

# Washington, GA Market Analysis



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## MARKET ANALYSIS METHODOLOGY

This market demand analysis using a defined methodology is being conducted to examine a potential disposition of a 24-unit personal care home facility in the Washington, GA PMA (15-mile radius). Our analysis will show demand estimates for Assisted Living in the current year for the subject property, and five years from the current year.

### DEFINITION OF TARGET GROUPS

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

#### TARGET GROUP 1

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

#### TARGET GROUP 2

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

#### TARGET GROUP 3

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

## TARGET GROUP 4

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

## DISCUSSION OF ACHIEVABLE PENETRATION RATES

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

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

## DEMAND ASSUMPTIONS

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

1. As indicated earlier, the probable extent of the Washington PMA is assumed to be a 15-mile radius in and around the land development site in Washington, Georgia.
2. In addition to the prospects, we will expect to derive from the primary market itself, we will expect an achievable penetration by Target Group as follows:
  - 2.02% Achievable Penetration for Target Group 1 – Age 65+
  - 6.63% Achievable Penetration for Target Group 2 – Age 75+
  - 21.60% Achievable Penetration for Target Group 3 – Age 75+ earning above \$50,000 per year
  - 1.14% Achievable Penetration for Target Group 4 – Age 50 to 64

We then take an average of the four Target Groups we arrive at a projected demand for Senior Living units today, and 2026.

3. The Washington facility is approximately 100% stabilized as of 2022, we will make population projections for determining whether there will be enough demand for the number of units to be utilized.
4. For estimating the need for additional Senior living units in the Washington, GA PMA, we must deduct all the existing units operating within the same market as well as units under development that will be operating currently.

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

## DEMAND CALCULATION

The enclosed spreadsheet, Senior Living Unmet Demand, incorporates all the assumptions presented above to estimate the probable need for Senior Living units in the Washington market, for both current and 2026. The spreadsheet first starts by estimating demand for Senior living in the Washington PMA using our methodology described above and ESRI Demographics.

After deducting the existing inventory provided by the State of Georgia DCH for facilities above 20 units, we are left with the Unmet Demand for additional units.

The total demand is **62** Assisted Living units today growing to **73** in 2026 in the PMA, a 17.7 % increase. There is a total of **48** Assisted Living units (from facilities with 20 or higher units, including subject property) within the 15-mile PMA with **0** units under construction.

As the model indicates, the Unmet Demand for Assisted Living units in the Washington PMA totals **14** units growing to **25** units in 2026, an 78.5 % increase.

There are 2 properties in the 15-mile PMA with 20+ units (e.g., subject property and Harper’s Personal Care Home).

#### PMA DEMOGRAPHICS – 15 MILE RADIUS

	55 to 64	65 to 74	75+
Average HHI	\$63,627	\$53,217	\$45,038
Average Net Worth	\$507,529	\$538,138	\$798,933

Average home values: \$182,733

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

- Cognitive Difficulty (e.g., Alzheimer’s) – 12.8%
- Ambulatory Difficulty – 35.2%
- Self-Care – 14.2%%
- Independent Living Difficulty – 20.0%

Reference: US Census American Community Survey

#### SOLD COMPARABLES | CAP RATES | VALUE ANALYSIS

*Attached is industry information about how senior housing is valued from the Gold Standard firms like Real Capital Analytics (RCA), the National Investment Center for Senior Housing (NIC) which includes senior housing sold comparable(s) in Atlanta, as well as National CAP Rates and national averages.*

- RCA National CAP Rate Q1 2022 was 6.6% [for example, at a NOI of \$225,000, value is  $\$200,000/0.064 = \mathbf{\$3,409,090}$ ]
- RCA National Price per Unit last 12 months was \$172,166 [at 24 units, value is  $\$172,166 \times 24 = \mathbf{\$4,131,984}$ ]
- NIC Atlanta Median Price Per Unit - \$181,338 [at 24 units, value is  $\$181,338 \times 24 = \mathbf{\$4,352,112}$ ]

THE VALUE RANGE GOES FROM \$3.4 MILLION TO JUST OVER \$4 MILLION ON THE HIGH END.

*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.*

## Assisted Living Demand

PMA: Washington 15-Mile Radius

### 2021 Income-Qualified Households

MARKET PENETRATION\*\*\* 3.52%

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	3,540	72
75+	6.630%	1,364	90
75+   \$50K+	21.600%	217	47
55 - 64	1.140%	3,316	38
		<b>Mean</b>	<b>62</b>

### 2026

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	3,931	79
75+	6.630%	1,688	112
75+   \$50K+	21.600%	307	66
55-64	1.140%	3,084	35
		<b>Mean</b>	<b>73</b>

		2021	2026
1.	Assisted Living Calculated Market Potential	62	73
2.	Identified Competitive Units in Market Area **	48	48
3.	Identified Units under Construction in Market Area **	0	0
4.	UNMET Assisted Living DEMAND [Line 1 - Line 2]	14	25

>24 Bed Facilities

References:

\* ESRI Demographics Data | \*\* NICMAP

\*\*\* Penetration calculated according to NIC # current units/75+ Age population

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Name	Facility Type	Address	City	State	Zip	County	Bed Capacity	Telephone	Effective Date of License
COUNTRY MANOR PERSONAL CARE HOME	PERSONAL CARE HOME	173 N HULIN AVE	TIGNALL	GA	30668	WILKES	13	7062853070	10/07/2013
ECHOLS PCH	PERSONAL CARE HOME	5266 LEXINGTON ROAD	RAYLE	GA	30660	WILKES	6	7062743350	11/14/2003
HARPERS PERSONAL CARE HOME	PERSONAL CARE HOME	186 BOOTLEGGERS LANE	WASHINGTON	GA	30673	WILKES	24	7066786070	05/31/2007
HULIN PERSONAL CARE	PERSONAL CARE HOME	948 SANDTOWN ROAD	WASHINGTON	GA	30673	WILKES	6	7062852241	11/21/2016
SOUTHERN MANOR SENIOR LIVING	PERSONAL CARE HOME	184 PINE LANE	WASHINGTON	GA	30673	WILKES	24	7062248714	01/28/2015
TIGNALL HOUSE, THE	PERSONAL CARE HOME	185 S HULIN AVE	TIGNALL	GA	30668	WILKES	12	7062852483	05/02/2013



# Age 50+ Profile

184 Pine Ln, Washington, Georgia, 30673  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 33.72142  
 Longitude: -82.70577

Demographic Summary	Census 2010			2021		2026	
	Number	% of 50+	Number	% of 50+	Number	% of 50+	
Total Population	5,735		5,591		5,497		
Population 50+	2,247		2,434		2,445		
Median Age	42.0		44.2		44.9		
Households	2,272		2,303		2,270		
% Householders 55+	51.2%		57.3%		59.4%		
Total Owner-Occupied Housing Units	1,449		1,420		1,408		
Total Renter-Occupied Housing Units	823		883		862		
Owner/Renter Ratio (per 100 renters)	176		161		163		
Median Home Value	-		\$104,885		\$143,678		
Average Home Value	-		\$165,352		\$196,626		
Median Household Income	-		\$38,504		\$41,831		
Median Household Income for Householder 55+	-		\$31,178		\$34,180		

Demographic Summary	2021-2026 Change		2021-2026 Annual Rate	
	Change	% of 2021	Annual Rate	% of 2021
Total Population	-94	-1.7%	-0.34%	-0.34%
Population 50+	11	0.4%	0.09%	0.09%
Median Age	0.7	1.6%	0.31%	0.31%
Households	-33	-1.4%	-0.29%	-0.29%
% Householders 55+	2.1	3.8%	0.72%	0.72%
Total Owner-Occupied Housing Units	-12	-0.8%	-0.17%	-0.17%
Total Renter-Occupied Housing Units	-21	-2.4%	-0.48%	-0.48%
Owner/Renter Ratio (per 100 renters)	2.0	1.2%	0.25%	0.25%
Median Home Value	\$38,793	37.0%	6.50%	6.50%
Average Home Value	\$31,274	19.0%	3.53%	3.53%
Median Household Income	\$3,327	8.6%	1.67%	1.67%
Median Household Income for Householder 55+	\$3,002	9.6%	1.86%	1.86%

Male Population	Census 2010		2021		2026	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	973	100.0%	1,069	100.0%	1,081	100.0%
50-54	208	21.4%	167	15.6%	147	13.6%
55-59	171	17.6%	165	15.4%	170	15.7%
60-64	179	18.4%	185	17.3%	166	15.4%
65-69	151	15.5%	182	17.0%	183	16.9%
70-74	103	10.6%	167	15.6%	161	14.9%
75-79	81	8.3%	110	10.3%	131	12.1%
80-84	40	4.1%	47	4.4%	75	6.9%
85+	40	4.1%	46	4.3%	48	4.4%

Female Population	Census 2010		2021		2026	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	1,272	100.0%	1,365	100.0%	1,364	100.0%
50-54	228	17.9%	192	14.1%	170	12.5%
55-59	236	18.6%	209	15.3%	199	14.6%
60-64	185	14.5%	234	17.1%	203	14.9%
65-69	171	13.4%	215	15.8%	229	16.8%
70-74	135	10.6%	186	13.6%	195	14.3%
75-79	109	8.6%	144	10.5%	158	11.6%
80-84	101	7.9%	86	6.3%	113	8.3%
85+	107	8.4%	99	7.3%	97	7.1%

Total Population	Census 2010		2021		2026	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	2,247	39.2%	2,434	43.5%	2,445	44.5%
50-54	437	7.6%	359	6.4%	316	5.7%
55-59	407	7.1%	374	6.7%	369	6.7%
60-64	364	6.3%	419	7.5%	369	6.7%
65-69	322	5.6%	398	7.1%	412	7.5%
70-74	238	4.1%	353	6.3%	357	6.5%
75-79	190	3.3%	254	4.5%	289	5.3%
80-84	141	2.5%	132	2.4%	188	3.4%
85+	148	2.6%	145	2.6%	145	2.6%
65+	1,039	18.1%	1,282	22.9%	1,391	25.3%
75+	479	8.4%	531	9.5%	622	11.3%

**Data Note** - A "-" indicates that the variable was not collected in the 2010 Census.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.





# Age 50+ Profile

184 Pine Ln, Washington, Georgia, 30673  
 Ring: 5 mile radius

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2021 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	458	100%	484	100%	378	100%	1,320	100%
<\$15,000	87	19.0%	94	19.4%	63	16.7%	244	18.5%
\$15,000-\$24,999	100	21.8%	96	19.8%	133	35.2%	329	24.9%
\$25,000-\$34,999	27	5.9%	56	11.6%	44	11.6%	127	9.6%
\$35,000-\$49,999	44	9.6%	65	13.4%	37	9.8%	146	11.1%
\$50,000-\$74,999	83	18.1%	92	19.0%	44	11.6%	219	16.6%
\$75,000-\$99,999	30	6.6%	24	5.0%	20	5.3%	74	5.6%
\$100,000-\$149,999	64	14.0%	41	8.5%	12	3.2%	117	8.9%
\$150,000-\$199,999	14	3.1%	6	1.2%	14	3.7%	34	2.6%
\$200,000+	9	2.0%	9	1.9%	10	2.6%	28	2.1%
Median HH Income	\$39,219		\$33,971		\$24,076		\$31,178	
Average HH Income	\$57,016		\$49,751		\$47,782		\$51,786	

2026 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	423	100%	487	100%	438	100%	1,348	100%
<\$15,000	72	17.0%	87	17.9%	70	16.0%	229	17.0%
\$15,000-\$24,999	90	21.3%	91	18.7%	148	33.8%	329	24.4%
\$25,000-\$34,999	23	5.4%	54	11.1%	46	10.5%	123	9.1%
\$35,000-\$49,999	38	9.0%	65	13.3%	45	10.3%	148	11.0%
\$50,000-\$74,999	80	18.9%	101	20.7%	55	12.6%	236	17.5%
\$75,000-\$99,999	29	6.9%	25	5.1%	25	5.7%	79	5.9%
\$100,000-\$149,999	65	15.4%	47	9.7%	17	3.9%	129	9.6%
\$150,000-\$199,999	17	4.0%	5	1.0%	20	4.6%	42	3.1%
\$200,000+	9	2.1%	11	2.3%	11	2.5%	31	2.3%
Median HH Income	\$44,585		\$36,921		\$25,082		\$34,180	
Average HH Income	\$63,327		\$54,698		\$51,843		\$56,562	

**Data Note:** Income is reported for households as of July 1, 2021 and represents annual income for the preceding year, expressed in 2021 dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



# Age 50+ Profile

184 Pine Ln, Washington, Georgia, 30673  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 33.72142  
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Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	1,164	100.0%	51.2%
Family Households	652	56.0%	28.7%
Householder Age 55-64	296	25.4%	13.0%
Householder Age 65-74	218	18.7%	9.6%
Householder Age 75-84	106	9.1%	4.7%
Householder Age 85+	32	2.7%	1.4%
Nonfamily Households	512	44.0%	22.5%
Householder Age 55-64	166	14.3%	7.3%
Householder Age 65-74	147	12.6%	6.5%
Householder Age 75-84	137	11.8%	6.0%
Householder Age 85+	62	5.3%	2.7%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	1,163	100.0%	51.2%
Owner Occupied Housing Units	875	75.2%	38.5%
Householder Age 55-64	341	29.3%	15.0%
Householder Age 65-74	285	24.5%	12.5%
Householder Age 75-84	187	16.1%	8.2%
Householder Age 85+	62	5.3%	2.7%
Renter Occupied Housing Units	288	24.8%	12.7%
Householder Age 55-64	120	10.3%	5.3%
Householder Age 65-74	80	6.9%	3.5%
Householder Age 75-84	56	4.8%	2.5%
Householder Age 85+	32	2.8%	1.4%

**Data Note:** A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



# Age 50+ Profile

184 Pine Ln, Washington, Georgia, 30673  
 Ring: 10 mile radius

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 Latitude: 33.72142  
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Demographic Summary	Census 2010			2021		2026	
	Number	% of 50+	Number	% of 50+	Number	% of 50+	
Total Population	8,348		8,150		8,000		
Population 50+	3,364		3,667		3,699		
Median Age	43.1		45.6		46.8		
Households	3,340		3,357		3,304		
% Householders 55+	52.1%		58.2%		60.4%		
Total Owner-Occupied Housing Units	2,271		2,213		2,190		
Total Renter-Occupied Housing Units	1,069		1,144		1,114		
Owner/Renter Ratio (per 100 renters)	212		193		197		
Median Home Value	-		\$105,935		\$143,148		
Average Home Value	-		\$168,072		\$201,747		
Median Household Income	-		\$39,889		\$43,555		
Median Household Income for Householder 55+	-		\$32,952		\$35,874		

Demographic Summary	2021-2026 Change		2021-2026 Annual Rate	
	Change	% of 2021	Annual Rate	% of 2021
Total Population	-150	-1.8%	-0.37%	-0.37%
Population 50+	32	0.9%	0.17%	0.17%
Median Age	1.2	2.6%	0.52%	0.52%
Households	-53	-1.6%	-0.32%	-0.32%
% Householders 55+	2.2	3.8%	0.74%	0.74%
Total Owner-Occupied Housing Units	-23	-1.0%	-0.21%	-0.21%
Total Renter-Occupied Housing Units	-30	-2.6%	-0.53%	-0.53%
Owner/Renter Ratio (per 100 renters)	4.0	2.1%	0.41%	0.41%
Median Home Value	\$37,213	35.2%	6.21%	6.21%
Average Home Value	\$33,675	19.9%	3.72%	3.72%
Median Household Income	\$3,666	9.2%	1.77%	1.77%
Median Household Income for Householder 55+	\$2,922	9.0%	1.71%	1.71%

Population by Age and Sex	Census 2010		2021		2026	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
<b>Male Population</b>						
Total (50+)	1,485	100.0%	1,654	100.0%	1,687	100.0%
50-54	309	20.8%	257	15.5%	229	13.6%
55-59	260	17.5%	261	15.8%	264	15.6%
60-64	274	18.5%	290	17.5%	266	15.8%
65-69	244	16.4%	275	16.6%	288	17.1%
70-74	157	10.6%	267	16.1%	245	14.5%
75-79	126	8.5%	164	9.9%	209	12.4%
80-84	56	3.8%	72	4.4%	112	6.6%
85+	59	4.0%	68	4.1%	74	4.4%
<b>Female Population</b>						
Total (50+)	1,878	100.0%	2,015	100.0%	2,012	100.0%
50-54	327	17.4%	280	13.9%	247	12.3%
55-59	337	17.9%	314	15.6%	296	14.7%
60-64	292	15.5%	335	16.6%	305	15.2%
65-69	253	13.5%	322	16.0%	329	16.4%
70-74	205	10.9%	289	14.3%	290	14.4%
75-79	159	8.5%	203	10.1%	243	12.1%
80-84	143	7.6%	126	6.3%	160	8.0%
85+	162	8.6%	146	7.2%	142	7.1%

Total Population	Census 2010		2021		2026	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	3,364	40.3%	3,667	45.0%	3,699	46.2%
50-54	636	7.6%	536	6.6%	475	5.9%
55-59	598	7.2%	575	7.1%	561	7.0%
60-64	565	6.8%	624	7.7%	571	7.1%
65-69	497	6.0%	597	7.3%	618	7.7%
70-74	362	4.3%	556	6.8%	535	6.7%
75-79	285	3.4%	367	4.5%	451	5.6%
80-84	200	2.4%	198	2.4%	272	3.4%
85+	221	2.6%	214	2.6%	216	2.7%
65+	1,565	18.7%	1,932	23.7%	2,092	26.1%
75+	706	8.5%	779	9.6%	939	11.7%

**Data Note** - A "-" indicates that the variable was not collected in the 2010 Census.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



# Age 50+ Profile

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2021 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	685	100%	727	100%	543	100%	1,955	100%
<\$15,000	118	17.2%	122	16.8%	85	15.7%	325	16.6%
\$15,000-\$24,999	146	21.3%	147	20.2%	198	36.5%	491	25.1%
\$25,000-\$34,999	44	6.4%	85	11.7%	64	11.8%	193	9.9%
\$35,000-\$49,999	71	10.4%	111	15.3%	58	10.7%	240	12.3%
\$50,000-\$74,999	128	18.7%	126	17.3%	58	10.7%	312	16.0%
\$75,000-\$99,999	51	7.4%	45	6.2%	27	5.0%	123	6.3%
\$100,000-\$149,999	96	14.0%	67	9.2%	21	3.9%	184	9.4%
\$150,000-\$199,999	17	2.5%	9	1.2%	16	2.9%	42	2.1%
\$200,000+	14	2.0%	15	2.1%	15	2.8%	44	2.3%
Median HH Income	\$41,240		\$35,924		\$24,002		\$32,952	
Average HH Income	\$57,592		\$51,707		\$47,346		\$52,584	

2026 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	635	100%	715	100%	644	100%	1,994	100%
<\$15,000	97	15.3%	109	15.2%	97	15.1%	303	15.2%
\$15,000-\$24,999	129	20.3%	134	18.7%	226	35.1%	489	24.5%
\$25,000-\$34,999	37	5.8%	80	11.2%	69	10.7%	186	9.3%
\$35,000-\$49,999	61	9.6%	105	14.7%	71	11.0%	237	11.9%
\$50,000-\$74,999	127	20.0%	138	19.3%	74	11.5%	339	17.0%
\$75,000-\$99,999	51	8.0%	46	6.4%	36	5.6%	133	6.7%
\$100,000-\$149,999	98	15.4%	76	10.6%	32	5.0%	206	10.3%
\$150,000-\$199,999	21	3.3%	8	1.1%	22	3.4%	51	2.6%
\$200,000+	14	2.2%	18	2.5%	17	2.6%	49	2.5%
Median HH Income	\$47,982		\$38,827		\$24,926		\$35,874	
Average HH Income	\$64,050		\$57,535		\$51,114		\$57,565	

**Data Note:** Income is reported for households as of July 1, 2021 and represents annual income for the preceding year, expressed in 2021 dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



# Age 50+ Profile

184 Pine Ln, Washington, Georgia, 30673  
Ring: 10 mile radius

Prepared by Esri  
Latitude: 33.72142  
Longitude: -82.70577

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	1,740	100.0%	52.1%
Family Households	1,002	57.6%	30.0%
Householder Age 55-64	451	25.9%	13.5%
Householder Age 65-74	340	19.5%	10.2%
Householder Age 75-84	161	9.3%	4.8%
Householder Age 85+	50	2.9%	1.5%
Nonfamily Households	738	42.4%	22.1%
Householder Age 55-64	238	13.7%	7.1%
Householder Age 65-74	217	12.5%	6.5%
Householder Age 75-84	192	11.0%	5.7%
Householder Age 85+	91	5.2%	2.7%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	1,737	100.0%	52.0%
Owner Occupied Housing Units	1,364	78.5%	40.8%
Householder Age 55-64	534	30.7%	16.0%
Householder Age 65-74	451	26.0%	13.5%
Householder Age 75-84	282	16.2%	8.4%
Householder Age 85+	97	5.6%	2.9%
Renter Occupied Housing Units	373	21.5%	11.2%
Householder Age 55-64	154	8.9%	4.6%
Householder Age 65-74	106	6.1%	3.2%
Householder Age 75-84	70	4.0%	2.1%
Householder Age 85+	43	2.5%	1.3%

**Data Note:** A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



# Age 50+ Profile

184 Pine Ln, Washington, Georgia, 30673  
 Ring: 15 mile radius

Prepared by Esri  
 Latitude: 33.72142  
 Longitude: -82.70577

Demographic Summary	Census 2010			2021			2021-2026	
	Number	% of 50+	% of Total Pop	Number	% of 50+	% of Total Pop	Change	Annual Rate
Total Population	15,329			15,165			-175	-0.23%
Population 50+	6,193	40.4%		6,856	45.2%		159	0.46%
Median Age	43.4			45.9			1.3	0.56%
Households	6,213			6,286			-53	-0.17%
% Householders 55+	51.6%			58.1%			2.5	0.85%
Total Owner-Occupied Housing Units	4,391			4,261			-10	-0.05%
Total Renter-Occupied Housing Units	1,822			2,025			-44	-0.44%
Owner/Renter Ratio (per 100 renters)	241			210			5.0	0.47%
Median Home Value	-			\$120,473			\$45,127	6.57%
Average Home Value	-			\$182,733			\$43,714	4.38%
Median Household Income	-			\$41,709			\$4,910	2.25%
Median Household Income for Householder 55+	-			\$35,612			\$2,900	1.58%

Population by Age and Sex						
Male Population	Census 2010		2021		2026	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	2,809	100.0%	3,163	100.0%	3,260	100.0%
50-54	585	20.8%	486	15.4%	444	13.6%
55-59	537	19.1%	497	15.7%	508	15.6%
60-64	515	18.3%	593	18.7%	514	15.8%
65-69	451	16.1%	543	17.2%	578	17.7%
70-74	294	10.5%	480	15.2%	494	15.2%
75-79	231	8.2%	303	9.6%	380	11.7%
80-84	103	3.7%	145	4.6%	209	6.4%
85+	93	3.3%	116	3.7%	133	4.1%

Female Population	Census 2010		2021		2026	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	3,383	100.0%	3,693	100.0%	3,755	100.0%
50-54	607	17.9%	519	14.1%	471	12.5%
55-59	622	18.4%	593	16.1%	551	14.7%
60-64	565	16.7%	628	17.0%	596	15.9%
65-69	447	13.2%	603	16.3%	617	16.4%
70-74	373	11.0%	550	14.9%	554	14.8%
75-79	279	8.2%	347	9.4%	457	12.2%
80-84	242	7.2%	220	6.0%	274	7.3%
85+	248	7.3%	233	6.3%	235	6.3%

Total Population	Census 2010		2021		2026	
	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total(50+)	6,193	40.4%	6,856	45.2%	7,015	46.8%
50-54	1,193	7.8%	1,005	6.6%	915	6.1%
55-59	1,160	7.6%	1,090	7.2%	1,059	7.1%
60-64	1,079	7.0%	1,221	8.1%	1,110	7.4%
65-69	898	5.9%	1,146	7.6%	1,195	8.0%
70-74	667	4.4%	1,030	6.8%	1,048	7.0%
75-79	510	3.3%	650	4.3%	837	5.6%
80-84	345	2.3%	365	2.4%	483	3.2%
85+	341	2.2%	349	2.3%	368	2.5%
65+	2,761	18.0%	3,540	23.3%	3,931	26.2%
75+	1,196	7.8%	1,364	9.0%	1,688	11.3%

**Data Note** - A "-" indicates that the variable was not collected in the 2010 Census.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



# Age 50+ Profile

184 Pine Ln, Washington, Georgia, 30673  
 Ring: 15 mile radius

Prepared by Esri  
 Latitude: 33.72142  
 Longitude: -82.70577

2021 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	1,321	100%	1,377	100%	953	100%	3,651	100%
<\$15,000	230	17.4%	227	16.5%	179	18.8%	636	17.4%
\$15,000-\$24,999	218	16.5%	239	17.4%	311	32.6%	768	21.0%
\$25,000-\$34,999	93	7.0%	171	12.4%	129	13.5%	393	10.8%
\$35,000-\$49,999	156	11.8%	237	17.2%	113	11.9%	506	13.9%
\$50,000-\$74,999	230	17.4%	215	15.6%	85	8.9%	530	14.5%
\$75,000-\$99,999	143	10.8%	116	8.4%	52	5.5%	311	8.5%
\$100,000-\$149,999	173	13.1%	121	8.8%	40	4.2%	334	9.1%
\$150,000-\$199,999	35	2.6%	23	1.7%	20	2.1%	78	2.1%
\$200,000+	43	3.3%	28	2.0%	24	2.5%	95	2.6%
Median HH Income	\$45,657		\$37,412		\$24,296		\$35,612	
Average HH Income	\$63,327		\$53,217		\$45,038		\$54,740	

2026 Households by Income and Age of Householder 55+								
	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	1,220	100%	1,394	100%	1,159	100%	3,773	100%
<\$15,000	183	15.0%	203	14.6%	209	18.0%	595	15.8%
\$15,000-\$24,999	187	15.3%	215	15.4%	358	30.9%	760	20.1%
\$25,000-\$34,999	77	6.3%	163	11.7%	144	12.4%	384	10.2%
\$35,000-\$49,999	130	10.7%	228	16.4%	143	12.3%	501	13.3%
\$50,000-\$74,999	225	18.4%	243	17.4%	114	9.8%	582	15.4%
\$75,000-\$99,999	148	12.1%	133	9.5%	72	6.2%	353	9.4%
\$100,000-\$149,999	182	14.9%	147	10.5%	61	5.3%	390	10.3%
\$150,000-\$199,999	43	3.5%	27	1.9%	31	2.7%	101	2.7%
\$200,000+	45	3.7%	35	2.5%	29	2.5%	109	2.9%
Median HH Income	\$52,543		\$41,355		\$25,706		\$38,512	
Average HH Income	\$71,675		\$60,659		\$49,558		\$60,779	

**Data Note:** Income is reported for households as of July 1, 2021 and represents annual income for the preceding year, expressed in 2021 dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



# Age 50+ Profile

184 Pine Ln, Washington, Georgia, 30673  
Ring: 15 mile radius

Prepared by Esri  
Latitude: 33.72142  
Longitude: -82.70577

Census 2010 Households and Age of Householder	Number	Percent	% Total HHs
Total	3,209	100.0%	51.6%
Family Households	1,908	59.5%	30.7%
Householder Age 55-64	878	27.4%	14.1%
Householder Age 65-74	649	20.2%	10.4%
Householder Age 75-84	296	9.2%	4.8%
Householder Age 85+	85	2.6%	1.4%
Nonfamily Households	1,301	40.5%	20.9%
Householder Age 55-64	454	14.1%	7.3%
Householder Age 65-74	375	11.7%	6.0%
Householder Age 75-84	326	10.2%	5.2%
Householder Age 85+	146	4.5%	2.3%

Census 2010 Occupied Housing Units by Age of Householder	Number	Percent	% Total HHs
Total	3,207	100.0%	51.6%
Owner Occupied Housing Units	2,574	80.3%	41.4%
Householder Age 55-64	1,064	33.2%	17.1%
Householder Age 65-74	841	26.2%	13.5%
Householder Age 75-84	500	15.6%	8.0%
Householder Age 85+	169	5.3%	2.7%
Renter Occupied Housing Units	633	19.7%	10.2%
Householder Age 55-64	267	8.3%	4.3%
Householder Age 65-74	183	5.7%	2.9%
Householder Age 75-84	122	3.8%	2.0%
Householder Age 85+	61	1.9%	1.0%

**Data Note:** A family is defined as a householder and one or more other people living in the same household who are related to the householder by birth, marriage, or adoption. Nonfamily households consist of people living alone and households that do not contain any members who are related to the householder. The base for "% Pop" is specific to the row. A Nonrelative is not related to the householder by birth, marriage, or adoption.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.





# Net Worth Profile

184 Pine Ln, Washington, Georgia, 30673  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 33.72142  
 Longitude: -82.70577

Summary	Census 2010	2021	2026	2021-2026 Change	2021-2026 Annual Rate
Population	5,735	5,591	5,497	-94	-0.34%
Median Age	42.0	44.2	44.9	0.7	0.31%
Households	2,272	2,303	2,270	-33	-0.29%
Average Household Size	2.41	2.37	2.36	-0.01	-0.08%

2021 Households by Net Worth	Number	Percent
Total	2,303	100.0%
<\$15,000	861	37.4%
\$15,000-\$34,999	166	7.2%
\$35,000-\$49,999	75	3.3%
\$50,000-\$74,999	137	5.9%
\$75,000-\$99,999	130	5.6%
\$100,000-\$149,999	190	8.3%
\$150,000-\$249,999	264	11.5%
\$250,000-\$499,999	235	10.2%
\$500,000-\$999,999	139	6.0%
\$1,000,000-\$1,499,999	40	1.7%
\$1,500,000-\$1,999,999	14	0.6%
\$2,000,000+	53	2.3%
Median Net Worth	\$57,650	
Average Net Worth	\$362,583	
Wealth Index	51	

2021 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	58	252	307	365	458	484	378
<\$15,000	41	164	155	155	154	145	47
\$15,000-\$34,999	4	29	26	22	29	45	9
\$35,000-\$49,999	0	9	11	16	15	16	8
\$50,000-\$74,999	0	12	10	34	39	24	19
\$75,000-\$99,999	3	15	16	14	41	22	19
\$100,000-\$149,999	2	10	21	29	35	40	52
\$150,000-\$249,999	4	10	34	37	44	50	85
\$250,000-\$499,999	3	2	16	37	55	67	55
\$500,000-\$999,999	1	1	13	16	32	40	36
\$1000000+	0	1	5	4	15	33	48
Median Net Worth	\$10,610	\$11,570	\$14,855	\$38,995	\$69,010	\$86,319	\$179,921
Average Net Worth	\$61,397	\$41,576	\$181,481	\$193,106	\$315,937	\$487,192	\$831,463

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2021 and 2026.



# Net Worth Profile

184 Pine Ln, Washington, Georgia, 30673  
 Ring: 10 mile radius

Prepared by Esri  
 Latitude: 33.72142  
 Longitude: -82.70577

Summary	Census 2010	2021	2026	2021-2026 Change	2021-2026 Annual Rate
Population	8,348	8,150	8,000	-150	-0.37%
Median Age	43.1	45.6	46.8	1.2	0.52%
Households	3,340	3,357	3,304	-53	-0.32%
Average Household Size	2.40	2.38	2.37	-0.01	-0.08%

2021 Households by Net Worth	Number	Percent
Total	3,357	100.0%
<\$15,000	1,132	33.7%
\$15,000-\$34,999	236	7.0%
\$35,000-\$49,999	108	3.2%
\$50,000-\$74,999	203	6.0%
\$75,000-\$99,999	196	5.8%
\$100,000-\$149,999	293	8.7%
\$150,000-\$249,999	416	12.4%
\$250,000-\$499,999	383	11.4%
\$500,000-\$999,999	220	6.6%
\$1,000,000-\$1,499,999	65	1.9%
\$1,500,000-\$1,999,999	22	0.7%
\$2,000,000+	83	2.5%
Median Net Worth	\$74,921	
Average Net Worth	\$400,766	
Wealth Index	53	

2021 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	78	353	431	541	685	727	543
<\$15,000	52	217	202	209	205	187	59
\$15,000-\$34,999	8	42	37	33	42	63	11
\$35,000-\$49,999	1	13	16	22	21	24	11
\$50,000-\$74,999	1	17	15	50	57	37	26
\$75,000-\$99,999	5	24	22	22	64	33	26
\$100,000-\$149,999	4	18	30	43	57	65	76
\$150,000-\$249,999	4	15	55	61	71	82	128
\$250,000-\$499,999	3	3	26	65	91	111	84
\$500,000-\$999,999	1	2	19	25	52	70	51
\$1000000+	0	2	8	9	24	55	72
Median Net Worth	\$11,394	\$12,200	\$19,865	\$52,083	\$80,525	\$112,067	\$187,109
Average Net Worth	\$54,105	\$51,551	\$214,152	\$238,518	\$352,995	\$548,661	\$848,872

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

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2021 and 2026.



# Net Worth Profile

184 Pine Ln, Washington, Georgia, 30673  
 Ring: 15 mile radius

Prepared by Esri  
 Latitude: 33.72142  
 Longitude: -82.70577

Summary	Census 2010	2021	2026	2021-2026 Change	2021-2026 Annual Rate
Population	15,329	15,165	14,990	-175	-0.23%
Median Age	43.4	45.9	47.2	1.3	0.56%
Households	6,213	6,286	6,233	-53	-0.17%
Average Household Size	2.40	2.38	2.37	-0.01	-0.08%

2021 Households by Net Worth	Number	Percent
Total	6,286	100.0%
<\$15,000	2,075	33.0%
\$15,000-\$34,999	439	7.0%
\$35,000-\$49,999	205	3.3%
\$50,000-\$74,999	382	6.1%
\$75,000-\$99,999	352	5.6%
\$100,000-\$149,999	525	8.4%
\$150,000-\$249,999	796	12.7%
\$250,000-\$499,999	750	11.9%
\$500,000-\$999,999	420	6.7%
\$1,000,000-\$1,499,999	121	1.9%
\$1,500,000-\$1,999,999	52	0.8%
\$2,000,000+	168	2.7%
Median Net Worth	\$77,456	
Average Net Worth	\$431,003	
Wealth Index	56	

2021 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	139	676	792	1,028	1,321	1,377	953
<\$15,000	86	399	365	372	383	349	120
\$15,000-\$34,999	17	77	69	70	76	112	18
\$35,000-\$49,999	5	24	27	36	43	50	19
\$50,000-\$74,999	7	37	34	79	97	77	52
\$75,000-\$99,999	10	46	42	46	102	52	52
\$100,000-\$149,999	7	45	53	84	112	109	116
\$150,000-\$249,999	4	30	104	127	152	163	217
\$250,000-\$499,999	3	9	49	136	178	220	156
\$500,000-\$999,999	1	6	31	51	105	142	83
\$1000000+	0	2	17	28	72	103	119
Median Net Worth	\$12,209	\$12,688	\$21,419	\$59,835	\$88,607	\$118,822	\$183,890
Average Net Worth	\$44,768	\$56,191	\$219,118	\$310,007	\$507,529	\$538,138	\$798,933

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

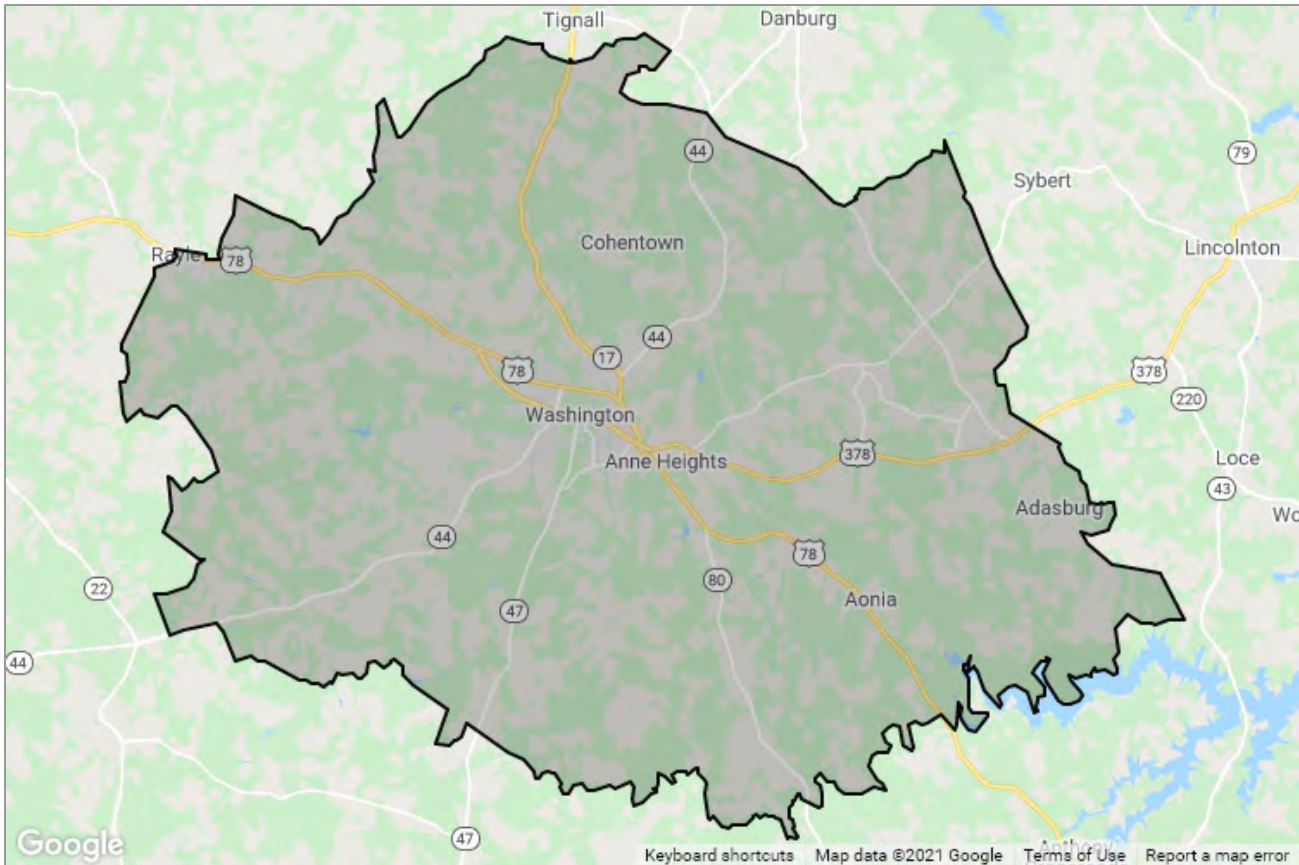
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2021 and 2026.

# DISABILITY

Wilkes County, Georgia						
	Total		With a disability		Percent with a disability	
Label	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
DISABILITY TYPE BY DETAILED AGE						
With a cognitive difficulty	(X)	(X)	395	±104	4.3%	±1.1
Population under 18 years	1,555	±91	20	±25	1.3%	±1.6
Population 18 to 64 years	5,432	±88	181	±65	3.3%	±1.2
Population 18 to 34 years	1,700	±103	20	±19	1.2%	±1.1
Population 35 to 64 years	3,732	±109	161	±60	4.3%	±1.6
Population 65 years and over	2,216	±55	194	±68	8.8%	±3.0
Population 65 to 74 years	1,225	±29	67	±47	5.5%	±3.8
Population 75 years and over	991	±35	127	±54	12.8%	±5.3
With an ambulatory difficulty	(X)	(X)	1,071	±152	11.6%	±1.6
Population under 18 years	1,555	±91	0	±19	0.0%	±2.5
Population 18 to 64 years	5,432	±88	451	±106	8.3%	±2.0
Population 18 to 34 years	1,700	±103	30	±27	1.8%	±1.6
Population 35 to 64 years	3,732	±109	421	±104	11.3%	±2.8
Population 65 years and over	2,216	±55	620	±111	28.0%	±4.8
Population 65 to 74 years	1,225	±29	271	±73	22.1%	±5.9
Population 75 years and over	991	±35	349	±92	35.2%	±9.2
With a self-care difficulty	(X)	(X)	278	±86	3.0%	±0.9
Population under 18 years	1,555	±91	0	±19	0.0%	±2.5
Population 18 to 64 years	5,432	±88	74	±38	1.4%	±0.7
Population 18 to 34 years	1,700	±103	8	±10	0.5%	±0.6
Population 35 to 64 years	3,732	±109	66	±37	1.8%	±1.0
Population 65 years and over	2,216	±55	204	±77	9.2%	±3.4
Population 65 to 74 years	1,225	±29	63	±41	5.1%	±3.4
Population 75 years and over	991	±35	141	±61	14.2%	±6.1
With an independent living difficulty	(X)	(X)	454	±119	5.9%	±1.6
Population 18 to 64 years	5,432	±88	191	±65	3.5%	±1.2
Population 18 to 34 years	1,700	±103	26	±21	1.5%	±1.2
Population 35 to 64 years	3,732	±109	165	±60	4.4%	±1.6
Population 65 years and over	2,216	±55	263	±90	11.9%	±4.0
Population 65 to 74 years	1,225	±29	65	±45	5.3%	±3.7
Population 75 years and over	991	±35	198	±73	20.0%	±7.2

## COMMERCIAL TRADE AREA REPORT

# Washington, GA 30673



Presented by

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## Criteria Used for Analysis

Income:  
**Median Household Income**  
**\$33,082**

Age:  
**Median Age**  
**44.8**

Population Stats:  
**Total Population**  
**7,842**

Segmentation:  
**1st Dominant Segment**  
**Rooted Rural**

## Consumer Segmentation

Life Mode <b>What are the people like that live in this area?</b>	<b>Rustic Outposts</b> Country life with older families, older homes	Urbanization <b>Where do people like this usually live?</b>	<b>Rural</b> Country living with older families, low density and low diversity
----------------------------------------------------------------------	-------------------------------------------------------------------------	----------------------------------------------------------------	-----------------------------------------------------------------------------------

## Top Tapestry Segments

	<b>Rooted Rural</b>	<b>Modest Income Homes</b>	<b>Rural Bypasses</b>	<b>Small Town Simplicity</b>	<b>Midlife Constants</b>
<b>% of Households</b>	1,146 (35.6%)	654 (20.3%)	438 (13.6%)	376 (11.7%)	336 (10.4%)
<b>Lifestyle Group</b>	Rustic Outposts	Hometown	Rustic Outposts	Hometown	GenXurban
<b>Urbanization Group</b>	Rural	Urban Periphery	Rural	Semirural	Suburban Periphery
<b>Residence Type</b>	Single Family or Mobile Homes	Single Family	Single Family or Mobile Homes	Single Family	Single Family
<b>Household Type</b>	Married Couples	Singles	Married Couples	Singles	Married Without Kids
<b>Average Household Size</b>	2.47	2.56	2.54	2.25	2.3
<b>Median Age</b>	44.1	36.1	39.7	40	45.9
<b>Diversity Index</b>	28.2	33.3	59.9	49.1	34
<b>Median Household Income</b>	\$38,000	\$22,000	\$29,000	\$27,000	\$48,000
<b>Median Net Worth</b>	\$72,000	\$13,000	\$25,000	\$14,000	\$104,000
<b>Median Home Value</b>	\$104,000	–	\$85,000	\$88,000	\$141,000
<b>Homeownership</b>	80.5 %	46.3 %	71.1 %	50.9 %	73.6 %
<b>Average Monthly Rent</b>	–	\$720	–	–	–
<b>Employment</b>	Services, Professional or Administration	Services or Administration	Services, Professional or Production	Services or Professional	Professional or Services
<b>Education</b>	High School Graduate	High School Graduate	High School Graduate	High School Graduate	College Degree
<b>Preferred Activities</b>	Shop with coupons, buy generic products . Go hunting, fishing.	Shop at low-cost retailers, warehouse clubs . Play basketball.	Go online infrequently . Go hunting, fishing.	Visit the doctor regularly . Go hunting, fishing, target shooting.	Attend church; are members of fraternal orders . Read; go fishing; play golf.
<b>Financial</b>	Pay bills in person	Pay bills in person	Depend on Social Security, SSI	Shop with coupons at discount stores	Have retirement income, Social Security
<b>Media</b>	Listen to faith-based radio, gospel music	Listen to gospel, R&B radio	Subscribe to satellite TV	Read newspapers, watch TV	Watch country, Christian TV channels
<b>Vehicle</b>	Own, maintain cars, ATVs	Take public transportation	Prefer trucks to sedans	Own, maintain domestic trucks, ATVs	Own domestic SUVs, trucks

## About this segment

# Rooted Rural

This is the  
**#1**  
dominant segment  
for this area

In this area  
**35.6%**  
of households fall  
into this segment

In the United States  
**2.0%**  
of households fall  
into this segment

### An overview of who makes up this segment across the United States

#### Who We Are

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles and family history.

#### Our Neighborhood

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (23%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.

#### Socioeconomic Traits

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

#### Market Profile

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- Only half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio and gospel music.
- Many are on Medicare and frequent the Walmart pharmacy.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

## About this segment

# Modest Income Homes

This is the

## #2

dominant segment for this area

In this area

## 20.3%

of households fall into this segment

In the United States

## 1.3%

of households fall into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Families in this urban segment may be non-traditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multi-generational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low. Public transportation is available, and Medicaid can assist families in need.

### Our Neighborhood

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the U.S. average.
- Most households have no vehicle or one car, with a high dependence on public transportation.

### Socioeconomic Traits

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is only 50%, with unemployment at more than double the U.S. rate.
- Income is less than half of the U.S. median income; one in three households are in poverty, dependent on Social Security, public assistance and Supplemental Security Income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.

### Market Profile

- To make ends meet, consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, they pay their bills in person.
- This market supports multigenerational families; they are often primary caregivers for elderly family members. On average, Modest Income Homes residents have a higher reliance on Medicaid.
- For entertainment, they listen to gospel and R&B music.
- The recreational activity of choice for residents is basketball.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.



## About this segment

# Rural Bypasses

This is the  
**#3**  
dominant segment  
for this area

In this area  
**13.6%**  
of households fall  
into this segment

In the United States  
**1.3%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Open space, undeveloped land, and farmland characterize Rural Bypasses. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the Internet, their use is very limited. Those who are not yet retired work in blue-collar jobs in the agriculture or manufacturing industries.

### Our Neighborhood

- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.54.
- Most residents own single-family homes, or mobile homes.
- Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.
- Residents live in very rural areas, almost entirely in the South.

### Socioeconomic Traits

- Education is not a priority in this market. Almost 30% have not finished high school; only 9% have a bachelor's degree or higher.
- Unemployment is very high at 14%; labor force participation is low at 46%.
- Income is primarily derived from wages; however, dependence on Social Security and Supplemental Security Income is above average.
- Religion, faith, and traditional values are central in their lives.
- Many have a pessimistic outlook of their household's financial well-being.
- They rely on television to stay informed.

### Market Profile

- Typical of their country lifestyle, Rural Bypasses residents prefer trucks over sedans.
- To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club.
- Magazines are a popular source of news and entertainment, particularly fishing, hunting and automotive types.
- As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT or TCM.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

## About this segment

# Small Town Simplicity

This is the

## #4

dominant segment for this area

In this area

## 11.7%

of households fall into this segment

In the United States

## 1.8%

of households fall into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Small Town Simplicity includes young families and senior householders that are bound by communities. The lifestyle is down-to-earth and semi-rural, with television for entertainment and news, and emphasis on convenience for young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

### Our Neighborhood

- They reside in small towns or semi-rural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses, apartments and mobile homes.
- A majority, 51%, of homes are owner occupied.
- Median home value of \$88,000 is about half the U.S. median.
- Average rent is \$600.
- This is an older market, with almost half of the householders aged 55 years or older, and predominantly single-person households.

### Market Profile

- Small Town Simplicity features a semi-rural lifestyle, complete with trucks (domestic, of course), ATVs and vegetable gardens.
- Hunting, fishing and target shooting are favorite pastimes.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

### Socioeconomic Traits

- Education: 65% with high school diploma or some college.
- Unemployment higher at 11.9%.
- Labor force participation lower at 51%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

## About this segment

# Midlife Constants

This is the

# #5

dominant segment for this area

In this area

# 10.4%

of households fall into this segment

In the United States

# 2.5%

of households fall into this segment

### An overview of who makes up this segment across the United States

#### Who We Are

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

#### Our Neighborhood

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$141,000.

#### Socioeconomic Traits

- Education: 64% have a high school diploma or some college.
- Unemployment is lower in this market at 7.4%, but so is the labor force participation rate.
- Almost 42% of households are receiving Social Security; 28% also receive retirement income.
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

#### Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, political and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or Christian channels.
- Leisure activities include scrapbooking, movies at home, reading, fishing and golf.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2020. Update Frequency: Annually.

## Washington, GA 30673: Population Comparison

### Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020  
■ 2025 (Projected)



### Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020  
■ 2025 (Projected)



### Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2020, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020  
■ 2025 (Projected)



### 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.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 30673



### 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.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### Average Household Size

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### 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.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### Female / Male Ratio

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



## Washington, GA 30673: Age Comparison

### Median Age

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020  
■ 2025 (Projected)



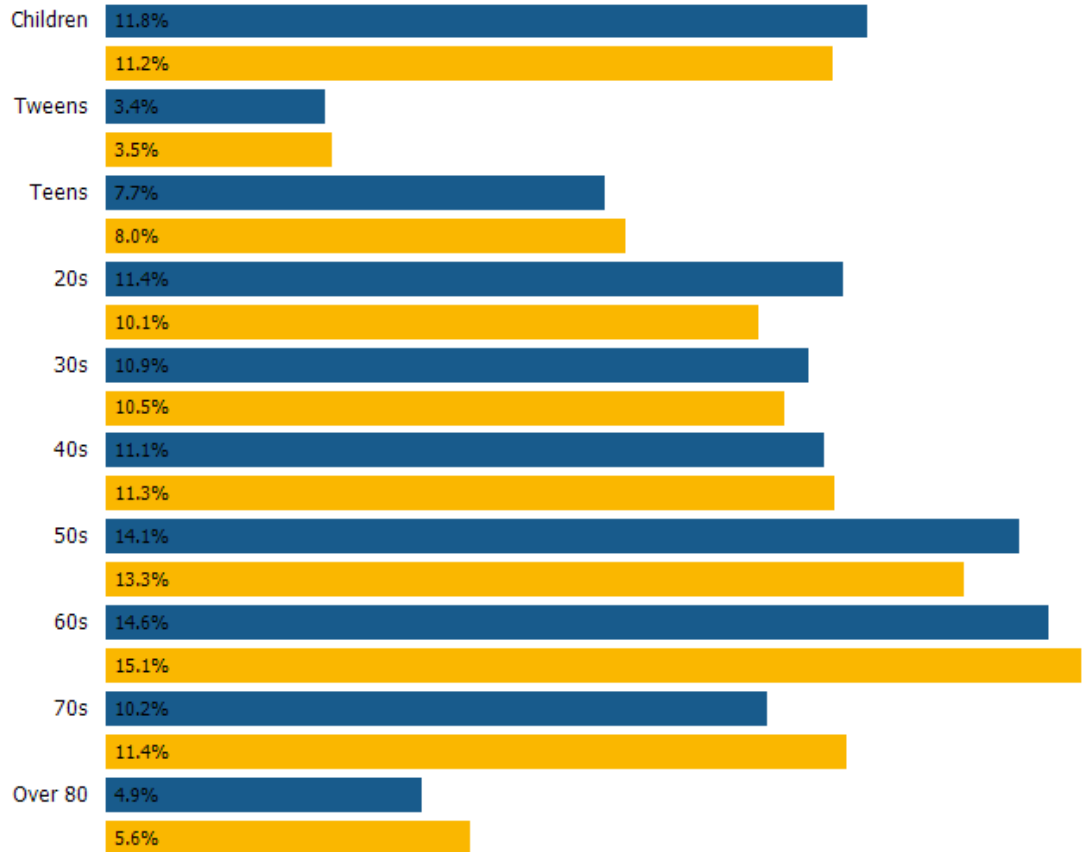
### Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020  
■ 2025 (Projected)



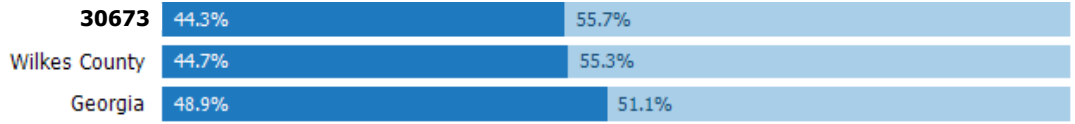
## Washington, GA 30673: Marital Status Comparison

### Married / Unmarried Adults Ratio

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### Married

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### Never Married

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### Widowed

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### Divorced

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



## Washington, GA 30673: Economic Comparison

### Average Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020  
■ 2025 (Projected)



### Median Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020  
■ 2025 (Projected)



### Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020  
■ 2025 (Projected)



### Average Disposable Income

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually





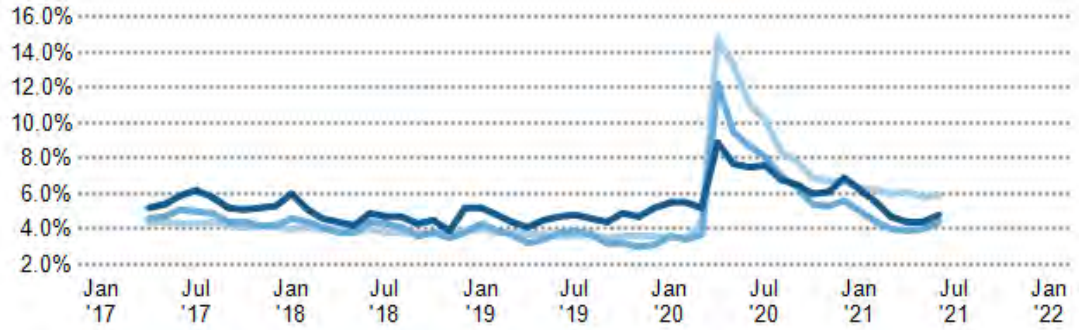
**Unemployment Rate**

This chart shows the unemployment trend in an area, compared with other geographies

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Wilkes County
- Georgia
- USA



**Employment Count by Industry**

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2020

Update Frequency: Annually



## Washington, GA 30673: Education Comparison

### 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.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### 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.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### 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.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### High School Graduate

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### 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.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### Associate Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### 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.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



### 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.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually



## Washington, GA 30673: Commute Comparison

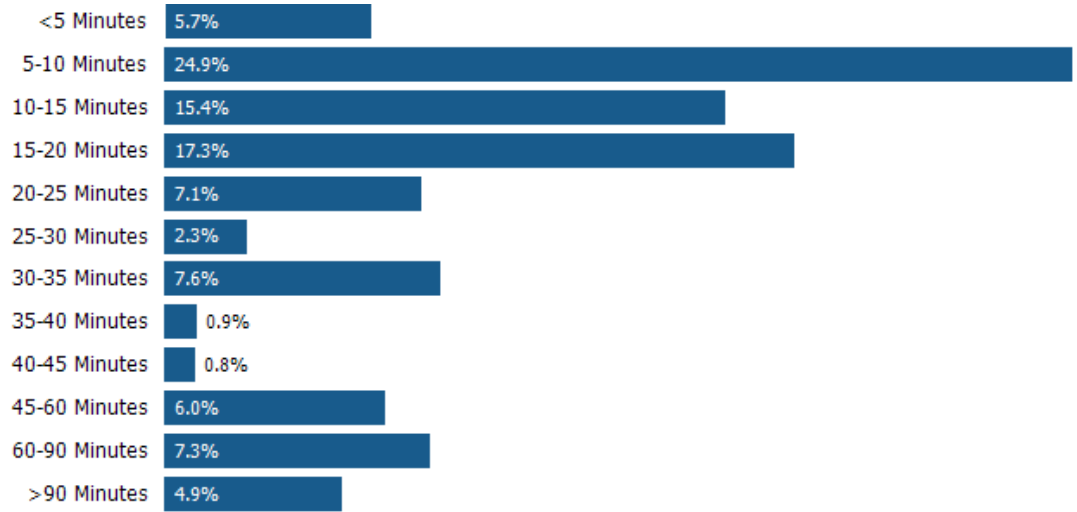
### Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 30673



### 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.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 30673



## Washington, GA 30673: Home Value Comparison

### 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.

Data 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.

Data 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.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



### 12 mo. Change in Median Listing Price

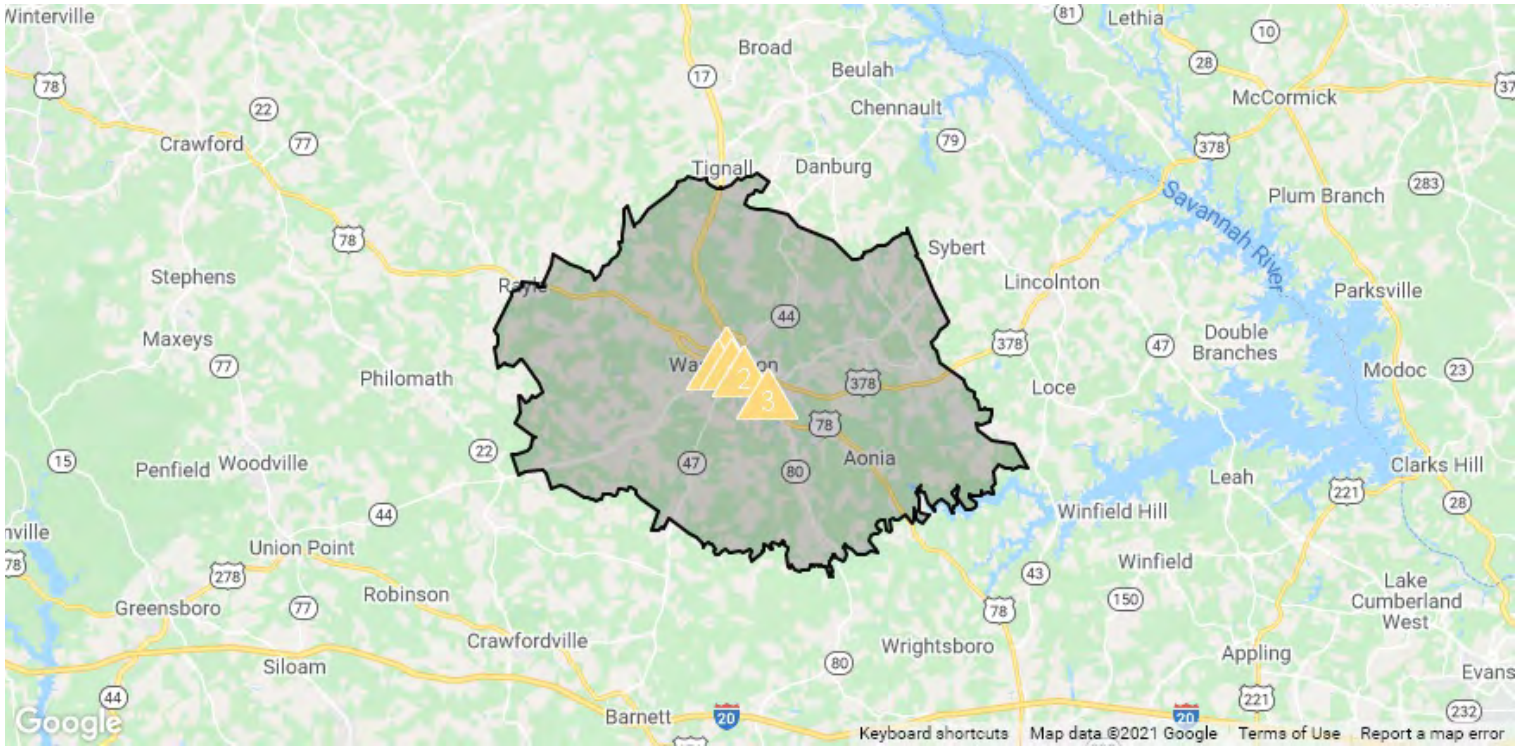
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



# Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

**1**

## 5,953

2018 Est. daily traffic counts

---

Street: E Robert Toombs Ave  
 Cross: Poplar Dr  
 Cross Dir: E  
 Dist: 0.05 miles

**2**

## 5,903

2018 Est. daily traffic counts

---

Street: E Robert Toombs Ave  
 Cross: Crescent Dr  
 Cross Dir: SE  
 Dist: 0.06 miles

**3**

## 4,957

2018 Est. daily traffic counts

---

Street: Thomson Rd  
 Cross: Doster Rd  
 Cross Dir: NW  
 Dist: 0.07 miles

**4**

## 4,197

2018 Est. daily traffic counts

---

Street: W Robert Toombs Ave  
 Cross: Lexington Ave  
 Cross Dir: E  
 Dist: 0.07 miles

**5**

## 4,176

2018 Est. daily traffic counts

---

Street: N Bypass W  
 Cross: S Elijah Clark Dr  
 Cross Dir: W  
 Dist: 0.13 miles

Historical counts

Year	Count	Type
2016	▲ 6,340	AA DT
2014	▲ 6,580	AA DT
2012	▲ 6,130	AA DT
2010	▲ 6,920	AA DT
2008	▲ 6,320	AA DT

Historical counts

Year	Count	Type
2015	▲ 6,230	AA DT
2013	▲ 6,290	AA DT
2011	▲ 7,420	AA DT
2009	▲ 6,740	AA DT
2006	▲ 6,240	AA DT

Historical counts

Year	Count	Type
2015	▲ 5,450	AA DT
2013	▲ 4,950	AA DT
2011	▲ 4,530	AA DT
2009	▲ 5,010	AA DT
2006	▲ 5,470	AA DT

Historical counts

Year	Count	Type
2015	▲ 4,240	AA DT
2013	▲ 4,560	AA DT
2011	▲ 5,000	AA DT
2009	▲ 5,320	AA DT
2006	▲ 4,810	AA DT

Historical counts

Year	Count	Type
2016	▲ 3,840	AA DT
2014	▲ 4,570	AA DT
2012	▲ 3,170	AA DT
2010	▲ 3,750	AA DT
2006	▲ 3,980	AA DT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (\*)

## About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



## About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



## Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

## Learn more

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



Property ID	Property Count	Property Name	Address	City	State	Zip Code	Metro	IL_Units	AL_Units	MC_Units	NC_Beds	Total Inventory	Sq Ft	Sale Date	Close Price	Price Per Unit	Year Built
2749	1	GA Jasper SNF, LLC	618 Gennett Dr	Jasper	GA	30143	Atlanta, GA	0	0	0	60	60	20,461	12/30/2021	\$10,639,000	\$177,317	1989
4058	1	Maple Ridge Health Care Center	22 Maple Ridge Dr SE	Cartersville	GA	30121	Atlanta, GA	0	0	0	74	74	30,516	12/30/2021	\$18,925,000	\$255,743	1993
21076	1	The Arbor at BridgeMill	Freedom Blvd	Canton	GA	30114	Atlanta, GA	140	80	0	0	220	200,104	12/23/2021	\$45,217,250	\$205,533	2016
6766	1	The Phoenix at Roswell	11725 Pointe Pl	Roswell	GA	30076	Atlanta, GA	0	0	32	0	32	31,308	12/21/2021	\$4,325,000	\$135,156	1998
	1	Pinegate	300 Charter Blvd	Macon	GA	31210	Atlanta, GA	115	0	0	0	115		9/21/2021	\$20,853,858	\$181,338	2001
11629	1	Anchor Post Acute	550 Eastgate Dr	Aiken	SC	29803	Augusta, GA	0	0	0	60	60	29,129	9/1/2021	\$18,206,897	\$303,448	1998
	1	Smoky Springs	940 S Enota Dr	Gainesville	GA	30501	Atlanta, GA	115	0	0	0	115	115,962	7/27/2021	\$20,213,382	\$175,769	2000
5306	1	The Regency House	341 Winn Way	Decatur	GA	30030	Atlanta, GA	102	0	0	0	102	74,640	7/27/2021	\$13,101,640	\$128,447	1987
2536	1	Gaines Park Personal Care Homes	1740 Old 41 Hwy NW	Kennesaw	GA	30152	Atlanta, GA	0	44	0	0	44	34,991	7/21/2021	\$5,760,000	\$130,909	1997
1715	1	Laurel Glen at Carrollton Assisted Living	150 Cottage Ln	Carrollton	GA	30117	Atlanta, GA	30	38	0	0	68		6/30/2021	\$10,488,841	\$154,248	1990
11080	1	Discovery Village At Sugarloaf	1220 Satellite Blvd	Suwanee	GA	30024	Atlanta, GA	77	39	15	0	131	111,476	4/30/2021	\$37,772,520	\$288,340	2008
22383	1	The Mansions at Gwinnett Park	2400 Buford Dr	Lawrenceville	GA	30043	Atlanta, GA	100	48	46	0	194		2/16/2021	\$36,000,000	\$185,567	2019
	1	Mansions At Sandy Springs	3175 River Exchange Dr	Norcross	GA	30092	Atlanta, GA	0	0	0	0	88	35,000	2/16/2021	\$38,500,000	\$437,500	2014
	1	Mansions Of Alpharetta	3700 Brookside Pkwy	Alpharetta	GA	30022	Atlanta, GA	124	0	0	0	124	129,787	2/16/2021	\$35,900,000	\$289,516	2016
	1	Mansions At Gwinnett Park Villas	1076 Old Peachtree Rd	Lawrenceville	GA	30043	Atlanta, GA	34	0	0	0	34		2/16/2021	\$12,700,000	\$373,529	2019
6382	1	Five Forks, Sunrise of	3997 5 Forks Trickum Rd	Lilburn	GA	30047	Atlanta, GA	0	52	17	0	69	62,377	1/15/2021	\$10,017,500	\$145,181	2003
	1	Brightmoor Hospice Inc	3247 Newnan Rd	Griffin	GA	30223	Atlanta, GA	0	12	0	0	12	16,519	7/2/2020	\$5,313,200	\$442,767	2011
2605	1	Brookdale Newnan	355 Milliard Farmer Blvd	Newnan	GA	30263	Atlanta, GA	0	54	0	0	54	29,615	1/31/2020	\$7,000,000	\$129,630	1999
1106	1	Charter Senior Living of Buford	4450 Old Hamilton Mill Rd	Buford	GA	30518	Atlanta, GA	50	10	0	0	60	60	1/22/2020	\$12,000,000	\$200,000	1996
7622	1	Oaks at Stockbridge	425 Country Club Dr	Stockbridge	GA	30281	Atlanta, GA	0	57	0	0	57	23,482	1/10/2020	\$7,872,000	\$138,105	1990

**Average \$ Per Unit**      **\$223,902**  
**Median \$ Per Unit**      **\$181,338**

Source: NIC MAP® Data Service and RCA. Use of NIC MAP® data is subject to the NIC MAP® Data Attribution Requirements (<https://map.nic.org/#/dataAttributionStandalone>).

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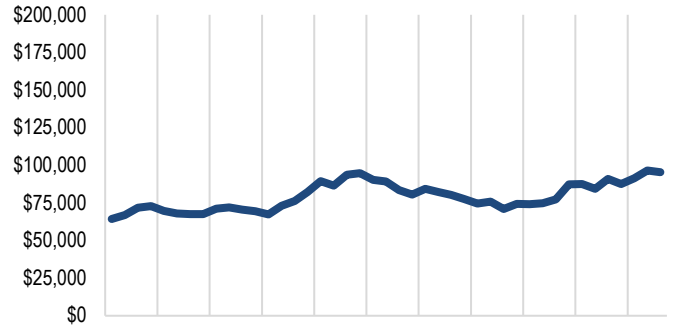
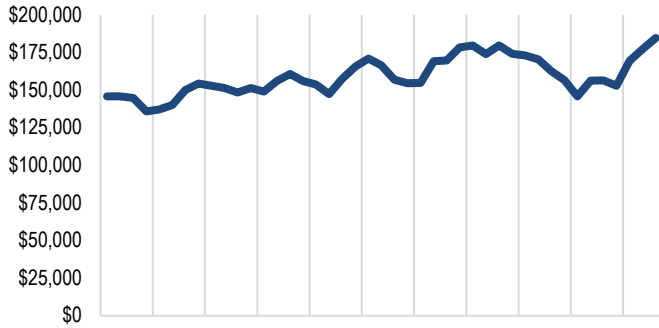
## Investment Trends

Over the past four quarters, Seniors housing transaction volume reached \$6.4 billion, down -42% year over year. Activity for nursing care reached \$3.4 billion, falling -27% from the prior year. Transaction volume for Seniors housing & care totaled \$9.8 billion, over the same time frame.

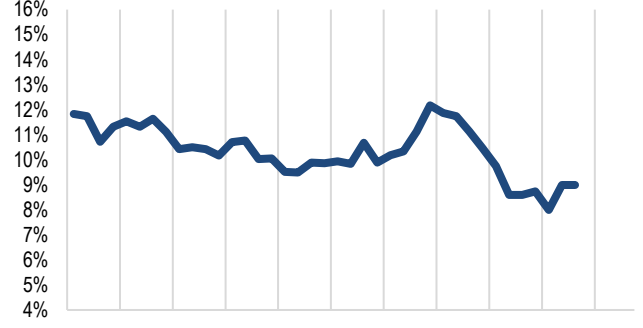
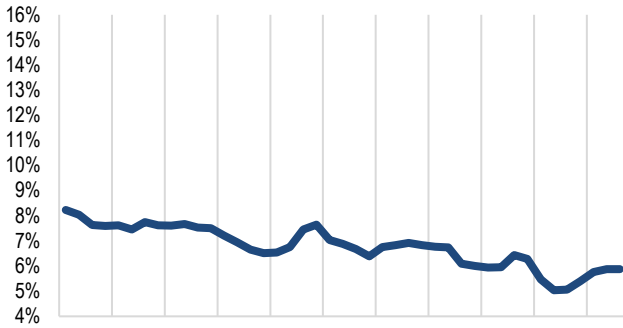
### SENIORS HOUSING

### NURSING CARE

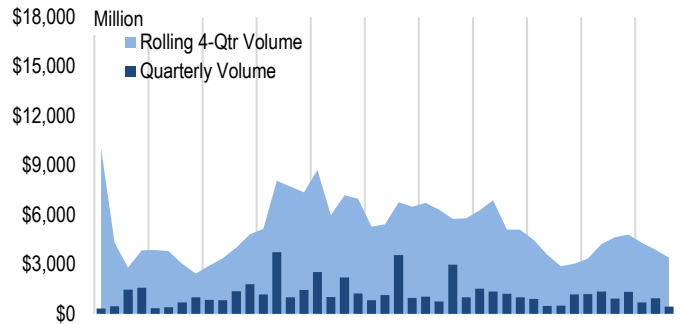
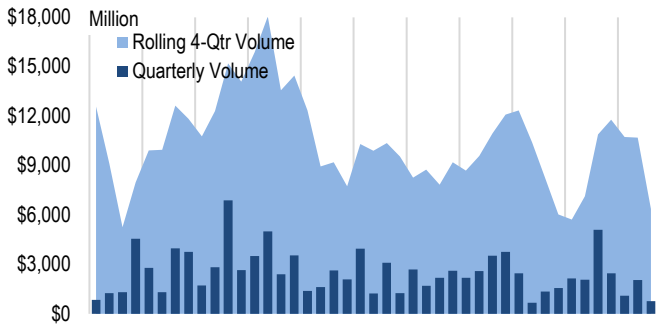
PRICE PER UNIT/BED (Rolling 4-qtr)



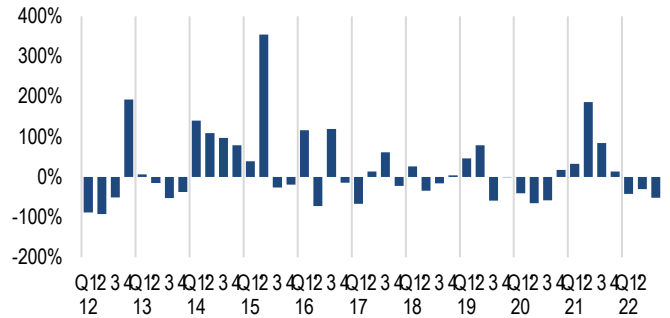
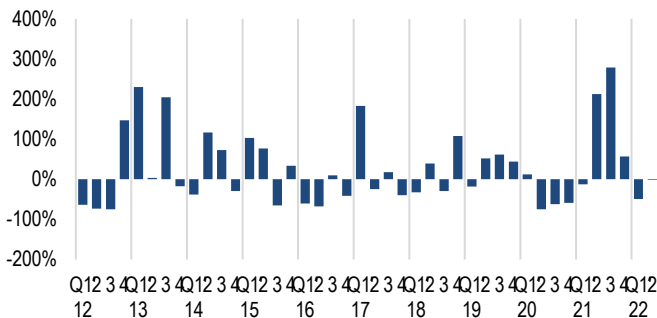
CAP RATE/YIELD (Rolling 4-qtr)



### SALES VOLUME



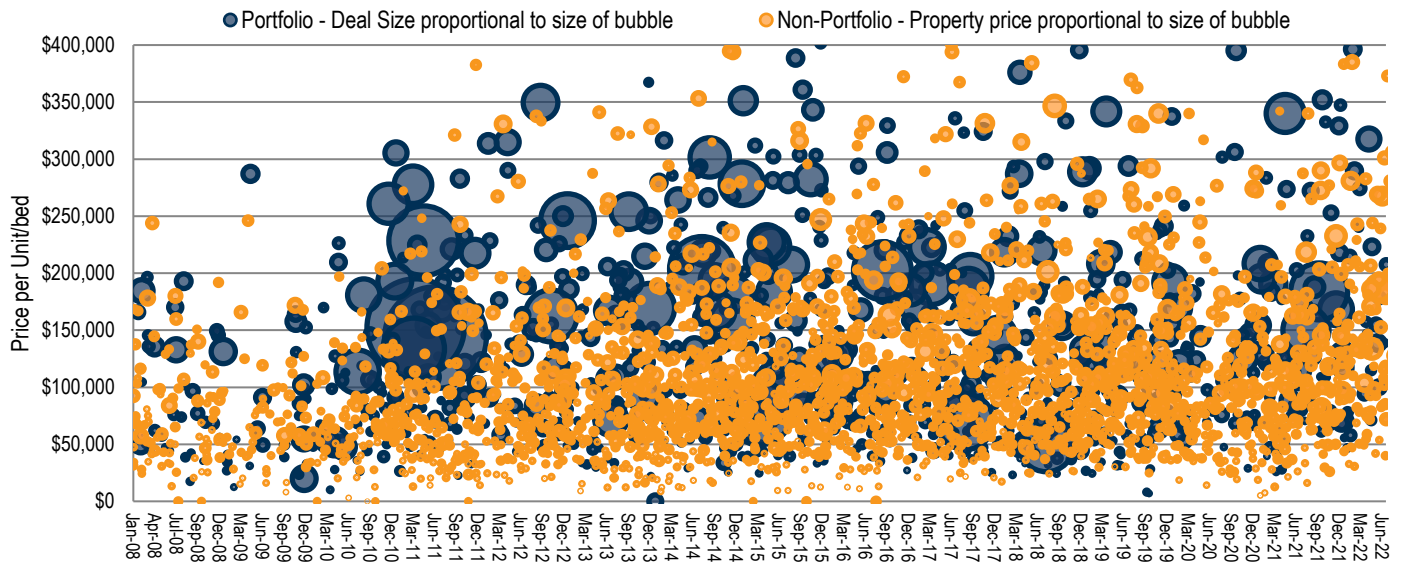
### YOY CHANGE



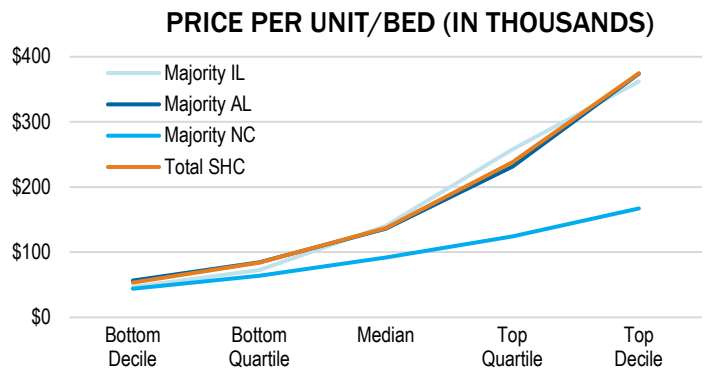
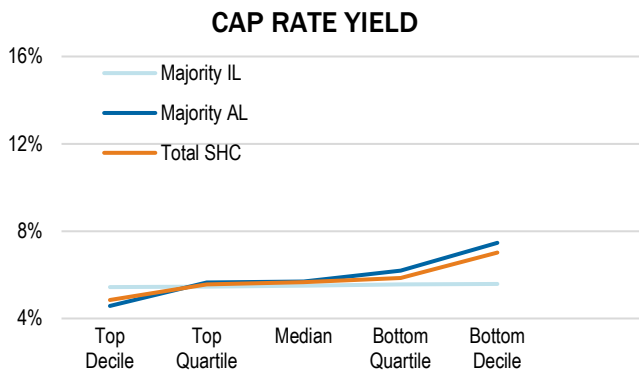
## Summary of Investment

		SENIORS HOUSING		NURSING CARE		TOTAL	
		Actual	YOY Chg	Actual	YOY Chg	Actual	YOY Chg
Volume (\$M)	past 12 months	\$6,362.9	-42%	\$3,420.0	-27%	\$9,783.0	-37%
	Q3 '22	\$761.4	-85%	\$448.5	-52%	\$1,209.9	-80%
# Props	past 12 months	375	-37%	263	-33%	638	-35%
	Q3 '22	45	-83%	35	-54%	80	-76%
Total Units/beds	past 12 months	39,384	-40%	34,963	-29%	74,347	-35%
	Q3 '22	4,938	-84%	3,977	-58%	8,915	-78%
Price per unit/bed	past 12 months	\$184,574	18%	\$95,450	5%	\$138,324	11%
	Q3 '22	\$189,933	18%	\$115,703	3%	\$145,954	4%
Avg Cap Rate	past 12 months	5.9%	82 bps	-	-	5.9%	51 bps
	Q3 '22	5.8%	1 bps	-	-	5.8%	1 bps

## Transaction Summary

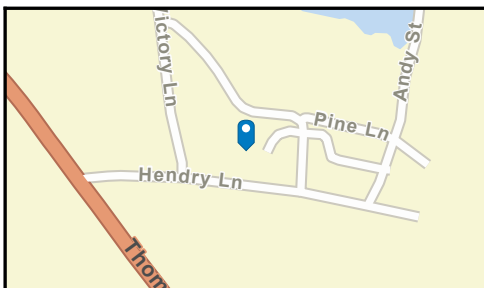


## Pricing Distribution Deals through Q3'22 (Past 4 Quarters)

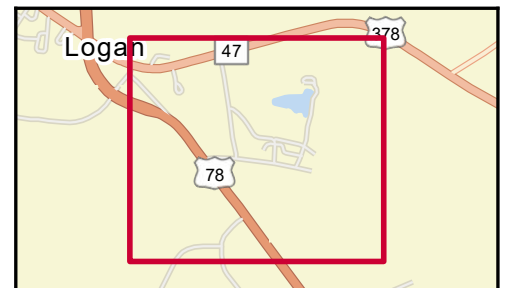




Esri Community Maps Contributors, County of Riverside, County of San Bernardino, Esri, HERE, Garmin, SafeGraph, INCREMENT P, METI/NASA, USGS, Bureau of Land Management, EPA, NPS, US Census Bureau, USDA



- 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





# ERNIE ANAYA, MBA

## BROKER PROFILE



Ernie Anaya is President for Senior Housing Group at Bull Realty focusing in the Age Restricted Multifamily, Independent Living, Assisted Living/Memory Care, Skilled Nursing, and Hospice sectors. **2020, 2021, and 2022 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**.

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** and has over 15 years of experience in data center design, migration and co-location services. 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. He is 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.

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

In addition, he is a former Army Officer with the 1st Cavalry Division (Top Secret Clearance), Military Order of Foreign Wars, Life Member of the American Legion, and Strathmore's Who's Who Worldwide. Knight Commander in the European Order of the Eagle of Georgia and the Seamless Tunic of Our Lord Jesus Christ. Also a member of the Army & Navy Club in Washington, D.C., and the Yacht Club of Hilton Head Island.

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.
- Disposition services for appropriate properties can include exposure on up to 415 websites, 17 marketing systems and 3 to 6 e-marketing systems.
- 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](http://www.CREshow.com).
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