County border. Located approximately six-minute drive time from the University of Georgia, and Piedmont Regional 8 miles away, with a Piedmont Urgent Care Center in the vicinity.

Nearby attractions: Athens Christian School, Athens Technical College, Georgia Department of Veteran Service, Kroger Marketplace, TC Village Shops (under construction next to Kroger Market), Piedmont Urgent Care, Crossroads Church, and Faith Temple Church of God.

The development will also feature a 3,000-sf community center that can be used not only as a community center, leasing office, but also host Senior Day Care Services which can provide additional revenue but also serve as a referral to the community including Wellness Services billed directly to Medicare Part B, not the resident. Also, two Pickleball courts, and ample green space to provide residents with a well-rounded living experience. Our team has extensive experience in the development and management of senior housing and is committed to delivering a high-quality product that exceeds our residents' expectations.



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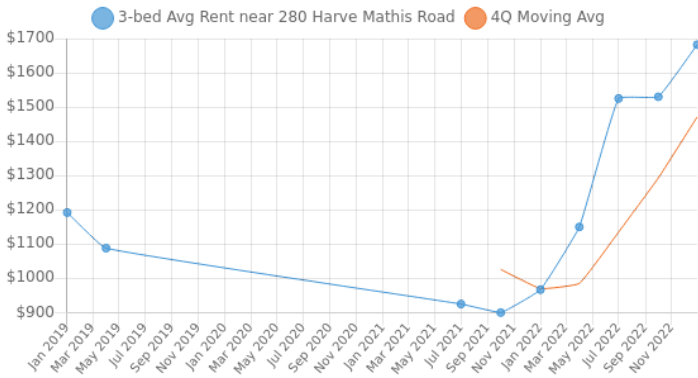
280 Harve Mathis Road Athens, GA

Results based on 4, 3-bedroom rentals seen within 12 months in a 3.00 mile radius.

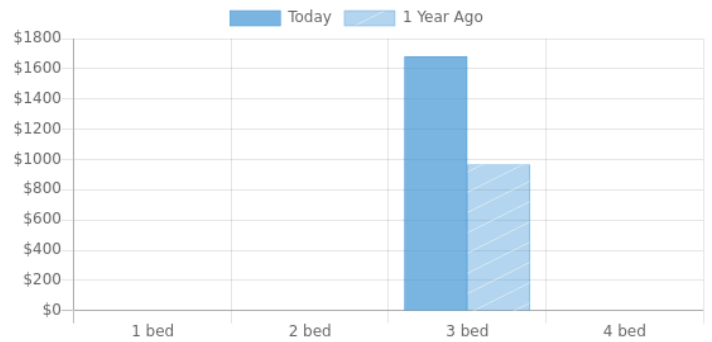
AVERAGE	MEDIAN	25TH PERCENTILE	75TH PERCENTILE
\$1,682 $\pm 8\%$	\$1,725	\$1,506	\$1,858

Report generated: 30 Dec 2022

Historical Trend Line



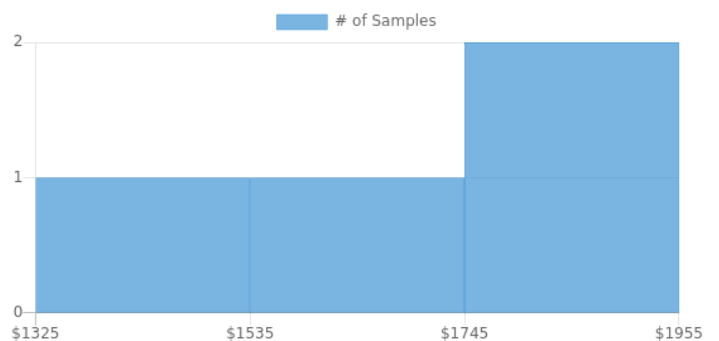
Average Rent by Bedroom Type



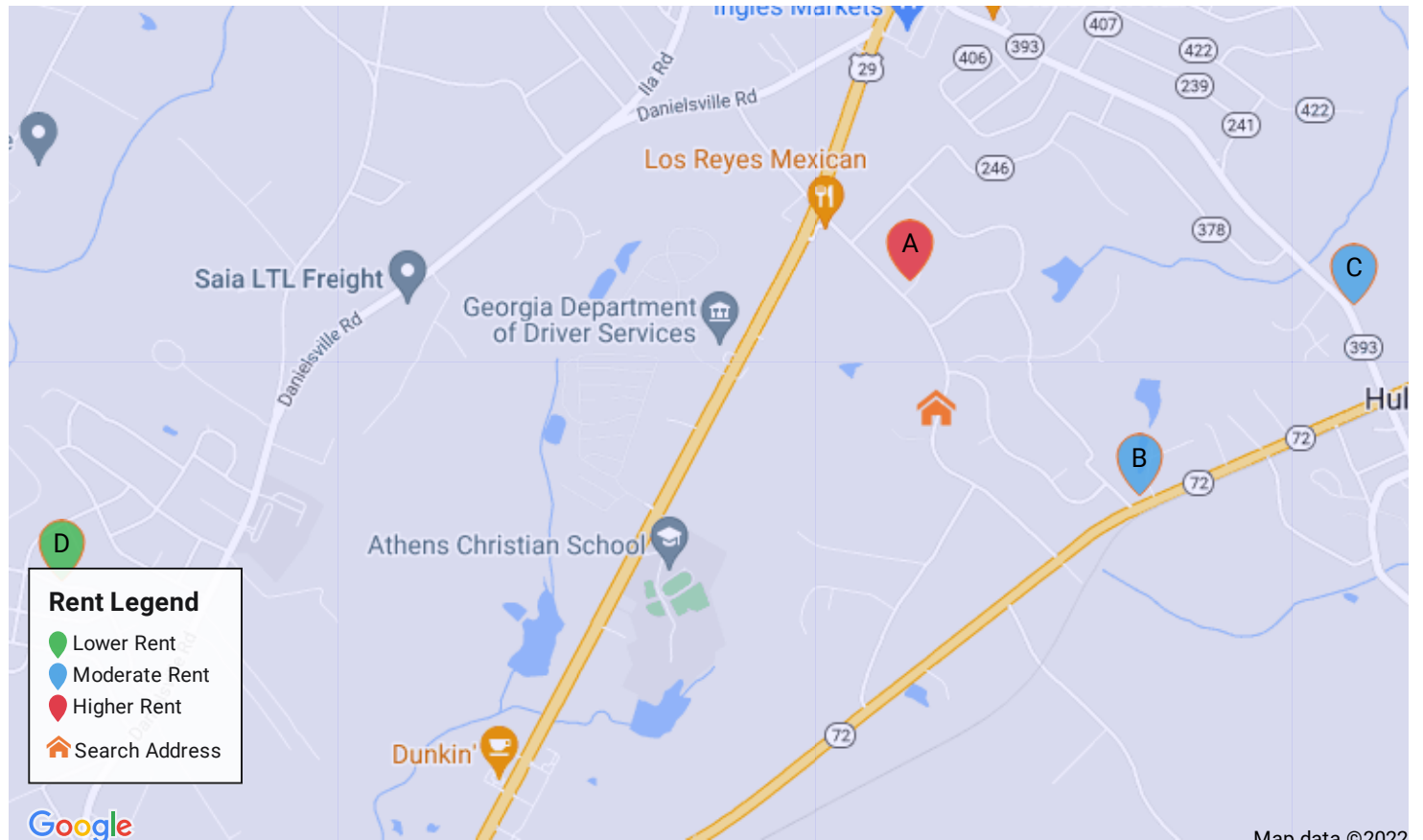
Summary Statistics

Sample Size	4
Sample Min	\$1,325
Sample Max	\$1,950
Sample Median	\$1,725
Sample Mean	\$1,682
Sample Standard Deviation	\$261
25th – 75th Percentile	\$1,506 – 1,858
10th – 90th Percentile	\$1,347 – 2,016
5th – 95th Percentile	\$1,253 – 2,111

Rent Distribution



Sample of Listings Used



	Address	Distance	Rent	Size	\$/ft ²	Beds	Baths	Bldg Type	Last Seen
A	215 Glen Meadow, CT, Athens, GA 30601	0.48 mi	\$1,950	2,034 ft ²	\$0.96/ft ²	3 bed	3ba	House	Jun 2022
B	1353 Hull Rd, Athens, GA 30601	0.63 mi	\$1,750			3 bed	1ba	House	Jul 2022
C	250 Glenn Carrie Rd, Hull, GA 30646	1.33 mi	\$1,700	1,701 ft ²	\$1.00/ft ²	3 bed	2ba	House	Mar 2022
D	330 Burkland Dr, Athens, GA 30601	2.88 mi	\$1,325	1,568 ft ²	\$0.85/ft ²	3 bed	2ba	House	Oct 2022

Public Record Data

This information is compiled from various public sources and has not been verified by Rentometer. We do not have the ability to change this information.

Vitals

Bedrooms	0
Baths	0
Year Built	
Property Use Group	Vacant Land

Tax Information

Year Assessed	2022
Assessed Value	\$97,574
Tax Fiscal Year	2022
Tax Rate Area	COUNTY - GENERAL
Tax Billed Amount	\$3,112.61

Sale Information

Assessor Last Sale Date	2017-02-20
Assessor Last Sale Amount	\$70,000
Deed Last Sale Date	2017-02-20
Deed Last Sale Amount	\$70,000

Property Size

Building Area	0 ft ²
Lot Area	8.4700 acres
Lot Dimensions	0.0x0.0

Deed Information

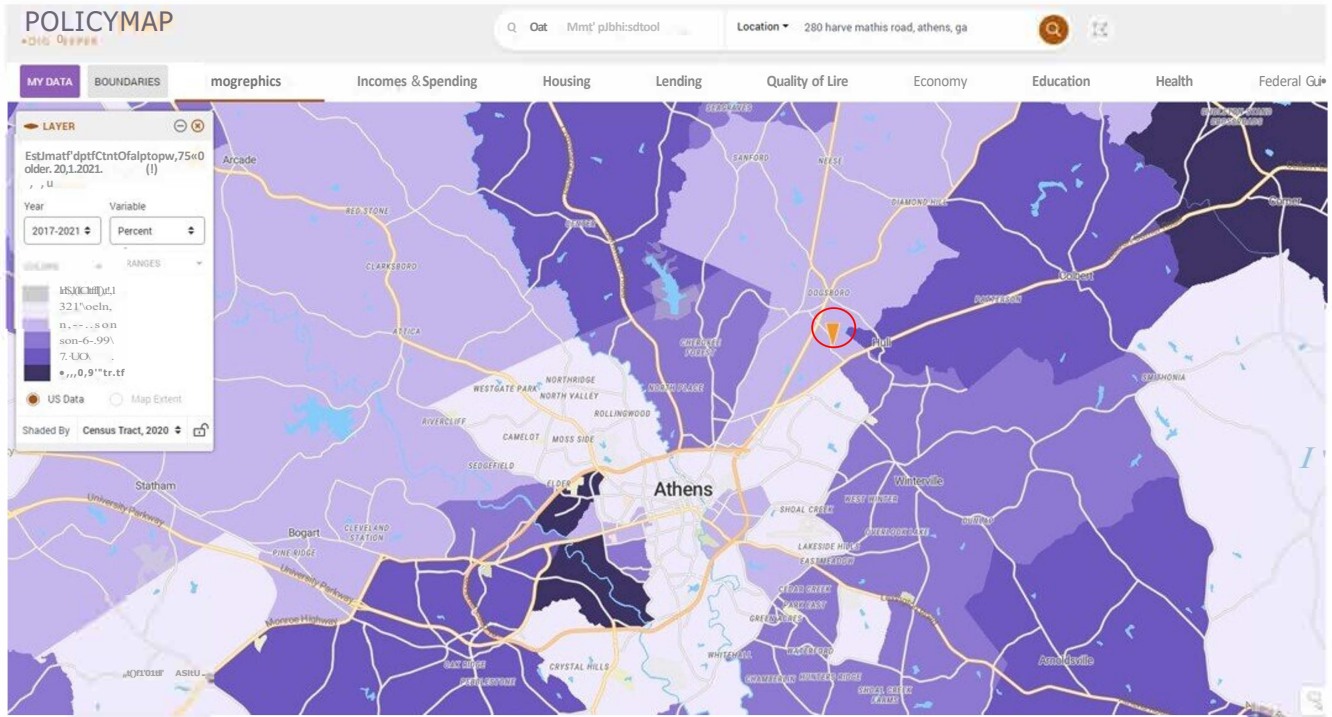
Mortgage Amount	\$
Mortgage Date	
Lender Name	

Other Information

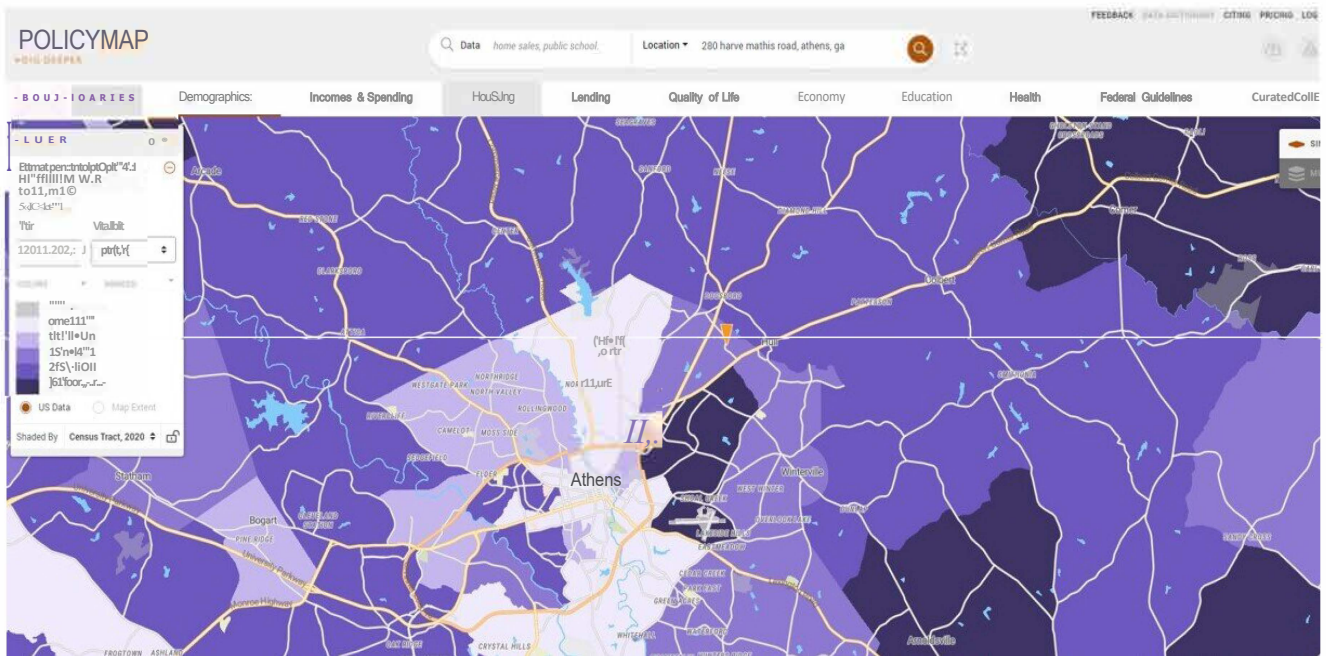
Roof Material	Unknown
HVAC Cooling Detail	Unknown
HVAC Heating Detail	Unknown
HVAC Heating Fuel	Unknown

The research and data included in this report is aggregated from a variety of sources and many are third parties that are not affiliated with Rentometer, Inc. The information is believed to be accurate, but Rentometer, Inc. does not provide a warranty of any kind, either expressed or implied.

Population 75 or Older near Development

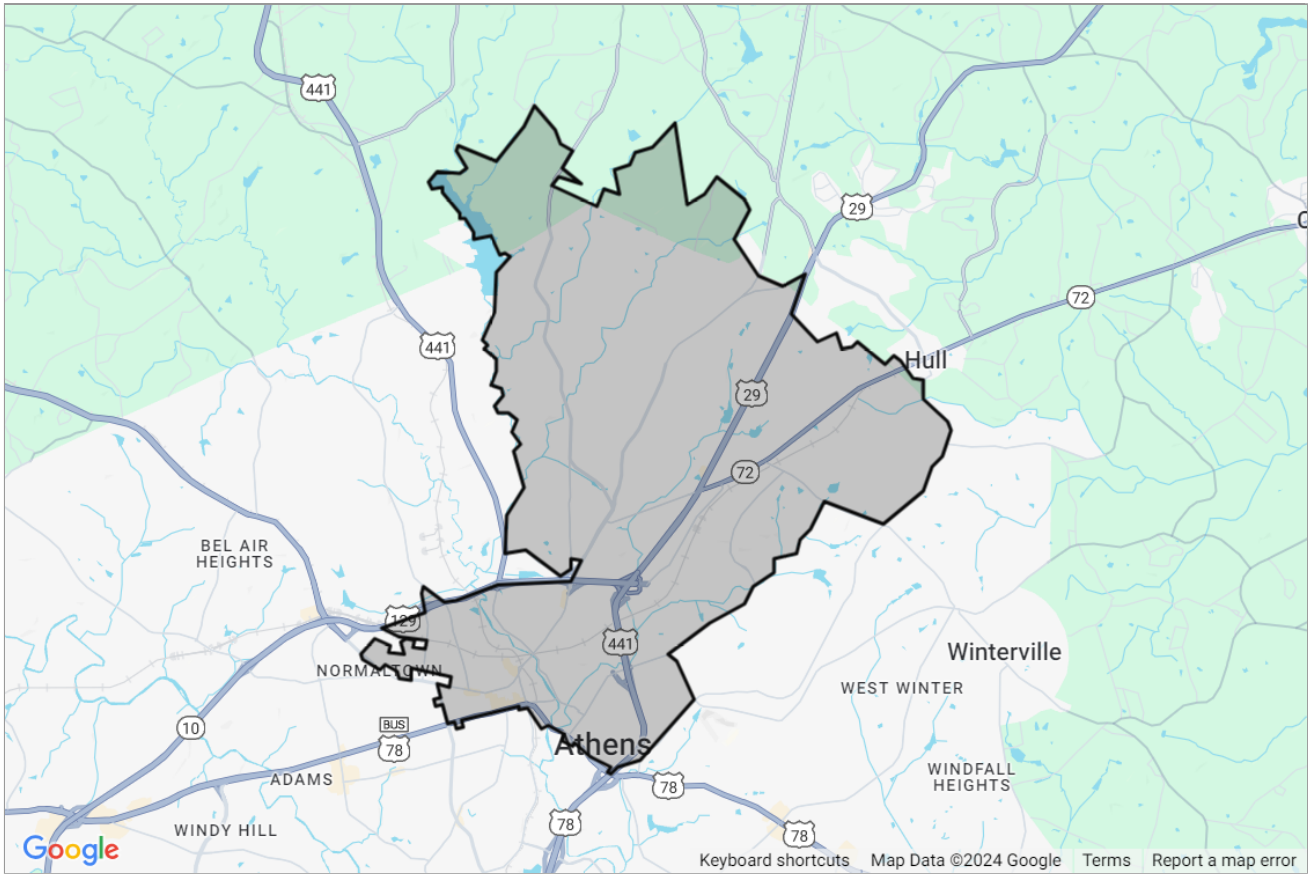


Vietnam Era Veterans near Development



TRADE AREA REPORT

Athens, GA 30601



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Criteria Used for Analysis

Median Household Income
\$34,847

Median Age
26.9

Total Population
25,124

1st Dominant Segment
Dorms to Diplomas

Consumer Segmentation

<p>Life Mode</p> <p>What are the people like that live in this area?</p>	<p>Scholars and Patriots</p> <p>Highly mobile, recently moved to attend school or serve in military</p>	<p>Urbanization</p> <p>Where do people like this usually live?</p>	<p>Metro Cities</p> <p>Affordable city life, including smaller metros, satellite cities</p>
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Top Tapestry Segments

	Dorms to Diplomas	College Towns	City Commons	Down the Road	Modest Income Homes
% of Households	3,155 (30.8%)	1,474 (14.4%)	1,428 (13.9%)	824 (8.0%)	794 (7.7%)
% of Athens	10,304 (19.7%)	9,748 (18.6%)	2,330 (4.4%)	1,433 (2.7%)	1,237 (2.4%)
Lifestyle Group	Scholars and Patriots	Scholars and Patriots	Midtown Singles	Rustic Outposts	Hometown
Urbanization Group	Metro Cities	Metro Cities	Metro Cities	Semirural	Urban Periphery
Residence Type	Multi-Unit Rentals	Multi-Unit Rentals; Single Family	Multi-Unit Rentals; Single Family	Mobile Homes; Single Family	Single Family
Household Type	Nonfam HHs w/ 2+ Persons	Singles	Single Parents	Married Couples	Singles
Average Household Size	2.1	2.07	2.48	2.7	2.43
Median Age	21.7	22.8	29.6	36.1	38.1
Diversity Index	66.9	65	58.9	79.5	46.8
Median Household Income	\$25,300	\$44,400	\$27,100	\$51,700	\$30,900
Median Net Worth	\$9,500	\$13,500	\$10,900	\$85,300	\$14,400
Median Home Value	\$268,200	\$271,400	\$108,400	\$144,600	\$86,500
Homeownership	9.4 %	28.3 %	25.5 %	67.5 %	46.7 %
Employment	Professional or Services	Professional or Services	Services or Professional	Services or Professional	Services or Professional
Education	Bachelor's Degree	Bachelor's Degree	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Socializing, having fun, and learning new things are valued . Participate in sports go out to bars for drinks.	Go out to the movies and out for drinks . Popular activities: backpacking, Pilates, and Frisbee.	Shop primarily at warehouse clubs . Buy baby/children's products.	Place importance on preserving time-honored customs . Go hunting, fishing.	Enjoy playing and watching basketball . Shop at warehouse clubs and low-cost retailers.
Financial	Carry a balance on credit cards so they can buy what they want	Limited incomes result in thrifty purchases	Nearly 1/4 receive Social Security and public assistance	Shop at Walmart Supercenters, Walgreens and dollar stores	Live for today, saving only for specific purposes
Media	Use a computer for just about everything	Use the Internet for social media, blogging, watch movies and TV.	Magazines are popular sources of news/trends	Use the Internet to stay connected, listen to radio at work	Favor TV as their media of choice
Vehicle	Vehicles are just a means of transportation	Prefer vehicle with good gas mileage	Take public transportation	Bought used vehicle last year	Carpool, walk, bike or public transportation

About this segment

Dorms to Diplomas

This is the

#1

dominant segment for this area

In this area

30.8%

of households fall into this segment

In the United States

0.5%

of households fall into this segment

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

Who We Are

On their own for the first time, Dorms to Diplomas residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the internet, and cell phones.

Our Neighborhood

- Mix of dorms, on-campus and off-campus housing cater to young renters. Off-campus householders are commonly students living alone or with roommates; average household size is 2.22. More than 80% of the housing are apartments; many older homes in town have been converted into multifamily living units. With limited parking on campus, many walk, bike, or car pool to class. Less than one in ten homes are owner occupied.

Socioeconomic Traits

- This is the youngest market with half of the population aged 20–24. Impulse buyers who experiment with different brands. Often purchase trendy clothes on a budget. Vehicles are just a means of transportation, economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice. Socializing, having fun, and learning new things are valued. Always connected; their cell phone is never out of reach.

Market Profile

- Going to the movies, out to bars for drinks and maybe a game of billiards are common activities. With little experience cooking, fast food and frozen dinners are the “go-to” choices. Rely on Internet shopping to express appearance and fashion preferences; hair color and teeth whiteners are commonplace. Mobile devices provide access to all the latest music. Active on and off campus, residents participate in many sports and activities like Frisbee, bowling, weightlifting, jogging, and yoga. Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies, and homework.

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 2023. Update Frequency: Annually.

About this segment

College Towns

This is the

#2

dominant segment for this area

In this area

14.4%

of households fall into this segment

In the United States

0.9%

of households fall into this segment

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

Who We Are

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, schoolwork, news, social media, and entertainment. College Towns residents are all about new experiences, and they seek out variety and adventure in their lives.

Our Neighborhood

- These are nonfamily households with many students living alone or with roommates for the first time. This segment is a mix of densely developed student housing and dorms with local residences. Off-campus, low rent apartments comprise half of the housing stock. Over three-quarters of the households are renter occupied, with one in ten remaining vacant. One-third of homes are single family; mostly occupied by local residents who own their homes. This market is bike and pedestrian friendly.

Socioeconomic Traits

- Limited incomes result in thrifty purchases. Dress to impress with the latest fashions of the season. Strong preference for environmentally friendly products and vehicles that get good gas mileage. Heavily influenced by celebrity endorsements and trends in magazines. Most feel anything that can be done online is easier than in person.

Market Profile

- Own laptops/notebooks and video game systems. Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNNews, ESPN2, and Comedy Central. Use the Internet for social media connections, blogging, paying bills, and searching for jobs. Have cell phones only (no landlines) and enjoy customizing them. Popular activities: backpacking, Pilates, and Frisbee. Go out to the movies and out for drinks.

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About this segment

City Commons

This is the

#3

dominant segment for this area

In this area

13.9%

of households fall into this segment

In the United States

0.9%

of households fall into this segment

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

Who We Are

This segment is one of Tapestry Segmentation's youngest markets. It is primarily composed of single-parent and single-person households living within large metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within office and administrative Support.

Our Neighborhood

- Single parents, primarily female, and singles head these young households. Average household size is slightly higher than the US at 2.67. City Commons are found in large metropolitan cities, where most residents rent apartments in midrise buildings. Neighborhoods are older, built before 1960. Typical of the city, many households own either one vehicle or none, and use public transportation or taxis

Socioeconomic Traits

- Although some have college degrees, nearly a quarter have not graduated from high school. Labor force participation is low at 53%. Most households receive income from wages or salaries, with nearly one in four that receive contributions from Social Security and public assistance. Consumers endeavor to keep up with the latest fashion trends. Many families prefer the convenience of fast-food restaurants to cooking at home.

Market Profile

- Baby and children's products, like food and clothing, are the primary purchases. Shop primarily at warehouse clubs like Sam's Club, WalMart Super Centers, and discount department stores such as Old Navy and Burlington. While most residents obtain privately issued medical insurance plans, some are covered by Federal programs like Medicaid. Subscribe to cable TV; children-oriented programs are popular, as are game shows and movie channels. Magazines are extremely popular sources of news and the latest trends, including baby, bridal, and parenthood types of magazines. Enjoy listening to urban radio.

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 2023. Update Frequency: Annually.

About this segment

Down the Road

This is the

#4

dominant segment for this area

In this area

8.0%

of households fall into this segment

In the United States

1.2%

of households fall into this segment

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

Who We Are

Down the Road is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest primarily in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are young, family-oriented consumers who value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US.

Our Neighborhood

- Nearly two-thirds of households are owned. Family market, primarily married couples or single-parent households. Close to half of all households live in mobile homes. Four-fifths of households were built in 1970 or later. About 32% of homes are valued under \$50,000.

Socioeconomic Traits

- Education completed: 36% with a high school diploma only, 41% with some college education or a degree. Labor force participation rate is 59.0%, slightly lower than the US. Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.

Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves. Routinely stop by the convenience store to purchase gas, groceries, and snacks. Participate in fishing and hunting. Use the Internet to stay connected with friends and play online video games. Listen to the radio, especially at work, with a preference for rap, R&B, and country music. Enjoy programs on Investigation Discovery, CMT, and Hallmark, typically watching via satellite dish. Often prepare quick meals, using packaged or frozen dinner entrees. Favorite fast food: burgers and pizza. Frequent Walmart Supercenters, Walgreens, dollar stores, Kmart, and Big Lots for all their shopping needs (groceries, clothing, pharmacy, etc.).

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 2023. Update Frequency: Annually.

About this segment

Modest Income Homes

This is the

#5

dominant segment for this area

In this area

7.7%

of households fall into this segment

In the United States

1.2%

of households fall into this segment

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

Who We Are

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. Rents are relatively low (Index 70), public transportation is available, and Medicaid assists families in need.

Our Neighborhood

- Households are single person or single parent (usually female householders). Multigenerational families are also present. Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago. Over half of the homes are renter occupied; average rent is lower than the US average. Most households have one car (or no vehicle); nearly a third rely on carpooling, walking, biking or public transportation.

Socioeconomic Traits

- Almost a quarter of adults aged 25 or more have no high school diploma. Labor force participation is 50%. Income is less than half of the US median income. Consumers in this market consider traditional gender roles and religious faith very important. This market lives for today, choosing to save only for a specific purpose. Consumers favor TV as their media of choice and will purchase a product with a celebrity endorsement.

Market Profile

- Consumers shop at warehouse clubs and low-cost retailers. Unlikely to own a credit card, pay bills in person. This market supports multigenerational families; are often primary caregivers for elderly family members. Listen to gospel and R&B music. Enjoy playing and watching basketball.

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 2023. Update Frequency: Annually.

Athens, GA 30601: 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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (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, 2023

Update Frequency: Annually

■ 30601



Daytime Population Density

This chart shows the number 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, 2023

Update Frequency: Annually

■ 30601



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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



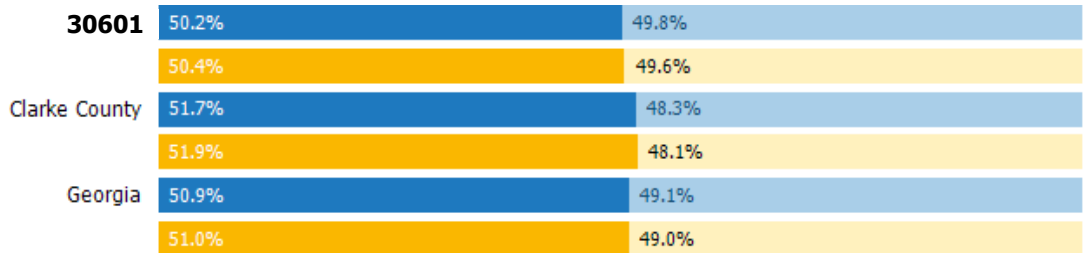
Female / Male Ratio

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, 2023

Update Frequency: Annually

■ Women 2023
■ Men 2023
■ Women 2028 (Projected)
■ Men 2028 (Projected)



Athens, GA 30601: 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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



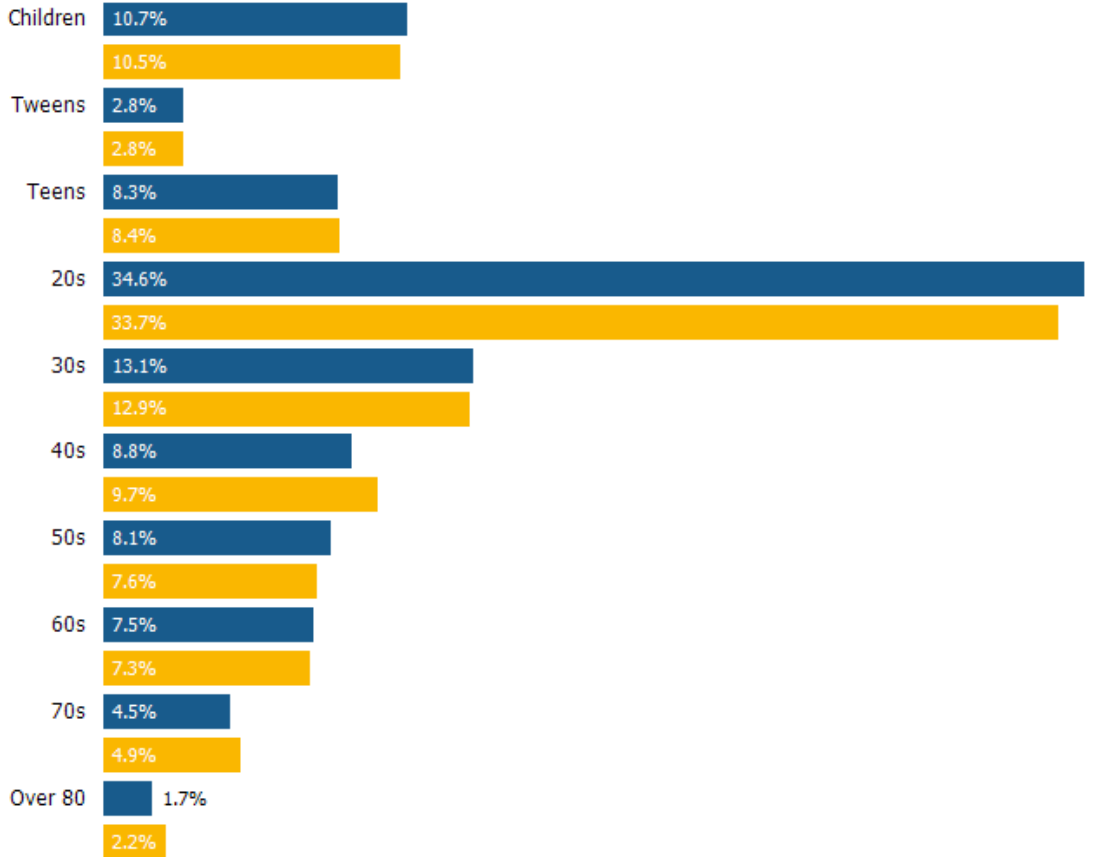
Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023
■ 2028 (Projected)



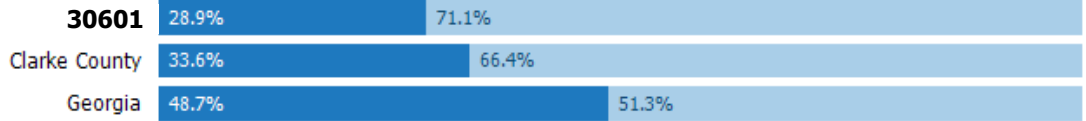
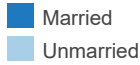
Athens, GA 30601: Marital Status Comparison

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, 2023

Update Frequency: Annually



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, 2023

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, 2023

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, 2023

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, 2023

Update Frequency: Annually



Athens, GA 30601: 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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (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, 2023

Update Frequency: Annually

■ 2023
■ 2028 (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, 2023

Update Frequency: Annually



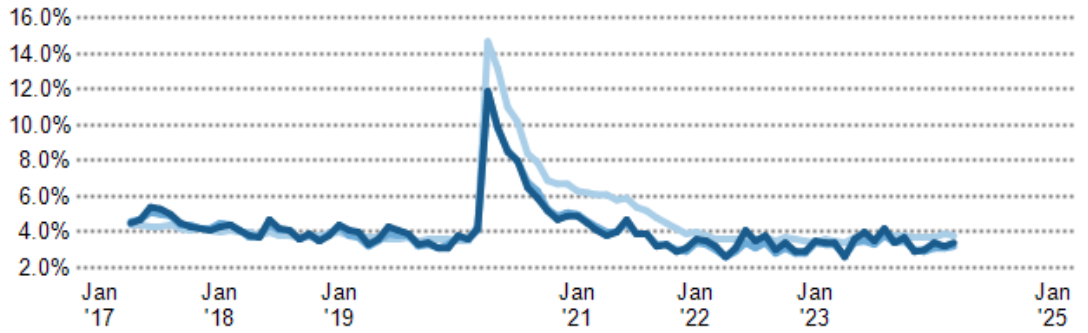
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Clarke County
- Georgia
- USA

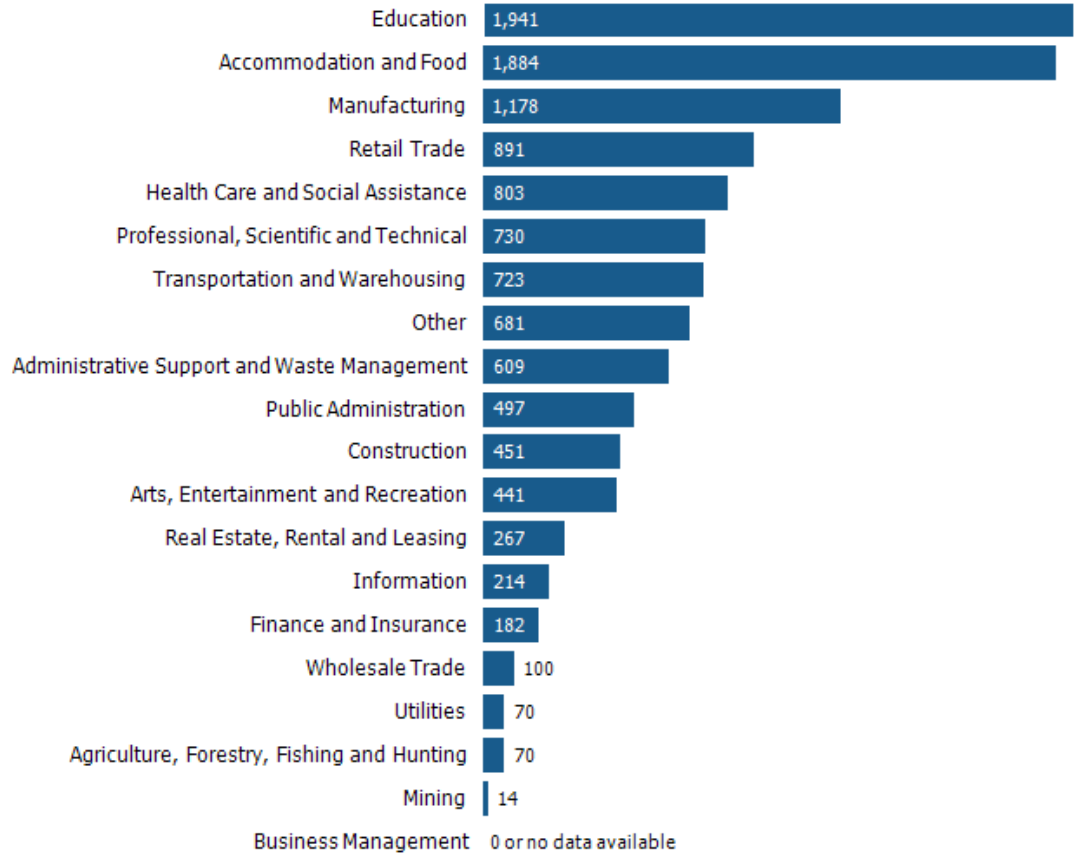


Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually



Athens, GA 30601: 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, 2023

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, 2023

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, 2023

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, 2023

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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



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, 2023

Update Frequency: Annually



Athens, GA 30601: Commute Comparison

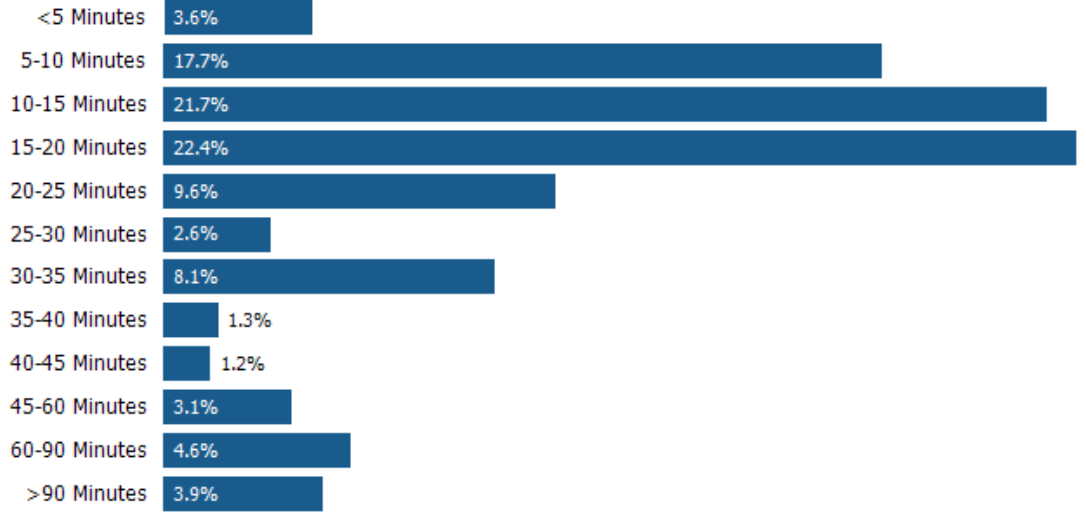
Average Commute Time

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, 2023

Update Frequency: Annually

30601



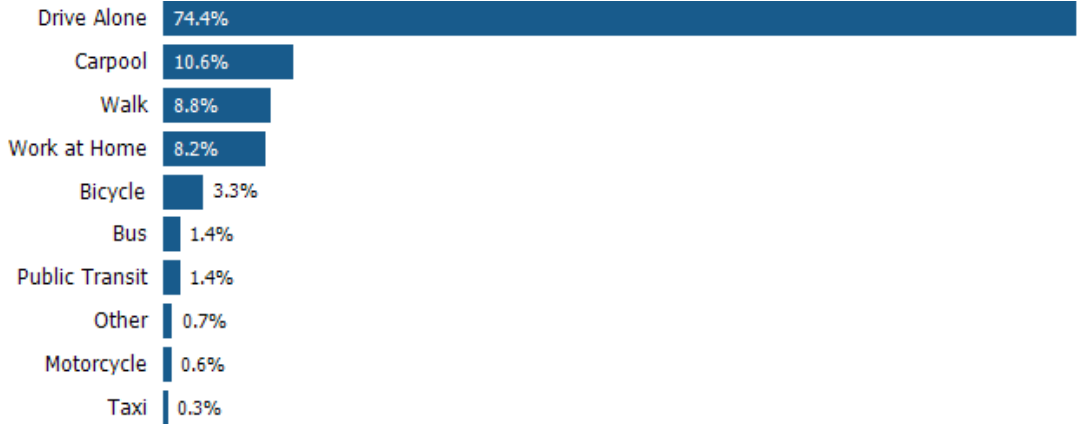
How People Get to Work

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, 2023

Update Frequency: Annually

30601



Athens, GA 30601: 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

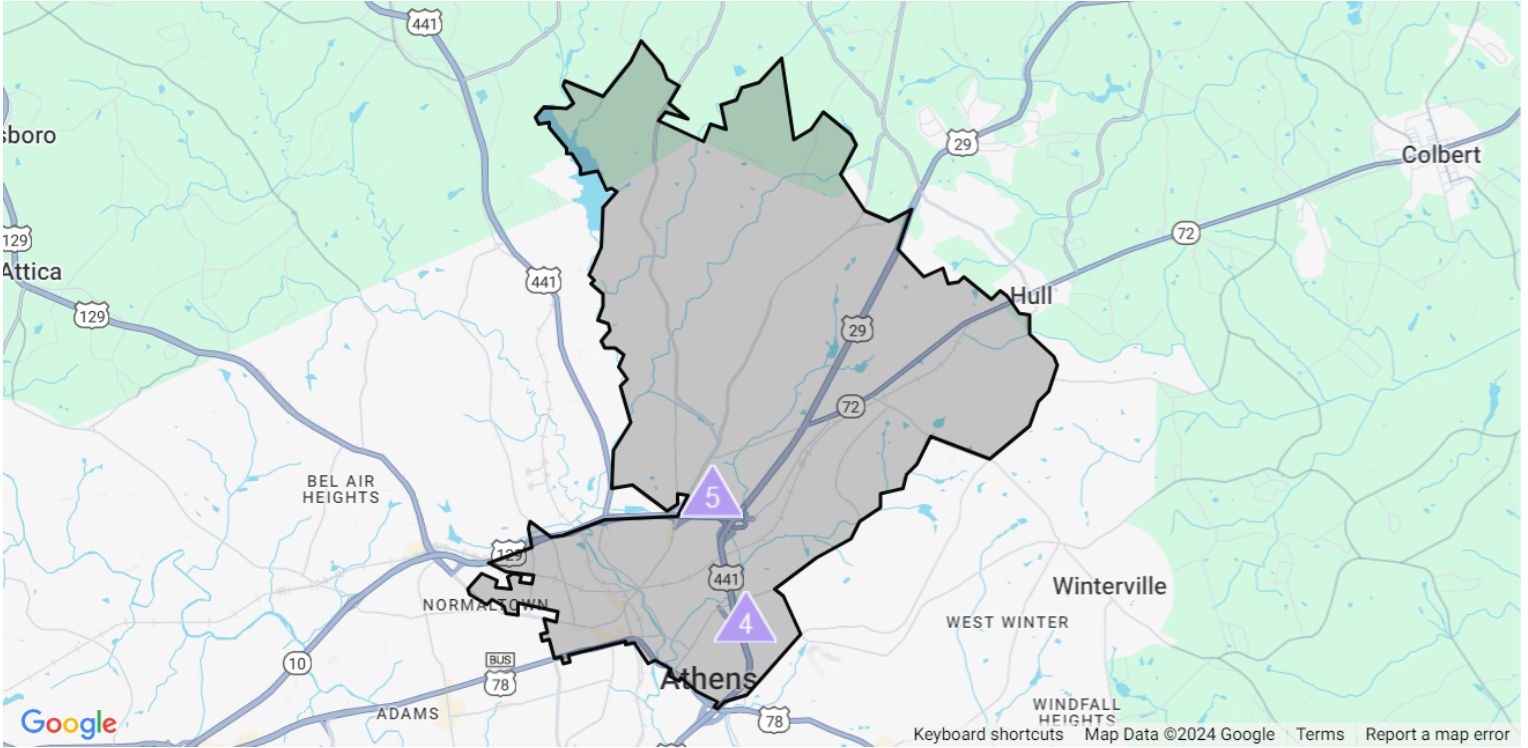


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

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

47,180

2023 Est. daily traffic counts

Street: Athens Perimeter
Cross: –
Cross Dir: –
Dist: –

Historical counts

Year	Count	Type
2019	46,600	AADT

2

42,147

2023 Est. daily traffic counts

Street: Athens Perimeter
Cross: Old Hull Rd
Cross Dir: SE
Dist: 0.22 miles

Historical counts

Year	Count	Type
2015	41,300	AADT
2013	45,880	AADT
2011	38,870	AADT
2010	37,110	AADT
2007	38,360	AADT

3

36,851

2023 Est. daily traffic counts

Street: Athens Perimeter
Cross: Nellie B Ave
Cross Dir: SE
Dist: 0.17 miles

Historical counts

Year	Count	Type
2019	37,700	AADT
2018	37,300	AADT
2013	29,460	AADT
2011	29,270	AADT

4

36,851

2023 Est. daily traffic counts

Street: Athens Perimeter
Cross: Nellie B Ave
Cross Dir: SE
Dist: 0.17 miles

Historical counts

Year	Count	Type
2021	37,800	AADT
2018	31,800	AADT

5

33,210

2023 Est. daily traffic counts

Street: Athens Perimeter
Cross: Oak Hill Dr
Cross Dir: S
Dist: 0.1 miles

Historical counts

Year	Count	Type
2018	32,700	AADT

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>





ERNIE ANAYA, MBA

BROKER PROFILE



Ernie Anaya is President for Senior Housing Group at Bull Realty focusing in the Age Restricted Multifamily, Independent Living, Assisted Living/Memory Care, Skilled Nursing, and Hospice sectors. *2020, 2021, 2022, and 2023 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**.

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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- Additional disposition and lease marketing services may include video, social media, auctions and national radio exposure.
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