

2026

# Decatur, Alabama Market Analysis



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Bull Realty, Inc.

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## MARKET ANALYSIS METHODOLOGY

This market demand analysis using a defined methodology is being conducted to examine a potential disposition of a 70.5% Occupied 55-Bed Assisted Living Facility in the Decatur, AL (Morgan County) PMA (10-mile radius). Our analysis will show demand estimates for Assisted Living in the current year for the subject property, and five years from the current year.

### DEFINITION OF TARGET GROUPS

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

#### TARGET GROUP 1

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

#### TARGET GROUP 2

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

#### TARGET GROUP 3

The next target group consists of the “age qualified” population that has adequate income to live in elderly housing. Many research firms are now considering \$75,000 to be the minimum “qualifying” income. Although research has shown that many seniors with lesser income levels can afford to reside in seniors housing due to having income from other sources or assets to spend down, \$50,000 is widely considered a benchmark for the private pay market. Thus, Target Group 3 consists of the number of households with income of \$75,000+ headed by a householder age 75+.

## TARGET GROUP 4

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

## DISCUSSION OF ACHIEVABLE PENETRATION RATES

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

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

## DEMAND ASSUMPTIONS

To determine the potential need for a Senior Living program in each market, we will make four assumptions:

1. As indicated earlier, the probable extent of the Decatur PMA is assumed to be a 10-mile radius in and around the property site in Decatur, Alabama.
2. In addition to the prospects, we will expect to derive from the primary market itself, we will expect an achievable penetration by Target Group as follows:
  - 2.02% Achievable Penetration for Target Group 1 – Age 65+
  - 6.63% Achievable Penetration for Target Group 2 – Age 75+
  - 21.60% Achievable Penetration for Target Group 3 – Age 75+ earning above \$50,000 per year
  - 1.14% Achievable Penetration for Target Group 4 – Age 50 to 64

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

3. The Decatur facility is approximately 70.5% stabilized as of 2026, we will make population projections for determining whether there will be enough demand for the number of units to be utilized.
4. For estimating the need for additional Senior living units in the Decatur, AL PMA, we must deduct all the existing units operating within the same market as well as units under development that will be operating currently.

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

## DEMAND CALCULATION

The enclosed spreadsheet, Senior Living Unmet Demand, incorporates all the assumptions presented above to estimate the probable need for Senior Living units in the Decatur market, for both current and 2030. The spreadsheet first starts by estimating demand for Senior living in the Decatur PMA using our methodology described above and *ESRI Demographics*.

After deducting the existing inventory provided by the *Alabama Department of Public Health* for licensed facilities, we are left with the Unmet Demand for additional units.

The total demand is **354** Assisted Living beds today growing to **418** in 2030 in the PMA, an 18.07% increase. There is a total of **158** Assisted Living units (including subject property) within the 10-mile PMA with **0** units under construction.

As the model indicates, the Unmet Demand for Assisted Living units in the Decatur PMA totals **196** beds, growing to **260** units in 2030, an 32.65 % increase.

#### PMA DEMOGRAPHICS – 10 MILE RADIUS

	55 to 64	65 to 74	75+
Average HHI	\$103,484	\$85,217	\$72,709
Average Net Worth	\$1,359,395	\$1,650,274	\$1,816,155

Average home value: \$282,291

Reference: ESRI

#### DISABILITY STATISTICS AGE 75+ IN BARTOW COUNTY

- Cognitive Difficulty (e.g., Alzheimer's): **9.3%**
- Ambulatory Difficulty: **34.9%**
- Self-Care: **9.2%**
- Independent Living Difficulty: **24.9%**

Reference: US Census American Community Survey

*DISCLAIMER: While the information is deemed reliable, no warranty is expressed or implied. Any important information to you or another party should be independently confirmed within an applicable due diligence period.*

## Unmet Demand

PMA: 10-Mile Radius

### 2025 Income-Qualified Households

MARKET PENETRATION\*\*\* 2.14%

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	16,929	342
75+	6.630%	7,397	490
75+   \$75K+	21.600%	1,821	393
55 - 64	1.140%	16,605	189
		<b>Mean</b>	<b>354</b>

### 2030 Income-Qualified Households

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	18,862	381
75+	6.630%	8,713	578
75+   \$75K+	21.600%	2,473	534
55-64	1.140%	15,842	181
		<b>Mean</b>	<b>418</b>

		2025	2030
1.	SNF Calculated Market Potential	354	418
2.	Identified Competitive Units in Market Area **	158	158
3.	Identified Units under Construction in Market Area	0	0
4.	UNMET Assisted Living DEMAND [Line 1 - Line 2]	196	260

References:

\* ESRI Demographics Data

\*\* Alabama DPH

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Facility Name	Address Line 1	City	State	ZIP	County	Fac ID	Facility Type	Licensed Beds
Columbia Cottage - Hartselle	1109 Sparkman Street Northwest	Hartselle	AL	35640	Morgan	D5208	Assisted Living Facility	36
Morningside of Decatur	2115 Point Mallard Drive, SE	Decatur	AL	35601	Morgan	D5207	Assisted Living Facility	60
Terrace at Priceville, The	200 Terrace Lane	Decatur	AL	35603	Morgan	D5209	Assisted Living Facility	38
Westminster Assisted Living of Decatur	2106 Modaus Road SW	Decatur	AL	35603	Morgan	D5211	Assisted Living Facility	24
								158

Reference: AL DPH  
Run Date: 8.18.2025

# Age 50+ Profile

2115 Point Mallard Dr SE, Decatur, Alabama, 35601  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 34.59269  
Longitude: -86.95646

Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	85,935	87,246	88,653	1,407	0.32%
Population 50+	32,576	33,534	34,704	1,170	0.69%
Median Age	40.1	40.6	41.4	0.8	0.39%
Households	34,590	36,114	37,322	1,208	0.66%
% Householders 55+	49.0%	49.6%	50.2%	0.6	0.24%
Total Owner-Occupied Housing Units	22,578	23,781	24,591	810	0.67%
Total Renter-Occupied Housing Units	12,012	12,333	12,731	398	0.64%
Owner/Renter Ratio (per 100 renters)	188	193	193	0	0.00%
Median Home Value	-	\$241,585	\$307,090	\$65,505	4.92%
Average Home Value	-	\$282,291	\$339,750	\$57,459	3.77%
Median Household Income	-	\$75,775	\$82,341	\$6,566	1.68%
Median Household Income for Householder 55+	-	\$66,224	\$76,140	\$9,916	2.83%

Population by Age and Sex						
Male Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	14,984	100.0%	15,739	100.0%	16,254	100.0%
50-54	2,706	18.1%	2,753	17.5%	2,662	16.4%
55-59	3,003	20.0%	2,640	16.8%	2,637	16.2%
60-64	2,681	17.9%	2,898	18.4%	2,550	15.7%
65-69	2,288	15.3%	2,446	15.5%	2,658	16.4%
70-74	1,724	11.5%	2,018	12.8%	2,173	13.4%
75-79	1,276	8.5%	1,442	9.2%	1,718	10.6%
80-84	753	5.0%	932	5.9%	1,076	6.6%
85+	553	3.7%	610	3.9%	780	4.8%

Female Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	17,592	100.0%	17,798	100.0%	18,449	100.0%
50-54	2,872	16.3%	2,637	14.8%	2,677	14.5%
55-59	3,082	17.5%	2,774	15.6%	2,596	14.1%
60-64	2,938	16.7%	2,903	16.3%	2,718	14.7%
65-69	2,600	14.8%	2,687	15.1%	2,769	15.0%
70-74	2,321	13.2%	2,382	13.4%	2,550	13.8%
75-79	1,540	8.8%	1,961	11.0%	2,081	11.3%
80-84	1,212	6.9%	1,285	7.2%	1,686	9.1%
85+	1,027	5.8%	1,169	6.6%	1,372	7.4%

Total Population	Census 2020		2025		2030	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	32,576	37.9%	33,534	38.4%	34,704	39.1%
50-54	5,578	6.5%	5,391	6.2%	5,340	6.0%
55-59	6,085	7.1%	5,413	6.2%	5,233	5.9%
60-64	5,619	6.5%	5,801	6.6%	5,269	5.9%
65-69	4,888	5.7%	5,132	5.9%	5,426	6.1%
70-74	4,045	4.7%	4,400	5.0%	4,723	5.3%
75-79	2,816	3.3%	3,402	3.9%	3,798	4.3%
80-84	1,965	2.3%	2,216	2.5%	2,763	3.1%
85+	1,580	1.8%	1,779	2.0%	2,152	2.4%
65+	15,294	17.8%	16,929	19.4%	18,862	21.3%
75+	6,361	7.4%	7,397	8.5%	8,713	9.8%

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

## Age 50+ Profile

2115 Point Mallard Dr SE, Decatur, Alabama, 35601  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 34.59269  
Longitude: -86.95646

### 2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	6,760	100%	6,099	100%	5,054	100%	17,913	100%
<\$15,000	540	8.0%	584	9.6%	557	11.0%	1,681	9.4%
\$15,000-\$24,999	562	8.3%	691	11.3%	790	15.6%	2,043	11.4%
\$25,000-\$34,999	456	6.7%	598	9.8%	662	13.1%	1,716	9.6%
\$35,000-\$49,999	489	7.2%	616	10.1%	534	10.6%	1,639	9.1%
\$50,000-\$74,999	978	14.5%	934	15.3%	690	13.7%	2,602	14.5%
\$75,000-\$99,999	1,011	15.0%	834	13.7%	678	13.4%	2,523	14.1%
\$100,000-\$149,999	1,355	20.0%	1,020	16.7%	652	12.9%	3,027	16.9%
\$150,000-\$199,999	707	10.5%	427	7.0%	245	4.8%	1,379	7.7%
\$200,000+	663	9.8%	395	6.5%	246	4.9%	1,304	7.3%
Median HH Income	\$82,158		\$62,837		\$49,416		\$66,224	
Average HH Income	\$103,484		\$85,217		\$72,709		\$88,576	

### 2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	6,326	100%	6,462	100%	5,965	100%	18,753	100%
<\$15,000	418	6.6%	488	7.6%	595	10.0%	1,501	8.0%
\$15,000-\$24,999	427	6.7%	604	9.3%	782	13.1%	1,813	9.7%
\$25,000-\$34,999	366	5.8%	543	8.4%	696	11.7%	1,605	8.6%
\$35,000-\$49,999	408	6.4%	573	8.9%	600	10.1%	1,581	8.4%
\$50,000-\$74,999	858	13.6%	1,035	16.0%	820	13.7%	2,713	14.5%
\$75,000-\$99,999	942	14.9%	913	14.1%	832	13.9%	2,687	14.3%
\$100,000-\$149,999	1,361	21.5%	1,230	19.0%	881	14.8%	3,472	18.5%
\$150,000-\$199,999	778	12.3%	539	8.3%	367	6.2%	1,684	9.0%
\$200,000+	769	12.2%	536	8.3%	393	6.6%	1,698	9.1%
Median HH Income	\$91,729		\$74,578		\$57,513		\$76,140	
Average HH Income	\$113,070		\$94,804		\$81,399		\$96,697	

### Census 2020 Occupied Housing Units by Age of Householder 55+

	Number	Percent	% Total HHS
Total	16,959	100.0%	49.0%
Owner Occupied Housing Units	13,019	76.8%	37.6%
Householder Age 55-64	5,201	30.7%	15.0%
Householder Age 65-74	4,439	26.2%	12.8%
Householder Age 75-84	2,573	15.2%	7.4%
Householder Age 85+	806	4.8%	2.3%
Renter Occupied Housing Units	3,940	23.2%	11.4%
Householder Age 55-64	1,813	10.7%	5.2%
Householder Age 65-74	1,260	7.4%	3.6%
Householder Age 75-84	580	3.4%	1.7%
Householder Age 85+	287	1.7%	0.8%

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

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

# Net Worth Profile

2115 Point Mallard Dr SE, Decatur, Alabama, 35601  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 34.59269  
Longitude: -86.95646

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	85,935	87,246	88,653	1,407	0.32%
Median Age	40.1	40.6	41.4	0.8	0.39%
Households	34,590	36,114	37,322	1,208	0.66%
Average Household Size	2.43	2.36	2.33	-0.03	-0.26%

2025 Households by Net Worth	Number	Percent
Total	36,114	100.0%
<\$15,000	7,126	19.7%
\$15,000-\$34,999	2,566	7.1%
\$35,000-\$49,999	952	2.6%
\$50,000-\$74,999	1,574	4.4%
\$75,000-\$99,999	1,647	4.6%
\$100,000-\$149,999	2,692	7.5%
\$150,000-\$249,999	3,813	10.6%
\$250,000-\$499,999	5,270	14.6%
\$500,000-\$999,999	4,552	12.6%
\$1,000,000-\$1,499,999	2,292	6.3%
\$1,500,000-\$1,999,999	832	2.3%
\$2,000,000+	2,798	7.7%

Median Net Worth	\$181,018
Average Net Worth	\$984,757

Wealth Index	79
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2025 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,296	5,298	5,691	5,917	6,760	6,099	5,054
<\$15,000	632	1,769	1,712	965	900	668	480
\$15,000-\$34,999	224	571	552	453	380	259	127
\$35,000-\$49,999	56	235	238	167	90	116	50
\$50,000-\$74,999	50	315	319	353	187	174	175
\$75,000-\$99,999	50	375	250	272	330	197	173
\$100,000-\$149,999	82	527	349	393	559	447	335
\$150,000-\$249,999	119	608	596	632	517	665	676
\$250,000-\$499,999	66	562	841	1,049	1,150	834	769
\$500,000-\$999,999	8	294	492	899	959	1,088	810
\$1000000+	8	42	341	734	1,688	1,649	1,458
Median Net Worth	\$15,747	\$54,756	\$77,015	\$197,272	\$312,613	\$377,555	\$386,977
Average Net Worth	\$73,994	\$136,904	\$320,324	\$758,146	\$1,359,395	\$1,650,274	\$1,816,155

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

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

Table: ACSST5Y2023.S1810

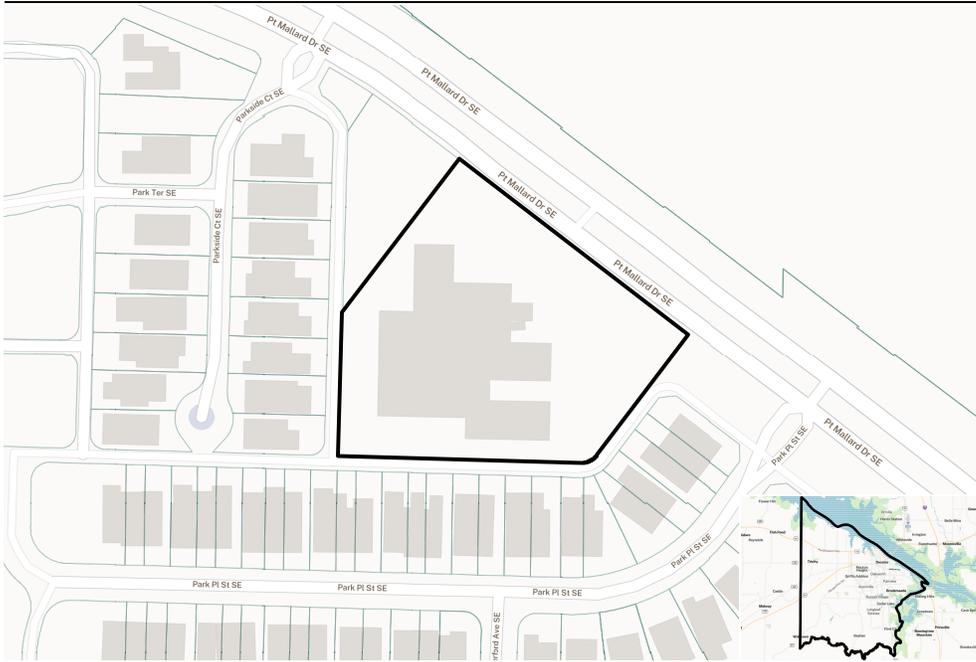
Decatur city, Alabama						
	Total		With a disability		Percent with a disability	
Label	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total civilian noninstitutionalized population	56,428	±191	9,828	±866	17.4%	±1.5
DISABILITY TYPE BY DETAILED AGE						
<b>With a cognitive difficulty</b>	(X)	(X)	4,014	±606	7.6%	±1.2
Population 75 years and over	3,941	±442	365	±120	9.3%	±2.9
<b>With an ambulatory difficulty</b>	(X)	(X)	5,298	±714	10.0%	±1.4
Population 75 years and over	3,941	±442	1,375	±312	34.9%	±6.7
<b>With a self-care difficulty</b>	(X)	(X)	1,498	±307	2.8%	±0.6
Population 75 years and over	3,941	±442	363	±112	9.2%	±2.9
<b>With an independent living difficulty</b>	(X)	(X)	3,649	±544	8.5%	±1.3
Population 75 years and over	3,941	±442	980	±315	24.9%	±7.1

# 2115 Point Mallard Dr Se, Decatur, AL

<https://app.regrid.com/us/al/morgan/decatur/22047>

## Regrid

By Loveland Technologies · Dec 15, 2025



Lat/Long: 34.59258, -86.95641

In: 35601, Census Tract 1, Decatur, Morgan County, Alabama

## Parcel Data Fields

<b>Parcel ID:</b>	0305210000003010	<b>Last Sale Price:</b>	0.0
<b>Owner Name:</b>	MORNINGSIDE OF DECATUR L.P.	<b>Last Sale Date:</b>	1998-10-30
<b>Parcel Address:</b>	2115 POINT MALLARD DR SE	<b>Tax Year:</b>	2025
<b>Regrid Calculated Total Address Count:</b>	1	<b>Mailing Address:</b>	400 CENTRE STREET
<b>FEMA Flood Zone:</b>	X	<b>Mailing Address Care Of:</b>	FIVE STAR SENIOR LIVING
<b>FEMA Flood Zone Subtype:</b>	AREA OF MINIMAL FLOOD HAZARD	<b>Mailing Address Care Of:</b>	
<b>FEMA Flood Zone Raw Data:</b>	[{"zone":"X","subtype":"AREA OF MINIMAL FLOOD HAZARD","percent":100}]	<b>Mailing Address City:</b>	NEWTON
<b>FEMA Flood Zone Data Date:</b>	2023-10-17	<b>Mailing Address State:</b>	MA
<b>FEMA NRI Risk Rating:</b>	Relatively High	<b>Mailing Address ZIP Code:</b>	02458
<b>Census Provided Unified School District:</b>	Morgan County School District	<b>Original Mailing Address:</b>	{"mailadd":"400 CENTRE STREET","mail_city":"NEWTON","mail_state2":"MA","mail_zip":"02458 "}
<b>Regrid Calculated Building Footprint Square Feet:</b>	34917	<b>5 Digit Parcel Zip Code:</b>	35601
<b>Regrid Calculated Building Count:</b>	1	<b>Legal Description:</b>	COM AT SW COR OF SEC 21, T5S, R4W, TH E 1500'S, TH N 1160'S TH E 500.35' TO TPOB; TH N 198.65'; TH NE 259.18'; TH SE'LY ALG POINTE MALLARD DR 220.51'; TH NE 3'; TH SE ALG R/W 180'; TH SW'LY 203.66'; TH SW 18.26'; TH W 339.74' TO POB
<b>Precisely ID:</b>	P0000017DLO0	<b>Neighborhood Code:</b>	EASTWOOD
<b>Placekey:</b>	222@5pm-gv2-835	<b>Latitude:</b>	34.592578
<b>USPS Delivery Point Validation:</b>	V	<b>Longitude:</b>	-86.956415
<b>Delivery Point Validation Codes:</b>	YNNNN	<b>Census 2020 Tract:</b>	01103000100
<b>Delivery Point Validation Notes:</b>	AABB	<b>Census 2020 Block:</b>	011030001001046
<b>Delivery Point Match Type:</b>	S		
<b>CASS Error Codes:</b>	A1		
<b>Residential Delivery Indicator:</b>	Y		
<b>USPS Vacancy Indicator:</b>	N		
<b>USPS Vacancy Indicator Date:</b>	2025-12-01		
<b>Land Use Code: Activity:</b>	1100.0		

**Land Use Code Description: Activity:** Household  
**Land Use Code:** 1100.0  
**Function:**  
**Land Use Code Description: Function:** Private household  
**Land Use Code:** 1000.0  
**Structure:**  
**Land Use Code Description: Structure:** Residential buildings  
**Land Use Code: Site:** 6000.0  
**Land Use Code Description: Site:** Developed site with buildings  
**Land Use Code:** 1500.0  
**Ownership:**  
**Land Use Code Description: Ownership:** Businesses and commercial entities  
**Housing Affordability Index:** 80.0  
**Population Density:** 1593.5  
**Population Growth (CAGR) past 5 years:** 1.96  
**Population Growth (CAGR) next 5 years:** 1.21  
**Housing Units Growth (CAGR) past 5 years:** 0.97  
**Housing Units Growth (CAGR) next 5 years:** 1.39  
**Median Household Income Growth (CAGR) next 5 years:** 3.83  
**Median Household Income (current year):** 43676.0  
**Distance to Transmission line:** 0.0  
**Roughness Rating:** 0.0  
**Highest Parcel Elevation:** 176.01  
**Lowest Parcel Elevation:** 174.34  
**InSite Score:** Low  
**Parcel Address City:** DECATUR  
**Parcel Address Zip Code:** 35601-6765  
**First Alternative Parcel ID:** 03 05 21 0 000 003.010  
**Second Alternative Parcel ID:** 57827  
**Parcel Value Type:** TOTAL  
**Improvement Value:** 2646100.0  
**Land Value:** 258700.0  
**Total Parcel Value:** 2904800.0

**Census 2020 Blockgroup:** 011030001001  
**Census Zip Code:** 35601  
**Tabulation Area:**  
**County-Provided Acres:** 3.06587502  
**County-Provided Parcel Square Feet:** 133550.0  
**PLSS Township:** 005S  
**PLSS Section:** Section 21  
**PLSS Range:** 004W  
**Parcel ID 2:** 03 05 21 0 000 003.010  
**PIN:** 57827  
**Pid:** 0305210000003010  
**Total MI Value:** 0.0  
**Total Mobile Home Value:** 0.0  
**Assessed Value:** 232000.0  
**Tax District:** 0  
**Municipality Code:** 01  
**Propstate:** AL  
**Assessment Class:** 2  
**Timber Acreage:** 0.0  
**Total Acres:** 0.0  
**Last Deed:** 1753-0000895  
**Lastsalesdate:** 1998-10-30  
**Sales Ratio:** 0.0  
**Use on Sales:** 0.0  
**Land Schedule:** S/SF06/03R002  
**Currentyear:** 2025  
**Currentvalue:** 2904800.0  
**Prior Year Value:** 2024  
**Prior Year Value:** 2904800.0  
**Difference:** 0  
**Ratio Difference:** 1.0  
**Regrid UUID:** 76646474-fdf3-4c0f-9333-27d62f9b79fd  
**Calculated Acres:** 3.064  
**Building Area:** 33254  
**Area Building Definition:** HEATED AREA  
**Calculated Parcel Sq Ft:** 133471  
**Federal Qualified Opportunity Zone:** Yes  
**Qualified Opportunity Zone Tract Number:** 01103000100

# SENIOR LIVING CONSTRUCTION COSTS

(Per Gross Square Foot)



## WINTER 2025

The Cost Report accounts for labor and material difference between various cities, but DOES NOT account for special jurisdictional issues, special code requirements, hurricane and seismic requirements, local market competitiveness, and site logistic issues.

### CITY INDEX OF 100

LYNCHBURG, VA  
MID-LEVEL  
CITY INDEX 86.8

	MID-LEVEL		HIGH-LEVEL		LYNCHBURG, VA MID-LEVEL CITY INDEX 86.8	
	LOW	HIGH	LOW	HIGH	LOW	HIGH
Independent Living	\$238	\$289	\$281	\$360	\$207	\$251
Cottages	\$184	\$219	\$262	\$321	\$160	\$190
Assisted Living	\$277	\$353	\$362	\$450	\$240	\$306
Skilled Nursing	\$314	\$371	\$391	\$503	\$272	\$322
IL Commons	\$383	\$485	\$520	\$675	\$332	\$421
Under Building Parking	\$151	\$188	\$190	\$237	\$131	\$163
Sitework	Excluded		Excluded		Excluded	

\*Costs are full burden and include general conditions, insurance, tax, bond and fee, but do not include site costs. \*The above costs are based on a city index of 100. Each city carries a different index, for example: Lynchburg, VA has an index of 86.8 which translates to a cost range of \$207 - \$251 per sf for Independent Living; Philadelphia, PA has an index of 113.2 which translates to a cost range of \$270 - \$327 per sf for Independent Living. These indices coupled with local market conditions are essential when comparing overall pricing.

**Mid-Level Projects:** Generally are of wood-framed construction with standard amenities and finishes, and typically target the moderate income senior.

**High-Level Projects:** Generally are of steel or concrete construction with high-end luxury amenities and finishes, and typically target the higher income senior.

## Senior Living Construction Costs Brief – Winter 2025

Enter your name and email to show a download link for The Weitz Company's

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For more information, [please click here](#).

Agree

# Traffic Count Map - Close Up

2115 Point Mallard Dr SE, Decatur, Alabama, 35601  
Rings: 10 mile radii

Prepared by Esri  
Latitude: 34.59269  
Longitude: -86.95646

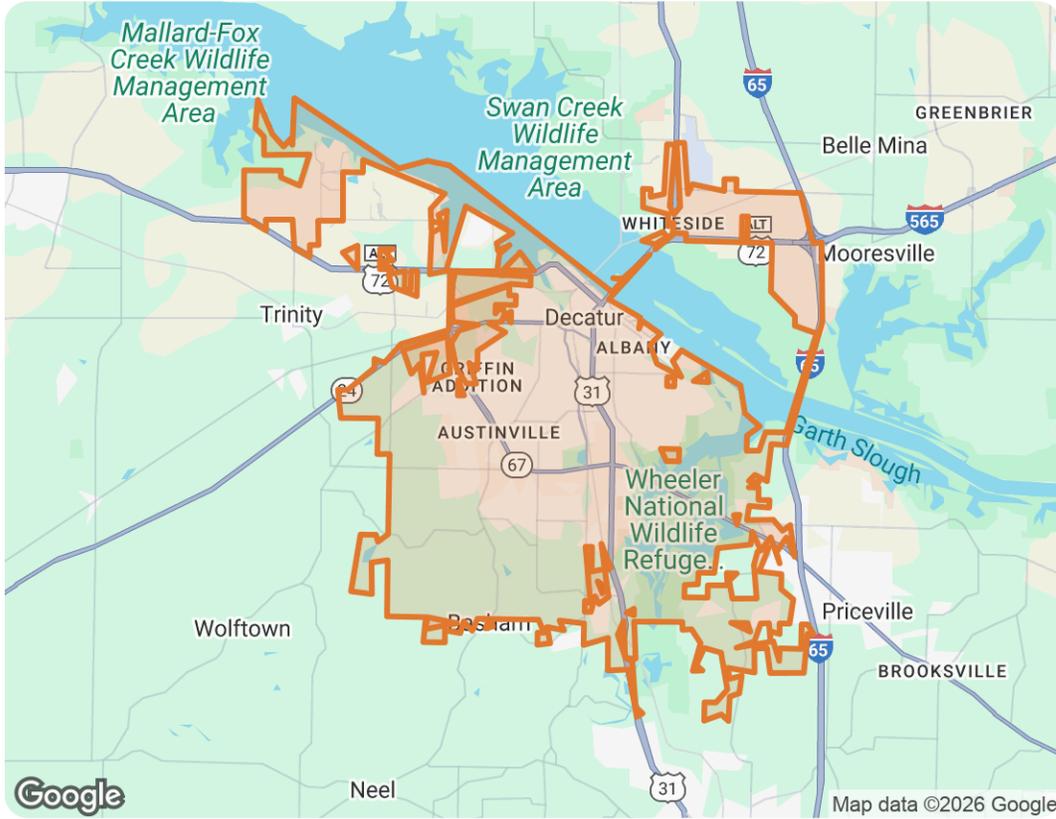


- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2025 Kalibrate Technologies (Q1 2025).

# Decatur, Alabama



## Ernie Anaya, MBA

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🌐 <https://www.bullrealty.com>



## Decatur, Alabama

## Trade Area Summary

## Attribute Summary for Decatur, Alabama

Median Household Income

**\$59,926**

Source: 2024/2029 Income (Esri)

Median Age

**39.7**

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

Total Population

**58,512**

Source: 2024 Age: 1 Year Increments (Esri)

1st Dominant Segment

**Small Town  
Simplicity**

Source: 2024 Tapestry Market Segmentation (Households)

## Consumer Segmentation

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

**Hometown**

Growing up and staying close to home; single householders

URBANIZATION - Where do people like this usually live?

**Semirural**

The most affordable housing—in smaller towns and communities located throughout the country

Top Tapestry Segments	Small Town Sincerity	Middleburg	Old and Newcomers	Comfortable Empty Nesters	Green Acres
% of Households	2,612 (10.8%)	2,380 (9.9%)	2,222 (9.2%)	1,699 (7.1%)	1,656 (6.9%)
Lifestyle Group	Hometown	Family Landscapes	Middle Ground	GenXurban	Cozy Country Living
Urbanization Group	Semirural	Semirural	Metro Cities	Suburban Periphery	Rural
Residence Type	Single Family	Single Family	Single Family; Multi-Units	Single Family	Single Family
Household Type	Singles	Married Couples	Singles	Married Couples	Married Couples
Average Household Size	2.24	2.69	2.1	2.48	2.64
Median Age	41	37.6	39.7	46.4	43.8
Diversity Index	59.4	60.4	62.9	47	38.5
Median Household Income	\$44,000	\$83,700	\$60,300	\$97,600	\$103,400
Median Net Worth	\$54,700	\$277,100	\$93,900	\$509,700	\$537,400
Median Home Value	\$148,300	\$306,900	\$282,500	\$323,300	\$374,800
Homeownership	52.5%	76.1%	48.6%	87.4%	88%
Employment	Services or Professional	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	High School Diploma	High School Diploma	Some College No Degree	Bachelor's Degree	High School Diploma
Preferred Activities	Community-oriented residents. Enjoy outdoor activities like hunting and fishing.	Spending priorities also focus on family. Enjoy hunting, fishing, bowling and baseball.	Strong sense of community volunteer for charities. Food features convenience, frozen and fast food.	Play golf, ski and work out regularly. Home maintenance a priority among these homeowners.	Pursue physical fitness vigorously. Active in communities and social organizations.
Financial	Price-conscious consumers that shop accordingly	Carry some debt; invest for future	Price aware and coupon clippers, but open to impulse buys	Portfolio includes stocks, CODs, mutual funds and real estate	Comfortable with debt, and investments.
Media	Rely on television or newspapers to stay informed	TV and magazines provide entertainment and information	Features the Internet, listening to country music and read the paper	Listen to sports radio; watch sports on TV	Provided by satellite service, radio and television

# Decatur, Alabama

## Consumer Segmentation

Top Tapestry Segments	Small Town Sincerity	Middleburg	Old and Newcomers	Comfortable Empty Nesters	Green Acres
Vehicle	Own, maintain domestic trucks, ATVs	Like to drive trucks, SUVs, or motorcycles	View car as transportation only	Own 1-2 vehicles	Late model trucks SUVs, ATVs and motorcycles

## Consumer Segment Details

About this segment

### Small Town Sincerity

Ranked

**1st**

dominant segment for this area

In this area

**10.8%**

of households fall into this segment

In the United States

**1.8%**

of households fall into this segment

## Who Are They?

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

## Neighborhood

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied. Median home value of \$92,300 is about half the US median.
- Average rent is \$639.
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households

## Socioeconomic Traits

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

## Market Profile

- Small Town Simplicity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking, frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

# Decatur, Alabama

## Consumer Segment Details

About this segment

### Middleburg

Ranked

**2nd**

dominant segment  
for this area

In this area

**9.9%**

of households fall  
into this segment

In the United States

**3.1%**

of households fall  
into this segment

## Who Are They?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

## Neighborhood

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$175,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

## Socioeconomic Traits

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here, faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

## Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

# Decatur, Alabama

## Consumer Segment Details

About this segment

### Old and Newcomers

Ranked

**3rd**

dominant segment  
for this area

In this area

**9.2%**

of households fall  
into this segment

In the United States

**2.3%**

of households fall  
into this segment

### Who Are They?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

### Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent is lower than the US.
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

### Socioeconomic Traits

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree, 33% have some college education, 9% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

### Market Profile

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

# Decatur, Alabama

## Consumer Segment Details

About this segment

### Comfortable Empty Nesters

Ranked

**4th**

dominant segment for this area

In this area

**7.1%**

of households fall into this segment

In the United States

**2.4%**

of households fall into this segment

## Who Are They?

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

## Neighborhood

- Married couples, some with children, but most without.
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes.
- Most homes built between 1950 and 1990.
- Households generally have one or two vehicles.

## Socioeconomic Traits

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments and retirement. Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

## Market Profile

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

# Decatur, Alabama

## Consumer Segment Details

About this segment

### Green Acres

Ranked

**5th**

dominant segment  
for this area

In this area

**6.9%**

of households fall  
into this segment

In the United States

**3.3%**

of households fall  
into this segment

## Who Are They?

The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

## Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

## Socioeconomic Traits

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8%.
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

## Market Profile

- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

# Decatur, Alabama

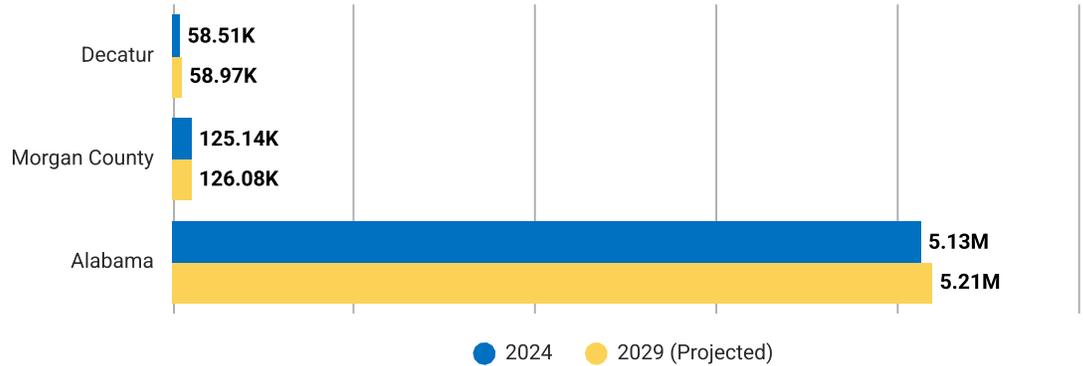
## Population

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

Update Frequency: Annually

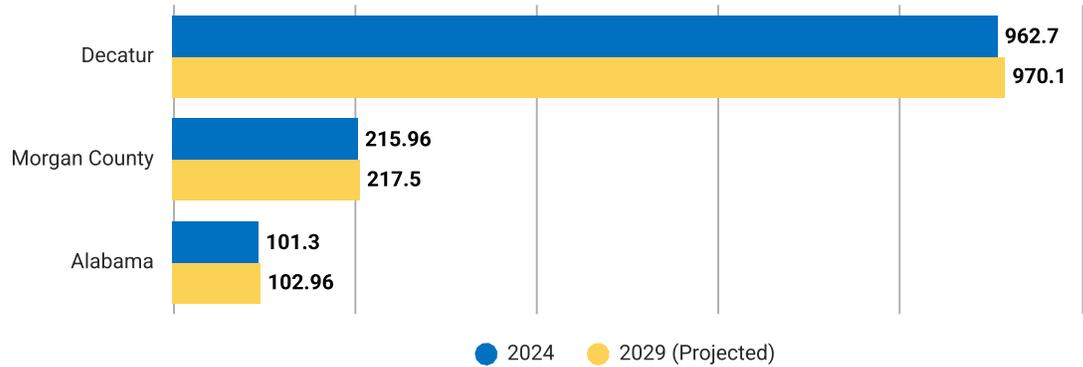
### Total Population

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

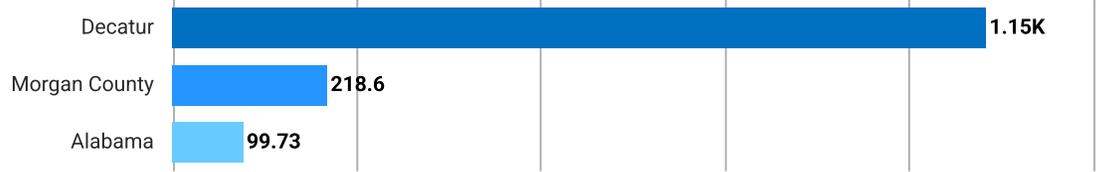
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



# Decatur, Alabama

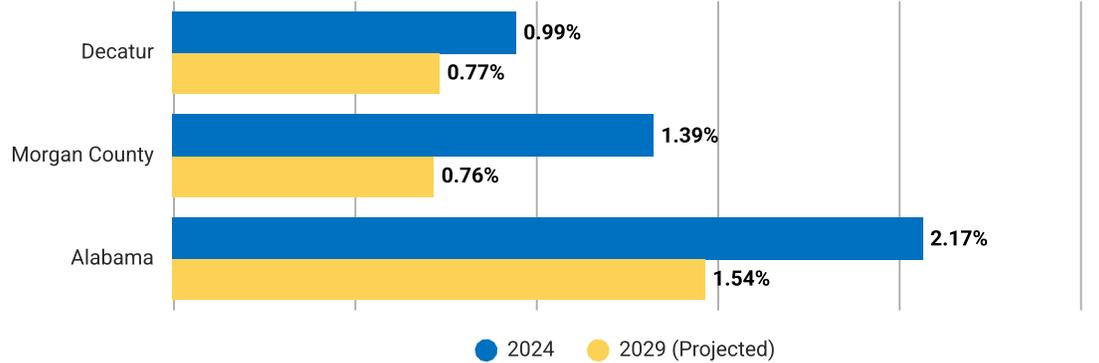
## Daytime Population Density

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.



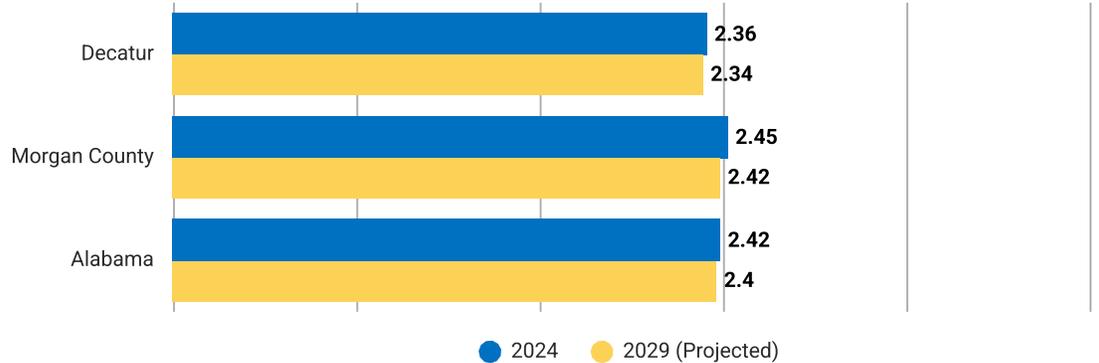
## Population Change Since 2020

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



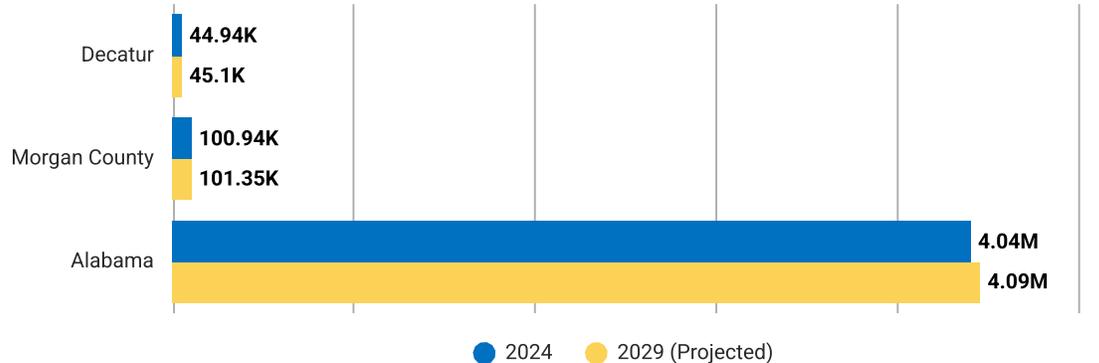
## Average Household Size

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



## Population Living in Family Households

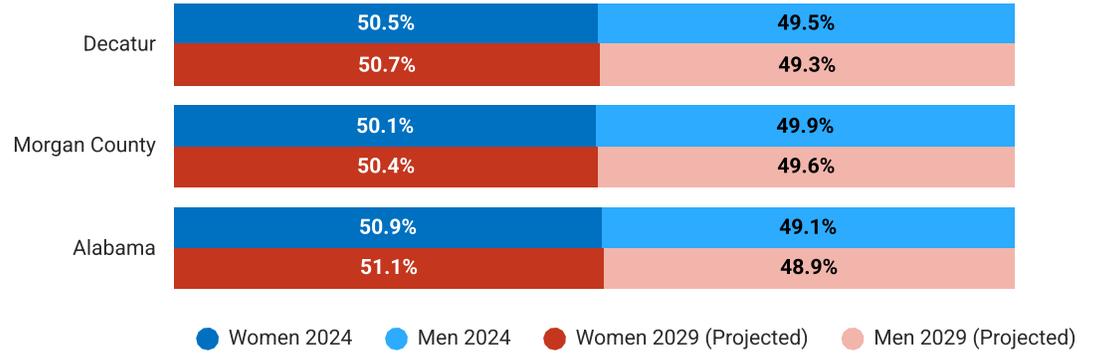
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



# Decatur, Alabama

## Female / Male Ratio

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



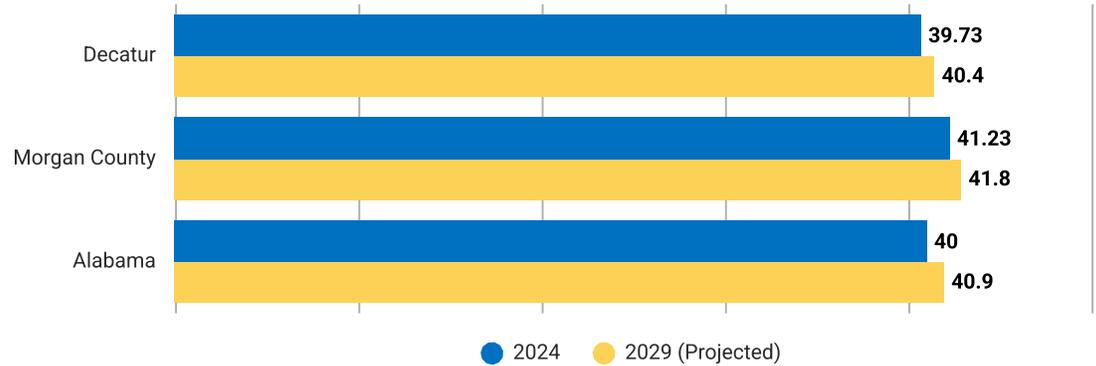
## Age

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

Update Frequency: Annually

### Median Age

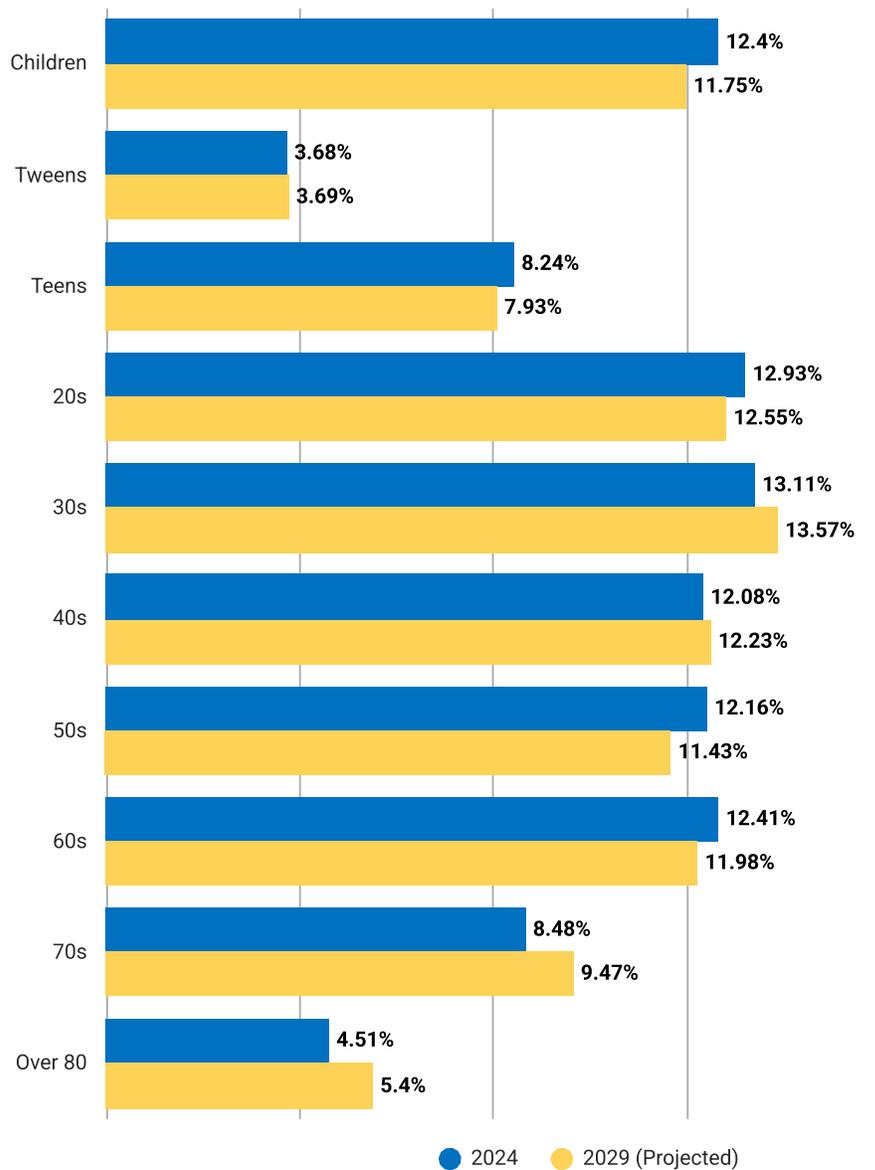
This chart shows the median age in an area, compared with other geographies.



# Decatur, Alabama

## Population by Age

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



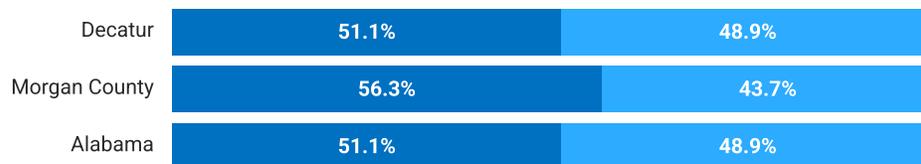
## Married

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.



# Decatur, Alabama

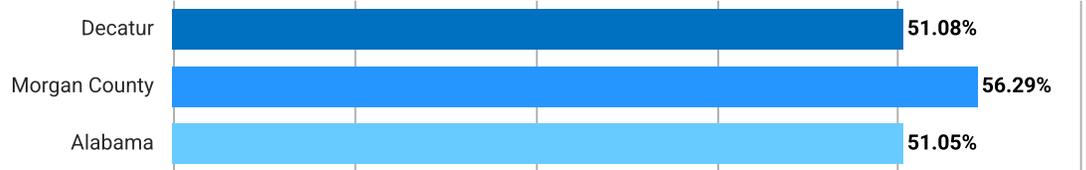
## Never Married

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



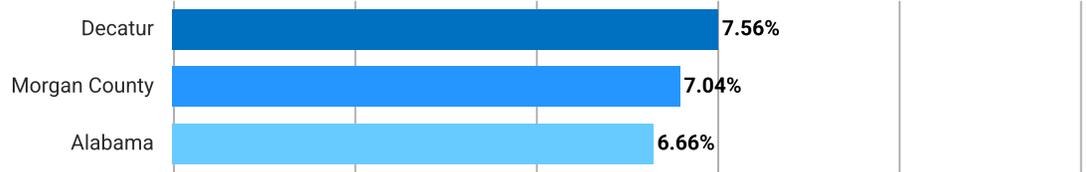
## Married

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.



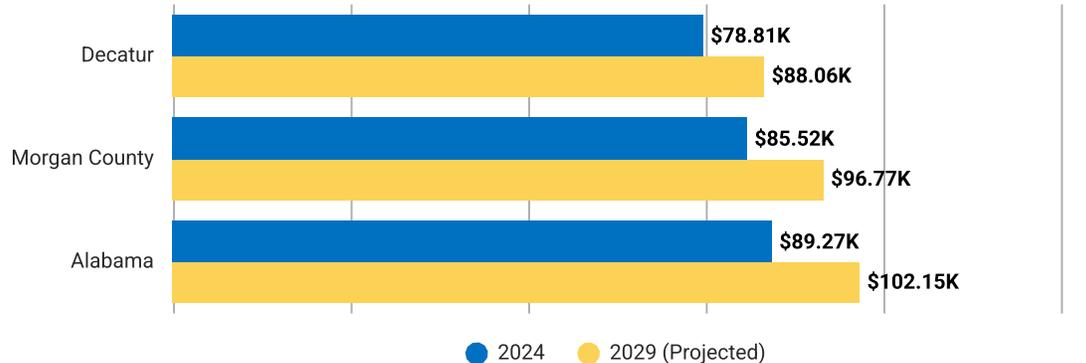
# Income

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

Update Frequency: Annually

## Average Household Income

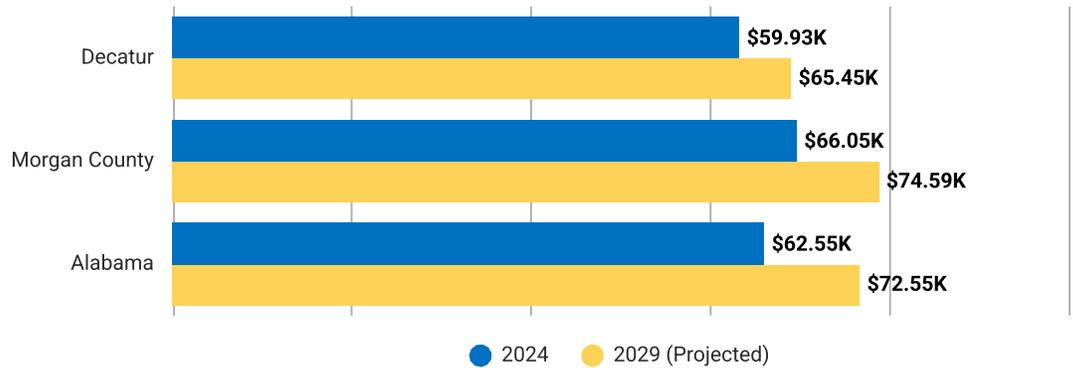
This chart shows the average household income in an area, compared with other geographies.



# Decatur, Alabama

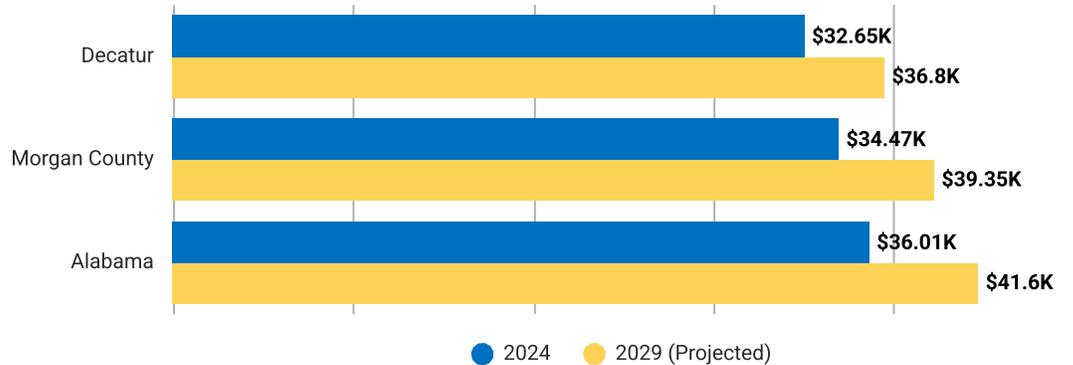
## Median Household Income

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.



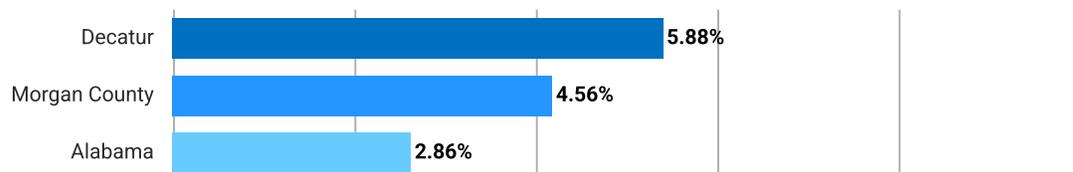
# Education

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.



# Decatur, Alabama

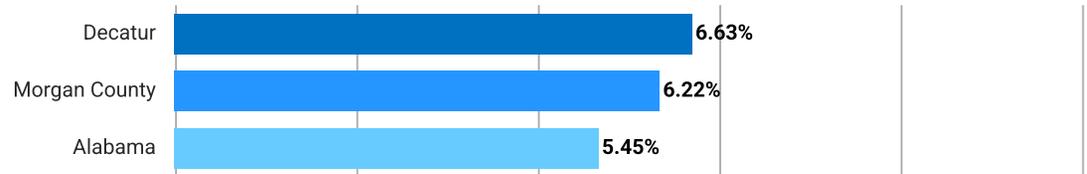
## Some High School

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.



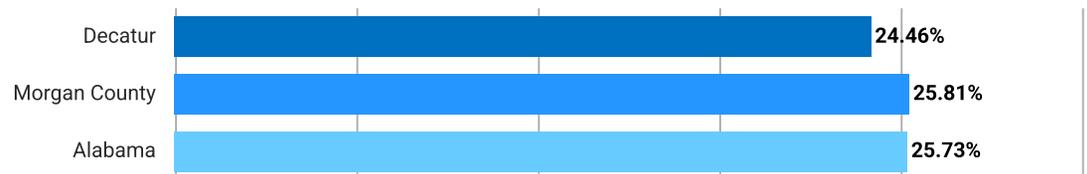
## High School GED

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.



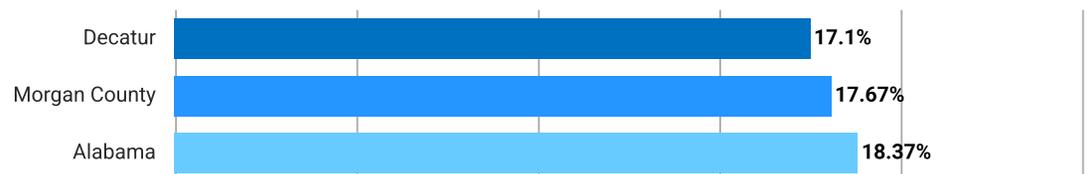
## Associate Degree

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

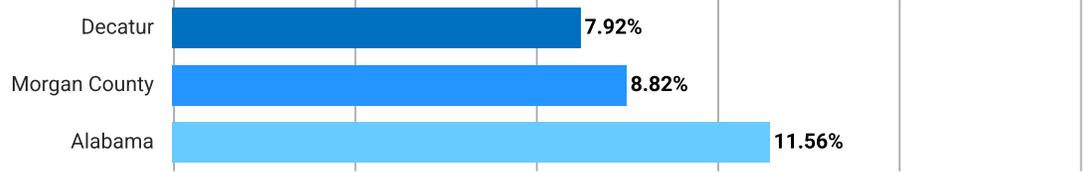
This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



# Decatur, Alabama

## 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

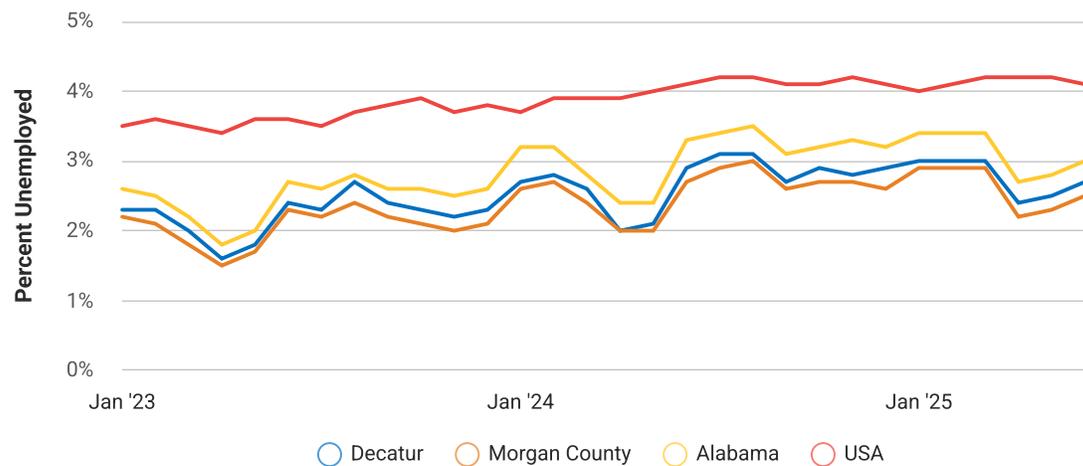


### Unemployment Rate

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



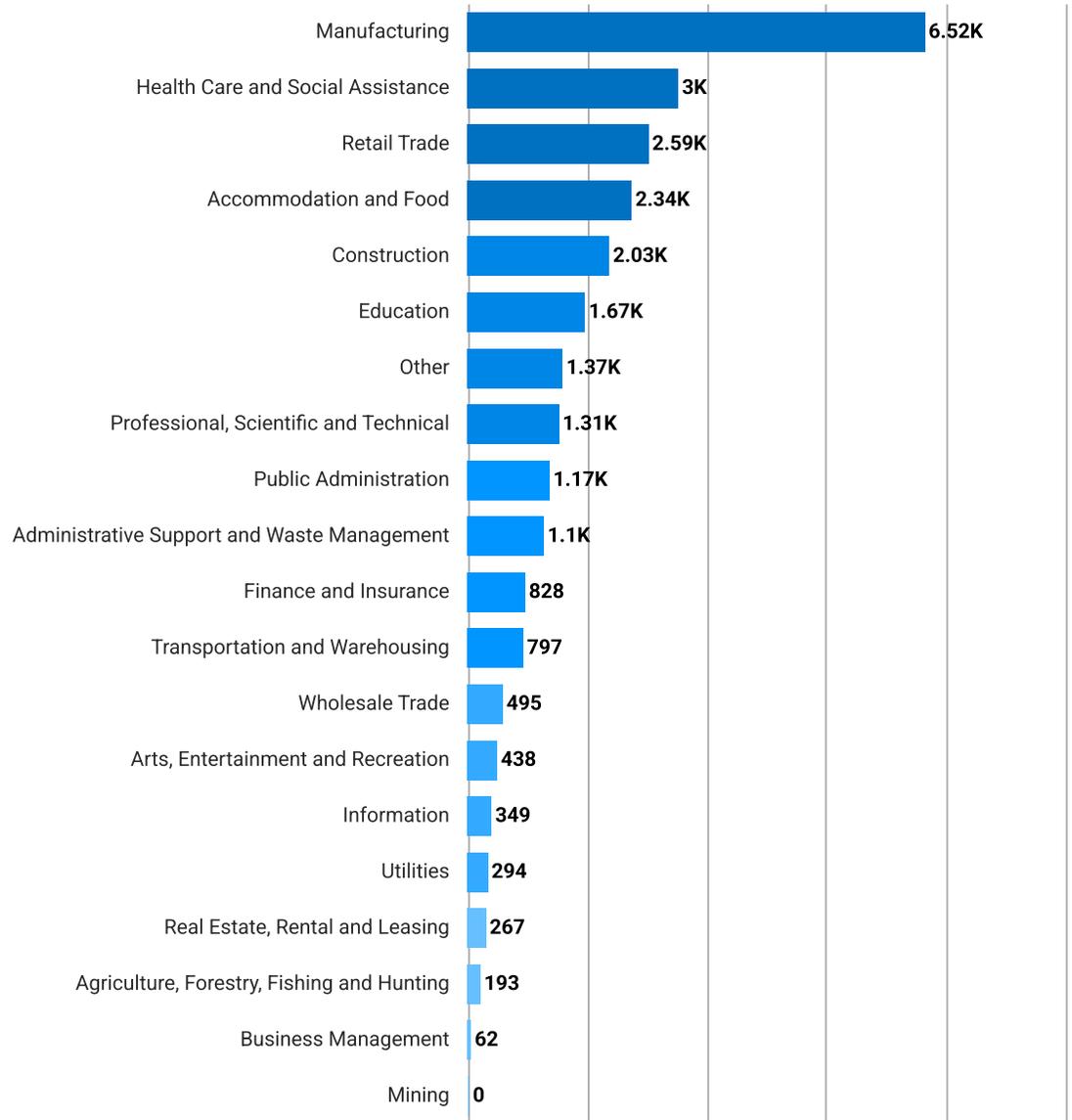
# Decatur, Alabama

## 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



# Decatur, Alabama

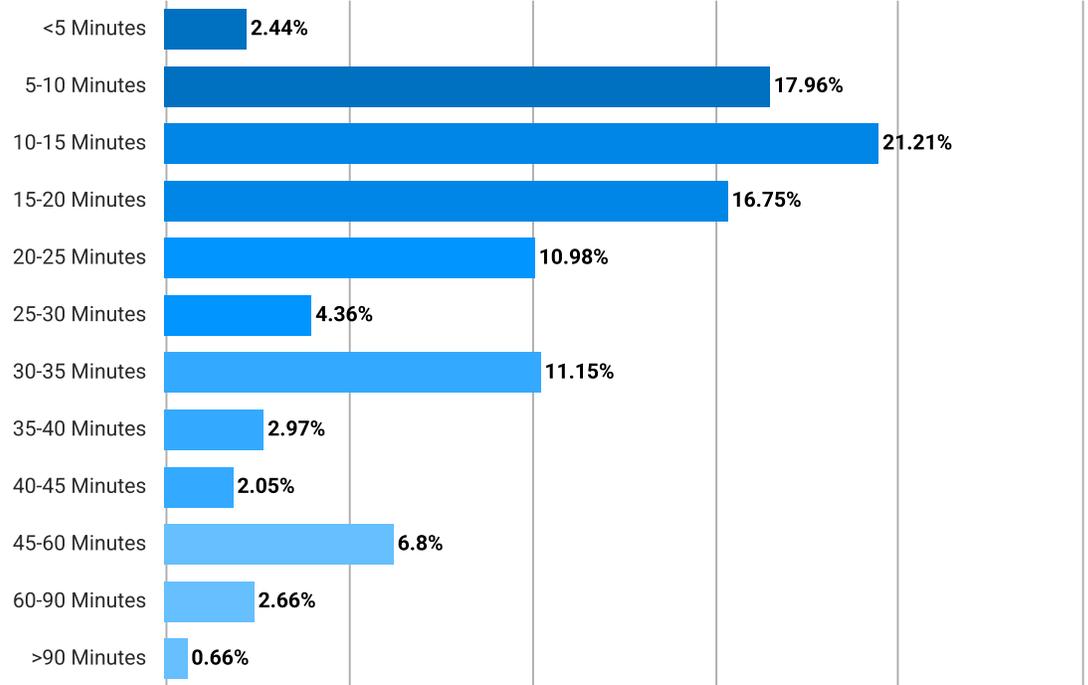
## Commute to Work

### 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

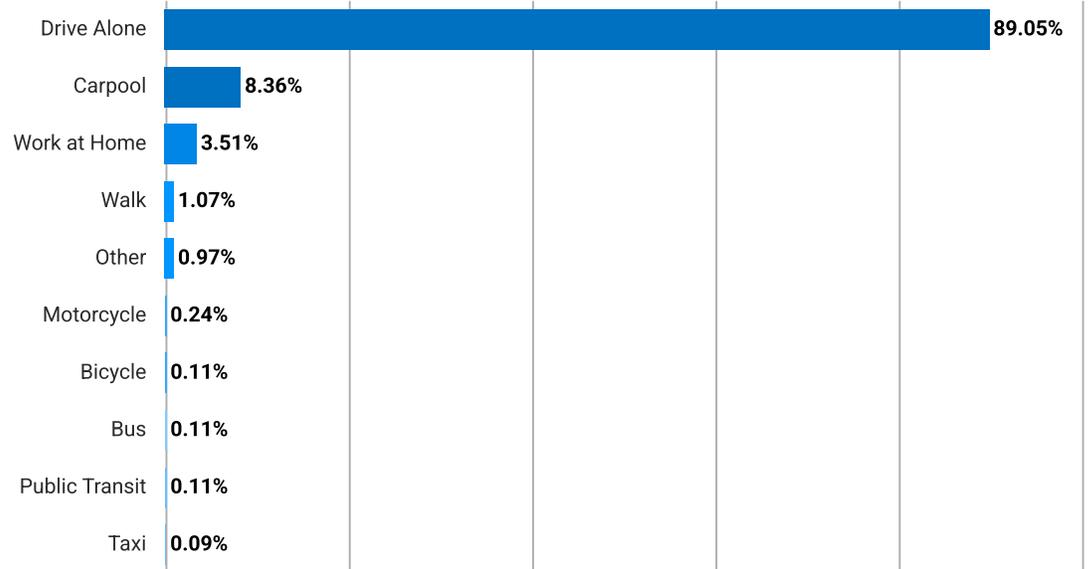


### How People Get to Work

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



# Decatur, Alabama

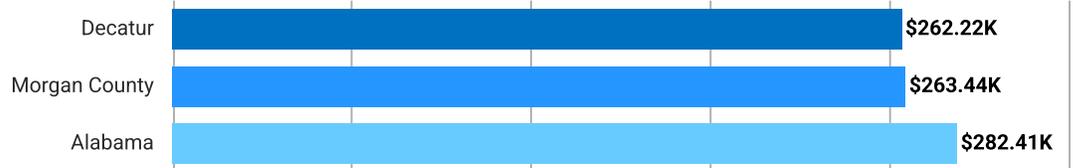
## Home Values

### 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

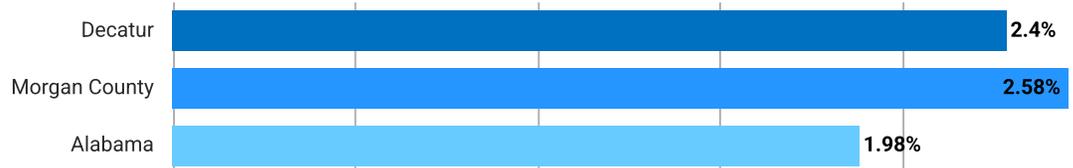


### 12 mo. Change in Median Estimated Home Value

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.

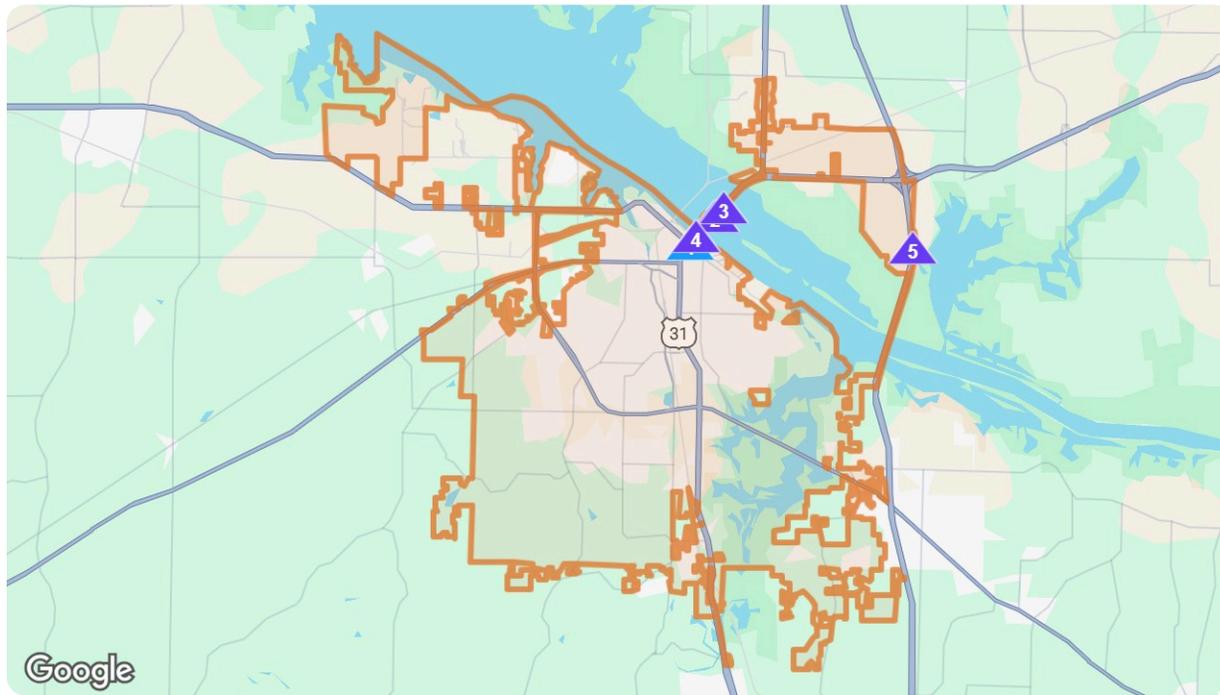
Source: Listing data

Update Frequency: Monthly



# Decatur, Alabama

## 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

▲ **53,465**

**6th Avenue Northeast**

2025 Est. daily traffic counts

Cross: Market St NE

Cross Dir: NE

Distance: 0.02 miles

Historical counts

Year	▲	Count	Type
2021	▲	53,774	AADT
2020	▲	53,774	AADT
2018	▲	49,833	AADT

▲ **49,515**

**Bee Line Hwy**

2025 Est. daily traffic counts

Cross: Huntsville-Decatur Hwy

Cross Dir: SW

Distance: 0.11 miles

Historical counts

Year	▲	Count	Type
2017	▲	48,900	AADT
2015	▲	43,780	AADT
2014	▲	51,340	AADT
2013	▲	50,930	AADT
2004	▲	44,000	AADT

▲ **49,059**

**Bee Line Highway**

2025 Est. daily traffic counts

Cross: Bee Line Hwy

Cross Dir: SW

Distance: 0.33 miles

Historical counts

Year	▲	Count	Type
2021	▲	47,544	AADT
2020	▲	47,544	AADT
2019	▲	48,357	AADT
2018	▲	47,872	AADT

▲ **49,030**

**2025 Est. daily traffic counts**

Cross: -

Cross Dir: -

Distance: -

Historical counts

Year	▲	Count	Type
2014	▲	51,340	AADT
2004	▲	43,550	AADT
2003	▲	42,370	AADT
2002	▲	42,730	AADT
2001	▲	42,650	AADT

▲ **43,916**

**I 65**

2025 Est. daily traffic counts

Cross: I- 565

Cross Dir: N

Distance: 1.76 miles

Historical counts

Year	▲	Count	Type
2021	▲	42,942	AADT
2020	▲	42,942	AADT
2019	▲	47,391	AADT
2018	▲	47,391	AADT
2017	▲	36,870	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

# Decatur, Alabama

## About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

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# ERNIE ANAYA, MBA

## BROKER PROFILE



Ernie Anaya is President, Senior Housing & Behavioral Health at Bull Realty focusing in the Age Restricted Multifamily, Independent Living, Assisted Living/Memory Care, Skilled Nursing, Hospice, and Behavioral Health sectors. *2020, 2021, 2022, 2023, 2025, and 2026 Million Dollar Club*, Investment Properties, Atlanta Commercial Board of Realtors. **Fellow, Royal Anthropological Institute of Great Britain and Ireland** focusing on the anthropology of aging for senior housing.

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

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

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

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

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

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

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