

Offering Memorandum

Senior Living Facility



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.

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Executive Summary

Charleston: Geography and Population

Charleston stands as South Carolina's most populous city, strategically positioned along the state's coastline where the Ashley, Cooper, and Wando rivers converge to form Charleston Harbor. As the county seat of Charleston County, it serves as the central hub for a rapidly growing metropolitan area that houses over 800,000 residents.

Charleston's Silicon Harbor

A Tech and Academic Hub, Charleston's transformation into "Silicon Harbor" is driven by a dense ecosystem of over 1,600 tech companies, anchored by global leaders and a burgeoning startup scene. Blackbaud, the world's leading cloud software provider for social impact, serves as the region's primary tech anchor with its global headquarters in the city. Other major players include Boeing South Carolina and Volvo, which integrate advanced aerospace and automotive engineering with sophisticated software development. The region also hosts significant operations for Booz Allen Hamilton and many others. This innovation is deeply intertwined with the city's prestigious higher education institutions: The Citadel and the College of Charleston. These schools act as essential talent pipelines, specifically through joint master's programs in computer and information sciences.

Property Highlights

- List Price: \$6,500,000.00. Sold vacant as either Assisted Living or Independent Living
- Building Size: ±55,602 SF
- Acres: ±4
- # of Units: 95
- Zoning: DR-4 (City of Charleston) | Behavioral/IDD requires Special Use Permit
- CoStar South Carolina Sold Comps: \$305.35/SF; subject property at \$116.90/SF
- 2025 Weitz Replacement Cost (Construction cost only): \$353/SF
- Parcel ID: 3540400006

Property Information

Facility Amenities

- Community living room and activity areas
- Family dining and library
- Large-screen TV room
- Dedicated activities room
- Studio, one-bedroom & two-bedroom
- Hairdresser salon

Property Facts

ADDRESS:	2333 Ashley River Road Charleston, SC 29414
COUNTY:	Charleston
YEAR BUILT:	1999
TOTAL BUILDING SIZE:	±55,602 SF
SITE SIZE:	±4 Acres
PARCEL ID:	3540400006
ZONING:	DR-4
PARKING:	Surface spaces
NO. OF BUILDINGS:	2
NO. OF FLOORS:	1
NO. OF UNITS:	95
NO. OF BEDS:	123
HVAC:	Yes

Financials

SALE PRICE:	\$6,500,000
PRICE/SF:	\$116.90

Photos



Photos



Assisted Living Market Analysis

Demand Calculation

The total demand is 1,236 assisted living beds today growing to 1,645 in 2030 in the Beaufort area, a 33.09% increase. There is a total of 1,211 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 Beaufort area totals 25 units growing to 1,636 units in 2030, an 1,636.0% increase.

Disability Statistics | AGE 75+ IN Charleston, SC



COGNITIVE
DIFFICULTY



AMBULATORY
DIFFICULTY



SELF-CARE



INDEPENDENT
LIVING DIFFICULTY



PMA DEMOGRAPHICS | 10-MILE RADIUS

AVERAGE HOUSEHOLD INCOME



55 TO 64 YEARS OLD
\$138,404



65 TO 74 YEARS OLD
\$115,590



75+ YEARS
\$92,775

AVERAGE NET WORTH



55 TO 64 YEARS OLD
\$1,874,357



65 TO 74 YEARS OLD
\$2,508,833



75+ YEARS
\$2,313,550

ESRI 2025

About The Area

Charleston, South Carolina is a premier coastal city known for its rich history, strong sense of community, and high quality of life—factors that make it especially attractive for senior housing. Founded in 1670, the city blends historic charm with modern amenities, offering a walkable downtown filled with preserved architecture, cultural landmarks, and waterfront views.

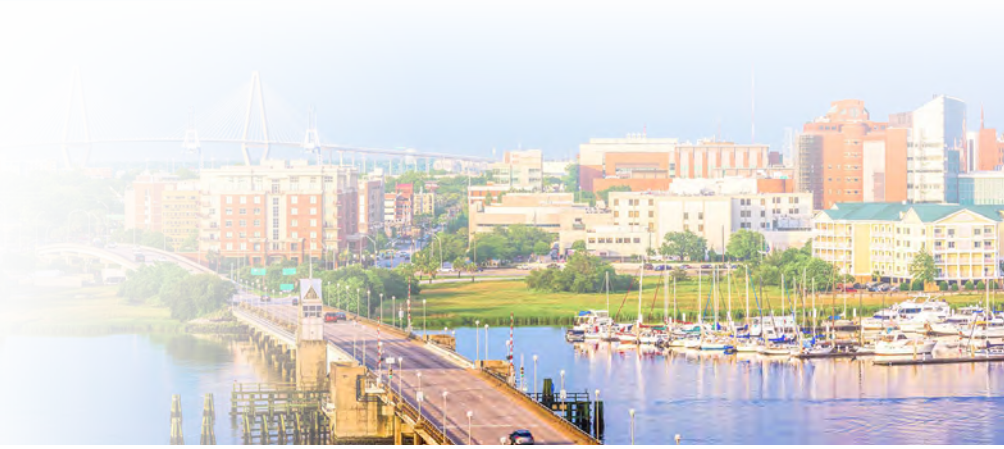
The city is home to nationally recognized institutions such as the Medical University of South Carolina, providing access to high-quality healthcare services, a key consideration for senior residents. Charleston’s healthcare network includes hospitals, specialty clinics, and senior-focused care, contributing to its reputation as a healthcare hub in the Southeast.

Charleston’s climate is mild, with warm winters and long, pleasant springs and falls, allowing for year-round outdoor activity. The region offers a variety of recreational opportunities, including beaches, golf courses, parks, and waterfront walking paths, supporting an active and engaged senior lifestyle.

The area has experienced steady population and economic growth, driven by industries such as healthcare, tourism, technology, and advanced manufacturing. This growth has contributed to a stable housing market and increasing demand for senior living options. The Charleston metro area also continues to attract retirees and empty nesters due to its favorable tax environment, cultural amenities, and coastal setting.

Culturally, Charleston is known for its vibrant arts scene, historic landmarks, and nationally acclaimed cuisine. The city hosts numerous festivals, museums, and community events, fostering social engagement and a strong sense of place. Notable destinations such as the Charleston Historic District and nearby coastal attractions enhance its appeal as a lifestyle-oriented destination.

Overall, Charleston offers a compelling combination of healthcare access, demographic tailwinds, economic stability, and lifestyle appeal—making it a highly desirable market for senior housing investment and development.



Medical & Retail Map

MEDICAL NEARBY

1	Bon Secours St Francis Hospital, Charleston Oncology, Medical Plaza, West Ashley Medical Center
2	Physicians Eye Surgery Center, Charleston GI, Syndicate Digital Technology, Center for Periodontics & Implant Dentistry, Cornestone Children's Dentistry, MUSC Children's Health, Reese Orthodontics, Coastal Pediatric Research, The EpiCentre
3	Parkwood Pediatric Group, Charleston Dental Associates, Neighbors Pediatrics, Plantation Family DentalCare, Charleston ENT & Allergy - The Surgery Center of Charleston, Bocklet Orthodontics, Bowling Dentistry
4	Holy City Med Urgent and Primary Care, Holistic Medical Clinic, MUSC Health Primary Care, MEDcare Urgent Care

Home Depot, Kohl's, Marshalls, FOOD LION, Jersey Mike's SUBS, Flying Biscuit Cafe, RIOCHICO MEXICAN RESTAURANT, McDonald's

Publix, MARCO'S, Starbucks, WELLS FARGO, YE OLE FASHIONED ICE CREAM & SANDWICHERY, Frothy Beard

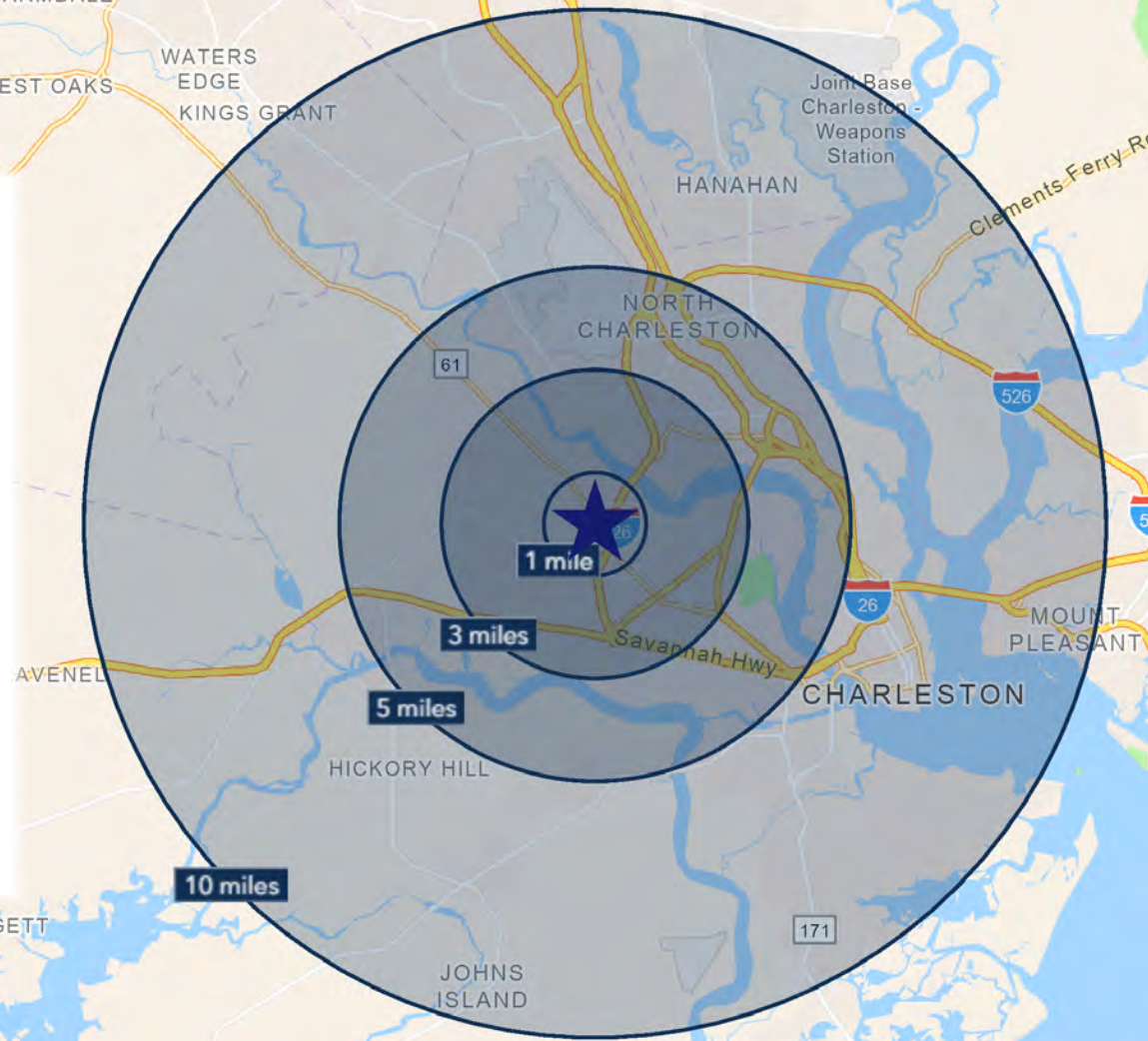
TARGET, planet fitness, Starbucks, CHARLEYS PHILLY STEAKS, belk

piggly wiggly, Ruby Tuesday, COOK OUT, Cod & Tail SEAFOOD • CHICKEN, TACO BELL, verizon

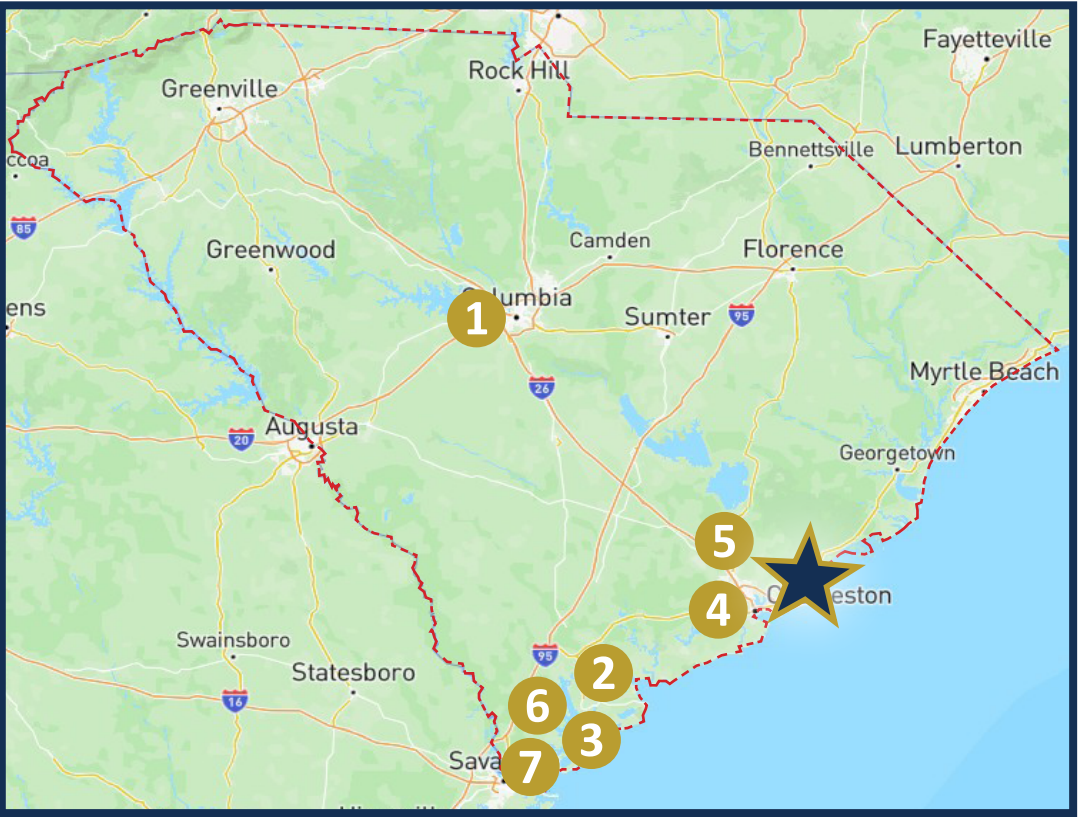
Demographic Overview

	1-MILE	3-MILES	5-MILES
TOTAL POPULATION	9,475	65,310	133,329
POPULATION 55-64 YEARS	993	6,971	14,213
POPULATION 65-74 YEARS	1,017	6,841	13,343
POPULATION 75-84 YEARS	559	4,107	7,632
POPULATION 85+ YEARS	237	1,422	2,473
AVERAGE HOUSE VALUE	\$450,191	\$492,519	\$523,255
% OF HOUSEHOLDS 55+	29.6%	29.7%	28.3%

ESRI 2025



Sold Comps



SUBJECT PROPERTY

ADDRESS	SALE PRICE	YEAR BUILT	BUILDING SIZE	PRICE/SQ FT	SOLD DATE
2333 Ashley River, Charleston, SC	\$2,750,000	1999	±34,897 SF	\$78.80	-
ADDRESS	SALE PRICE	YEAR BUILT	BUILDING SIZE	PRICE/SQ FT	SOLD DATE
1 915 Hook Ave, West Columbia, SC	\$6,750,000	1992	±27,245 SF	\$247.75	2/21/2025
2 1251 Ladys Island Dr, Port Royal, SC	\$3,275,000	1993	±28,775 SF	\$113.81	9/6/2024
3 8 Hampton Lake Dr, Bluffton, SC	\$14,600,000	2015	±51,163 SF	\$285.36	9/30/2024
4 1445 Bluewater Way, Charleston, SC	\$11,500,000	2018	±51,500 SF	\$223.30	9/30/2024
5 9319 Medical Plaza Dr, Charleston, SC	\$14,171,421	1987	±70,127 SF	\$202.08	8/1/2024
6 60 Oak Forest Rd, Bluffton, SC	\$13,500,000	2000	±78,406 SF	\$172.18	6/26/2025
7 421 Squire Pope Rd, Hilton Head Island, SC	\$43,152,240	2017	±154,000 SF	\$280.21	8/21/2025

Broker Profiles



ERNIE ANAYA, MBA
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As President of Bull Realty's Senior Housing Group, Ernie Anaya focuses on the Independent Living, Assisted Living, Memory Care, Skilled Nursing, Hospice, and Behavioral Health sectors, having established the practice at Bull Realty in 2016. Ernie has over 20 years of experience in the healthcare sector and previously served as a Healthcare Consulting Director for two large Fortune 500 management consulting firms, covering the U.S. and Latin America.

He earned a BA in Astrophysics from the University of Mississippi (Ole Miss) and an MBA from Michigan State University, including its Global Management Course in Japan and Singapore. He is a former U.S. Army officer and is currently a Fellow of the Royal Anthropological Institute in London, U.K., focusing on the anthropology of aging and senior housing.

Ernie has earned Atlanta Commercial Board of REALTORS® Million Dollar Club honors in 2020, 2021, 2022, 2023, 2025, and 2026. Ernie's disciplined, analytical approach—combined with real-world healthcare and operational insight—allows him to navigate the complexities of the senior housing sector.



JOHN DEYONKER
Partner, Bull Realty Inc.
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John DeYonker became a part of Bull Realty after an extensive career in Atlanta real estate and owning his own brokerage firm. With over three decades of experience, he brought his expertise to Bull Realty to provide his clients with a marketing platform proven to maximize asset value. He gained recognition from the Atlanta Commercial Board of Realtors, ranking as the #5 land broker in one year and #4 in another, along with repeated acknowledgments in subsequent years for being a top 10 land broker in Atlanta. His dedication led him to achieve the status of Partner at Bull Realty.

Originally hailing from Michigan, John earned his B.A. in Business Administration from Michigan State University before establishing Atlanta as his home in 1983. He currently resides in Brookhaven and finds joy in spending time with his family, playing golf, and contributing to the Northside Youth Organization's Baseball Committee. John is an active member of the National Association of Realtors, the Atlanta Commercial Board of Realtors, and the Urban Land Institute.

ABOUT BULL REALTY

MISSION

To provide a company of advisors known for integrity and 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 properties.

GLOBAL ALLIANCE

Bull Realty is a member of TCN Worldwide, an alliance of 60+ offices and 1,500 commercial real estate professionals serving more than 200 markets globally. This partnership expands the firm's reach, client access and investor relationships across the U.S. and internationally.

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, CCIM — share market intel, forecasts and strategies. The weekly show is available to stream wherever you get your podcasts or at www.CREshow.com.

JOIN OUR TEAM

Bull Realty continues to expand through merger, acquisition and by welcoming experienced agents. The firm recently celebrated 28 years in business and, through its TCN Worldwide alliance, actively works with clients and brokers across the country.

CONNECT WITH US:

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



28
YEARS IN
BUSINESS



ATL
HEADQUARTERED IN
ATLANTA, GA



LICENSED IN
8
SOUTHEAST
STATES



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 2333 Ashley River Road, Charleston, SC 29414. 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 South Carolina. 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 _____

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