



# Eastern Shore Real Estate LLC

is proud to present  
Brickwood Assisted Living

## Brickwood Assisted Living



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122 Cedar Street | Cambridge, MD 21613 | Office (410) 304-2011



# Brickwood Assisted Living



**5307 Elburn Lane presents a compelling assisted living investment in Maryland's Eastern Shore, offering immediate operational scale through approved bed expansion. The property currently supports 8 licensed beds, with approved plans to double capacity to 16 beds, significantly enhancing revenue potential without the delays or uncertainties of zoning or permitting. Positioned on ±8.68 acres, the site provides a quiet, residential setting ideal for senior care, while remaining accessible to Rock Hall, Chestertown, and regional healthcare services. The combination of existing operations, expansion approval, and limited competitive inventory makes this offering well-suited for both owner-operators and strategic investors.**



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**Traffic/Accessibility:** While Elburn Lane itself is a low-traffic residential road, the property benefits from access to MD-20 / Rock Hall Road, the primary arterial serving Rock Hall and Kent County.

**MD-20 (Rock Hall Rd):** Annual Average Daily Traffic (AADT) counts reported by MDOT for nearby segments typically range 4,000–6,000 vehicles per day (seasonality influenced by tourism)

## Highlights:

**Licensed Assisted Living Facility with 8 existing beds and approved plans for 8 additional beds, allowing immediate scale to 16 total beds**

**Value-Add Expansion Opportunity – Capacity approved without zoning or entitlement risk, materially enhancing NOI potential**

**±8.68-Acre Campus Setting offering privacy, outdoor amenities, and long-term operational flexibility**

**Purpose-Built Improvement (2007) tailored for assisted living use with established operating history**

**Attractive Small-Scale Senior Housing Model – High demand, limited regional supply, and favorable operator economics**

**Eastern Shore Market Tailwinds – Aging demographics and constrained assisted living inventory in Kent County**

**Ideal for Owner-Operator or Platform Expansion – Plug-and-play facility with upside through bed expansion**

**Proximity to Rock Hall & Chestertown with access to healthcare services, retail, and community amenities**



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## Trade Area Summary

### Attribute Summary for Rock Hall, MD 21661

Median Household Income

**\$64,195**

Source: 2024/2029 Income (Esri)

Median Age

**57.2**

Source: 2024/2029 Age: 5 Year Increments (Esri)

Total Population

**2,418**

Source: 2024 Age: 1 Year Increments (Esri)

1st Dominant Segment

**Rural Resort Dwellers**

Source: 2024 Tapestry Market Segmentation (Households)

## Consumer Segmentation

LIFE MODE - What are the people like that live in this area?



**Cozy Country Living**

Empty nesters in bucolic settings

URBANIZATION - Where do people like this usually live?



**Rural**

Country living featuring single-family homes with acreage, farms, and rural resort areas

Top Tapestry Segments	Rural Resort Dwellers	Midlife Constants	The Great Outdoors
% of Households	689 (58.9%)	472 (40.3%)	9 (0.8%)
Lifestyle Group	Cozy Country Living	GenXurban	Cozy Country Living
Urbanization Group	Rural	Suburban Periphery	Rural
Residence Type	Single Family/Seasonal	Single Family	Single Family
Household Type	Married Couples w/No Kids	Married Couples w/No Kids	Married Couples
Average Household Size	2.18	2.3	2.4
Median Age	56.4	45.8	48.1
Diversity Index	31	48.7	46
Median Household Income	\$69,600	\$71,500	\$80,800
Median Net Worth	\$341,000	\$262,000	\$357,300
Median Home Value	\$362,100	\$248,300	\$422,500
Homeownership	85%	75%	81.4%
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Spend time with their spouses and maintain a social calendar. Go freshwater fishing, hunting and motorcycling.	Sociable, church-going residents. Enjoy movies at home, reading, fishing and golf.	Prefer domestic travel to trips abroad.. Own pet dogs or cats.
Financial	Shifting to low-risk assets	42% receive Social Security, 27% also receive retirement income	Do-it-yourself oriented and cost conscious
Media	Taste in TV shows reflects their hobbies	After TV, Radio and newspapers are medias of choice	Watch CMT, History Channel, Fox News
Vehicle	Own older, domestic vehicles	Own domestic SUVs, trucks	Own 4-wheel drive trucks



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# Brickwood Assisted Living

## Consumer Segment Details

About this segment

### Rural Resort Dwellers

Ranked

**1st**

dominant segment  
for this area

In this area

**58.9%**

of households fall  
into this segment

In the United States

**1.0%**

of households fall  
into this segment

## Who Are They?

Although the Great Recession forced many owners of second homes to sell, Rural Resort Dwellers residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue-collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

## Neighborhood

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas contain homes valued near the US median. Over half of the housing units are vacant due to a high seasonal vacancy rate.
- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.
- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

## Socioeconomic Traits

- Rural Resort Dwellers residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.
- Simple tastes and modesty characterize these blue collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.
- They spend time with their spouses and also maintain a social calendar.



## Market Profile

- Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting, and motorcycling.
- At home, Rural Resort Dwellers residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.
- Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the Internet often but will make online purchases for items difficult to find in nearby stores.
- Their taste in TV shows reflects their hobbies—National Geographic, Discovery Channel, and the Weather Channel.



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## Consumer Segment Details

About this segment

### Midlife Constants

Ranked

**2nd**

dominant segment  
for this area

In this area

**40.3%**

of households fall  
into this segment

In the United States

**2.4%**

of households fall  
into this segment

## Who Are They?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

## Neighborhood

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100.

## Socioeconomic Traits

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market.
- Almost 42% of households are receiving Social Security; 27% also receive retirement income.
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

## Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.



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# Brickwood Assisted Living

## Consumer Segment Details

About this segment

### The Great Outdoors

Ranked

**3rd**

dominant segment  
for this area

In this area

**0.8%**

of households fall  
into this segment

In the United States

**1.6%**

of households fall  
into this segment

## Who Are They?

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

## Socioeconomic Traits

- 60% have attended college or hold a degree.
- Labor force participation is low at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

## Neighborhood

- Over 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.44.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); a significant inventory of seasonal housing is available.
- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home

## Market Profile

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping to entertainment.
- Most households have pets, dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing, and boating.



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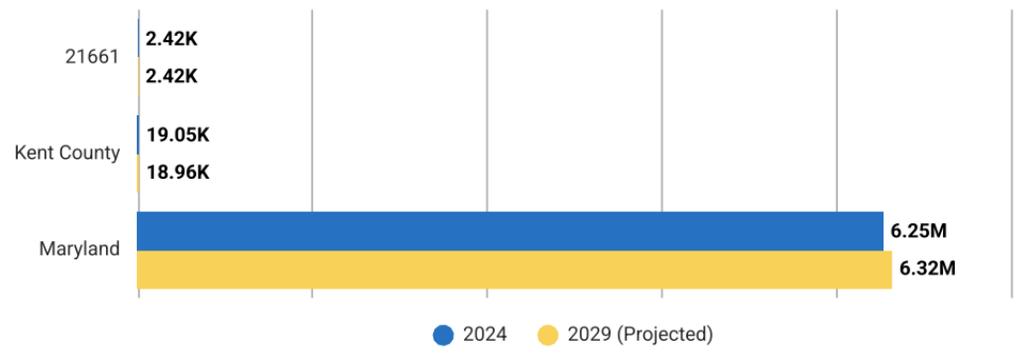
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## Population

Source: U.S. Census American Community Survey via Esri, 2024  
Update Frequency: Annually

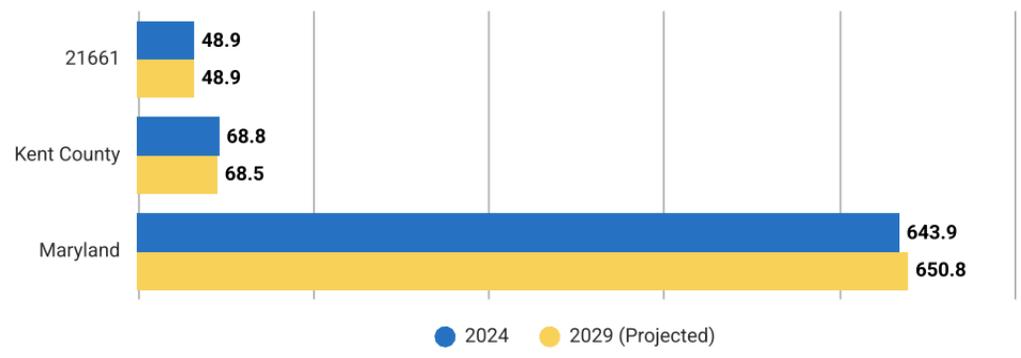
### Total Population

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



### Population Density

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



### 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.



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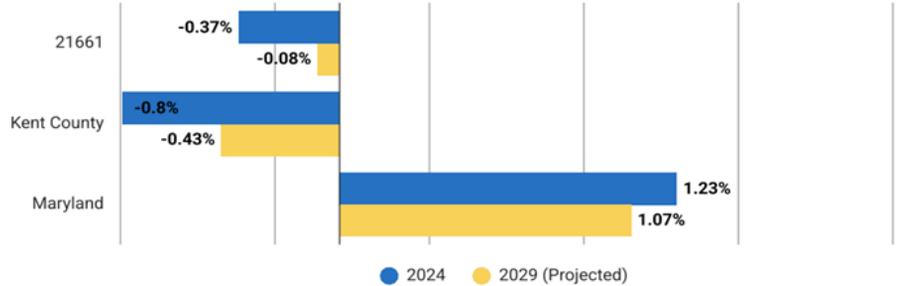
## Daytime Population Density

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.



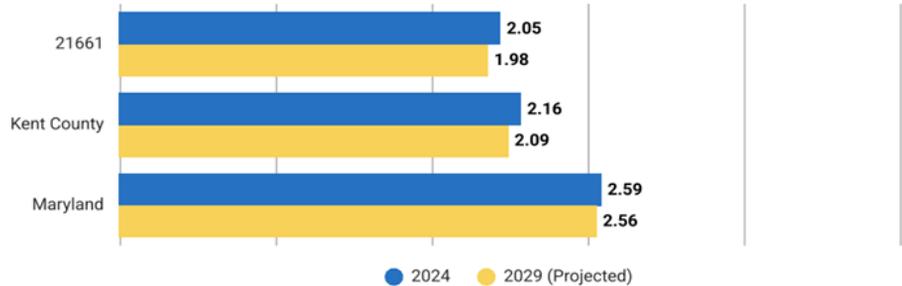
## Population Change Since 2020

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



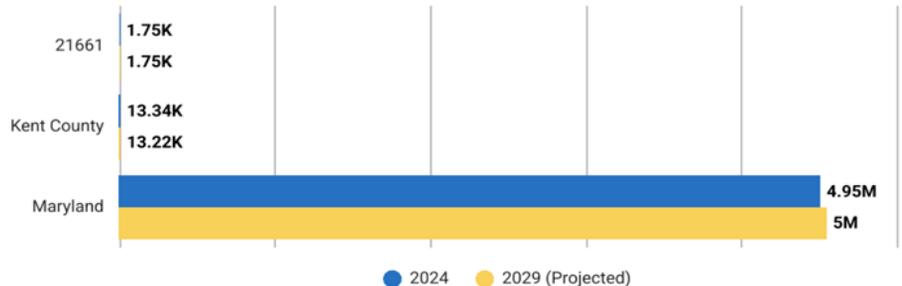
## Average Household Size

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



## 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.



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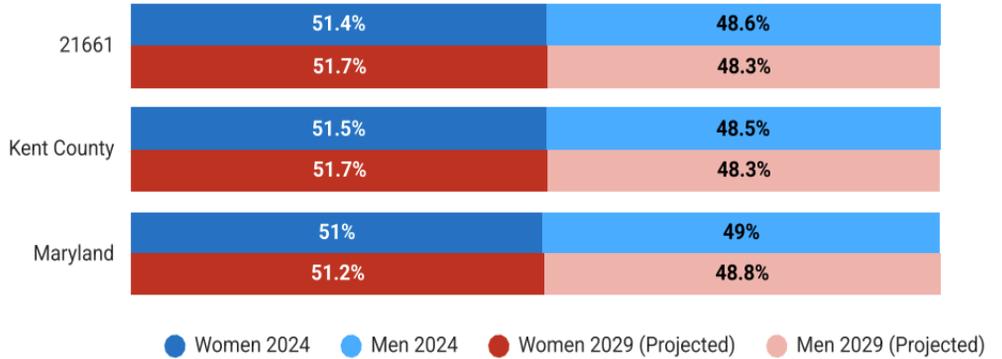
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## Female / Male Ratio

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



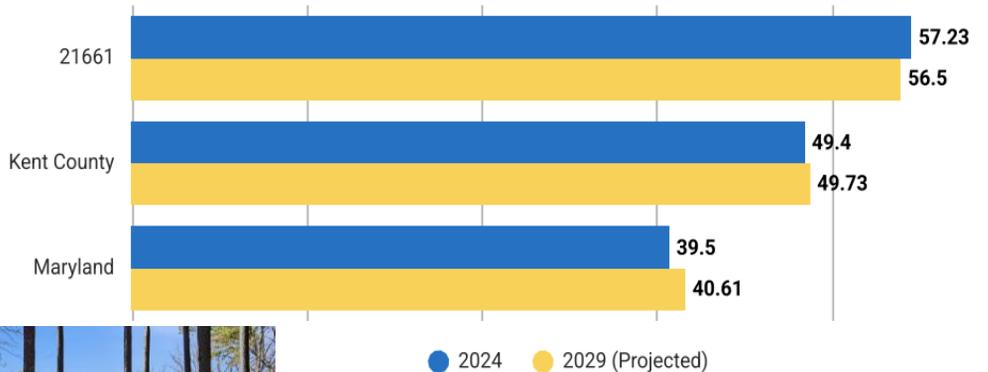
## Age

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

Update Frequency: Annually

## Median Age

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



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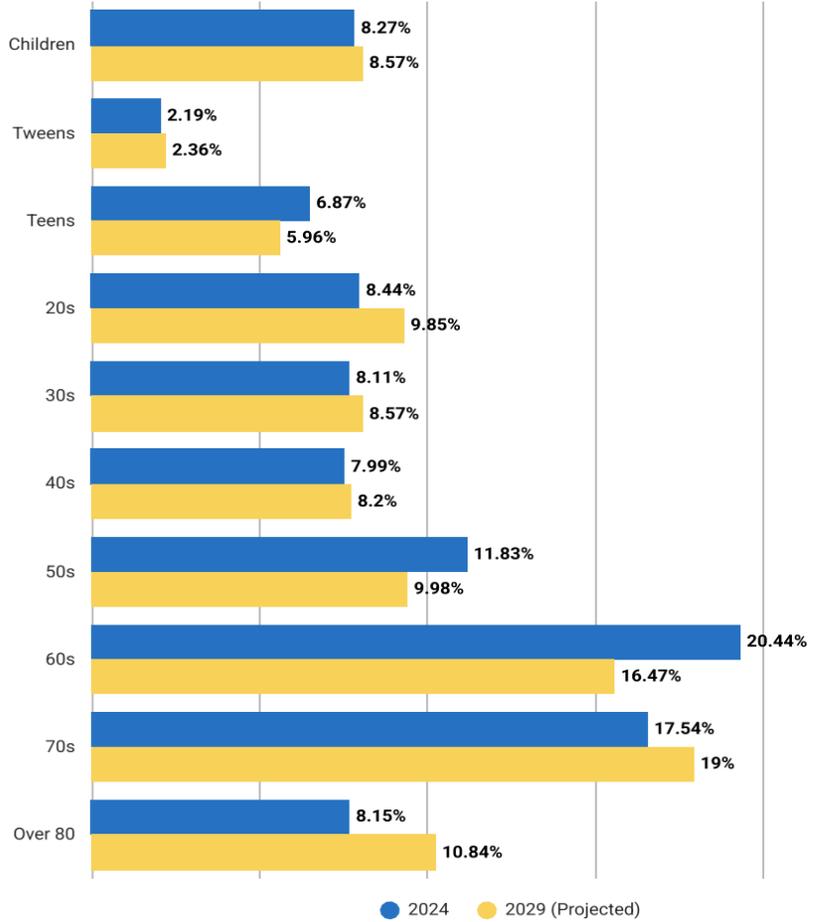
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## Population by Age

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



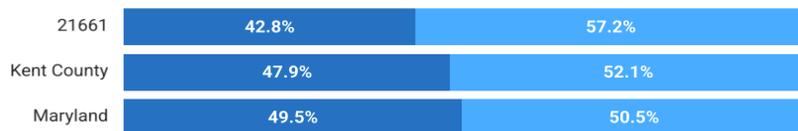
## Married

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

Update Frequency: Annually

### Married / Unmarried Adults Ratio

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



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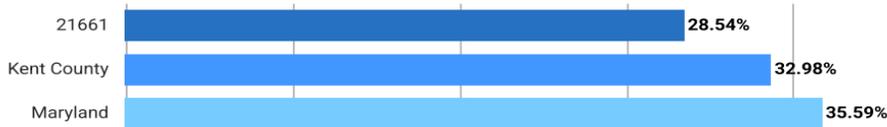
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## Never Married

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



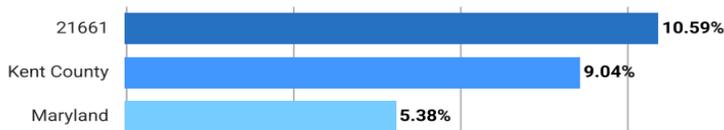
## Married

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



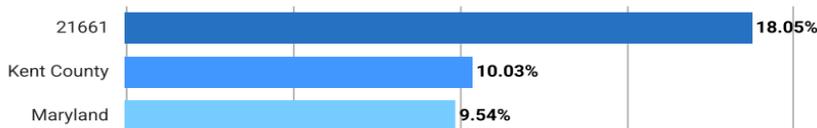
## Widowed

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



## Divorced

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



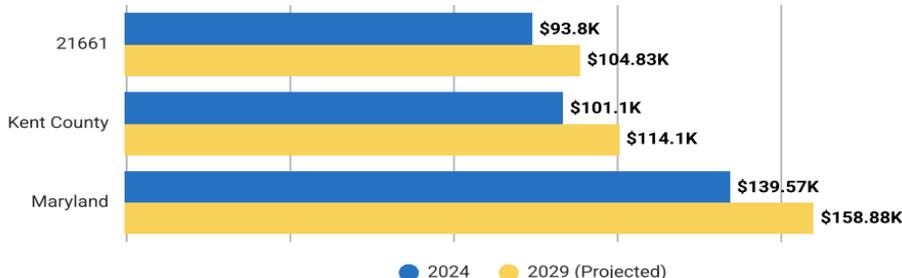
## Income

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

Update Frequency: Annually

### Average Household Income

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



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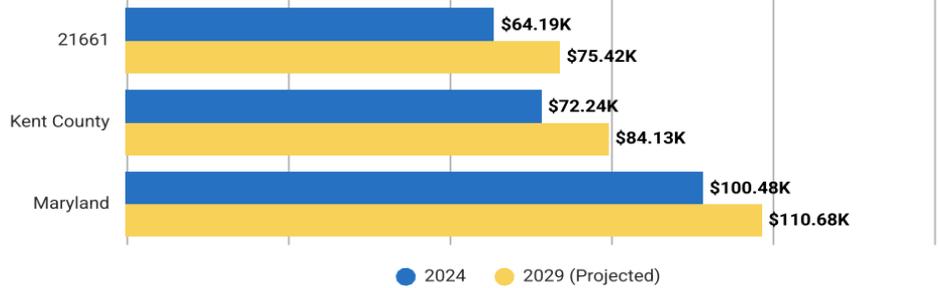
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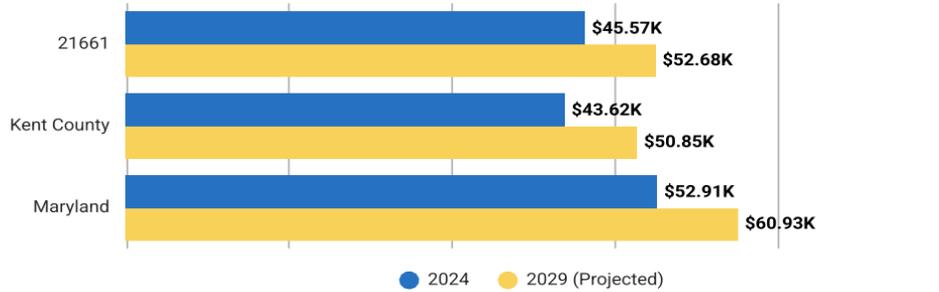
## Median Household Income

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



## Per Capita Income

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



## Average Disposable Income

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



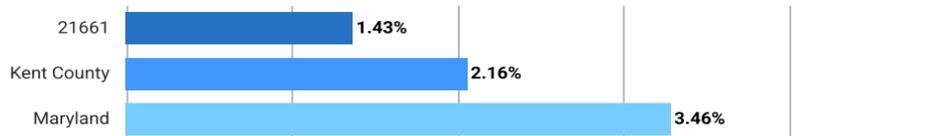
## Education

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

Update Frequency: Annually

### 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.



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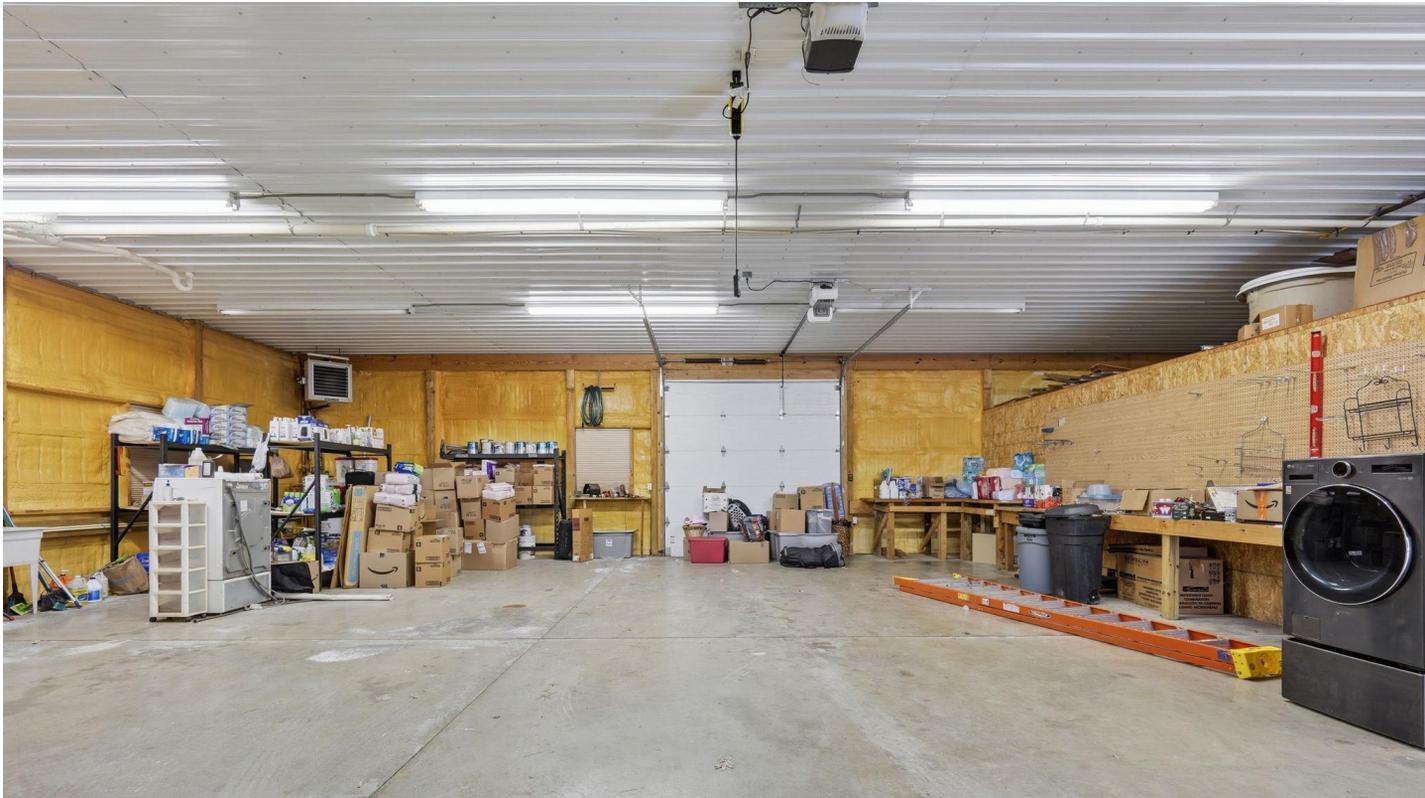
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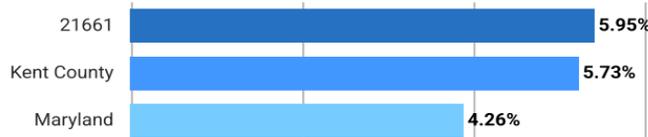


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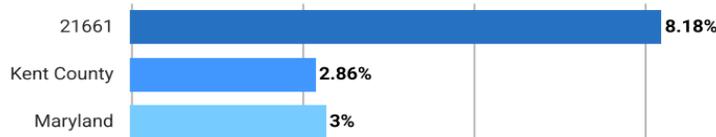
## Some High School

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.



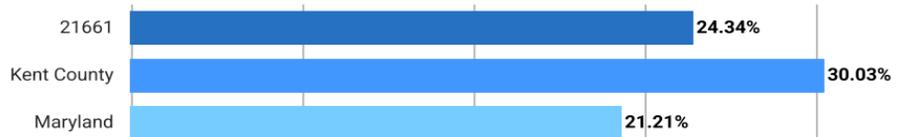
## High School GED

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.



## High School Graduate

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



## 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.



## Associate Degree

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



## 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.



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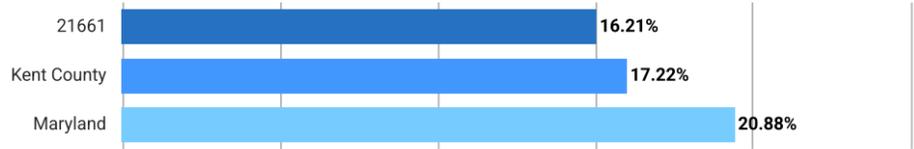
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## Grad/Professional Degree

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



## Economy

### Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



### Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

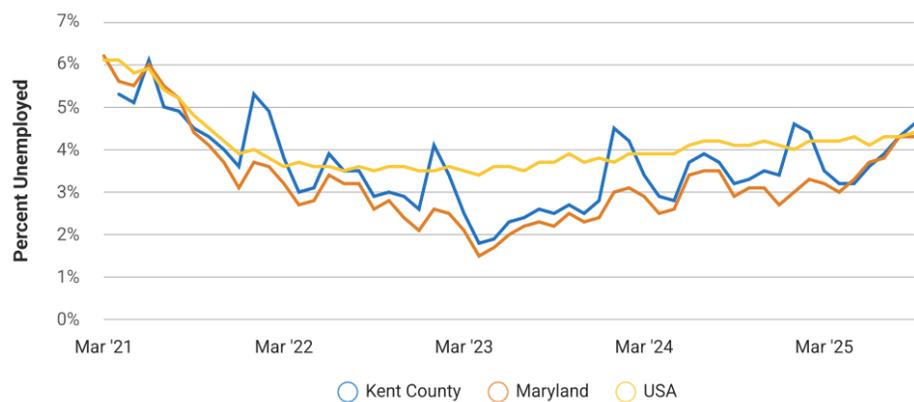


### Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly



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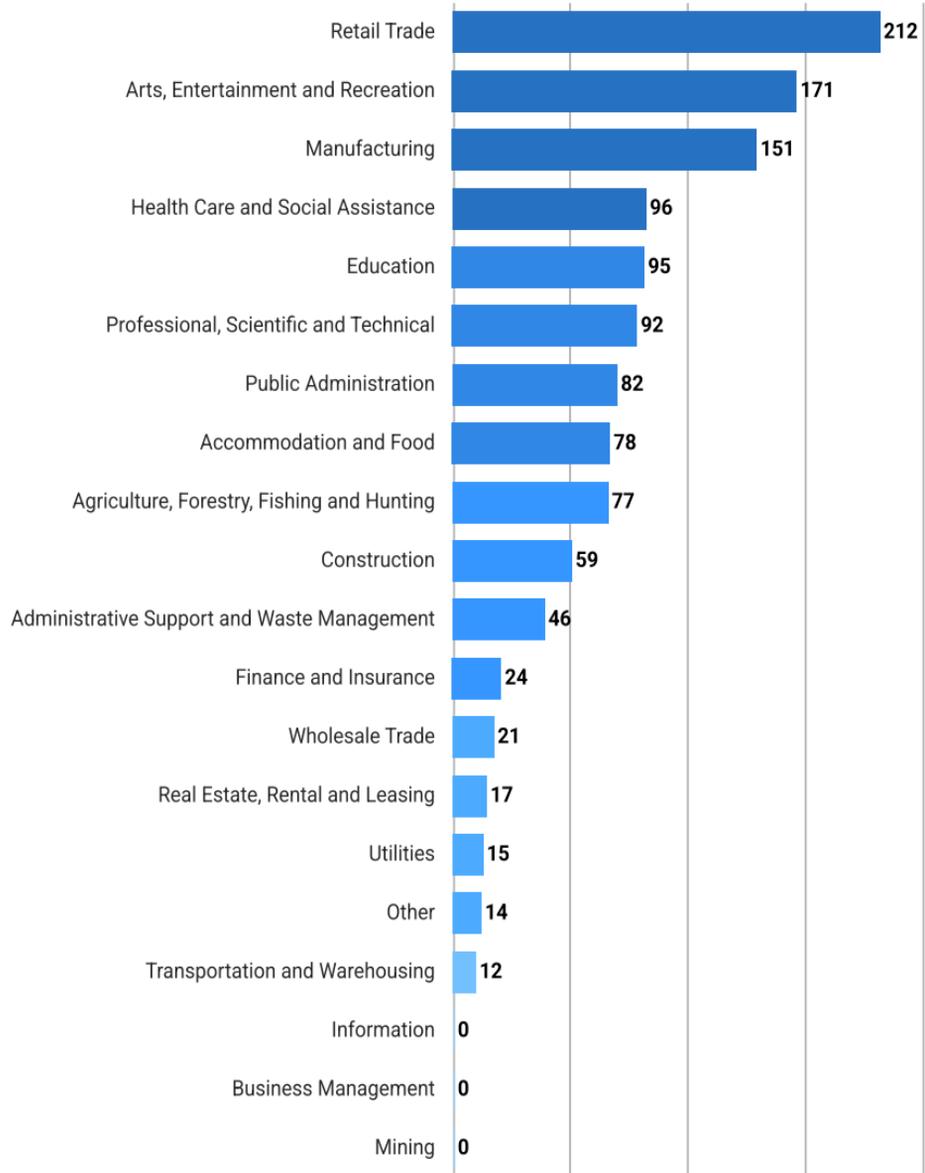
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## Employment Count by Industry

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

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



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# Brickwood Assisted Living

## Location Details

Directions to Property See Google Flood Zone X (unshaded)

## Legal Description

Parcel Number	05-030005	Tax ID	030005
County	Kent County	Zoning	CARRR
Census Tract	240299505.002061	Carrier Route	R001
Abbreviated Description	DIST:05 LOT 3 - 8.680 AC 5307 ELBURN LANE E OF ROCK HALL MAP REF:51 4C 143	FIPS Parcel Number	2402905-030005
Building Name	ROCK OF AGES ASSISTED LIVING LLC	General Use	Hospital
Overall Use	MEDICAL	Current Use	Services - General

## Owner Facts

Owner Name (Public)	BRICKWOOD HOMES LLC	Mailing Address	5307 Elburn Ln Rock Hall MD 21661-2224
Vesting	Company/Corporation	Number of Tenants	4
Tenants Average Days In Business	10 years		

## Financial Details

Adjusted Prop. Value	\$1,731,700	New Applicant Underwriting Score	2
Default History	NO DEFAULTS IN AVAILABLE RECORDS	Property Use Reliability Score	2
Financial Risk Score	78	Property Use Risk Score	C
Local Area Credit Risk Score	B	Special Risk Characteristics	NO SPECIAL RISK FEATURES



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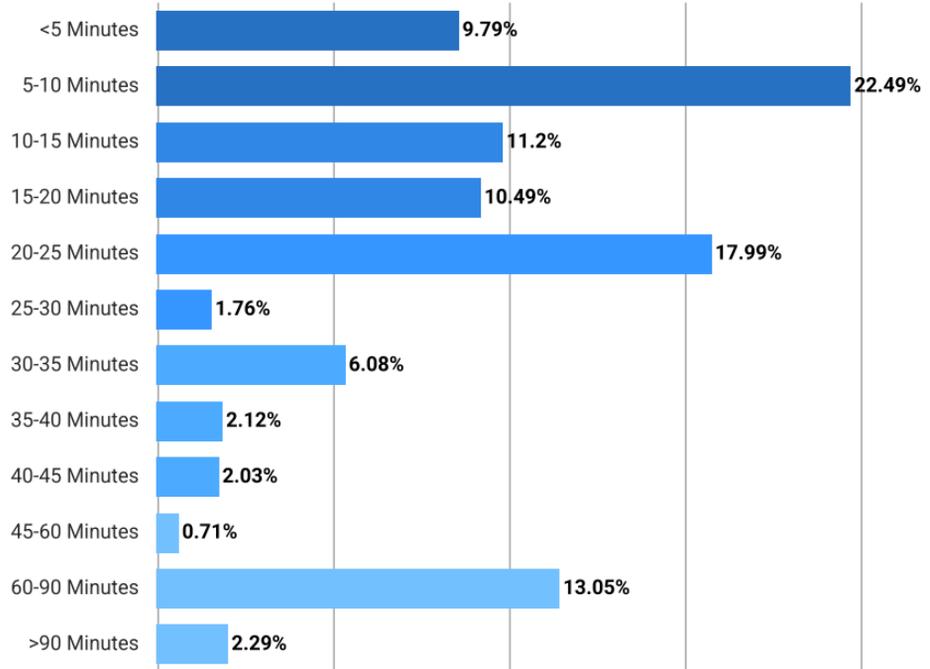
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## Average Commute Time

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

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

Update Frequency: Annually

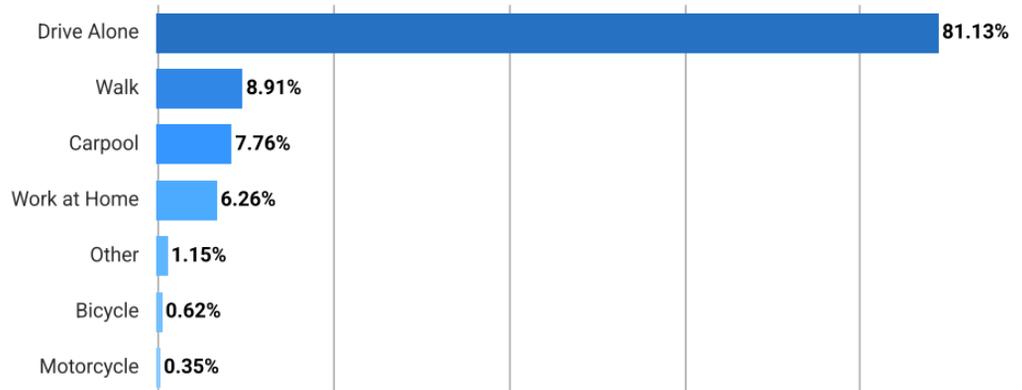


## How People Get to Work

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.

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

Update Frequency: Annually



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## Home Values

### 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.



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.



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.

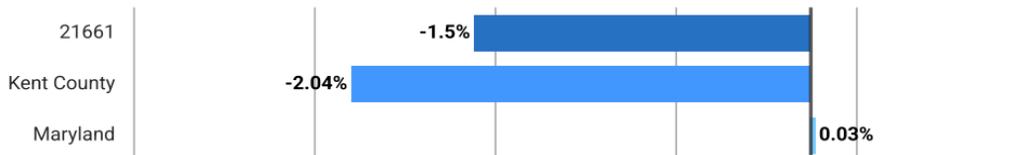


Source: Listing data

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.



Source: Listing data

Update Frequency: Monthly



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## Traffic Counts



### Daily Traffic Counts

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

### Traffic Counts by Highest Traffic Count

**1 4,424**  
**Rock Hall Road**  
 2025 Est. daily traffic counts  
 Cross: Ricauds Branch Rd  
 Cross Dir: N  
 Distance: 0.13 miles  
 Historical counts  

Year	▲ Count	Type
2022	4,441	AADT
2021	4,550	AADT
2018	4,070	AADT

**2 4,344**  
**Rock Hall Avenue**  
 2025 Est. daily traffic counts  
 Cross: -  
 Cross Dir: -  
 Distance: -  
 Historical counts  

Year	▲ Count	Type
2017	4,312	AADT

**3 3,428**  
**MD 20**  
 2025 Est. daily traffic counts  
 Cross: Johnson Ave  
 Cross Dir: SW  
 Distance: 0.05 miles  
 Historical counts  

Year	▲ Count	Type
2020	3,412	AADT

**4 2,356**  
**Main Street**  
 2025 Est. daily traffic counts  
 Cross: W Sharp St  
 Cross Dir: S  
 Distance: 0.06 miles  
 Historical counts  

Year	▲ Count	Type
2022	2,284	AADT
2021	2,343	AADT
2018	2,350	AADT
2003	2,675	AADT

**5 1,986**  
**MD 445**  
 2025 Est. daily traffic counts  
 Cross: Ellendale Farm Dr  
 Cross Dir: N  
 Distance: 0.01 miles  
 Historical counts  

Year	▲ Count	Type
2020	1,972	AADT

AADT - Annual Average Daily Traffic      ADT - Average Daily Traffic      AWDT - Average Weekly Daily Traffic  
 NOTE: Daily Traffic Counts are a mixture of actual and estimates



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# Brickwood Assisted Living

## Property Features

### LISTING

Construction Features	Vinyl Siding	Stories	Na
Total Number of Units in Complex	1	Sewer	Private Sewer
Cooling	Central Air Conditioning	Heating	Radiant
Water	Well	Building Sqft	6,273 sq ft

### PUBLIC

Building Quality	B+	Building Condition	Average
Patio	000000368	Shed	000002400
Total Number of Units in Complex	1	Lot Size Sqft	378,101 sq ft
Lot Size Acres	8.68 acres	Neighborhood Code	10000
Roof Type	Gable	Base Area	3457
Garage	624	Porch - Open	661, 200
Utility/Storage Room	312	Basement Features	No Basement
Bathrooms	700	Garage Type	Attached Garage
Garage Count	2		

## Tenants

Tenant / Contact	Suite / Unit	Move-in Date	Type of Business	Business Start Date
Ozey LLC	Suite 200	-	-	9/10/2018
Brickwood Assisted Living LLC	-	9/28/2023	Homes (retired/handicap/rest/convalescent/nursing)	2/9/2023
Rock of Ages Assisted Living LLC (410) 639-2580	-	9/28/2023	Homes (retired/handicap/rest/convalescent/nursing)	7/16/2009
T&T Enterprises (443) 480-8213	-	-	-	4/16/2013

Highlighted rows were changed by agent to reflect knowledge of this property



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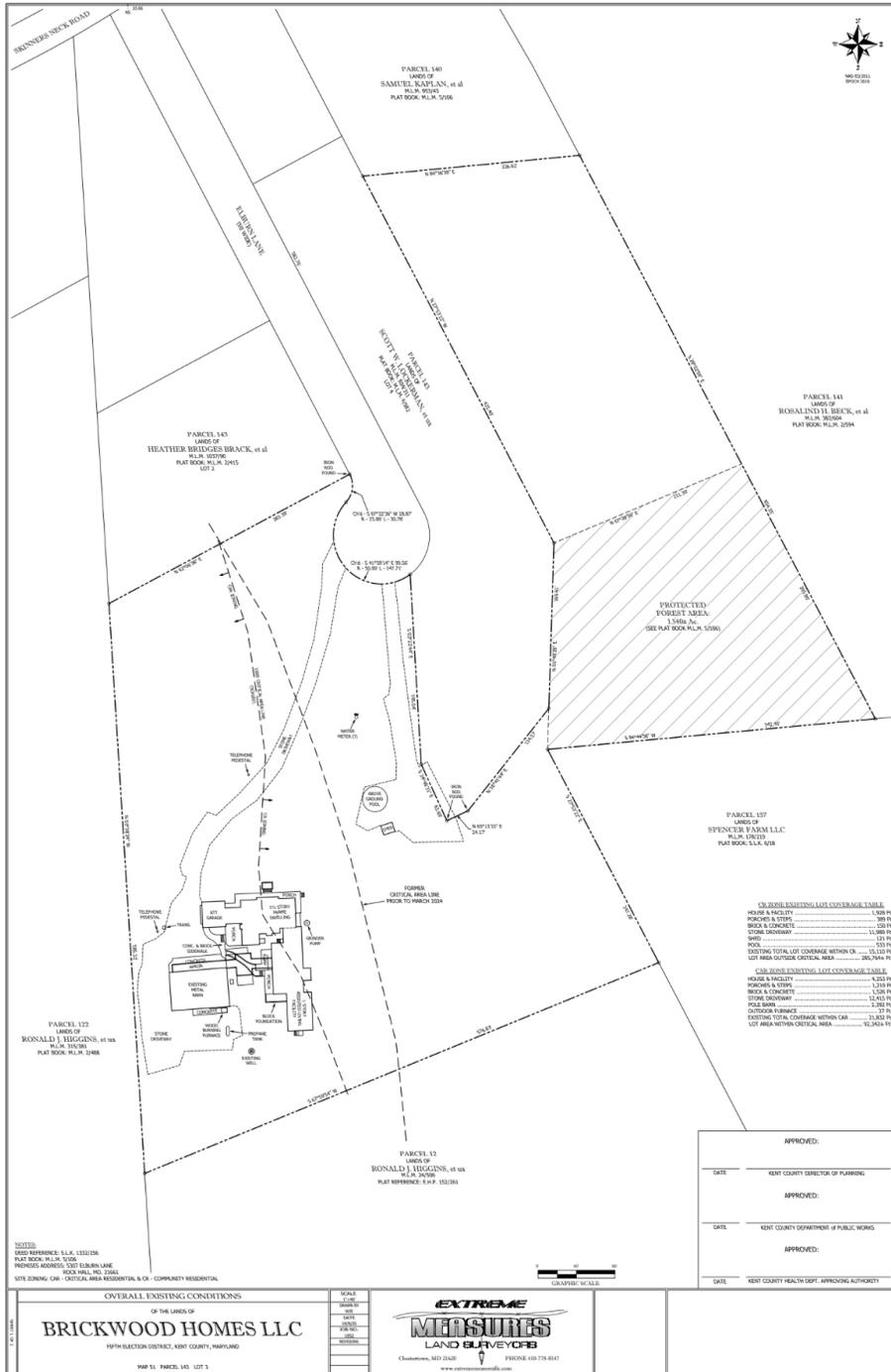
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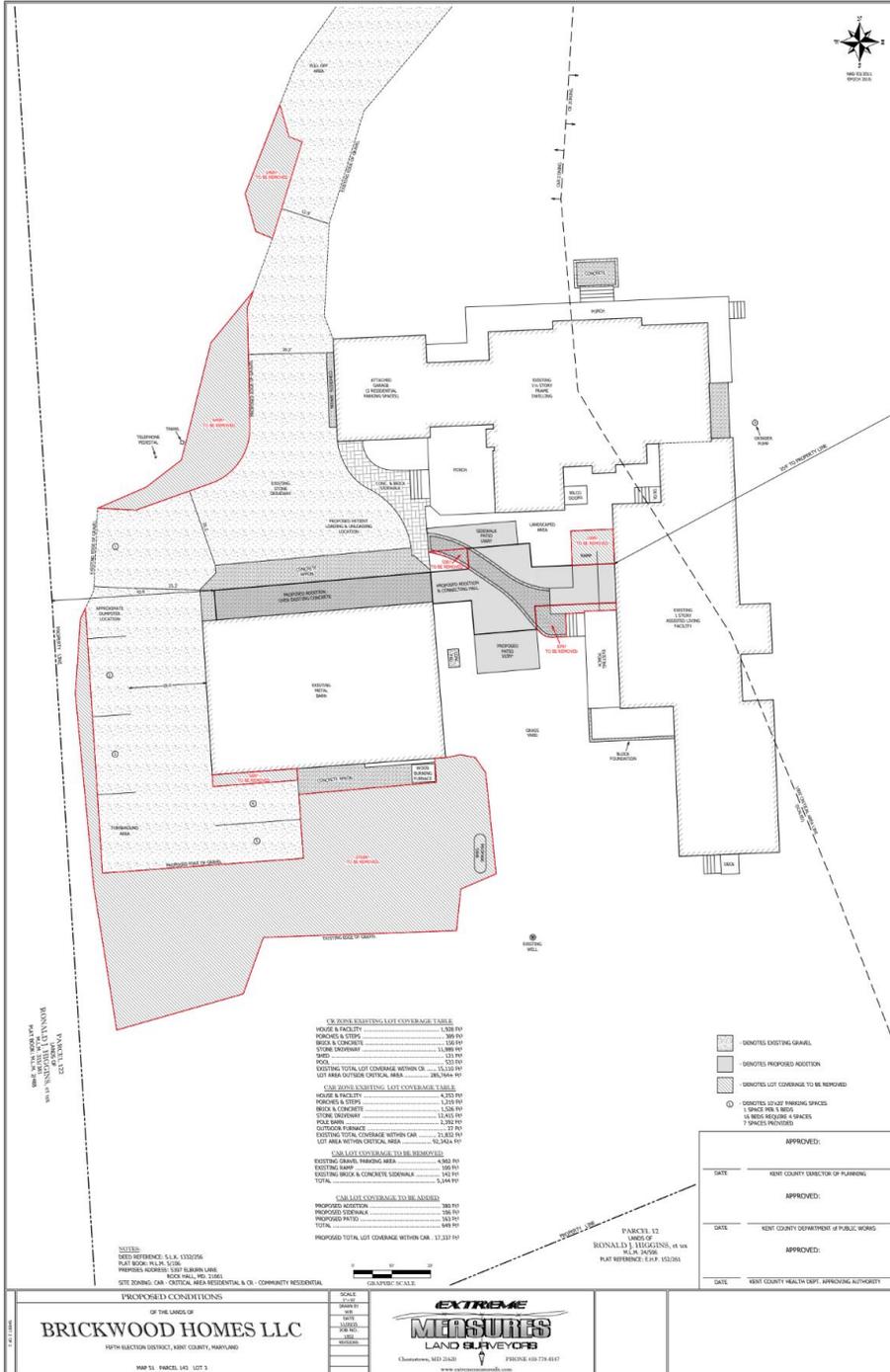


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## Eastern Shore Real Estate LLC

is proud to present

**Brickwood Assisted Living LLC**

for

**\$2,550,000.00**



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