



OFFERING MEMORANDUM

24-UNIT PERSONAL CARE HOME | 10% CAP RATE

DALTON, GEORGIA

DISCLAIMER & LIMITING CONDITIONS

Bull Realty has been retained as the exclusive brokers to arrange the sale of the Subject Property.

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Property by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

Owner/Seller expressly reserve the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this Offering Memorandum or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived. The Seller reserves the right to move forward with an acceptable offer prior to the call for offers deadline.

This Offering Memorandum may be used only by parties approved by the Owner. The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Listing Brokers. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, and other information provided in connection therewith.

TABLE OF CONTENTS

- 2 DISCLAIMER & LIMITING CONDITIONS
- 4 EXECUTIVE SUMMARY
- 5 PROPERTY INFORMATION
- 6 AMENITIES
- 7 FLOOR PLANS
- 8 AERIAL
- 9 PROPERTY PHOTOS
- 13 ASSISTED LIVING MARKET OUTLOOK
- 14 ABOUT THE AREA
- 15 IN THE AREA
- 16 DEMOGRAPHIC OVERVIEW
- 17 BROKER PROFILE
- 18 ABOUT BULL REALTY
- 19 CONFIDENTIALITY AGREEMENT

CONTACT INFORMATION

ERNIE ANAYA, MBA

President, Senior Housing Group
Ernie@BullRealty.com
404-876-1640 x 130

BULL REALTY, INC.

50 Glenlake Parkway, Suite 600
Atlanta, GA 30328
BullRealty.com



Award winning vegetable garden

EXECUTIVE SUMMARY

THE OFFERING

The Senior Housing Group at Bull Realty, Inc. is pleased to introduce a 90%+ occupied, 24-unit, licensed Personal Care Home Facility, with waiting list, in the heart of Dalton, GA. Dalton is often referred to as the “Carpet Capital of the World” because it is home to over 150 carpet plants and approximately 100 carpet outlet stores. The industry employs more than 30,000 people in the Whitfield County area. Dalton, GA is located between Atlanta, GA and Chattanooga, TN.

This ±12,213 SF facility offers 6 spacious suites and 18 charming studios, all with inviting porches that overlook beautifully landscaped grounds. Residents will enjoy the tranquil and rural setting that’s conveniently located within the city and only 2 minutes from I-75. The facility features a lovely award-winning vegetable garden, walk paths, and a cozy gazebo, making it the perfect place to relax and unwind. Safety and security are top priorities at this gated community, equipped with video cameras that ensure residents feel secure and protected.

The facility includes a ±7,000 SF basement with garages and storage, a ±1,100 SF staff apartment, and an unfinished portion that could be converted into an activity room for current residents. The demand for assisted living units within a 5 -mile Primary Market Area (PMA) is increasing with a projected demand of 65 units in 2027, representing a 116.6% increase. With 14.7% of the senior population aged 65+, this facility provides an excellent opportunity to meet the growing demand for senior housing.

The average rent \$3,511.00 per month, making this facility an affordable option for seniors. The average net worth for ages 75+ within the PMA is \$1,088,741, the average household income for ages 75+ within the PMA is \$62,090, and the average home value within the PMA is \$233,433.

U.S. Census disability statistics for Dalton, GA reveal that 34.4% of the population have ambulatory difficulty, while 28.5% require independent living. This facility is designed to cater to the unique needs of these seniors, ensuring they receive the care and attention they deserve.

Currently, the facility generates a gross income of \$969,240.00 per year, with a net operating income (NOI) of \$433,225.00. With its impeccable design, stunning location, and excellent income potential, this facility presents an outstanding investment opportunity for those seeking to make a difference in the lives of seniors in Dalton, GA.

PROPERTY HIGHLIGHTS

- 24-unit personal care home located in Dalton, GA
- Situated on a ± 2.15 acre site with ±12,213 SF
- 90%+ occupied
- Property includes an award winning vegetable garden
- Click [here](#) to view Assisted Living Market Analysis for Dalton, GA



PROPERTY INFORMATION


SITE:

PROPERTY ADDRESSES:	510 Reed Road Dalton, GA 30720
COUNTY:	Whitfield
COMPLEX NAME:	Pleasant Valley Personal Care Home
PARCEL ID:	12-123-15-000
ZONING:	R-7
SITE SIZE:	± 2.15 acres
YEAR BUILT:	1989
SIGNAGE:	Monument Sign
PARKING TYPE:	Surface

BUILDING:

TOTAL BUILDING SIZE:	±12,213 SF (Plus a ±7,000 SF basement)
NO. OF BUILDINGS:	1
NO. OF FLOORS:	1
TOTAL NO. OF UNITS:	24
TOTAL NO. OF BEDS:	24
UNIT MIX:	(6) Suites (18) Studios

FINANCIALS:

OCCUPANCY:	90%+
NOI:	\$378,404.35 with add-backs
CAP RATE	8.0%
 SALE PRICE:	\$4,600,000.00

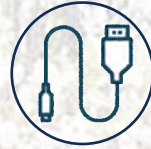


PLEASANT VALLEY AMENITIES

APARTMENT HOME DESIGNS



HANDICAP ACCESSIBLE BATHROOM/SHOWER



PREMIUM CABLE & PHONE JACK READY



KITCHENETTE



HIGH SPEED INTERNET ACCESS



RUSTIC FLOOR COVERINGS



EMERGENCY CALL PENDANT (OPTIONAL)

OTHER FEATURES INCLUDE



SOCIAL & RECREATIONAL PROGRAMS



HOUSEKEEPING & LAUNDRY SERVICES



24/7 TRAINED ELDER CAREGIVERS



ASSISTANCE WITH ALL ACTIVITIES OF DAILY LIVING
(*BATHING, GROOMING, DRESSING*)



HOME COOKED MEALS



ACTIVITIES ROOM

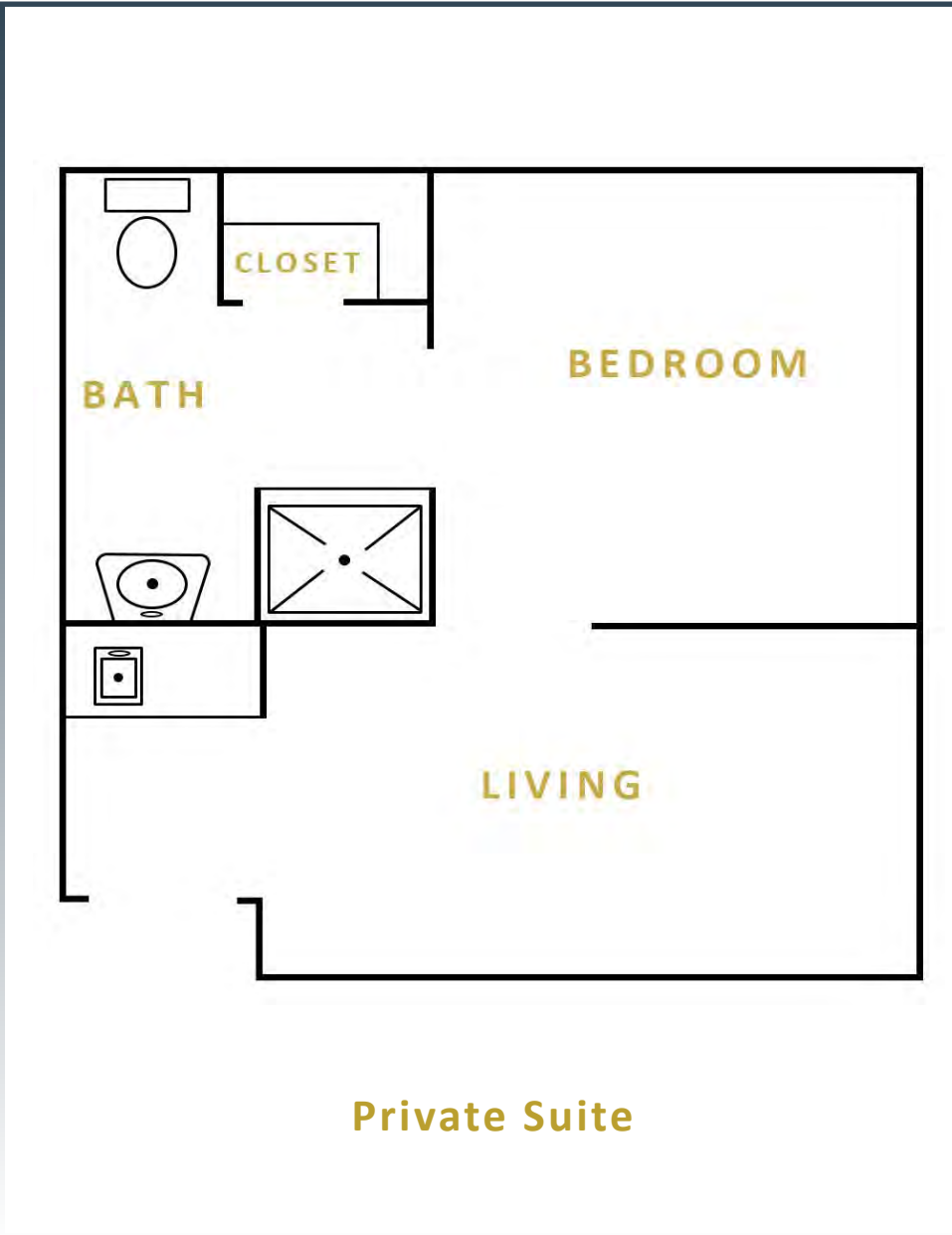
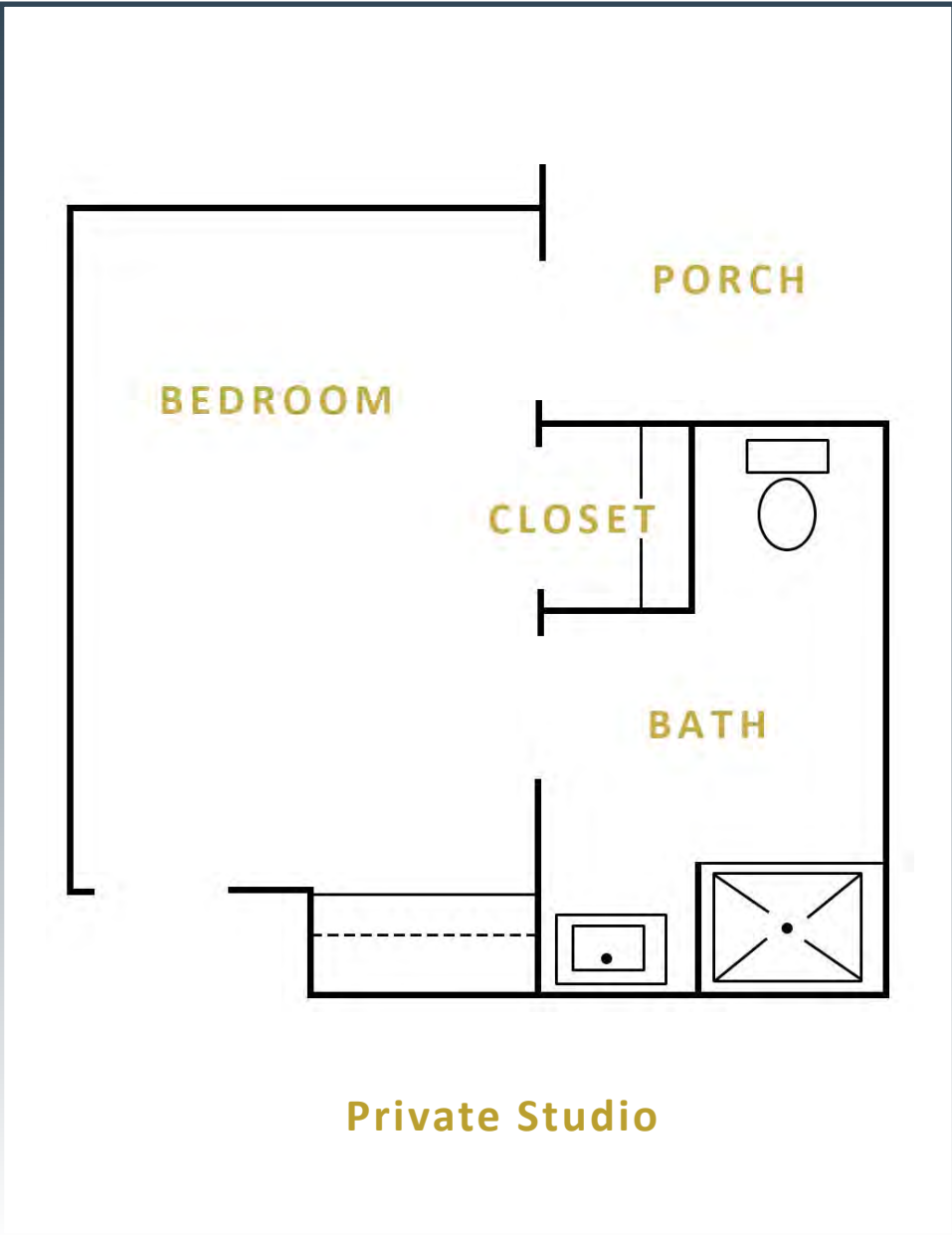


MEDICATION MANAGEMENT & DIABETIC CARE



GOLD FISH POND, GAZEBO & RAISED VEGETABLE GARDENS

FLOOR PLANS



AERIAL



PROPERTY PHOTOS



Walking trail

PROPERTY PHOTOS



PROPERTY PHOTOS



PROPERTY PHOTOS



ASSISTED LIVING MARKET OUTLOOK

DEMAND CALCULATION

The total demand is 186 competitive personal care home (PCH) units today, growing to 221 by 2027 in the PMA, a 18.8% increase. There is a total of 156 assisted living units (including the subject property) within the 5-mile PMA, with 0 units currently under construction.

As the model indicates, the unmet demand for assisted living units in the Dalton PMA totals 30 units, growing to 65 units by 2027, an 116.6 % increase.

There are 5 competitive properties within the 5-mile PMA.

DISABILITY STATISTICS | AGE 75+ IN DALTON, GA



COGNITIVE
DIFFICULTY



AMBULATORY
DIFFICULTY



SELF-CARE



INDEPENDENT
LIVING DIFFICULTY



PMA DEMOGRAPHICS | 5 MILE RADIUS

AVERAGE HOUSEHOLD INCOME



55 TO 64 YEARS OLD
\$90,314



65 TO 74 YEARS OLD
\$80,654



75+ YEARS
\$62,090

AVERAGE NET WORTH



55 TO 64 YEARS OLD
\$1,092,563



65 TO 74 YEARS OLD
\$1,434,398



75+ YEARS
\$1,088,741

ABOUT THE AREA

DALTON, GEORGIA

Downtown Dalton is nestled in the valley between Cumberland and the Blue Ridge Mountains. As Georgia's 5th largest downtown district, with approximately 3,000 employees and 300 businesses, this historic and picturesque downtown district has been a national Main Street City since 1985. An eclectic and impressive array of one-of-a-kind shops and dining choices, attractions from the Civil War era, and the region's leading professional businesses and financial institutions offer the perfect setting to play, learn, work and live.



IN THE AREA

RETAILERS IN DALTON, GEORGIA



DEMOGRAPHIC OVERVIEW

DALTON, GEORGIA

Dalton is the county seat of Whitfield County in the state of Georgia. Dalton is the principal city in the Dalton, Georgia Metropolitan Statistical Area, which encompasses all of Murray and Whitfield counties. Dalton is located just off Interstate 75 in the foothills of the Blue Ridge Mountains and is the second largest city in northwest Georgia. It is also home to the Northwest Georgia Trade and Convention Center, which showcases the Georgia Athletic Coaches' Hall of Fame and hosts a variety of events.

The economy of Dalton employs about 14,800 people and the largest industries are Manufacturing, Retail Trade, and Accommodation and Food Services. Dalton is home to many of the nation's floor-covering manufacturers, primarily those producing carpet, rugs and vinyl flooring. Dalton is often referred to as the "Carpet Capital of the World" home to over 150 carpet plants, and the "Bedsheet Capital of the World". The industry employs more than 30,000 people in the whole Whitfield County area. More than 90% of the functional carpet produced in the world today is made within a 65-mile radius of the city. The city has been manufacturing carpets since 1895.



POPULATION

1 MILE	3 MILES	5 MILES
2,021	34,183	64,398



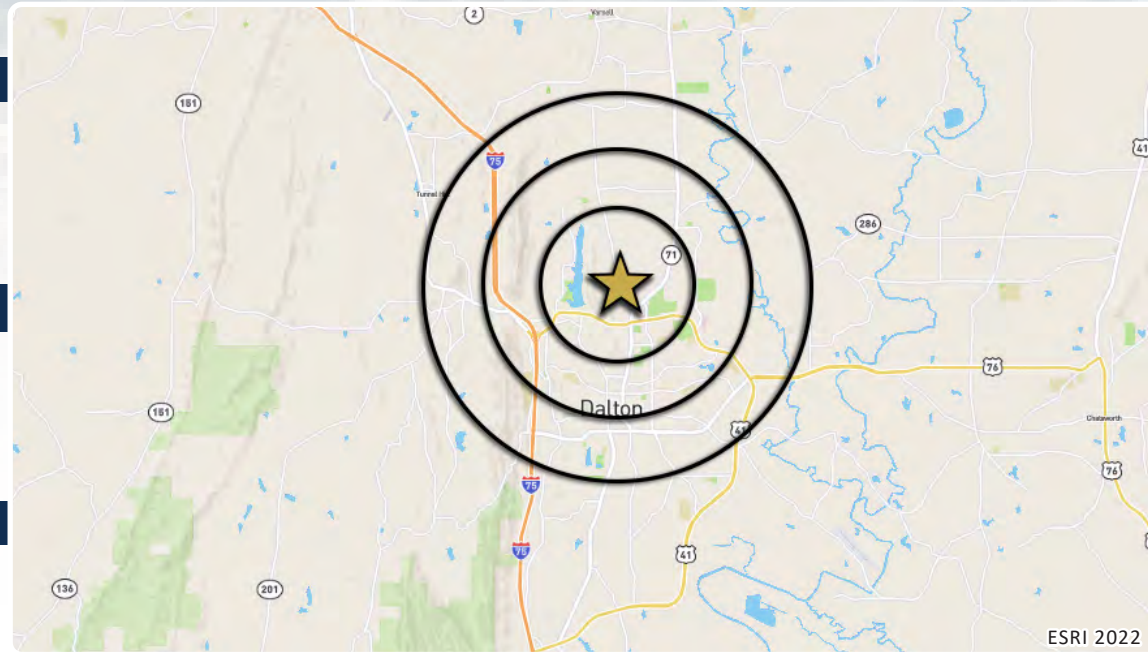
HOUSEHOLDS

1 MILE	3 MILES	5 MILES
825	12,074	22,543



AVERAGE HOUSEHOLD INCOME

1 MILE	3 MILES	5 MILES
\$103,696	\$79,779	\$81,671



BROKER PROFILE



ERNIE ANAYA, MBA

President, Senior Housing Group
Partner, Bull Realty
Ernie@BullRealty.com
404-876-1640 x 130

As President of Bull Realty's Senior Housing Group, Ernie Anaya focuses on providing real estate investment advice to senior housing investors in the Age Restricted Multifamily, Independent Living, Assisted Living/Memory Care, Skilled Nursing, Hospice, and Drug Treatment sectors.

Anaya's services focuses on supporting senior housing investors develop and execute successful real estate strategies that deliver growth and profitability goals. From acquisition, disposition, pre-development, site selection, market analysis, to note brokering.

Ernie is a member of the National Association of Realtors, Atlanta Commercial Board of Realtors, Association of Professional Mergers & Acquisition Advisors, Georgia Senior Living Association, National Investment Center for Senior Housing (NIC), and National Apartment Association.



[CLICK HERE TO LEARN MORE ABOUT THE BULL REALTY SENIOR HOUSING GROUP](#)

ABOUT BULL REALTY

MISSION:

To provide a company of advisors known for integrity and to provide the best disposition marketing in the nation

SERVICES:

Disposition, acquisition, project leasing, tenant representation and consulting services

SECTORS OF FOCUS:

Office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality and single tenant net lease sectors

AMERICA'S COMMERCIAL REAL ESTATE SHOW:

The firm produces the nation's leading show on commercial real estate topics, America's Commercial Real Estate Show. Industry economists, analysts and leading market participants including Bull Realty's founder Michael Bull share market intelligence, forecasts and strategies. The weekly show has grown to 60 stations around the country and is available to stream wherever you get your podcasts or on the show website: www.CREshow.com.

CONNECT WITH US:

<https://www.bullrealty.com/>



25

YEARS IN
BUSINESS



ATL

HEADQUARTERED
IN
ATLANTA, GA



LICENSED IN
8
SOUTHEAST
STATES

\$1.9

BILLION DOLLAR
VOLUME FROM SALES
AND LEASING
TRANSACTIONS
IN 2021



CONFIDENTIALITY AGREEMENT

This Confidentiality Agreement ("Agreement") is made and agreed to for the benefit of the undersigned party ("Receiving Party"), the owner of the subject property (the "Seller") and undersigned broker Bull Realty Incorporated ("Broker").

Now therefore in consideration of the privileges granted to Receiving Party with respect to receiving certain confidential information, and other good and valuable consideration, the Receiving Party hereby agrees to the following:

I. Confidential Information:

Receiving Party will receive confidential information regarding property referred to as 5510 Reed Road, Dalton, GA 30720. Prospect agrees to not disclose to any person that the property may be available for sale or lease, or that discussions or negotiations are taking place concerning the property, nor any terms, conditions, or OTHER facts with respect to the property, including but not limited to tenant information, lease rates, lease expirations, income and expenses, and any such possible purchase, including the status thereof. The term "person" used in this agreement shall be interpreted broadly and shall include, without limitation, any corporation, company, partnership or individual other than parties to which Broker approves in writing. Receiving Party may share information with directors, officers, employees, agents, affiliates, counsel, lending sources, accountants or representatives of Receiving Party that Receiving Party notifies of the requirements of this Agreement. Receiving Party agrees to not contact the property owner, the management, the tenants, the lender, the vendors, the insurers, the employees or the customers of any business at the site.

II. Acting as a Principal:

Receiving Party hereby warrants that it is acting as a principal only, and not as a broker, regarding this contemplated transaction. Receiving Party acknowledges that Broker is working an agency capacity as representing the Seller only in this transaction and is the only Broker involved in this potential transaction. Receiving Party agrees to not be involved in any arrangement to lease or purchase the property, in whole or in part, as a lender, partner, buyer of the note, buy in foreclosure, buy from bankruptcy court, or in any other manner acquire an investment in, joint venture or control of the property, unless Broker is paid a commission at closing as per separate agreement with Seller.

This agreement will expire two years from the date hereof.

III. Governing Law

This Agreement shall be governed and construed in accordance with the laws of the State of Georgia. If you are a broker, or a principal desiring to include an outside broker, contact the listing agent directly for a Buyer and Buyer's Broker Confidentiality & Commission Agreement.

Accepted and agreed to this _____ day _____ of , 20__.

Receiving Party _____

Signature _____

Printed Name _____

Title _____

Company Name _____

Address _____

Email _____

Phone _____

ERNIE ANAYA, MBA
President, Senior Housing Group
Ernie@BullRealty.com
404-876-1640 x 130

BULL REALTY, INC.
50 Glenlake Parkway, Suite 600
Atlanta, GA 30328
BullRealty.com

SIGN CONFIDENTIALITY
AGREEMENT ONLINE

