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PERSONAL CARE FACILITY AND NURSING HOME

DALLASTOWN, YORK COUNTY, PENNSYLVANIA

621-623 EAST MAIN ST | DALLASTOWN, PA 17313

OFFERING INTRODUCTION



PROPERTY PROFILE



PROPERTY SUMMARY:

	VICTORIAN VILLA 621 EAST MAIN STREET	DALLASTOWN NURSING CENTER 623 EAST MAIN STREET
USE:	PERSONAL CARE (40 BEDS)	NURSING HOME (30 BEDS)
SITE:	0.33 ACRES	0.42 ACRES
AGE:	2004	1971
STORIES:	THREE (3)	ONE (1) & BASEMENT
ELEVATOR:	ONE (1)	SINGLE STORY
PARKING:	SURFACE, SHARED	SURFACE, SHARED
HVAC:	INDIVIDUAL PTAC UNITS	INDIVIDUAL PTAC UNITS





Dallastown Nursing Center and Victorian Villa is a 70-bed private pay facility outside of York, PA.

VICTORIAN VILLA PERSONAL CARE FACILITY

Constructed as a complement to the adjacent nursing facility, the private-pay Victorian Villa is a 40-unit personal care facility (28 Private Units, 6 Semi-Private Units). The rooms vary from private studio apartments to semi-private apartments, all of which are equipped with telephone and cable connections.

Common areas include a dining room (with adjacent kitchen), activity/day room, with a variety of services available in the facility:

- Weekly housekeeping, laundry and linen services
- Fully programmed social calendar
- Support programs for residents and family members
- Daily personal care assistance for residents



DALLASTOWN NURSING CENTER

Dallastown Nursing Center is a 30 bed (12 Semi-Private Units, 6 Private Units), private pay, nursing facility, operational since its construction in 1971. The facility offers 24-hour care utilizing Registered Nurses, Licensed Practical Nurses, and/or Certified Nursing Assistants. On-site ancillary services include physicians specializing in internal medicine/gerontology, and podiatry as well as licensed social workers to assist with care coordination. Other services offered on-site include:

- Rehabilitation Therapy (Physical, Occupational, Speech)
- Respite and Hospice Care
- Dementia Support
- Mobile Xray & Ultra Sound
- In-house Podiatry
- Hairdresser & Barber
- Dental Services Available



ACHIEVABLE UPSIDE OPPORTUNITY

The acquirer of Dallastown properties has an opportunity to generate financial upside in their transaction by strategically managing two main components:

OPERATIONS

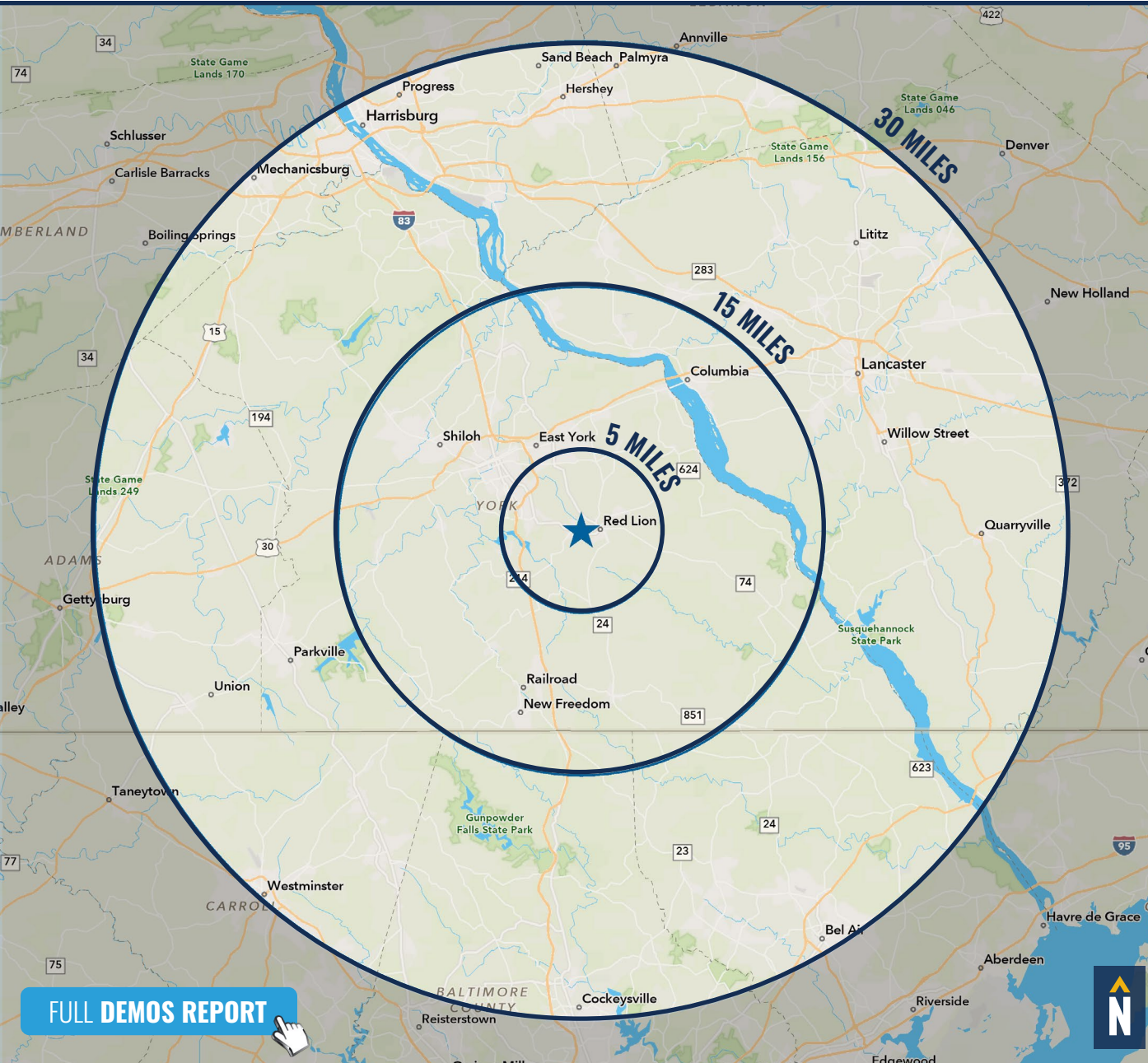
- Regain occupancy lost due to founder/operator's passing by implementing effective management to achieve market standards.
- Leverage operational expertise and economies of scale to optimize expenses.
- Conduct selective physical upgrades to boost census and market appeal.
- Add revenue streams, such as memory care or outsourced physical therapy.
- Utilize two adjacent single-family homes (which can be made available) for onsite management housing or revenue-generating services (e.g., addiction treatment, eating disorder care).

MARKETING

- Increase revenue by reestablishing referral partnerships with hospital systems for both facilities.
- Enhance the website with improved Search Engine Optimization (SEO), refreshed content, and mobile optimization.
- Use chatbot technology to convert page visits into warm leads.
- Highlight the facility's favorable staff-to-resident ratio to attract more interest.



DEMOGRAPHICS (2024)



[FULL DEMOS REPORT](#)

RADIUS:

5 MILE

15 MILES

30 MILES

RESIDENTIAL POPULATION



73,361

389,815

1,536,852

NUMBER OF FAMILIES



19,833

102,592

398,060

AVERAGE HOUSEHOLD INCOME



\$112,604

\$107,796

\$114,404

NUMBER OF HOUSEHOLDS



29,420

152,441

599,757

MEDIAN AGE



42.5

41.4

42.2



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