



ASSISTED LIVING OFFERING · REAL ESTATE & BUSINESS TOGETHER

Hamilton Park Place

2525 Hamilton Street, Portage, Wisconsin 53901 · Columbia County

16,953 SF

2.91 Acres

29 Licensed Beds

Built 2014

CBRF

ASKING PRICE

\$3,000,000

Real estate & business · owner accepting offers

PRESENTED BY

Jerry Erdmann · Steve Traudt

The Property Advisor

NOTICE

Confidentiality & Disclaimer

The information contained in this Marketing Brochure is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from The Property Advisor and should not be made available to any other person or entity without the written consent of The Property Advisor.

This Marketing Brochure has been prepared to provide summary, unverified information to prospective purchasers and to establish only a preliminary level of interest in the subject property. The information contained herein is not a substitute for a thorough due diligence investigation. The Property Advisor has not made any investigation, and makes no warranty or representation, with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCBs or asbestos, the compliance with State and Federal regulations, the physical condition of the improvements thereon, or the financial condition or business prospects of any tenant or operator.

The information contained in this Marketing Brochure has been obtained from sources we believe to be reliable; however, The Property Advisor has not verified, and will not verify, any of the information contained herein, nor has The Property Advisor conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein.

ALL PROPERTY SHOWINGS ARE BY APPOINTMENT ONLY.

Please consult your agent for more details.

PATH TO ACCESS

1

Execute a confidentiality agreement

2

Receive access to the due-diligence file

3

Tour the facility by appointment

4

Submit an offer — owner accepting offers

AVAILABLE TO QUALIFIED BUYERS

- Trailing & interim financial statements
- Rent roll & census history
- Staffing schedule & payroll summary
- Floor plans & site survey
- Business valuation analysis
- DHS license & survey history
- Property tax & assessment detail
- Capital improvement history

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The Property Advisor · Senior Living Advisory

THE OPPORTUNITY

A Growing Operating Company with Memory Care Expansion

Offered for sale as a combined real estate and business acquisition: a single-story assisted living facility on 2.91 acres in Portage, Wisconsin. Built in 2014 and licensed as a Community-Based Residential Facility, the 16,953-square-foot building features a secure controlled entrance, reception area, gathering rooms, dedicated staff area, public restrooms, beauty salon, full commercial kitchen, and dining area serving 22 resident rooms. The facility is licensed for 29 beds, has 27 beds in place, and 25 are currently occupied.

The facility conveys as a turnkey operation with an established staff, active census, and a proven operating history under stable ownership. Revenue is majority private-pay at roughly 60%, with the balance from contracted state managed-care programs — a mix that provides both rate strength and census stability.

The site additionally offers excess developable land supporting a dedicated memory care building of 20 to 24 resident rooms. Because the existing kitchen and dining infrastructure were sized to accommodate the added volume, an expansion could be brought online without duplicating those core service areas — a meaningful capital advantage for a buyer pursuing growth.

OFFERED AS

**Real Estate & Business
Together**

ASKING PRICE

**\$3,000,000 · Offers
Invited**

SHOWINGS

By Appointment Only

A NOTE ON THE RENT STRUCTURE

The valuation reflects market rent of \$200,000, normalized from \$318,000 of historical related-party rent recorded in the trailing period. Trailing statements reconciling the two are available to qualified buyers upon execution of a confidentiality agreement.

THE ASSET

Property Details

Location & Structure

Tax Key 112712464.04

ADDRESS	2525 Hamilton St
CITY	Portage, WI 53901
COUNTY	Columbia
BUILDING SIZE	16,953 SF
LOT SIZE	2.910 Acres
YEAR BUILT	2014
EXTERIOR	Masonry
ROOF	Asphalt Shingle
ZONING	R-3 (conforming)
UTILITIES	Municipal + gas/elec

Licensing & Operations

CBRF · Operating since 2014

LICENSE TYPE	CBRF
LICENSED BEDS	29
PHYSICAL BEDS	27
OCCUPIED BEDS	25
RESIDENT ROOMS	22
T12 REVENUE	\$1,668,095
AVG MONTHLY INCOME	\$139,008
2027 PROFORMA INCOME*	\$1,772,400
STAFFING	Full staff in place
TRACK RECORD	Operating since 2014
UPSIDE	Memory care expansion (20–24 beds)

29

LICENSED BEDS

27

PHYSICAL BEDS

25

OCCUPIED

22

RESIDENT ROOMS

2.91

ACRES

2014

YEAR BUILT

Areas, dimensions and licensing per prior listing materials and Columbia County records; buyer to verify licensed bed count against the current DHS license prior to closing. *2027 proforma income; assumes a stabilized average census of 25 residents at \$5,908 per resident month, against a T12 average of 22.



THE NUMBERS

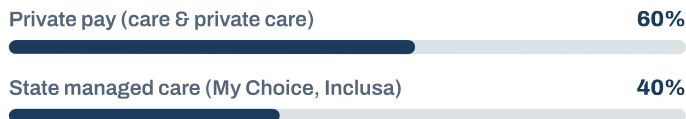
Financial Summary

A · OPERATING SUMMARY — T12 ACTUAL

Total Revenue	\$1,668,095
Labor & Payroll	\$874,623
Resident Care	\$114,504
Other Operating Expenses	\$314,019
Total Operating Expenses	\$1,303,146
Operating Net Income	\$364,949
2027 Proforma Income*	\$1,772,400

T12 actual, July 2025–June 2026, per trailing operating statements. *2027 proforma income of \$1,772,400 assumes a stabilized average census of 25 residents at \$5,908 per resident month — the current in-place rate roll — against a T12 average of 22. Presented as upside; the valuation at right is computed on T12 actual results, with property taxes stated at the \$55,000 go-forward figure versus \$59,816 in the trailing period.

C · REVENUE COMPOSITION



B · VALUATION — IN-PLACE BASIS

Operating Net Income (T12)	\$364,949
Plus: Other Income (verified)	\$28,399
Less: Market Rent (normalized)	(\$200,000)
Less: Property Taxes (go-forward)	(\$55,000)
Adjusted Net Operating Income	\$138,348
Senior Living Multiple	4.0x
Business Enterprise Value	\$550,000
Real Estate Value (assessed)	\$2,600,000

TOTAL REAL ESTATE & BUSINESS VALUE

\$3,150,000

Asking price of \$3,000,000 against in-place value, before proforma census upside.

D · FORWARD-LOOKING NOTE

The figures above reflect trailing twelve-month actuals through June 2026, a period that included a temporary staffing and census disruption. With those issues addressed, 25 of the 27 in-place beds are occupied against a licensed capacity of 29. Ownership's 2027 budget projects income of \$1,772,400, which annualizes the current rent roll at 25 residents and \$5,908 average monthly rate; that figure is shown for reference only and is not relied upon in the valuation above. Trailing and interim financial statements are available to qualified buyers upon execution of a confidentiality agreement.

E · KEY DEAL METRICS

\$103K

PRICE / LICENSED BED

\$177

PRICE / SF

\$364,949

T12 OPERATING NOI

\$1,772,400

2027 PROFORMA INCOME*

Metrics computed on the \$3,000,000 asking price and T12 actual results. *2027 proforma income based on a stabilized average census of 25 residents at current in-place rates; provided for reference only and subject to buyer verification.

WHY THIS DEAL

Investment Highlights

1 Modern, Purpose-Built Asset

Licensed for 29 beds with 27 beds in place across 22 resident rooms, in a purpose-built 2014 facility. No deferred obsolescence, no conversion compromises.

2 Majority Private-Pay Revenue

Roughly 60% of revenue is private pay, with the balance from contracted state managed-care programs — rate strength plus census stability.

3 Turnkey Operation

Full staff, established census, and licensure in place. A buyer steps into a running business rather than a startup.

4 Built-In Memory Care Expansion

Excess owned, zoned land supports a connected memory care wing of roughly 20 to 24 rooms — a defined path to nearly doubling capacity.

5 Combined Real Estate & Business

Real estate and operating business convey together, giving the buyer control of both the income stream and the underlying asset.

6 Proven Portage Location

Columbia County seat, ~40 minutes north of Madison, serving a stable regional catchment with limited comparable supply — operating since 2014.

THE UPSIDE

Expansion Opportunity

The 2.91-acre site includes excess developable land supporting a connected memory care wing of roughly 20 to 24 rooms on land already owned and zoned. For a buyer this converts an ordinary acquisition into a platform — near-term stabilized income from the existing beds with a defined path to nearly doubling capacity at a materially lower cost per bed than ground-up development.

20-24

MEMORY CARE ROOMS SUPPORTED

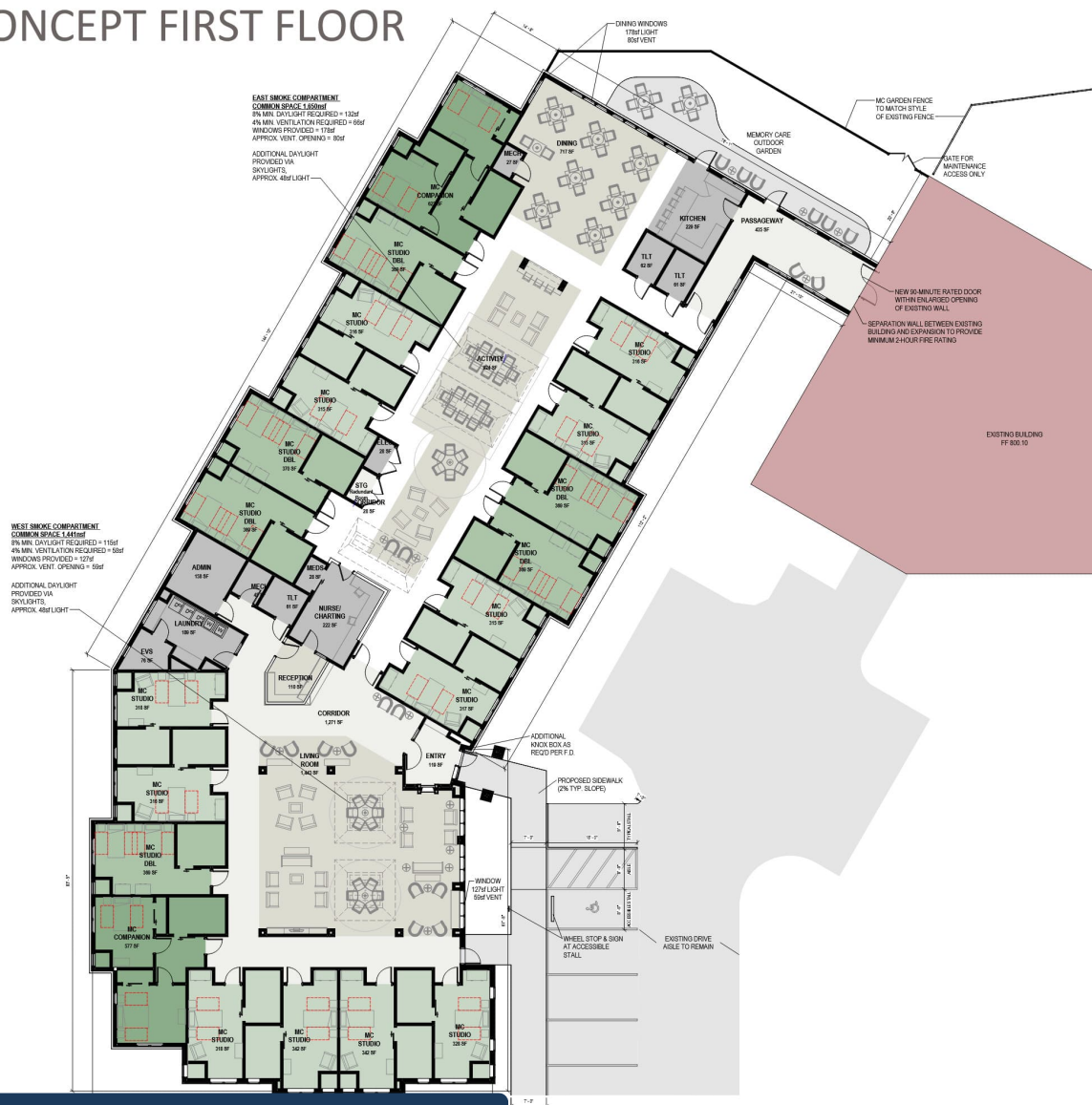
Connected

WING ATTACHED TO EXISTING BUILDING

R-3

ZONING — LEGALLY CONFORMING

CONCEPT FIRST FLOOR



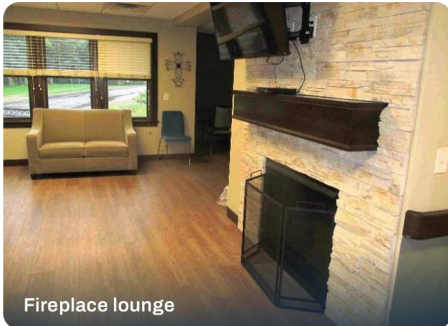
Illustrative concept — subject to design, permitting & licensure

THE FACILITY

Property Photos



Dining & common area



Fireplace lounge



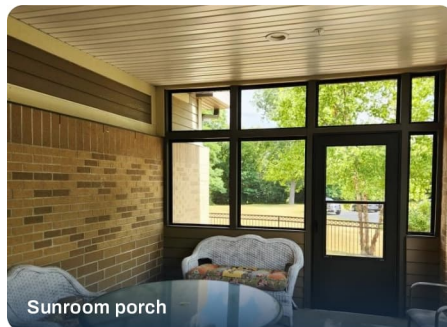
Resident corridor



Resident room



Sitting / consultation room



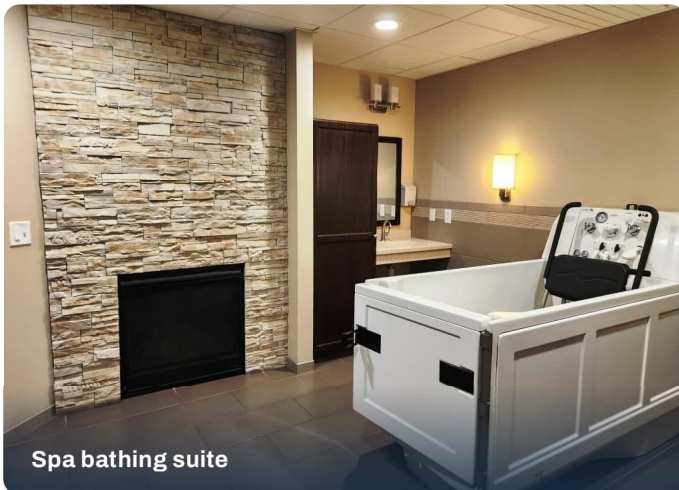
Sunroom porch



Patio & courtyard

COMMON AREAS & AMENITIES

Resident Amenities



Purpose-built common areas support the resident experience and the facility's private-pay positioning: a full commercial kitchen, on-site beauty salon, spa bathing suite, secure corridors, and multiple gathering and dining spaces.

LAYOUT

Floor Plan

A single-story, three-wing layout: 22 resident rooms arranged along secure corridors around shared gathering, dining, and service areas, with staff support and amenity spaces at the central core.



22 Rooms

RESIDENT ROOMS

29 Beds

LICENSED CAPACITY

27 Beds

BEDS IN PLACE

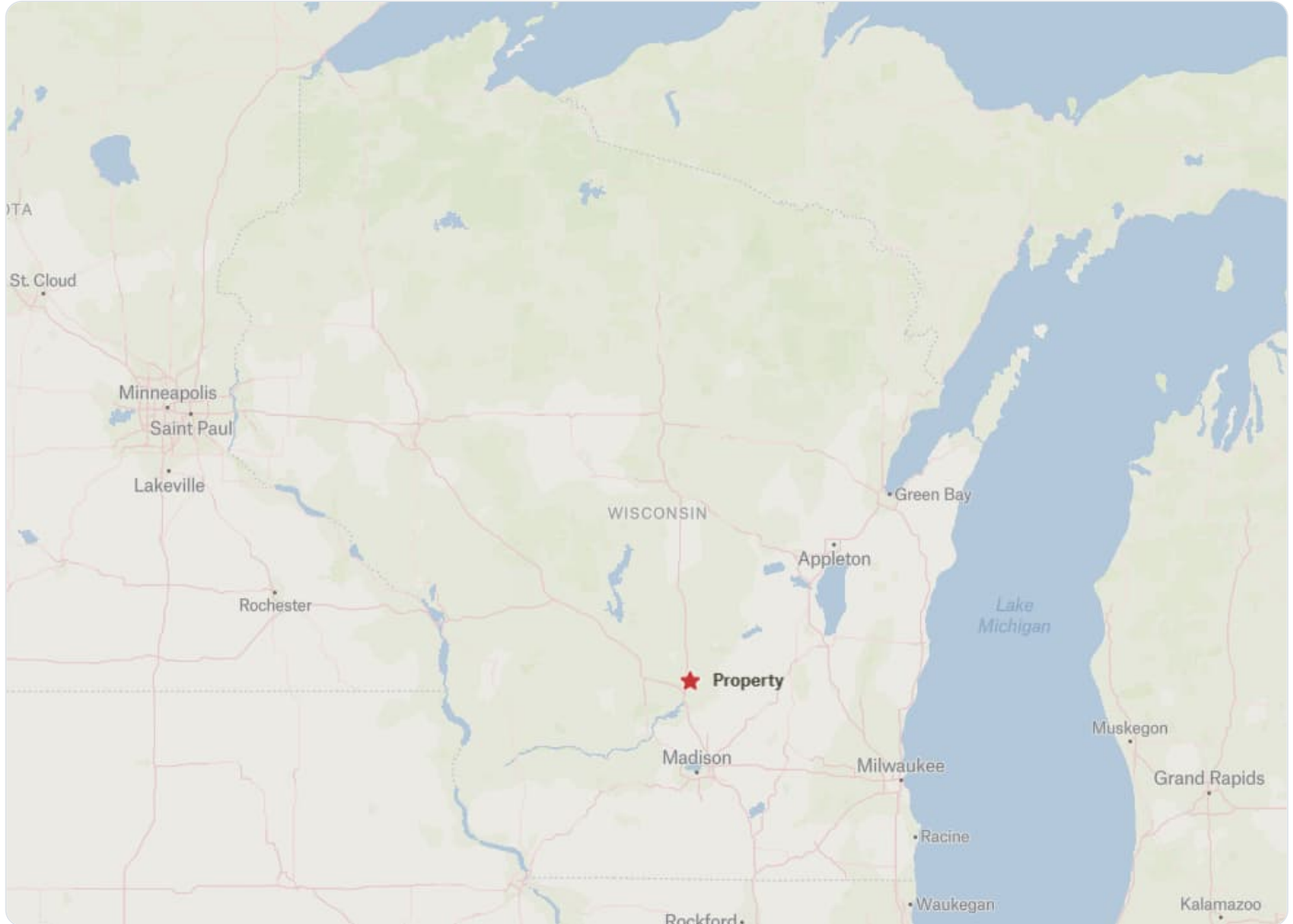
Single Story

BUILDING CONFIGURATION

Plan adapted from the facility's posted layout; dimensions and room designations are approximate and subject to buyer verification.

LOCATION

Map & Location



Portage is the Columbia County seat, roughly 40 minutes north of Madison, serving a stable regional catchment with limited comparable senior-living supply.

~40 min

NORTH OF MADISON

Columbia

COUNTY SEAT

R-3

ZONING

53901

PORTAGE, WI

WISCONSIN BROKERAGE DISCLOSURE

Disclosure to Non-Residential Customers

Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the following disclosure statement:

DISCLOSURE TO CUSTOMERS

You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the customer, the following duties:

- (a) The duty to provide brokerage services to you fairly and honestly.
- (b) The duty to exercise reasonable skill and care in providing brokerage services to you.
- (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless disclosure of the information is prohibited by law.
- (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the information is prohibited by law.
- (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your confidential information or the confidential information of other parties.
- (f) The duty to safeguard trust funds and other property held by the Firm or its Agents.
- (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals.

Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

CONFIDENTIALITY NOTICE TO CUSTOMERS

The Firm and its Agents will keep confidential any information given to the Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the Firm is no longer providing brokerage services to you.

The following information is required to be disclosed by law:

- 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01 (5g).
- 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction.

To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may list that information below or provide that information to the Firm or its Agents by other means. At a later time, you may also provide the Firm or its Agents with other information you consider to be confidential.

Confidential Information:

Non-Confidential Information (the following information may be disclosed by the Firm and its Agents):

(Insert information you authorize to be disclosed, such as financial qualification information.)

DEFINITION OF MATERIAL ADVERSE FACTS

A "Material Adverse Fact" is defined in Wis. Stat. §452.01(5g) as an Adverse Fact that a party indicates is of such significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision about the terms of such a contract or agreement.

An "Adverse Fact" is defined in Wis. Stat. §452.01(1e) as a condition or occurrence that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made concerning the transaction.

NOTICE ABOUT SEX OFFENDER REGISTRY

You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at <http://www.doc.wi.gov> or by telephone at 608-240-5830.



FOR MORE INFORMATION, CONTACT

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