

Competitive Analysis for the Disposition of Spanish Oaks Retreat

Executive Summary: Investment Rationale and Strategic Positioning

Ernie Anaya, MBA, NAR
President, Senior Housing & Behavioral Health
Bull Realty, Inc.
EAnaya@BullRealty.com

This report provides a comprehensive competitive analysis to support the disposition of [Audio Executive Summary Spanish Oaks Retreat](#), a premier 36-unit memory care community located at *8510 Whitefield Avenue in Savannah, Georgia*. The analysis reveals a highly compelling investment opportunity, anchored by the property's dominant market position, a unique and synergistic co-located hospice business, and exceptionally strong underlying market fundamentals. Spanish Oaks Retreat represents a stabilized, high-performing asset with multiple value-add components that are uniquely attractive to a potential acquirer.

The core investment thesis is built upon three pillars. *First*, the subject property demonstrates irrefutable market leadership and unmet demand, operating at **100% occupancy with a waiting list**.¹ This performance is a direct indicator that the existing supply of high-quality memory care in the Primary Market Area (PMA) is insufficient to meet the needs of the community, ensuring stable and predictable cash flow for a new owner.

Second, this operational excellence is supported by an exceptionally affluent demographic base. According to *ESRI*, the 5-mile PMA is characterized by a senior population (75+) with an average household net worth of **\$1,637,415**, creating a deep and resilient *private-pay* customer base with significant financial capacity.¹ This economic strength underpins the facility's premium rental rates and provides a strong buffer against economic fluctuations.

Third, and most critically, the offering includes a unique and highly valuable ancillary business: **Spanish Oaks Hospice**. This hospice agency is licensed to operate across 23 counties in Georgia and possesses a "grandfathered" status that does not require a physical office in every county—a significant competitive advantage and a high barrier to entry for replication.² The synergy between the two businesses is profound: 50% of the memory care residents (18 of 36) are also clients of the hospice, creating a powerful, integrated care model and a diversified revenue stream. With 99% of hospice fees reimbursed by Medicare, this component adds a stable, government-backed income source to the private-pay revenue of the memory care

facility. *Note: For Hospice residents in the Memory Care Facility, operator receives both rent as well as Medicare reimbursement.*

The competitive landscape within the 5-mile radius is limited and well-defined. While several other facilities offer memory care, Spanish Oaks' consistent 100% occupancy and waiting list prove its ability to outperform the market and command premium rates. For an acquirer, Spanish Oaks Retreat offers a rare opportunity to purchase a stabilized, market-leading memory care community with a unique, high-margin, and difficult-to-replicate hospice business, all situated within one of Savannah's most affluent suburban corridors.

The Offering: Spanish Oaks Retreat & Hospice

The offering presents a unique opportunity to acquire a fully integrated and stabilized senior care operation, consisting of a premier memory care community and a valuable, wide-reaching hospice agency.

Spanish Oaks Retreat (Memory Care)

Spanish Oaks Retreat is a licensed 36-unit assisted living community operating as a 100% dedicated memory care facility.¹ The property is a top-tier performer in its market, distinguished by its consistent **100% occupancy rate and a sustained waiting list** for admission.¹

This demonstrates powerful demand for its services and a strong reputation within the community. The facility is well-appointed with private bathrooms in each unit, a large visitor welcome area, a dining hall, a beauty salon, a commercial-grade kitchen, and multiple indoor and outdoor shared living spaces designed for resident engagement and safety.¹

Spanish Oaks Hospice

A key strategic component of this offering is the **Spanish Oaks Hospice** business.² This entity provides a significant competitive advantage and a synergistic, high-margin revenue stream. Key attributes include:

- **Expansive Service Area:** The hospice is licensed to provide services across **23 counties** around coastal Georgia.²
- **Grandfathered License:** The license is "grandfathered," which exempts the operator from the requirement to establish a physical office in every county of operation. This represents a significant operational and financial advantage that is difficult for competitors to replicate.
- **Integrated Revenue Stream:** The synergy between *memory care* and *hospice* operations is exceptionally strong. Currently, 18 of the 36 residents at Spanish Oaks Retreat are also clients of Spanish Oaks Hospice. This 50% capture rate provides a substantial, predictable, and high-margin ancillary revenue stream.
- **Stable Payer Source:** The hospice fees are 99% reimbursed by Medicare, providing a reliable, government-backed payer source that complements the private-pay revenue from the memory care operation.

This integrated model not only enhances the financial performance of the assets but also provides a continuum of care that is highly attractive to residents and their families, further solidifying the facility's market position.

Demographic and Economic Profile of the Target Population

The viability of any senior housing market is fundamentally determined by the demographic and economic characteristics of its target population. An exhaustive analysis of the PMA reveals a demographic profile that is not merely supportive but exceptionally compelling for the operation of premium memory care services. The data indicates a growing senior population that possesses extraordinary financial capacity, creating a deep and sustainable reservoir of private-pay demand.

Senior Population Analysis

The most relevant data for estimating the PMA's population composition is the 2023 American Community Survey 5-Year Estimates for the Savannah Census County Division (CCD), which largely overlaps with the market area. The total population of the Savannah CCD is 154,532.³ Within this population, the senior cohorts that constitute the primary and secondary markets for memory care are well-represented. The population aged 65 and older accounts for 15.0% of the total population in this area.³

Based on these figures, the estimated population for the key age cohorts within the PMA is as follows:

- **Ages 65 to 74:** This cohort represents 8.6% of the total population, translating to an estimated 13,290 individuals.³ This group forms the near-term future demand pipeline for memory care.
- **Ages 75 and Older:** This cohort, which is the primary demographic for memory care needs, represents 6.5% of the total population (comprising 4.8% for ages 75-84 and 1.7% for ages 85 and over), translating to an estimated 10,045 individuals.³

These population figures are supported by long-term growth trends in the Savannah market. Analysis of the broader Savannah Housing Market Area (HMA) shows that the share of seniors aged 65 and older grew from 12% of the total population in 2010 to 15% in 2019.⁴ This steady increase in the senior population share, driven by aging-in-place and the in-migration of retirees, signals a sustained and growing need for senior care services in the coming years.

Financial Capacity of Senior Households

While the size of the senior population establishes the baseline level of need, it is the financial capacity of this population that determines the viability of a private-pay model. The data for the Savannah PMA reveals a target market of remarkable affluence, capable of affording high-end memory care.

A key indicator of this financial strength is the average household income for senior-led households. For the broader Savannah market, which serves as a conservative proxy for the more affluent PMA, the average household income for householders aged 65 and over is an impressive \$88,814.⁵ This figure is substantially higher than typical retirement incomes and points to a demographic with significant disposable income.

The most powerful data point underscoring the market's strength, however, is the average net worth. For 2025, *ESRI* Net Worth Profile reveals that within the 5-mile PMA, the average net worth for the population aged 75 and older is an extraordinary **\$1,637,415**. This level of accumulated wealth is the single most important driver of the market's attractiveness. It places the target demographic in the upper echelons of financial capacity on a national scale.

This substantial net worth is largely anchored in local real estate values. The median home value in the city of Savannah is approximately \$420,000, with a median sales price of \$389,500.⁶ A review of properties in the immediate vicinity of the PMA confirms this, with numerous homes valued well in excess of \$300,000 and some exceeding \$500,000.⁸ This high level of home equity represents a primary source of liquidity for families, enabling them to fund the costs of senior care through the sale of a primary residence.

Competitive Landscape Analysis

The supply of memory care services within the 5-mile PMA is composed of a finite and identifiable set of competitors. An analysis of this competitive set reveals a market where Spanish Oaks Retreat is strongly positioned as a market leader, evidenced by its full occupancy and waiting list. The following table provides an inventory of the direct competitors within the PMA, focusing exclusively on memory care beds.

[**View 5-Mile Radius Competition in a Live Google Map**](#)

Facility Name	Address	Total MC Beds	Notes
Spanish Oaks Retreat	8510 Whitefield Ave, Savannah, GA	36	Subject Property; 100% Occupied with waiting list ¹
Oaks at Habersham	5200 Habersham St, Savannah, GA	Not Specified ¹ (Approx. 18 Beds)	Total community has 72 units ⁹
The Social at Savannah	1 Peachtree Drive, Savannah, GA	36	Formerly Savannah Commons ¹⁰

Sunabella at Savannah	11310 White Bluff Rd, Savannah, GA	36	Dedicated Memory Care ¹¹
Sunabella Senior Living	231 W Montgomery Cross Rd, Savannah, GA	Not Specified ² (Approx. 15 beds)	Total community has 58 units ¹³
Harmony at Savannah	9136 Old Montgomery Rd, Savannah, GA	35	Newest competitor in the market ¹⁴
Oaks at Savannah	7410 Skidaway Rd, Savannah, GA	Not Specified ³ (Approx. 20 beds)	Total 75 AL/MC units ¹⁵
Buckingham South	5450 Abercorn St, Savannah, GA	Not Specified ⁴ (approx. 24 beds)	Total community has 92 units ¹⁷

¹ Total community has a licensed capacity of 72; specific MC bed count not available.⁹

² Total community has a resident capacity of 58; specific MC bed count not available.¹³

³ Total community has 75 units for Assisted Living (AL) and Memory Care (MC); specific MC bed count not available.¹⁵

⁴ Total community has a licensed capacity of 92; specific MC bed count not available.¹⁷

Analysis of Competitive Inventory

The direct competitive landscape within the 5-mile PMA consists of seven other facilities offering memory care services. The total number of dedicated memory care beds that can be definitively identified among this competitive set is **107**, spread across The Social at Savannah (36), Sunabella at Savannah (36), and Harmony at Savannah (35).¹⁰ The remaining four competitors—Oaks at Habersham, Sunabella Senior Living, Oaks at Savannah, and Buckingham South—offer memory care as part of a larger community, but their specific memory care bed counts are not publicly disclosed.

This market structure underscores the strength of Spanish Oaks Retreat. As a specialized, 100% memory care community, it offers a focused environment that is often preferred by

families seeking care for loved ones with dementia. Its proven ability to maintain full occupancy and a waiting list in a market with over 100 competing beds (and likely more, considering the non-disclosed counts) is a testament to its strong reputation, quality of care, and operational excellence.

It operates not just as another provider, but as a destination of choice for which families are willing to wait, confirming its position at the top of the market hierarchy. This dynamic indicates that effective demand for high-quality care in the PMA exceeds the current available supply of preferred providers.

Market Dynamics: Supply, Demand, and Pricing

The interplay between the affluent demographic base and the competitive supply creates a set of highly favorable market dynamics within the PMA. The evidence points toward a market characterized by an imbalance where demand for high-quality memory care exceeds the current supply, granting significant pricing power to top-tier operators like Spanish Oaks Retreat.

Occupancy and Market Saturation

The most direct and compelling indicator of market health is the occupancy rate. At the subject property, Spanish Oaks Retreat, the memory care community is operating at **100% occupancy with a waiting list**.¹ This is a powerful, hyper-local data point that serves as definitive evidence of unmet demand. A waiting list indicates that the current inventory of reputable memory care units is insufficient to accommodate all qualified prospective residents in the market area.

This stellar performance stands in contrast to broader market trends, highlighting the exceptional strength of the Savannah PMA. According to data from the National Investment Center for Seniors Housing & Care (NIC), the Atlanta metropolitan area, a major regional market, has consistently recorded some of the lowest occupancy rates among primary markets, with figures in the low-to-mid 80% range.¹⁸ Nationally, senior housing occupancy has been in a period of recovery, climbing back toward the high 80s, with an average of 88.1% in the second quarter of 2025.²⁰

The significant delta between the 100% occupancy at Spanish Oaks and the lower regional and national averages suggests that the 5-mile PMA is a distinct pocket of market strength, outperforming its peers. The waiting list is particularly telling; it signifies that the market is not merely stable but is actively supply-constrained.

Rental Rate Analysis

The pricing structure of the PMA's memory care market reflects the financial capacity of the consumer base. The available data reveals a wide spectrum of monthly rental rates, which

further supports the conclusion of a bifurcated market.

At the lower end, some facilities offer studio units with starting rents around \$2,730 per month.²² In stark contrast, Spanish Oaks Retreat commands an average monthly rate of approximately

\$5,200.²³ This places it at the absolute peak of the market's pricing structure. The ability of the property to achieve this rate while maintaining a full census and a waiting list is the clearest possible demonstration of pricing power. It confirms that the affluent demographic within the PMA is not only capable but also willing to pay a significant premium for care and services they perceive as high-quality.

Various sources place the overall average monthly cost for memory care in the broader Savannah area in a consolidated range of **\$4,221 to \$4,572.**²⁴ The fact that Spanish Oaks commands a rental rate approximately 20% above the market average further solidifies its position as a premium, market-leading asset.²³

Investment Rationale & Disposition Summary

The disposition of Spanish Oaks Retreat presents an exceptional opportunity to acquire a stabilized, market-leading memory care community with a unique, high-margin, and difficult-to-replicate integrated hospice business. The competitive analysis confirms the property's dominant position within a highly attractive and affluent submarket. The key investment highlights are as follows:

- **Stabilized Asset with Proven Demand:** The facility's consistent **100% occupancy and active waiting list** mitigate lease-up risk and ensure immediate, stable cash flow from a full census.¹ This performance demonstrates its status as a provider of choice in the Savannah market.
- **Favorable Market Demographics:** The property is situated in a 5-mile PMA where the target demographic of seniors aged 75 and older possesses an average net worth exceeding **\$1.1 million.**¹ This extraordinary wealth creates a deep and resilient private-pay demand base, supporting premium rental rates and insulating the asset from reimbursement pressures.
- **Unique, Integrated High-Margin Business:** The co-located **Spanish Oaks Hospice** is a significant value driver and a key competitive differentiator. The grandfathered 23-county license is a valuable and rare asset.² The operational synergy, with 50% of memory care residents also utilizing the hospice service, creates a powerful and efficient integrated care model. The 99% Medicare reimbursement for hospice provides a reliable, government-backed revenue stream that diversifies income and enhances the overall financial profile of the investment.
- **Demonstrated Pricing Power:** Spanish Oaks commands rental rates approximately 20% above the local market average, confirming its position as a premium provider.²³ The combination of full occupancy and a waiting list at these rates indicates a clear opportunity

for future rent growth.

- **Limited and Identifiable Competition:** The analysis shows a defined competitive set within the PMA. Spanish Oaks' sustained top-tier performance in this environment underscores its strong brand reputation and operational excellence, positioning it favorably against other local providers.

In conclusion, Spanish Oaks Retreat is not merely a real estate asset but a high-performing healthcare business with multiple, synergistic revenue streams and a dominant position in a wealthy, supply-constrained market. It represents a secure investment with significant upside potential for a new owner.

References

1. 8510 Whitefield Ave, Savannah, GA 31406 - Senior Housing Opportunity in Savannah, GA - LoopNet, accessed September 7, 2025, <https://www.loopnet.com/Listing/8510-Whitefield-Ave-Savannah-GA/26412749/>
2. Home - Spanish Oaks, accessed September 7, 2025, <https://spanishoakshospice.com/>
3. Savannah CCD, Chatham County, Georgia - Census Bureau Profile, accessed September 7, 2025, [https://data.census.gov/profile/Savannah CCD, Chatham County, Georgia?q=060XX00US1305192712](https://data.census.gov/profile/Savannah%20CCD,%20Chatham%20County,%20Georgia?q=060XX00US1305192712)
4. Savannah, Georgia Comprehensive Housing Market Analysis as of October 1, 2020 - HUD User, accessed September 7, 2025, https://www.huduser.gov/portal/publications/pdf/SavannahGA_CHMA_20.pdf
5. Income | Savannah, GA - Synergos Technologies, accessed September 7, 2025, [https://www.synergos-tech.com/mkt_reports/STI Market Reports/M109/ book/income.html](https://www.synergos-tech.com/mkt_reports/STI_Market_Reports/M109/book/income.html)
6. 8510 Whitefield Ave, Savannah, GA 31406 - Realtor.com, accessed September 7, 2025, [https://www.realtor.com/realestateandhomes-detail/8510-Whitefield-Ave Savannah GA 31406 M68428-90374](https://www.realtor.com/realestateandhomes-detail/8510-Whitefield-Ave_Savannah_GA_31406_M68428-90374)
7. 8510 Whitefield Ave, Savannah, GA 31406 | Realtor.com®, accessed September 7, 2025, [https://www.realtor.com/realestateandhomes-detail/8510-Whitefield-Ave Savannah GA 31406 M94992-85344](https://www.realtor.com/realestateandhomes-detail/8510-Whitefield-Ave_Savannah_GA_31406_M94992-85344)
8. 8510 Whitefield Ave, Savannah, GA 31406 | Redfin, accessed September 7, 2025, <https://www.redfin.com/GA/Savannah/8510-Whitefield-Ave-31406/home/121999371>
9. Oaks at Savannah in Georgia | Oasis Senior Advisors, accessed September 8, 2025, <https://www.oasissenioradvisors.com/community-guide/georgia/savannah/oaks-at-savannah/>
10. Thrive Senior Living Expands GA Footprint - Multi-Housing News, accessed September 7, 2025, <https://www.multiphousingnews.com/thrive-senior-living-expands-ga-footprint/>
11. Sunabella Senior Living in Georgia | Oasis Senior Advisors, accessed September 8, 2025, <https://www.oasissenioradvisors.com/community-guide/georgia/savannah/sunabella-senior-living/>

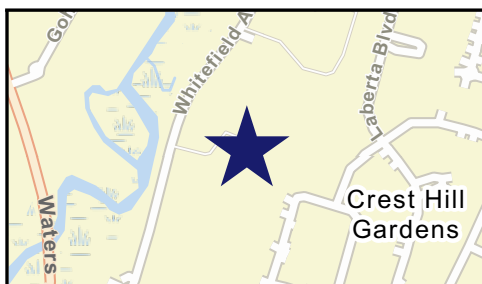
12. Sunabella At Savannah - My Caring Plan, accessed September 8, 2025, <https://www.mycaringplan.com/senior-living/sunabella-at-savannah/>
13. The Social at Savannah in Georgia | Oasis Senior Advisors, accessed September 8, 2025, <https://www.oasisseioradvisors.com/community-guide/georgia/savannah/the-social-at-savannah/>
14. Harmony at Savannah - SmithPackett, accessed September 8, 2025, <https://smithpackett.com/harmony-at-savannah/>
15. The Oaks at Savannah - 22 Reviews - Caring.com, accessed September 7, 2025, <https://www.caring.com/senior-living/georgia/savannah/the-oaks-at-savannah>
16. Oaks at Savannah | Assisted Living & Memory Care | Savannah, GA 31406 | 41 Reviews - A Place for Mom, accessed September 8, 2025, <https://www.aplaceformom.com/community/oaks-at-savannah-81734>
17. Assisted Living Facilities in Savannah, Georgia (GA); Senior & Long Term Care, accessed September 8, 2025, <https://www.assisted-living-directory.com/content/savannah.cfm>
18. Older Adults Seek Senior Housing at Record Rate - NIC MAP, accessed September 7, 2025, <https://www.nicmap.com/news/older-adults-seek-senior-housing-at-record-rate/>
19. Senior Housing Occupancy Increases for Eleventh Consecutive Quarter, accessed September 7, 2025, <https://www.nic.org/news-press/senior-housing-occupancy-increases-for-eleventh-consecutive-quarter/>
20. 2025 Senior Housing Market Update, accessed September 7, 2025, <https://www.mltihousingnews.com/2025-senior-housing-market-updates/>
21. The Leading Senior Housing Data & Analytics Platform, accessed September 7, 2025, <https://www.nicmap.com/>
22. Oaks at Savannah - September 2025 Pricing (UPDATED) - Family Assets, accessed September 7, 2025, <https://www.familyassets.com/assisted-living/georgia/savannah/oaks-at-savannah>
23. Spanish Oaks Retreat in Georgia | Assisted Living - Care Changes, accessed September 7, 2025, https://www.carechanges.com/living-communities/spanish-oaks-retreat_savannah_georgia/
24. Memory Care Facilities in SAVANNAH, GA - (888) 595-9929, accessed September 8, 2025, <https://www.memorycarefacilities.net/assisted-living/georgia/savannah.html>
25. Georgia Memory Care / Assisted Living for Alzheimer's / Dementia, accessed September 7, 2025, <https://www.dementiacarecentral.com/memory-care/georgia>

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

Traffic Count Map - Close Up

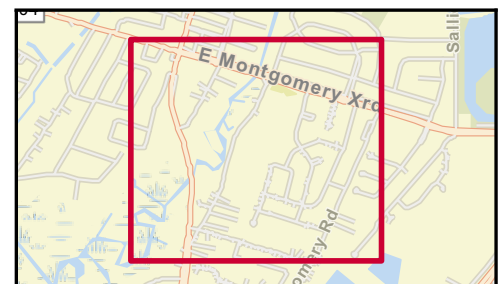
8510 Whitefield Ave, Savannah, Georgia, 31406
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 31.98954
Longitude: -81.10136



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).

September 07, 2025

Savannah, GA 31406



Ernie Anaya, MBA

Pres., Senior Housing & Behavioral Health Group

Georgia Real Estate License #356482

South Carolina Real Estate License #93244

Work (800) 804-2855 x130 | Mobile (678) 283-0136

(404) 876-7073

eanaya@bullrealty.com

<https://www.bullrealty.com>




Trade Area Summary

Attribute Summary for Savannah, GA 31406

Median Household Income	Median Age	Total Population	1st Dominant Segment
\$62,874	39.8	34,576	Old and Newcomers
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)


Consumer Segmentation



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

Middle Ground

Lifestyles of thirtysomethings



URBANIZATION - Where do people like this usually live?

Metro Cities

Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	Old and Newcomers	Comfortable Empty Nesters	Exurbanites	Metro Fusion	Retirement Communities
% of Households	2,298 (16.0%)	1,731 (12.1%)	1,524 (10.6%)	1,354 (9.4%)	1,193 (8.3%)
Lifestyle Group	Middle Ground	GenXurban	Affluent Estates	Midtown Singles	Senior Styles
Urbanization Group	Metro Cities	Suburban Periphery	Suburban Periphery	Urban Periphery	Metro Cities
Residence Type	Single Family; Multi-Units	Single Family	Single Family	Multi-Unit Rentals; Single Family	Multi-Units; Single Family
Household Type	Singles	Married Couples	Married Couples	Singles	Singles
Average Household Size	2.1	2.48	2.49	2.51	1.94
Median Age	39.7	46.4	49.5	32.4	51.8
Diversity Index	62.9	47	48.8	86.9	62.2
Median Household Income	\$60,300	\$97,600	\$133,800	\$52,200	\$56,400
Median Net Worth	\$93,900	\$509,700	\$982,600	\$21,500	\$109,500
Median Home Value	\$282,500	\$323,300	\$609,700	\$259,800	\$300,500
Homeownership	48.6	87.4	85.9	26.7	49
Employment	Professional or Services	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Mgmt/Bus/Financial
Education	Some College No Degree	Bachelor's Degree	Bachelor's Degree	High School Diploma	High School Diploma
Preferred Activities	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.	Gardening and home improvement are priorities. Active in their communities.	Football and weight lifting are popular activities. Look to impress with fashion and electronics.	Enjoy hard-cover books, crosswords and Sudoku. Like to travel, including foreign to countries.
Financial	Price aware and coupon clippers, but open to impulse buys	Portfolio includes stocks, CODs, mutual funds and real estate	Rely on financial planners and extensive reading	Spend on what's hot unless saving for something specific	Frugal, pay close attention to finances
Media	Features the Internet, listening to country music and read the paper	Listen to sports radio; watch sports on TV	Well-connected and use the internet to stay current	Listen to R&B, rap, Latin, reggae music	Prefer reading magazines over interacting with computers
Vehicle	View car as transportation only	Own 1-2 vehicles	Choose late-model luxury cars, SUVs	Owns used vehicles	One in five households has no vehicle

Savannah, GA 31406

Consumer Segment Details

About this segment

Old and Newcomers

Ranked

1st

dominant segment
for this area

In this area

16.0%

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.

Savannah, GA 31406

Consumer Segment Details

About this segment

Comfortable Empty Nesters

Ranked

2nd

dominant segment for this area

In this area

12.1%

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.

Savannah, GA 31406

Consumer Segment Details

About this segment

Exurbanites

Ranked

3rd

dominant segment
for this area

In this area

10.6%

of households fall
into this segment

In the United States

1.9%

of households fall
into this segment

Who Are They?

Exurbanites residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.50.
- Primarily single-family homes with a high median value of \$423,400, most still carrying mortgages.
- Higher vacancy rate at 9%.

Socioeconomic Traits

- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- More of the residents prefer self-employment or working from home.
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Market Profile

- Exurbanites residents' preferred vehicles are late model luxury cars or SUVs.
- Active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.

Savannah, GA 31406

Consumer Segment Details

About this segment

Metro Fusion

Ranked

4th

dominant segment
for this area

In this area

9.4%

of households fall
into this segment

In the United States

1.4%

of households fall
into this segment

Who Are They?

Metro Fusion is a young market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. Most residents live in midsize apartment buildings. Metro Fusion is a hardworking market with residents that are dedicated to climbing the ladders of their professional and social lives.

Neighborhood

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three-quarters of residents are renters, and rents are about thirteen percent less than the US average.
- Most housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

Socioeconomic Traits

- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

Market Profile

- Enjoy watching MTV, Spanish TV networks, and Tru TV.
- Listen to R&B, rap, Latin, and urban music.
- Football and weight lifting are popular activities.
- Shop at discount grocery stores, Family Dollar, and Walmart.
- Often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

Savannah, GA 31406

Consumer Segment Details

About this segment

Retirement Communities

Ranked

5th

dominant segment for this area

In this area

8.3%

of households fall into this segment

In the United States

1.2%

of households fall into this segment

Who Are They?

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

Neighborhood

- Much of the housing was built in the 1970s and 1980, a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- Nearly one in five households has no vehicle.

Socioeconomic Traits

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name brand drugs.

Market Profile

- Enjoy hard-cover books, book clubs, crossword puzzles, and Sudoku.
- Contribute to political organizations and other groups.
- Entertainment preferences: playing cards and reading books.
- Prefer watching cable TV, including premium channels like HBO and Cinemax.
- Like to travel, including visits to foreign countries.
- Shop at diverse, large retail chains like Sears, Family Dollar, Target, and Walmart for convenience.

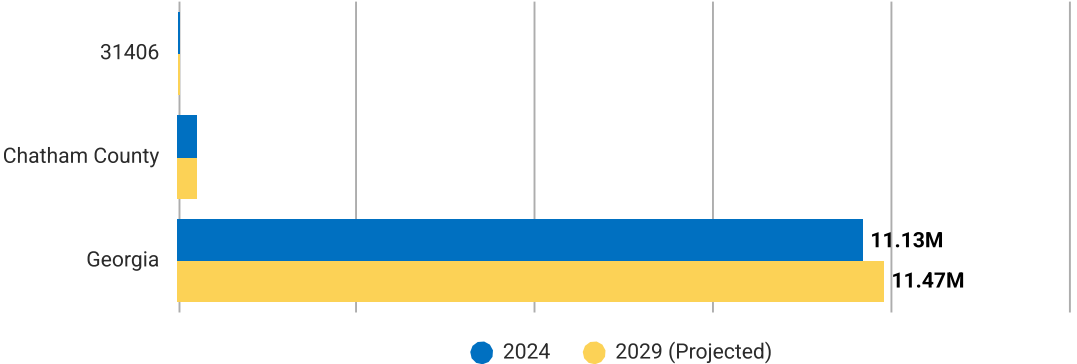
Savannah, GA 31406

Population

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

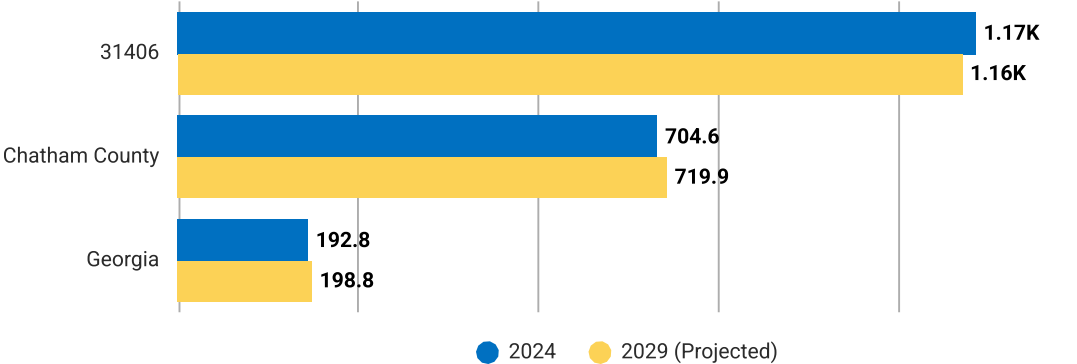
Total Population

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

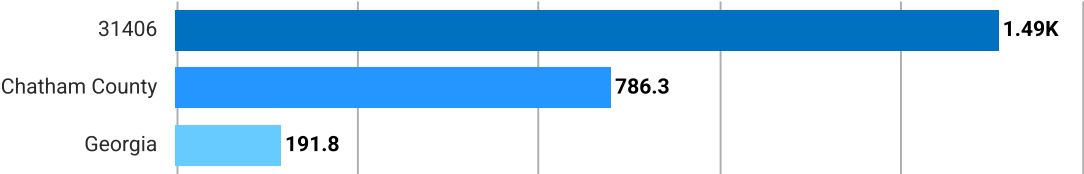
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Savannah, GA 31406

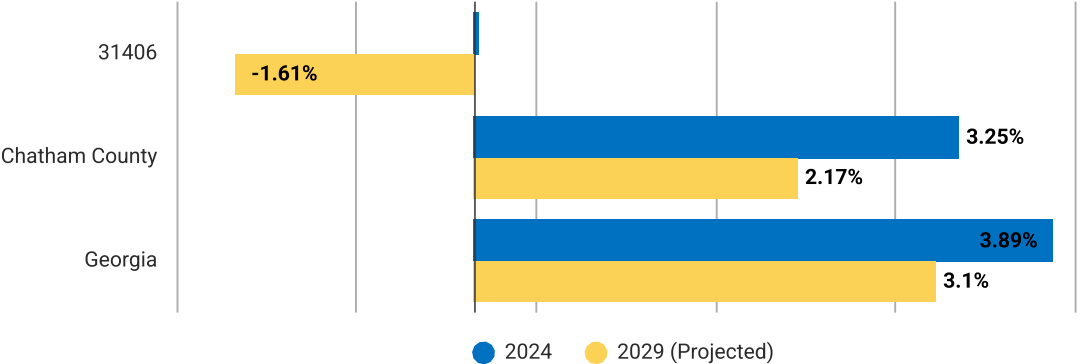
Daytime Population Density

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.



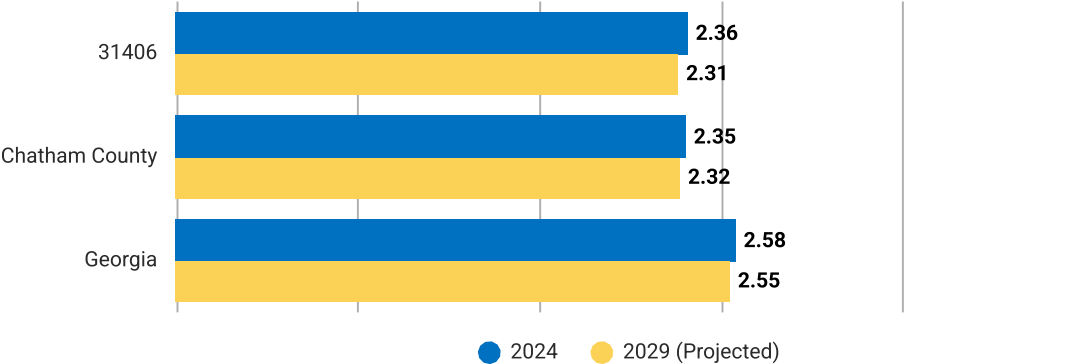
Population Change Since 2020

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



Average Household Size

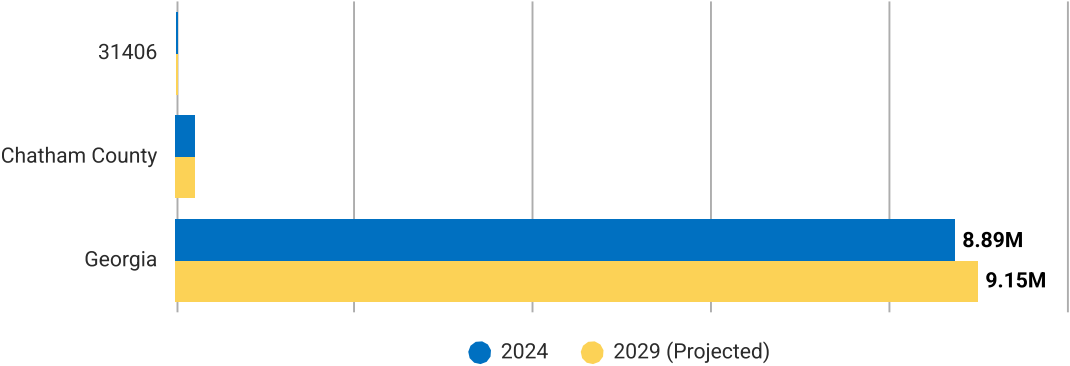
This chart shows the average household size in an area, compared with other geographies.



Savannah, GA 31406

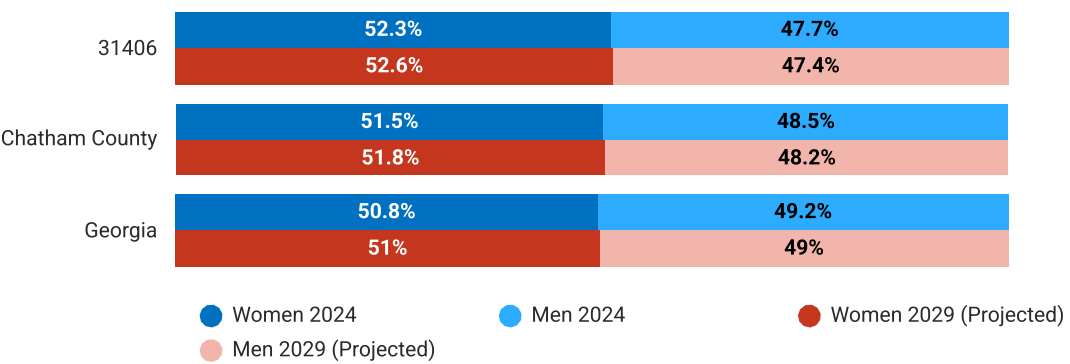
Population Living in Family Households

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.



Female / Male Ratio

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

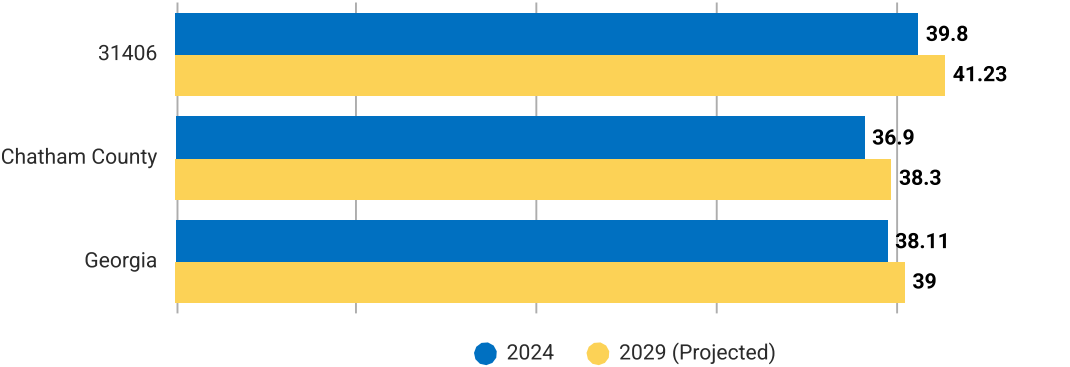


Age

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

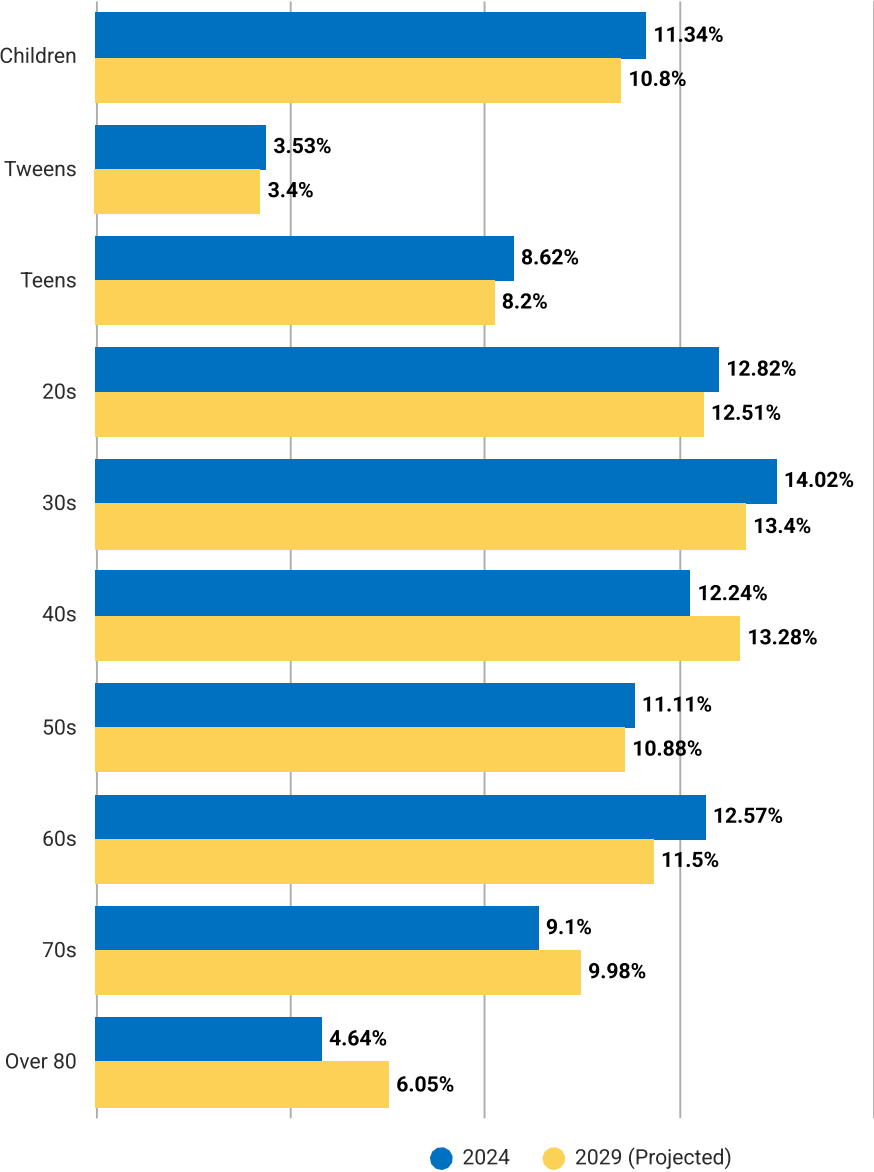
Median Age

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



Population by Age

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



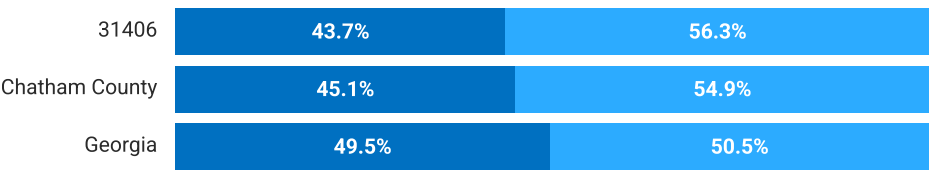
Married

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

Update Frequency: Annually

Married / Unmarried Adults Ratio

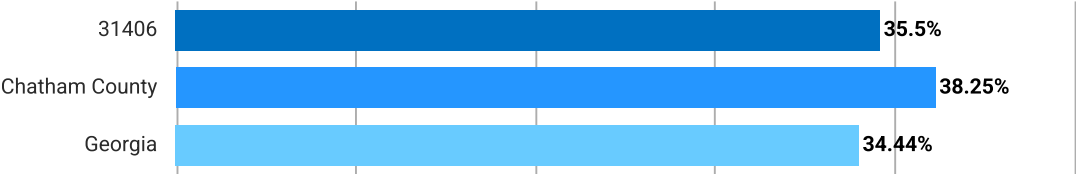
This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



Savannah, GA 31406

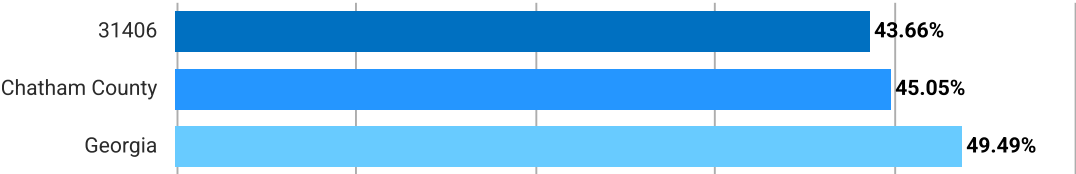
Never Married

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



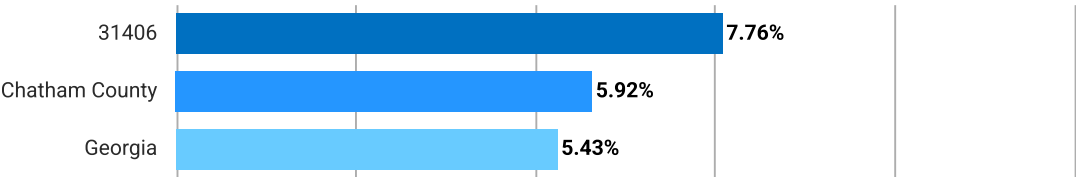
Married

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



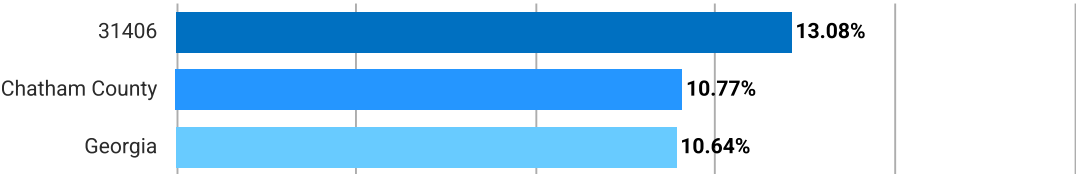
Widowed

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.



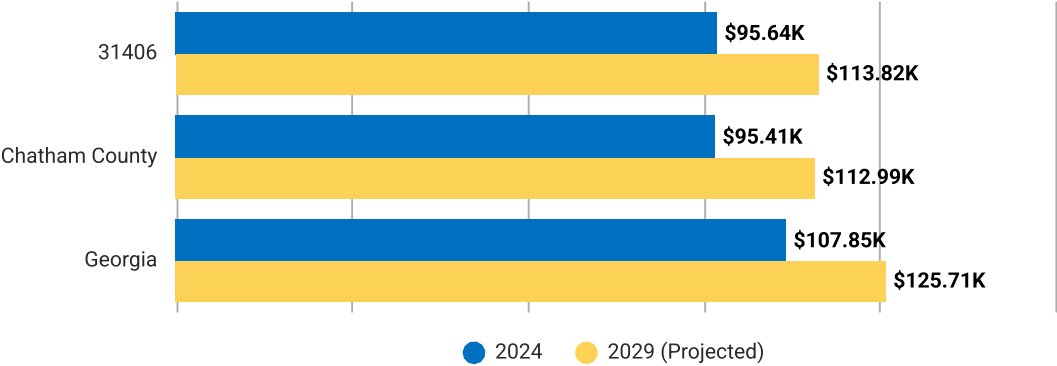
Savannah, GA 31406

Income

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

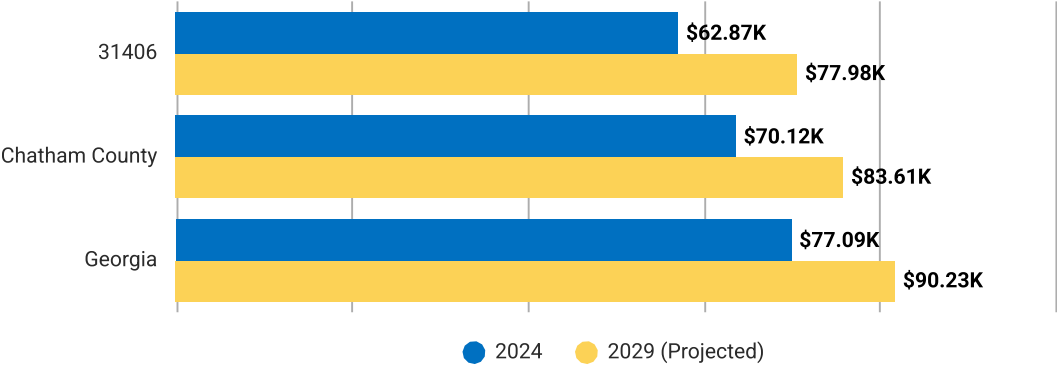
Average Household Income

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



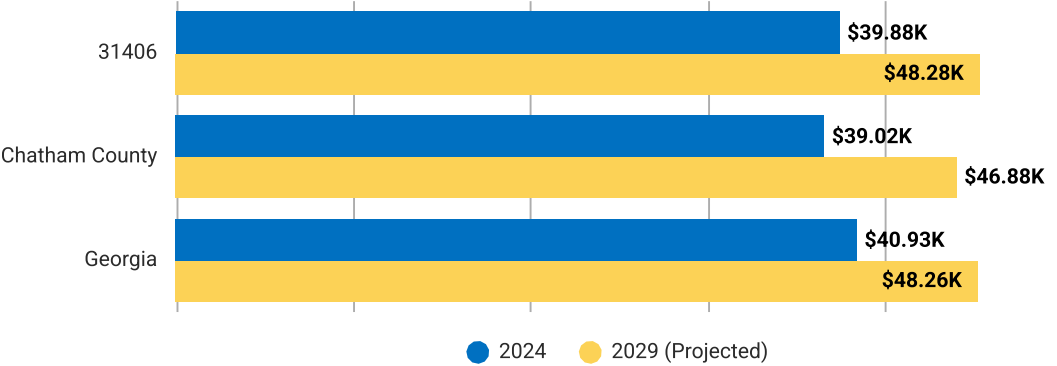
Median Household Income

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.



Savannah, GA 31406

Average Disposable Income

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



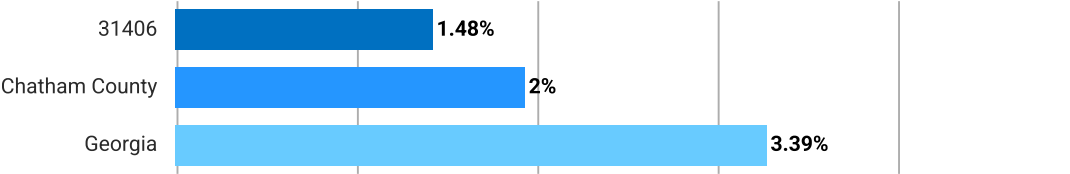
Education

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

Update Frequency: Annually

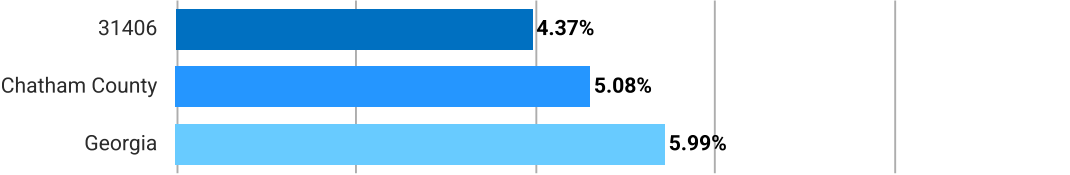
Less than 9th Grade

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



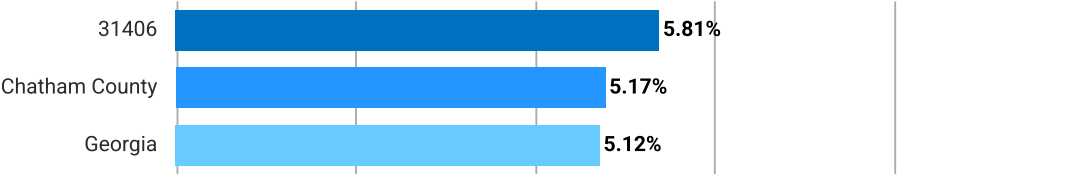
Some High School

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.



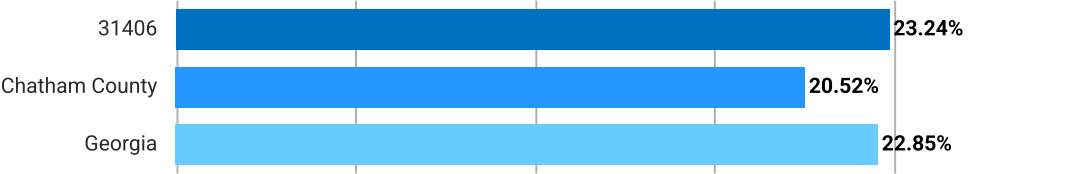
High School GED

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.



Savannah, GA 31406

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.



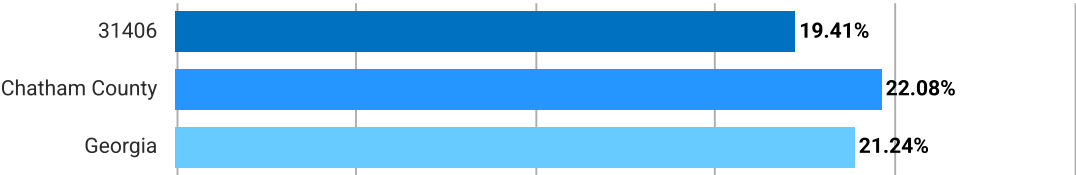
Associate Degree

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



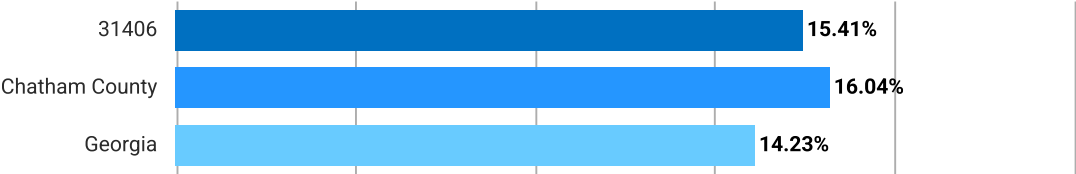
Bachelor's Degree

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



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



Savannah, GA 31406

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

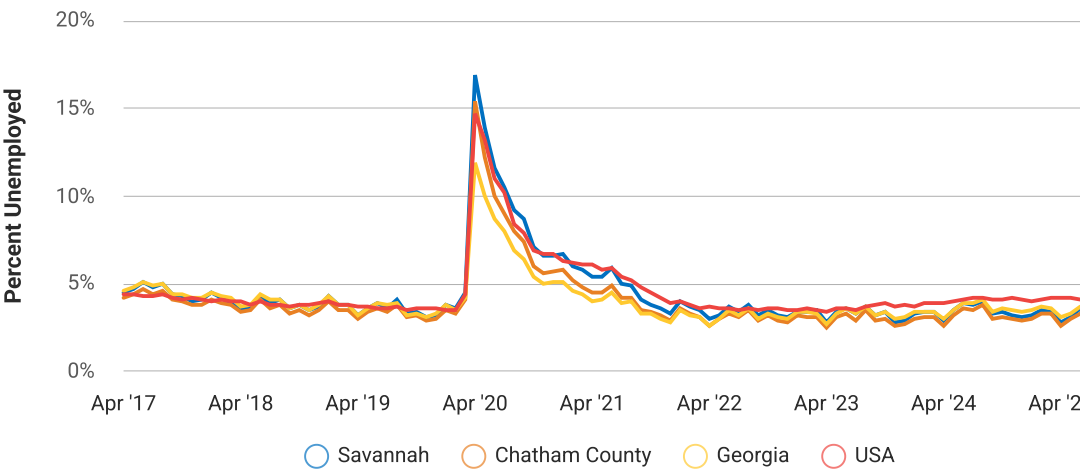


Unemployment Rate

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



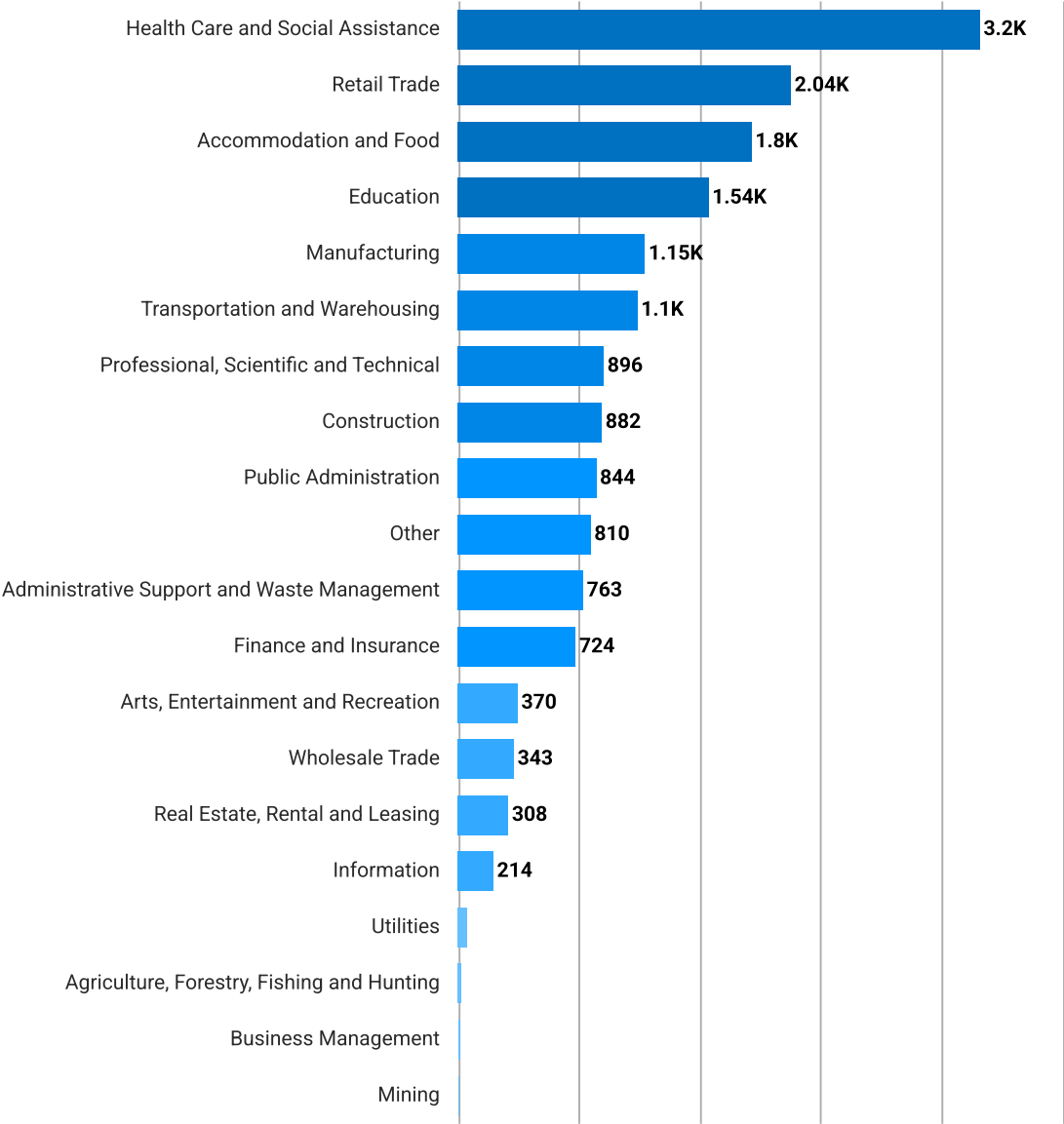
Savannah, GA 31406

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



Savannah, GA 31406

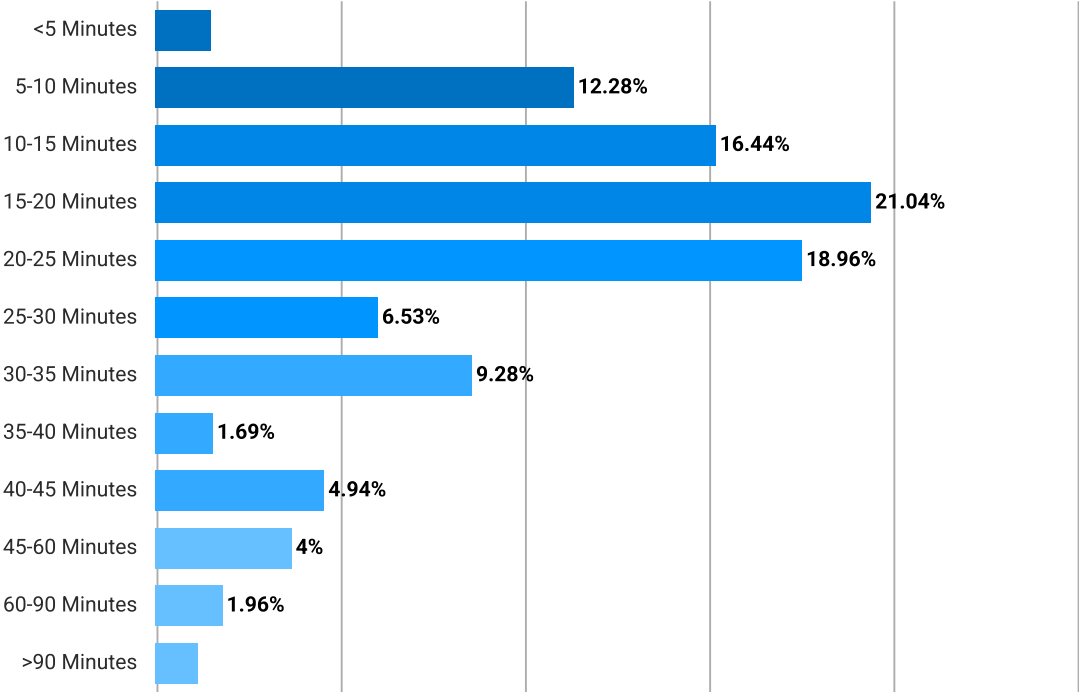
Commute to Work

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

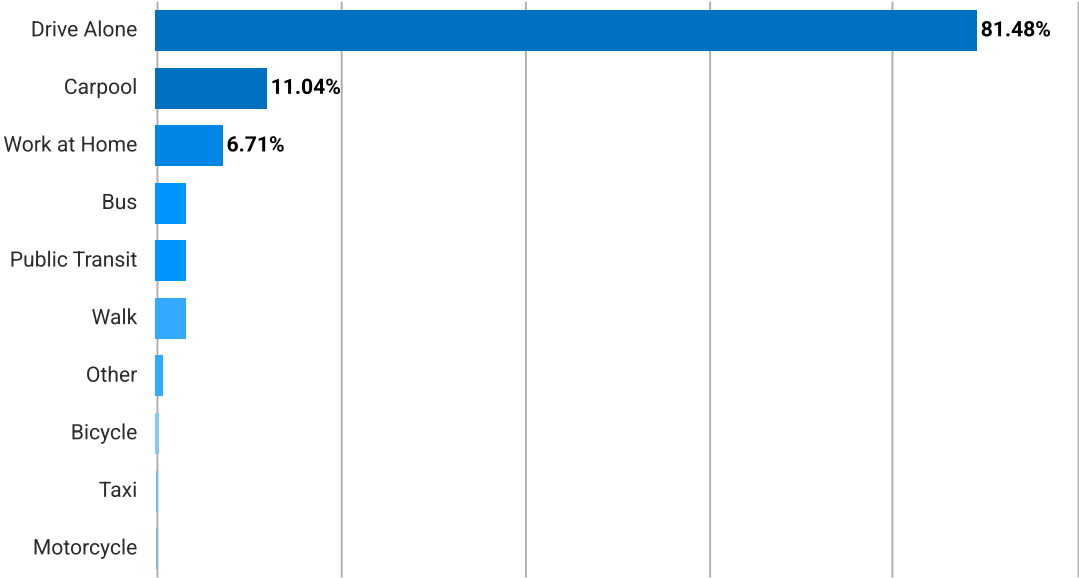


How People Get to Work

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



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

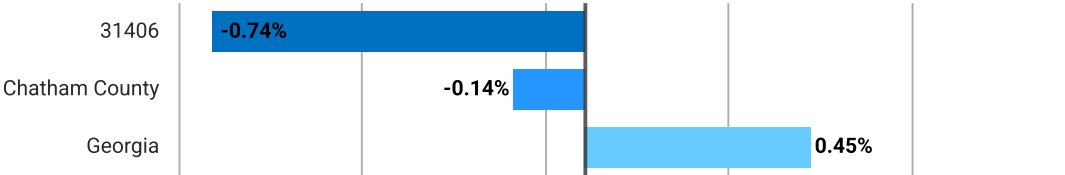


12 mo. Change in Median Estimated Home Value

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

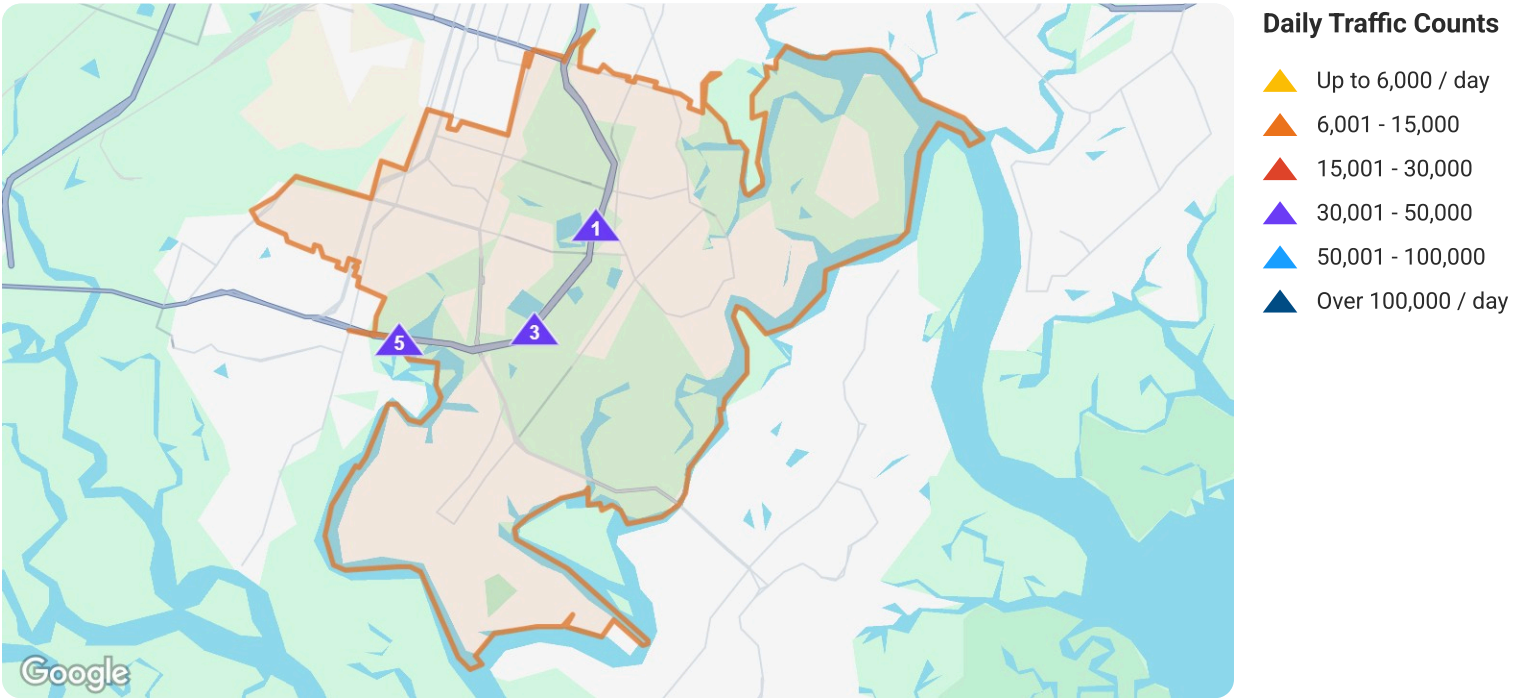
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly



Traffic Counts



Traffic Counts by Highest Traffic Count

1

43,839

Harry Truman Parkway

2024 Est. daily traffic counts

Cross: Scott Dr

Cross Dir: SE

Distance: 0.11 miles

Historical counts

Year	▲	Count	Type
2022	▲	47,400	AADT
2019	▲	35,000	AADT

2

41,859

Harry Truman Parkway

2024 Est. daily traffic counts

Cross: Yorkshire Pl

Cross Dir: W

Distance: 0.16 miles

Historical counts

Year	▲	Count	Type
2019	▲	40,800	AADT

3

41,859

Harry Truman Parkway

2024 Est. daily traffic counts

Cross: Yorkshire Pl

Cross Dir: W

Distance: 0.16 miles

Historical counts

Year	▲	Count	Type
2022	▲	41,600	AADT
2018	▲	40,400	AADT

4

41,498

Harry Truman Parkway

2024 Est. daily traffic counts

Cross: Rendant Ave

Cross Dir: SW

Distance: 0.58 miles

Historical counts

Year	▲	Count	Type
2019	▲	39,500	AADT

5

41,498

Harry Truman Parkway

2024 Est. daily traffic counts

Cross: Rendant Ave

Cross Dir: SW

Distance: 0.58 miles

Historical counts

Year	▲	Count	Type
2022	▲	41,700	AADT
2018	▲	39,000	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

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).

Learn More

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





ERNIE ANAYA, MBA

BROKER PROFILE



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

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

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

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

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

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

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



COMMERCIAL
REAL ESTATE



REALTOR®

Bull Realty is a U.S. commercial real estate sale, leasing and advisory firm headquartered in Atlanta. The firm was founded in 1998 with two primary missions: grow a company of brokers known for integrity, and provide the best disposition marketing in the nation.

- Commercial real estate services include acquisition, disposition, project leasing, tenant representation and advisory services.
- Areas of expertise include office, retail, industrial, multifamily, land, healthcare, senior housing, single tenant net lease, special asset, self-storage, automotive and daycare properties.
- Additional disposition and lease marketing services may include video, social media, auctions and national radio exposure.
- The firm hosts the Commercial Real Estate Show which is a nationally syndicated talk radio show heard by millions of people. Respected industry analysts, leading market participants and host Michael Bull share market intelligence, forecasts and strategies. The show is available on any device, anytime on iTunes, YouTube and the show website, www.CREshow.com.
- Bull Realty is licensed in nine southeast states and works with affiliates from all over the country.

