

# BOUTIQUE HOTEL CONVERSION

*Golf Resort*

Offering Memorandum

Stockbridge, GA | 60 Rooms | Fee Simple

AVISON  
YOUNG

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# CONFIDENTIALITY INFO & DISCLAIMER

Avison Young has been engaged by Ownership as the exclusive agent for the sale of the BOUTIQUE HOTEL CONVERSION - GOLF RESORT located in **Stockbridge, Georgia**.

The Property is being offered for sale in an "as-is, where-is" condition and Seller and Agent make no representations or warranties as to the accuracy of the information contained in this Offering Memorandum. The enclosed materials include highly confidential information and are being furnished solely for the purpose of review by prospective purchasers of the interest described herein. Neither the enclosed materials nor any information contained herein is to be used for any other purpose or made available to any other person without the express written consent of the Seller. Each recipient, as a prerequisite to receiving the enclosed, should be registered with Avison Young as a "Registered Potential Investor" or as "Buyer's Agent" for an identified "Registered Potential Investor". The use of this Offering Memorandum and the information provided herein is subject to the terms, provisions and limitations of the confidentiality agreement furnished by Agent prior to delivery of this Offering Memorandum.

The enclosed materials are being provided solely to facilitate the prospective investor's own due diligence, for which it shall be fully and solely responsible. The material contained herein is based on information and sources deemed to be reliable, but no representation or warranty, express or implied, is being made by Agent or Seller or any of their respective representatives, affiliates, officers, employees, shareholders, partners and directors, as to the accuracy or completeness of the information contained herein. Summaries contained herein any legal or other documents are not intended to be comprehensive statements of the terms of such documents, but rather only outlines of some of the principal provisions contained therein. Neither the Agent nor the Seller shall have any liability whatsoever for the accuracy or completeness of the information contained herein or any other written or oral communication or information transmitted or made available or any action taken or decision made by the recipient with respect to the Property. Interested parties are to make their own investigations, projections and conclusions without reliance upon the material contained herein.

Seller reserves the right, at its sole and absolute discretion, to withdraw the Property from being marketed for sale at any time and for any reason. Seller and Agent each expressly reserves the right at their sole and absolute discretion, to reject any and all expressions of interest or offers regarding the Property and/or to terminate discussions with any entity at any time, with or without notice. This offering is made subject to omissions, correction of errors, change of price or other terms, prior sale or withdrawal from the market without notice. Agent is not authorized to make any representations or agreements on behalf of Seller. Seller shall have no legal commitment or obligation to any interested party reviewing the enclosed materials, performing additional investigation and/or making an offer to purchase the Property unless and until a binding written agreement for the purchase of the Property has been fully executed, delivered, and approved by owner and any conditions to owner's obligations there under have been satisfied or waived.

By taking possession of and reviewing the information contained herein, the recipient agrees that (a) the enclosed materials and their contents are of a highly confidential nature and will be held and treated in a strictest confidence and shall be returned to Agent or Seller promptly upon request; and (b) the recipient shall not contact employees or tenants of the Property directly or indirectly regarding any aspect of the enclosed materials or the Property without the prior written approval of the Seller or Agent; and (c) no portion of the enclosed materials may be copied or otherwise reproduced without the prior written authorization of Seller or Agent or as otherwise provided in the Confidentiality and/or Registration Agreement executed and delivered by the recipient(s) to Avison Young. Seller will be responsible for any commission due to Agent in Connection with the sale of the Property. Each prospective purchaser will be responsible for any claims for commissions by any other broker or agent in connection with a sale of the Property if such claims arise from acts of such prospective purchaser or its broker/agent's authority to act on its behalf. If you have no interest in the property at this time, please return this Offering Memorandum immediately to:

**AVISON YOUNG | HOSPITALITY GROUP**  
**Attn: Keith Thompson | Principal**  
**280 Country Club Drive, Suite 200**  
**Stockbridge, GA 30281**  
**770.692.1605**  
**[Hospitality.group@avisonyoung.com](mailto:Hospitality.group@avisonyoung.com)**

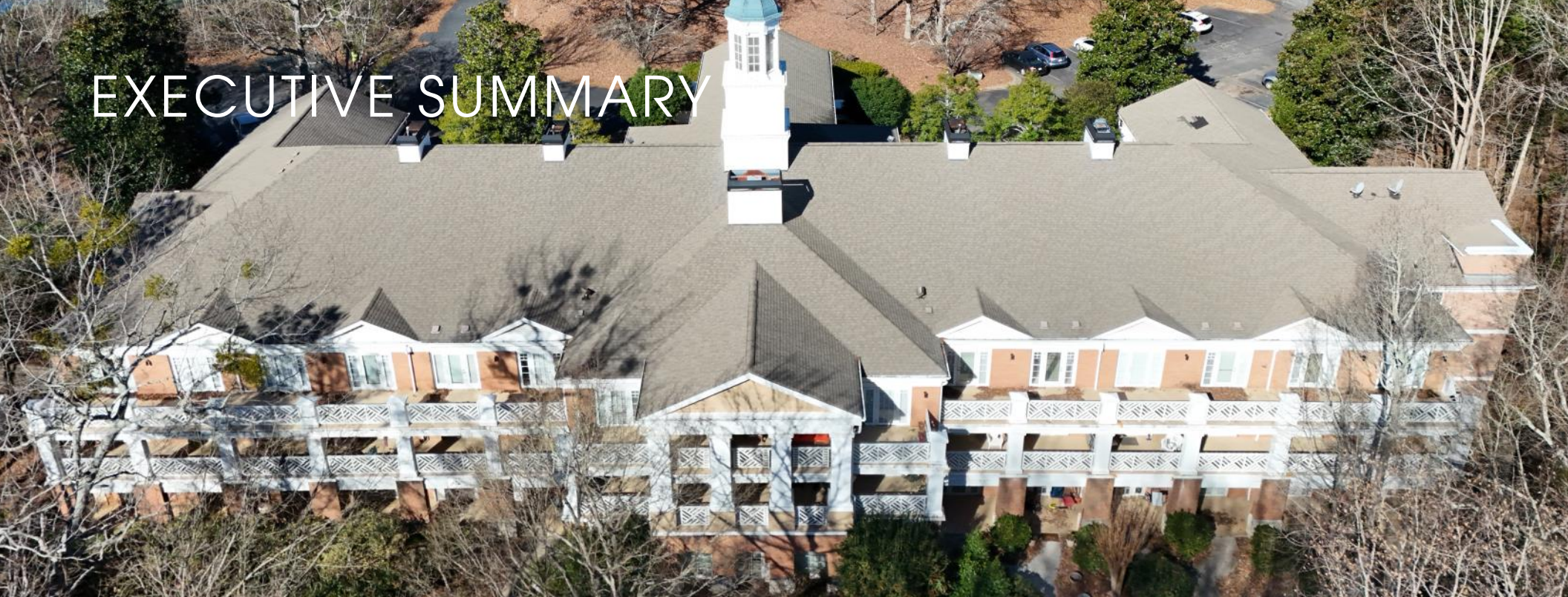
The information contained herein was obtained from sources believed reliable; however, Avison Young makes no guarantees, warranties or representations as to the completeness or accuracy thereof. The presentation of this property is submitted subject to errors, omissions, change of price or conditions, prior to sale or lease, or withdrawal without notice.



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## EXECUTIVE SUMMARY

# EXECUTIVE SUMMARY



## PROPERTY OVERVIEW

Avison Young is pleased to exclusively offer the opportunity to purchase and convert to a high-end hotel brand, Golden Crest Senior Living. Built in 1990, this 60-unit, 34,823 square foot (SF) class B health care building is well situated at 425 Country Club Drive in Stockbridge, GA, and primed for a hotel conversion. The property features 68 surface-level parking spaces across its 6.92 acres of land. With direct exposure to Country Club Drive, this property is positioned excellently for commute and access to nearby amenities and has minimal competition in the market given its high-end potential.

## DISCOUNT TO REPLACEMENT COST

Over the last several years as the economy has continued to grow, both labor and materials have reached all-time peaks leading to soaring construction costs for new build projects. Conversely, this property is being offered at a substantial discount compared to the price to replicate the same assets today, offering a new investor immediate value from day one.

## PROPERTY HIGHLIGHTS

- 60 Non-smoking guestrooms
- Three-Story, interior corridor
- Primed for conversion to Marriott/Hilton/IHG Soft branded hotel
- Located with direct exposure to Eagles Landing Country Club



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## PROPERTY SUMMARY

## LOCATION

The Property's civic address is 425 Country Club Drive in Stockbridge, Georgia.

## ACCESSIBILITY

The Hotel is easily accessible near Interstate 75 and Eagles Landing Parkway.





BOUTIQUE HOTEL  
AT EAGLES LANDING





BOUTIQUE HOTEL  
AT EAGLES LANDING

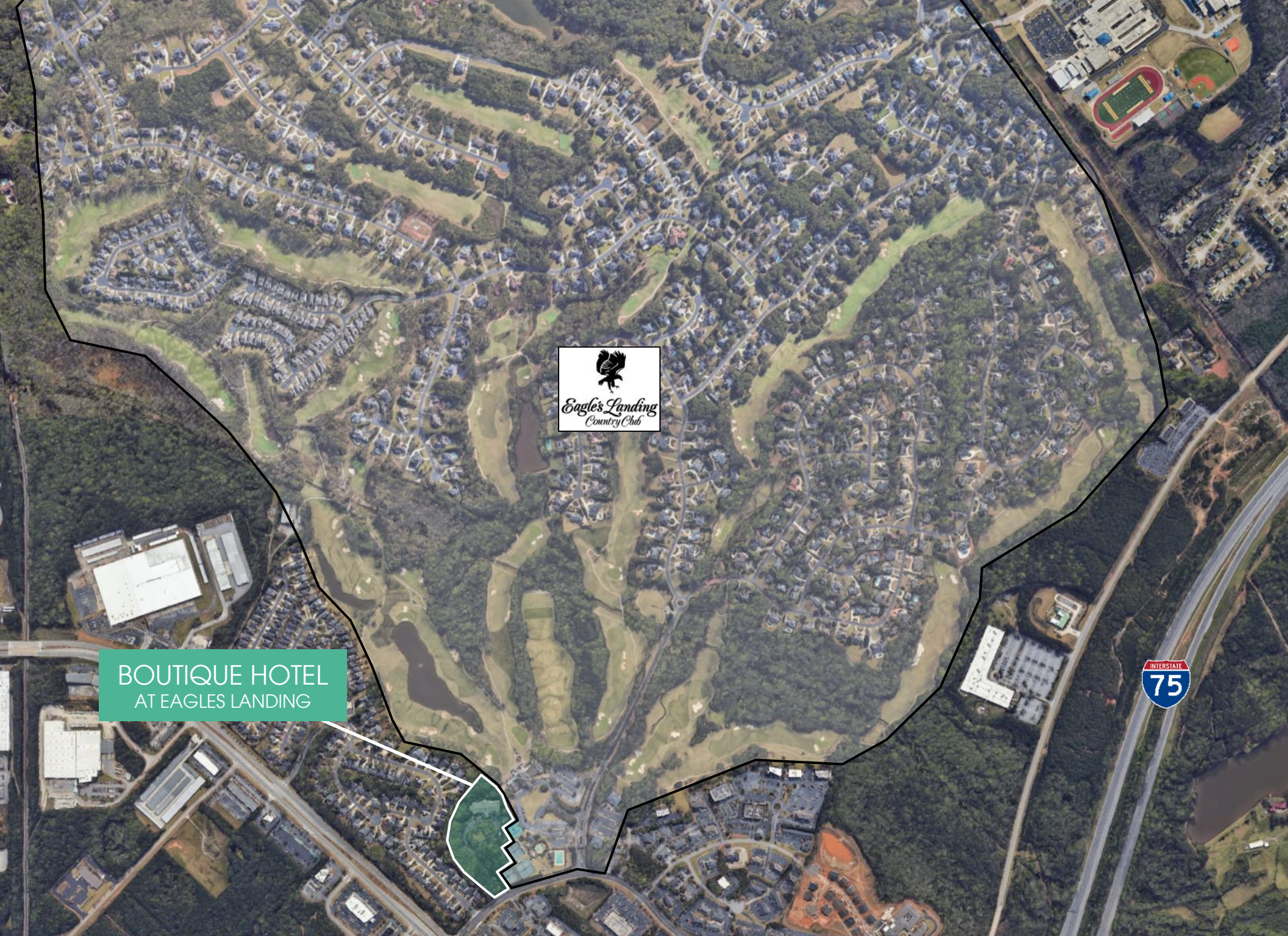




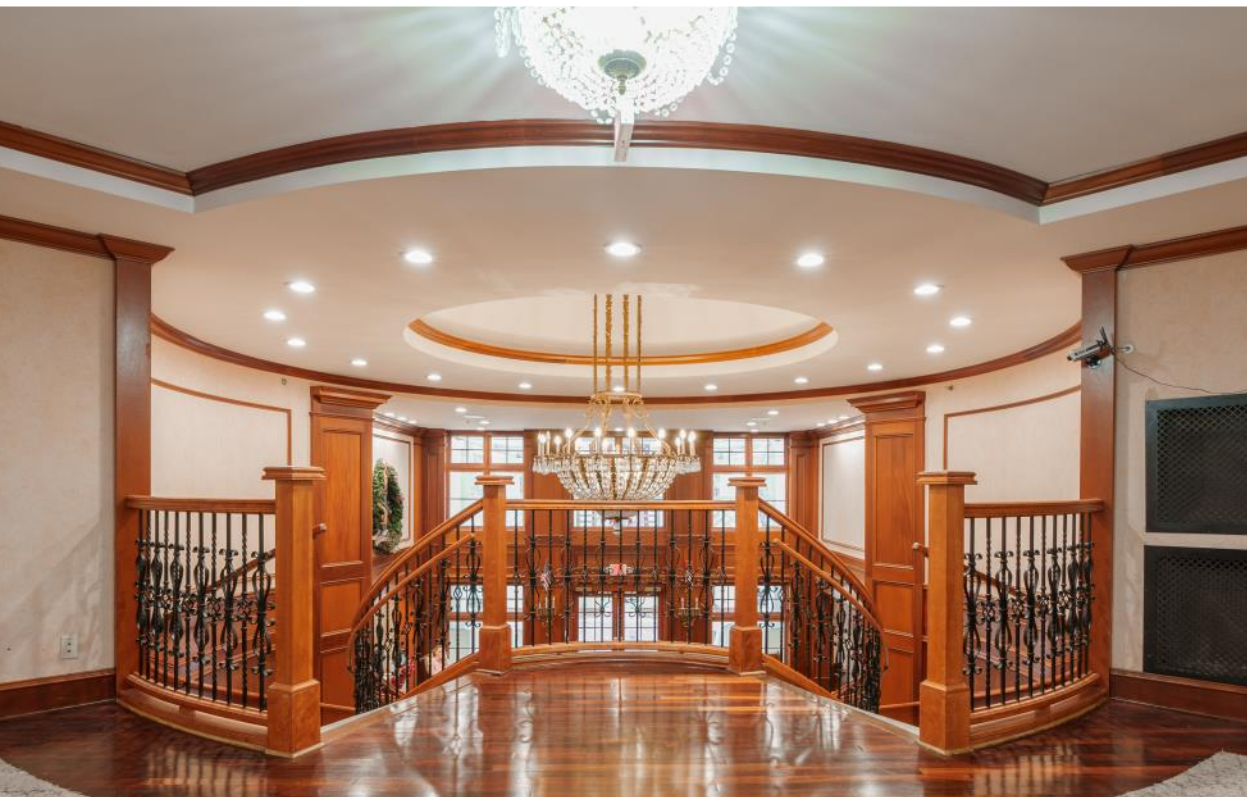
BOUTIQUE HOTEL  
AT EAGLES LANDING

+/- 7 acres





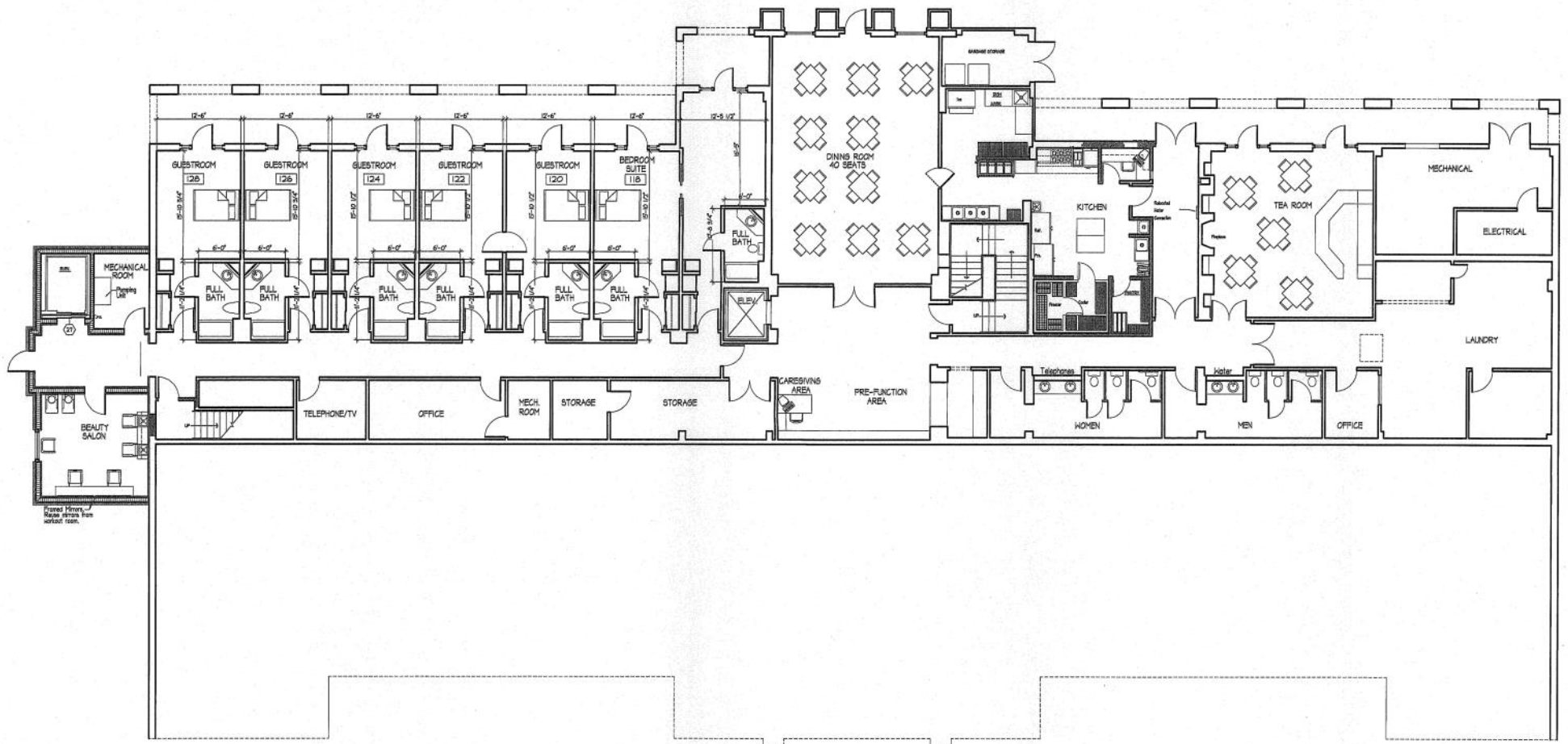
BOUTIQUE HOTEL  
AT EAGLES LANDING



## CONSTRUCTION SPECIFICATIONS

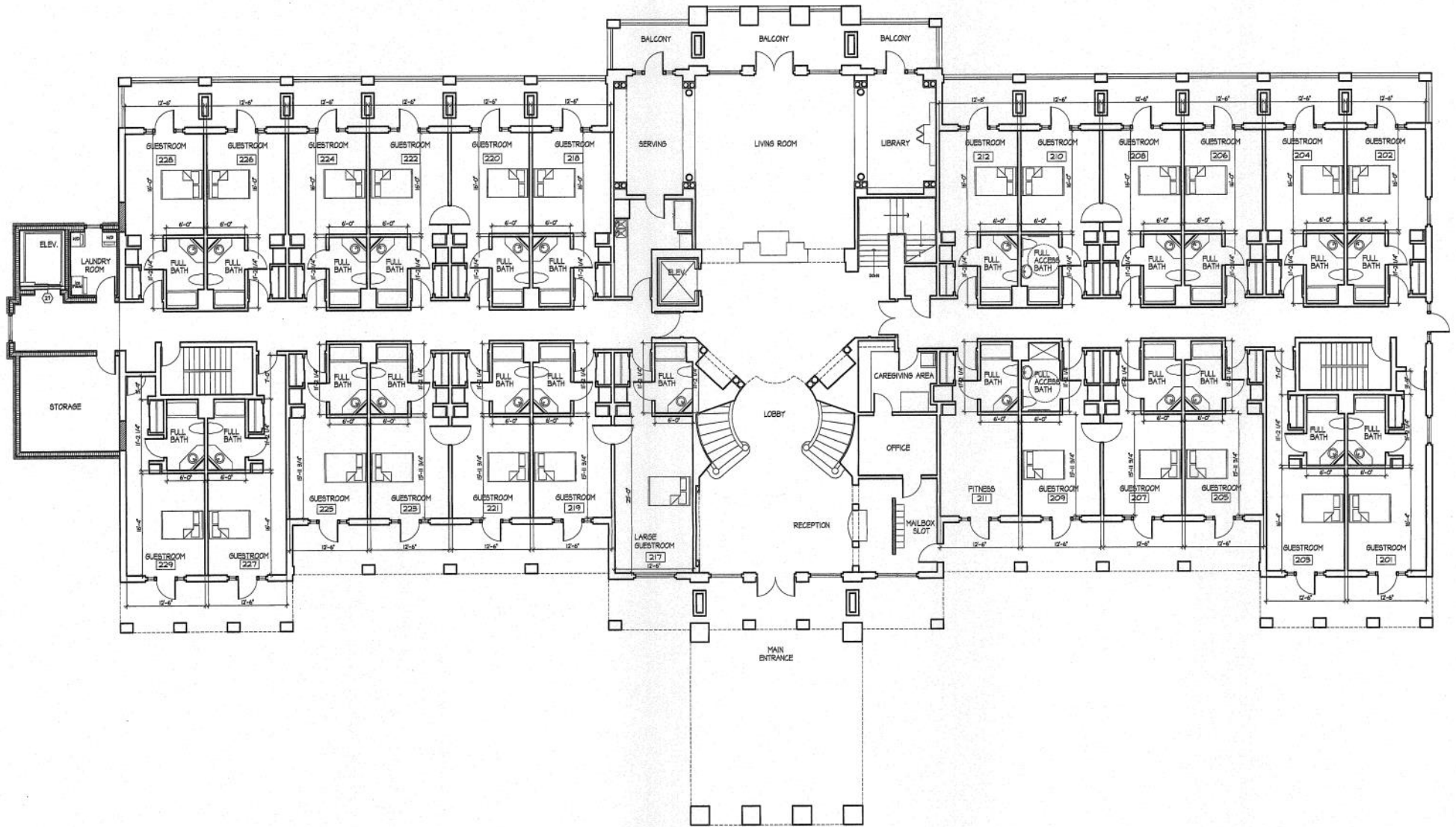
Structure	Wood framed exterior
Foundation	Reinforced concrete slab
Roof	Gabled with Asphalt Shingles
Building Size	34,823 SF
Units	60
Buildings	1
Stories	3
Elevator	2
Year Built	1990
Acreage	6.92 acres
Zoning	C-1
Interest	Fee Simple

# SITE PLAN - FIRST FLOOR



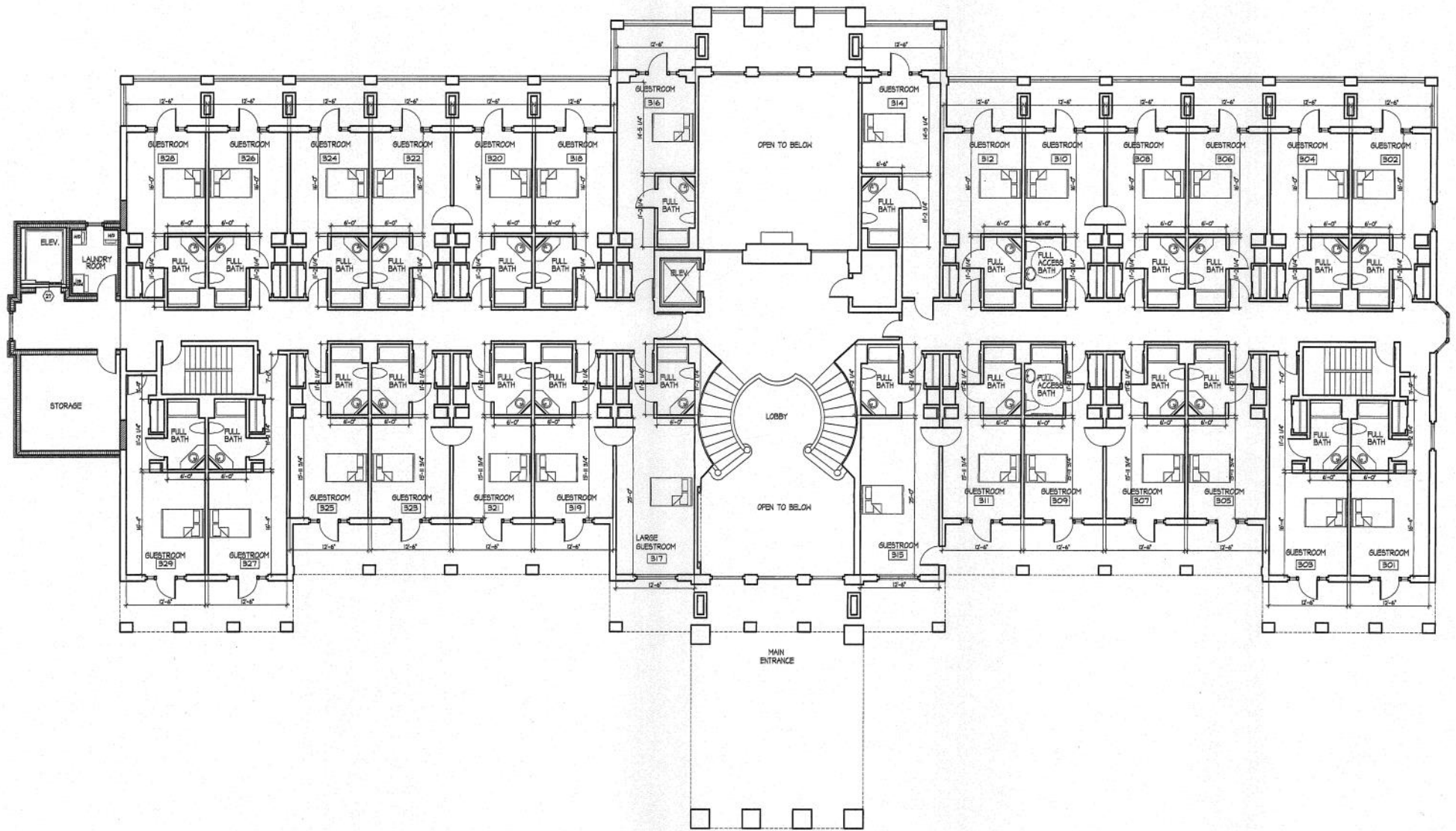
Site plan credit: KTP Architecture Planning Interior

# SITE PLAN - SECOND FLOOR



Site plan credit: KTP Architecture Planning Interior

# SITE PLAN - THIRD FLOOR



Site plan credit: KTP Architecture Planning Interior

# PROPERTY GALLERY





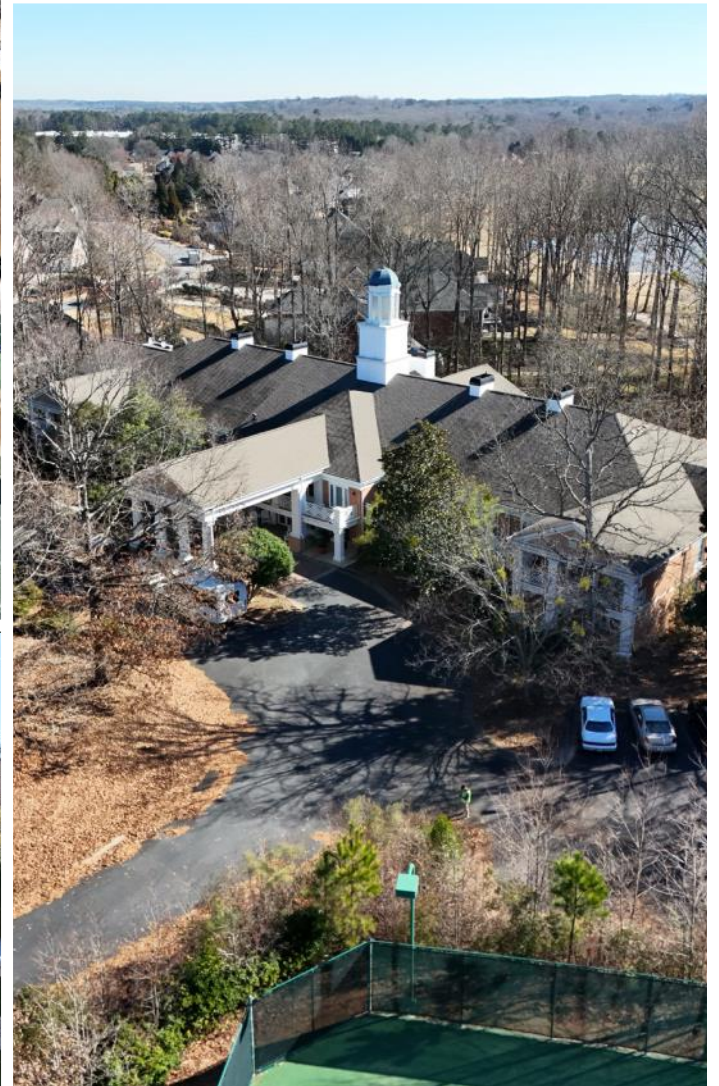














03

## MARKET SUMMARY

# STOCKBRIDGE, GA MARKET SUMMARY

## ECONOMY & TOURISM

- Stockbridge/McDonough is part of the Atlanta, GA Metro Area, and therefore benefits from proximity to Georgia's capital city attractions and offerings
- Demand generators for the area include Hartsfield-Jackson Atlanta International Airport, the Atlanta Motor Speedway, downtown McDonough, and Tanger Outlet Mall
- Georgia has been ranked the "top state in which to do business" for six years straight and continues to outpace the nation in economic growth

## Business

MAJOR EMPLOYERS LOCATED  
IN/NEAR MCDONOUGH, GA



## HEALTHCARE

- Piedmont Healthcare
- Southern Regional Medical Center
- Northside Hospital Atlanta
- Emory Healthcare
- WellStar Atlanta Medical Center

## EDUCATION

- Georgia State University (53,000+ students)
- Georgia Institute of Technology (25,000+)
- Emory University (15,000+)
- Savannah College of Art & Design (12,000+)

## TRANSPORTATION

- Interstates 20, 75, 85, 285, and 675
- U.S. Highway 23
- Hartsfield-Jackson Atlanta International Airport (ATL)
- Metropolitan Atlanta Rapid Transit Authority (MARTA)

## POPULATION & DEMOGRAPHICS

County Population

245,235

Median Household Income

\$74,614

Income Per Capita

\$30,891





# EAGLES LANDING COUNTRY CLUB

Eagles Landing Country Club is an event facility located in Stockbridge, Georgia. The Country Club is equipped to host a range of events, including but not limited to business meetings, formal meetings, seminars, rehearsal dinners, bar/bat mitzvahs, luncheons, reunions, charity events, showers, anniversary parties, birthday parties, private dinners, banquets, school parties, holiday parties, and more. The venue offers three event rooms: the 3,348 square foot (SF) “Grand Ballroom” that accommodates up to 400 guests; the 1,276 SF “Landing” that accommodates up to 180 guests; and the 399 SF “Georgia” that accommodates up to 30 guests. Each event room has a variety of layouts to serve the needs of any function. Eagles Landing Country Club also provides private dining rooms, personalized menus, and a private events team that can help with every aspect of planning, prepping, and executing a gathering.

The Country Club is also known for its three golf courses, comprised of a total of 27 holes. The courses can be booked for a variety of events such as corporate outings, professional tournaments, charity fundraising tournaments, lessons and clinics, meet & play events, 9 & Dine events, team building classes, and more.

# MARKET OVERVIEW



## HENRY COUNTY, GEORGIA

Stockbridge/McDonough, Georgia, is the county seat of Henry County, conveniently located approximately 30 miles south of Georgia’s capital. The city is part of the Atlanta, GA Metro Area, which has a population of 6.1 million. Other larger communities in Henry County include Stockbridge, Hampton, and Locust Grove.

Atlanta is the capital city of Georgia and the County Seat of Fulton County. It is the largest city in the state of Georgia and the third fastest-growing metro area in the nation, with an estimated current population of 506,811. Atlanta serves as the core city of the ninth most populous U.S. metropolitan area, comprised of 28 counties with a total population of 6.02 million. It is the transportation hub that serves the seven-state southeastern region including Georgia, Alabama, Florida, Mississippi, North Carolina, South Carolina, and Tennessee. Metro Atlanta has seen a significant increase in population during the last two decades and is projected to continue into the foreseeable future.

## ECONOMY / TOURISM

Georgia has been ranked the “top state in which to do business” for six years straight and continues to outpace the nation in economic growth. The fastest-growing sector of the state’s economy is construction, followed by education and health services, leisure and hospitality, business services, and mining and logging. Georgia is the nation’s seventh-largest import state and eleventh-largest export state.

With a GDP of \$385 billion, Atlanta’s economy is the tenth largest in the country and is considered diverse; its dominant sectors include aerospace, transportation, logistics, professional and business services, media operations,

 POPULATION  
245,235

 AVG HH INCOME  
\$74,614

 UNEMPLOYMENT  
2.6%

 INCOME PER  
CAPITA  
\$30,891

# MARKETS & DEMOGRAPHICS

medical services, and information technology. Corporate operations play a major role in the economy, as the city claims the country's third-largest concentration of Fortune 500 companies and hosts the global headquarters of corporations such as The Coca-Cola Company, The Home Depot, Delta Air Lines, AT&T Mobility, Chick-fil-A, Mercedes-Benz, Porsche, and UPS. Over 75 percent of Fortune 1000 companies conduct business operation in metro Atlanta, and the region hosts offices of over 1,250 multinational corporations.

As a part of the Atlanta Metro area, McDonough benefits from proximity to Georgia's capital city and its attractions and offerings. Demand generators for the area include Hartsfield-Jackson Atlanta International Airport, the Atlanta Motor Speedway, downtown McDonough, and Tanger Outlet Mall.

The Atlanta Motor Speedway in Hampton includes a 1.54-mile quad oval track and stadium with a seating capacity of more than 125,000. The Speedway is host numerous events and many driving schools. Upcoming events include the Rusty Wallace Racing Experience, the Ambetter Health 400, Monster Energy AMA Supercross, Monster Jam, AlSCO Uniforms 250, the Quaker State 400, and others.

More than 12 Henry County locations are listed on the National Register of Historic Places, the most famous of which is the Henry County Courthouse located on the McDonough Square. The McDonough Square features local businesses, unique shops, antiques, and casual and fine dining. The Welcome Center is housed in a 1920 Standard Oil Service Station on the McDonough Square. The Square is host to the annual Geranium Festival on the 3rd Saturday in May, which features open-air craft markets and live musical performances. More than 25,000 visitors come to the Geranium Festival as it celebrates the local community.

## DEMOGRAPHIC TRENDS

Demographic Category	Current Level		12 Month Change		10 Year Change		5 Year Forecast	
	Metro	US	Metro	US	Metro	US	Metro	US
Population	6,207,972	332,571,344	1.0%	0.2%	1.3%	0.6%	1.2%	0.5%
Households	2,250,972	124,145,492	1.0%	0.1%	1.5%	0.7%	1.2%	0.5%
Median Household Income	\$81,782	\$74,675	9.4%	9.0%	4.3%	3.9%	3.0%	3.1%
Labor Force	3,235,158	165,061,469	3.6%	2.2%	1.5%	0.6%	0.6%	0.4%
Unemployment	2.8%	3.6%	-0.8%	-1.5%	-0.6%	-0.5%	-	-

Source: Oxford Economics

### POPULATION GROWTH



### LABOR FORCE GROWTH



### INCOME GROWTH



Source: Oxford Economics

92%

% Population High School Grad or Higher

30.3%

% Population Bachelor's Degree or Higher

# MARKET OVERVIEW

Henry Town Center is one of three outdoor shopping centers around McDonough. The 700,000 square feet of retail space has multiple shopping and dining offerings, including Belk, Super Target, Home Depot, Gander Mountain, HomeGoods, Old Navy, Bed Bath & Beyond, Marshall's, Bath and Body Works, PetSmart, Michael's, Sam's Club, Best Buy, Dick's Sporting Goods, Longhorns, Red Lobster, Chili's, and much more.

Located off Highway 20, South Point Shopping Center is another popular spot that offers additional shopping and dining options. These include Academy Sports, Five Below, Hobby Lobby, JCPenney, Kohls, Party City, Rooms to Go, TJ Maxx, Ulta, Texas Roadhouse, Panera, Miller's Ale House, Taco Mac, Dave & Busters, and more.

Locust Grove is home to the Tanger Outlet Mall, which features over 70 brand name manufacturer and design outlet stores and welcomes more than two million visitors each year. McDonough area parks include Alexander Park, Avalon Park, Franklin Rape Park, Henry County Soccer Complex, Heritage Park, North Ola Park, Red Hawk Nature Preserve, Richard Craig Park, Rufus L. Stewart Park, Sandy Ridge Park, and Windy Hill Park. Dogwood Plantation Hunting Preserve is in Henry County and offers 1,000 acres of public hunting land with an onsite clubhouse that offers ½ day packages with lodging meals. Nash Farm Battlefield in Hampton was a major site during the Atlanta Campaign of the Civil War and has been recently preserved to offer visitors Civil War history, picnic areas, and walking trails.

## HEALTHCARE

In the last year Piedmont Healthcare has performed over 44,000 surgeries, delivered 8,000 babies, provided 471,695 outpatient encounters, completed 235 organ transplants, and handled nearly 250,000 emergency room visits. Piedmont is a leading health system in treatment of heart disease, organ transplantation, and cancer care.

Southern Regional Medical Center is a not-for-profit, acute care, full-service hospital owned by Prime Healthcare Services. The 331-bed medical center is accredited by The Joint Commission (TJC) and is certified as an accredited Chest Pain Center.

Northside Hospital Atlanta is an extensive network of state-of-the-art facilities staffed with skilled professionals. The hospital has nearly 3,500 physicians on staff and more than 21,000 employees; Northside has nearly 4 million patient encounters annually.

Emory Healthcare is an integrated academic healthcare system with a national ranking for quality among the top 10 percent of academic medical centers in the U.S. Last year, Emory doctors were responsible for more than 3.6 million patient visits, which represents a substantial portion of all health care in Atlanta.

WellStar Atlanta Medical Center is one of the largest integrated healthcare systems in Georgia.

Grady Health System is Atlanta's only ACS-verified Level 1 Trauma center. Grady has over 3,000 top-rated physicians that represent 80 medical specialties. The hospital sees 697,000 patients each year.



## EDUCATION

Georgia State University has 6 campuses and 11 colleges and schools throughout Georgia. The College has more than 53,000 students and over 250-degree programs in 100 fields, which is the widest variety in the state. Georgia State University has a \$2.6 billion annual economic impact on metro Atlanta.

Georgia Institute of Technology-Main Campus is a top-ranked public college and one of the leading research universities in the United States. Georgia Tech has an enrollment of over 25,000 students in fields ranging from engineering, computing, and sciences, to business, design, and liberal arts.

Emory University is a top-ranked private institution and one of the world's leading health care systems. In 2019 the college had an enrollment of 15,451, and from 2019 to 2020 had an economic impact of \$6.6 billion.

## INFRASTRUCTURE

### Highways

- Interstates 20, 75, 85, 285, and 675
- U.S. Highway 23

### Airports

Hartsfield-Jackson Atlanta International Airport (ATL) is the world's busiest and most efficient airport, serving more than 107 million passengers annually with nonstop service to more than 150 U.S. destinations and 70 international destinations in more than 50 countries. The airport has served as a key engine of Atlanta's economic growth since its construction in the 1950s. ATL boasts a direct economic impact of \$34.8 billion in metro Atlanta and an economic impact of \$82 billion in Georgia. The Airport is the largest employer in Georgia, with more than 63,000 employees. Atlanta has been Delta Air Lines' headquarters since 1941; Delta is the city's largest employer and the metro area's third largest and operates the world's largest airline hub at Hartsfield-Jackson. Metro Atlanta and Georgia enjoy a considerable economic boost from Delta, which is directly responsible for \$43.5 billion in economic impact a year.

### Rail and Transit

Atlanta's subway system is operated by Metropolitan Atlanta Rapid Transit Authority (MARTA) and is composed of both heavy rail transit and bus transit. MARTA is the eighth-largest rapid transit system in the U.S. by ridership.



## MAJOR EMPLOYERS

Delta Air Lines	34,000+
Emory University & Emory Healthcare	32,000+
The Home Depot	16,000+
Northside Hospital Atlanta	16,000+
Piedmont Healthcare	15,000+

## NEARBY CITIES

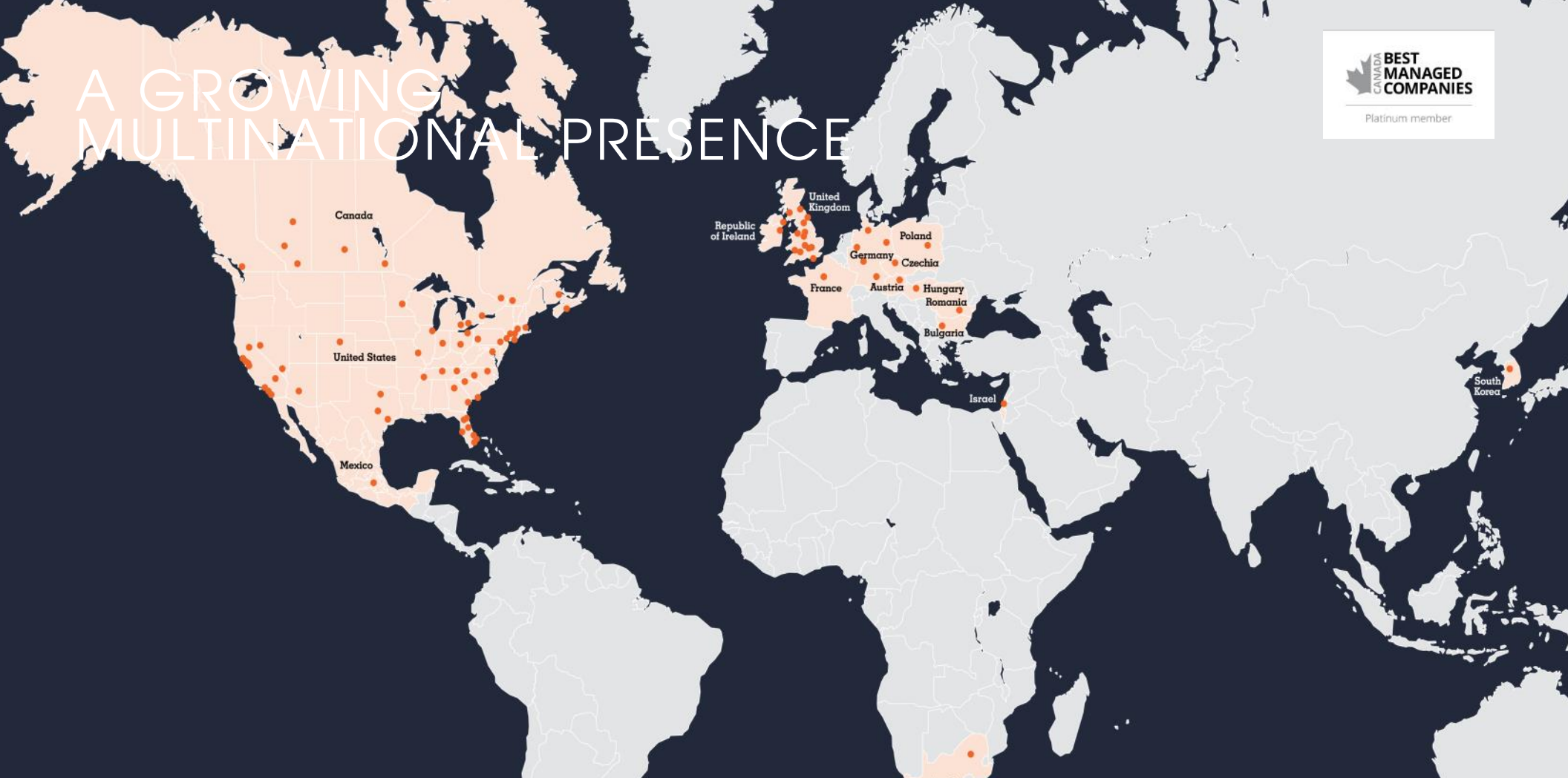
Atlanta, Georgia	496,461	25 miles
Birmingham, Alabama	197,575	154 miles
Charlotte, North Carolina	879,709	227 miles
Nashville, Tennessee	678,851	241 miles
Jacksonville, Florida	954,614	259 miles



04

## ABOUT AVISON YOUNG

# A GROWING MULTINATIONAL PRESENCE



## AVISON YOUNG AT A GLANCE

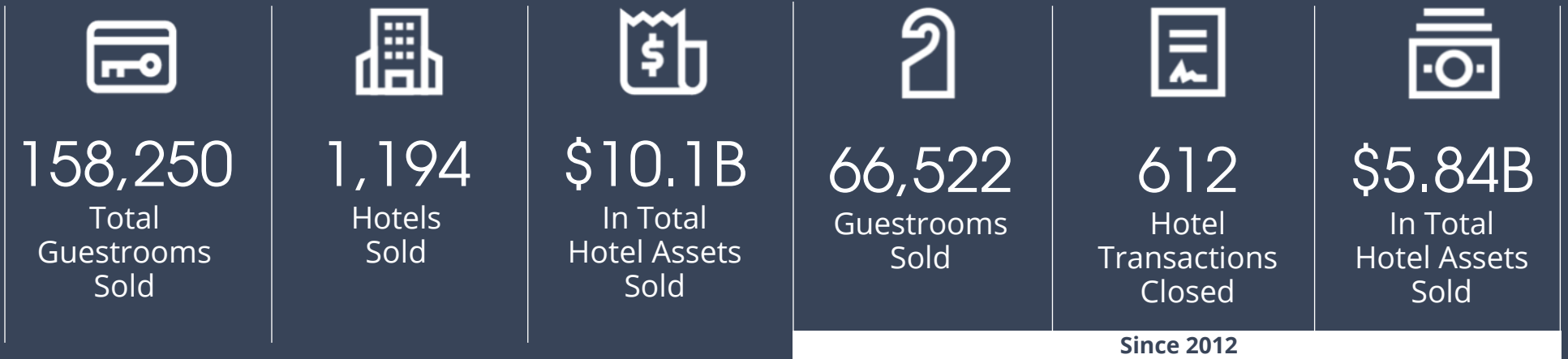
<b>Founded:</b>	1978
<b>Total Real Estate Professionals:</b>	5,000
<b>Offices:</b>	100+
<b>Countries:</b>	16
<b>Brokerage Professionals:</b>	1,600+
<b>Property Under Management</b>	225 million sf

Avison Young is the world's fastest-growing commercial real estate services firm. Headquartered in Toronto, Canada, Avison Young is a collaborative, global firm owned and operated by its Principals. Founded in 1978, with legacies dating back more than 200 years, the company comprises approximately 5,000 real estate professionals in 100+ offices in 16 countries. The firm's experts provide value-added, client-centric investment sales, leasing, advisory, management and financing services to clients across the office, retail, industrial, multi-family and hospitality sectors.



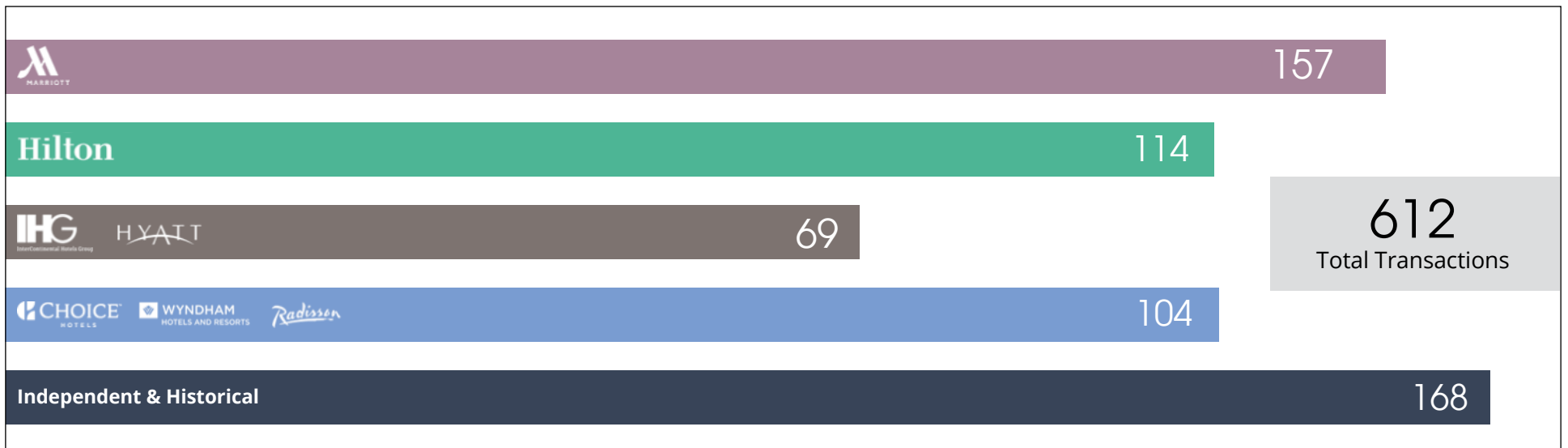
# OUR HOSPITALITY EXPERIENCE

## Sales Performance



\*Current as of 12/31/2023

## Sales by Brand Since 2012



## STUART HOPE

Associate Hotel Broker  
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## CHRIS KILCULLEN

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