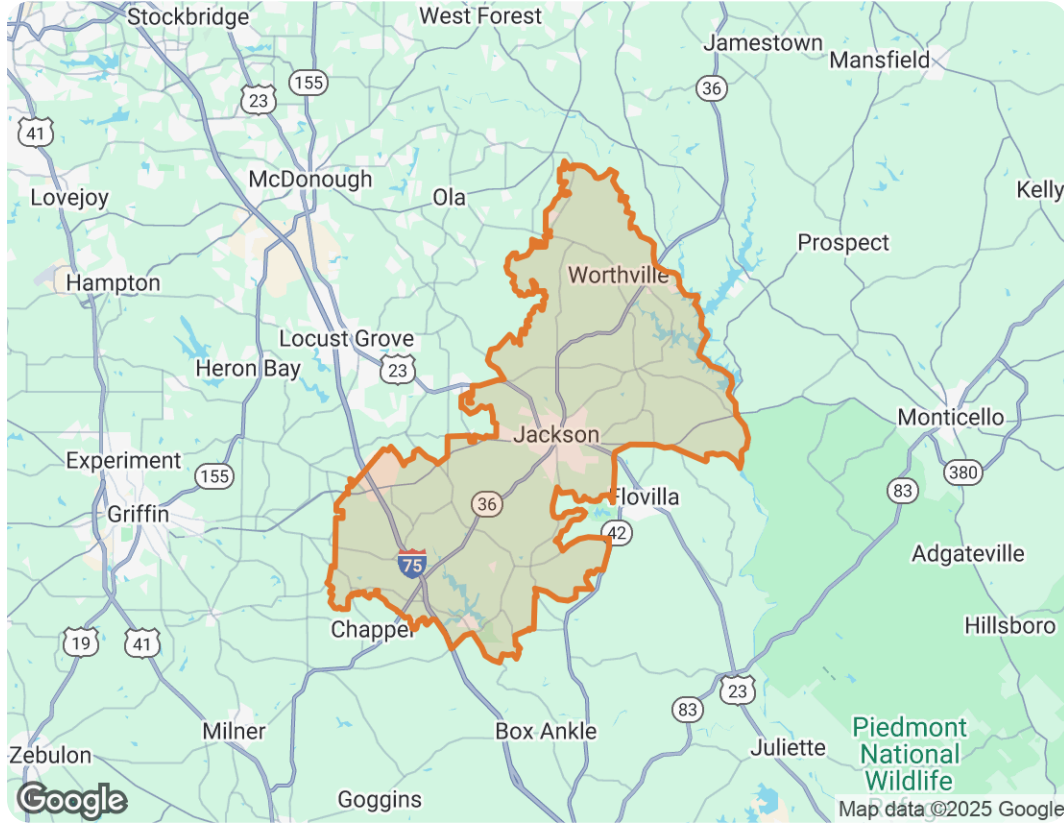# RPR®

Jackson, GA 30233

Ernie Anaya, MBA

Pres., Senior Housing & Behavioral Health Group

Georgia Real Estate License #356482

South Carolina Real Estate License #93244

📞 Work (800) 804-2855 x130 | 📞 Mobile (678) 283-0136

🖷 (404) 876-7073

✉ eanaya@bullrealty.com

🌐 https://www.bullrealty.com

BULL REALTY
Asset & Occupancy Solutions

Jackson, GA 30233

Trade Area Summary

Attribute Summary for Jackson, GA 30233

Median Household Income	Median Age	Total Population	1st Dominant Segment
$72,251	**40.5**	**27,535**	**Southern Satellites**
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)

Consumer Segmentation

LIFE MODE - What are the people like that live in this area?

Rustic Outposts

Country life with older families in older homes

URBANIZATION - Where do people like this usually live?

Rural

Country living featuring single-family homes with acreage, farms, and rural resort areas

Top Tapestry Segments	Southern Satellites	Salt of the Earth	Rooted Rural	Small Town Sincerity	Hometown Heritage
% of Households	4,836 (52.2%)	1,187 (12.8%)	1,035 (11.2%)	825 (8.9%)	467 (5.0%)
Lifestyle Group	Rustic Outposts	Cozy Country Living	Rustic Outposts	Hometown	Middle Ground
Urbanization Group	Rural	Rural	Rural	Semirural	Metro Cities
Residence Type	Single Family ; Mobile Homes	Single Family	Single Family ; Mobile Homes	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Singles	Singles
Average Household Size	2.6	2.52	2.41	2.24	2.53
Median Age	41.6	44.3	46.4	41	34.2
Diversity Index	51.1	29	35.4	59.4	80.7
Median Household Income	$66,600	$78,200	$58,000	$44,000	$40,000
Median Net Worth	$240,600	$317,400	$220,000	$54,700	$20,500
Median Home Value	$239,600	$252,700	$199,100	$148,300	$100,200
Homeownership	81.1	85.5	82.6	52.5	41.5
Employment	Professional or Services	Professional or Mgmnt/Bus/Financial	Professional or Services	Services or Professional	Services or Transport/Material Moving
Education	High School Diploma	High School Diploma	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Go hunting, fishing. Own a pet dog.	Spending time with family is their top priority. Outdoor sports and activities.	Do-it-yourself mentality. Go hunting, fishing.	Community-oriented residents. Enjoy outdoor activities like hunting and fishing.	Favorite sports are NASCAR, wrestling and basketball. Shop via sales rep, QVC or HSN.
Financial	More concerned about cost rather than brand	Prefer to conduct business in person	Avoid using the Internet for financial transactions.	Price-conscious consumers that shop accordingly	Save money for a specific purpose
Media	Obtain most of their information from TV	Satellite dishes and high speed internet through DSL	Listen to faith-based radio, gospel music	Rely on television or newspapers to stay informed	Read parenting and health magazines
Vehicle	Own 1 or 2 vehicles likely a truck	Own truck, ATV	Own, maintain cars, ATVs	Own, maintain domestic trucks, ATVs	Own 1-2 vehicles

Jackson, GA 30233

Consumer Segment Details

About this segment

Southern Satellites

Ranked
1st
dominant segment
for this area

In this area
52.2%
of households fall
into this segment

In the United States
3.1%
of households fall
into this segment

Who Are They?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 45% have college education.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

Neighborhood

- About 78% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households.
- Most are single-family homes (67%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common.

Market Profile

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

Jackson, GA 30233

Consumer Segment Details

About this segment

Salt of the Earth

Ranked	In this area	In the United States
2nd	**12.8%**	**2.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary but seek face-to-face contact in their routine activities.

Socioeconomic Traits

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

Neighborhood

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana. Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries. Homeownership rates are very high. Single-family homes are affordable, valued at 25% less than the national market. Nearly two in three households are composed of married couples; less than half have children at home.

Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular. To support their pastimes, truck ownership is high; many also own an ATV. They own the equipment to maintain their lawns and tend to their vegetable gardens. Residents often tackle home remodeling and improvement jobs themselves. Due to their locale, they own satellite dishes, and have access to high-speed internet connections like DSL. These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

Jackson, GA 30233

Consumer Segment Details

About this segment

Rooted Rural

Ranked	In this area	In the United States
3rd	**11.2%**	**1.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

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. 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 and family history.

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 (24%).
- 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

- Shoppers that use coupons frequently and buy generic goods.
- 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.
- More than 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, country, and gospel music.
- Many are on Medicare and frequent the Walgreens pharmacy.

Jackson, GA 30233

Consumer Segment Details

About this segment

Small Town Sincerity

Ranked	In this area	In the United States
4th	**8.9%**	**1.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple—paying bills in person and avoiding debt.

Neighborhood

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied. Median home value of $92,300 is about half the US median.
- Average rent is $639.
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households

Socioeconomic Traits

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52%, 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-oriented residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

Market Profile

- Small Town Simplicity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- 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.

Jackson, GA 30233

Consumer Segment Details

About this segment

Hometown Heritage

Ranked	In this area	In the United States
5th	**5.0%**	**1.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Hometown Heritage neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings.

Neighborhood

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents, and multigenerational households.
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings.
- Older housing, built before 1960 (59%), with a higher proportion built in the 1940s or earlier.
- Higher percentage of vacant housing units at 18%.
- Most households with 1 or 2 vehicles (71%), but 19% have no vehicle.

Socioeconomic Traits

- Education completed: 38% with a high school diploma only; 28% with some college or an associate's degree.
- Higher rates of employment in Manufacturing.
- Labor force participation rate is lower at 57.1%.
- Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% and public assistance for 7%.
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.

Market Profile

- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures.
- Favor shopping at their local discount store, search for bargains on the Internet, or purchasing from in-home sales representatives.
- Read parenting and health magazines.
- Watch programs on VH1 and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.
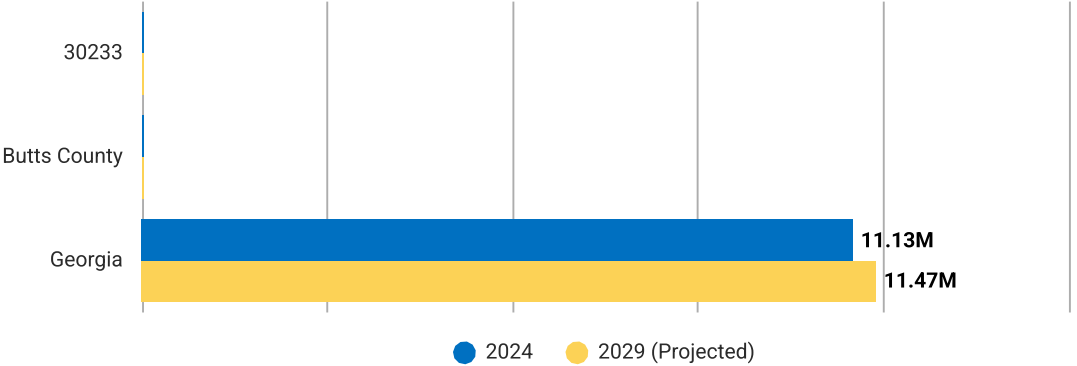
Jackson, GA 30233

Population

Source: U.S. Census American Community Survey via Esri, 2024
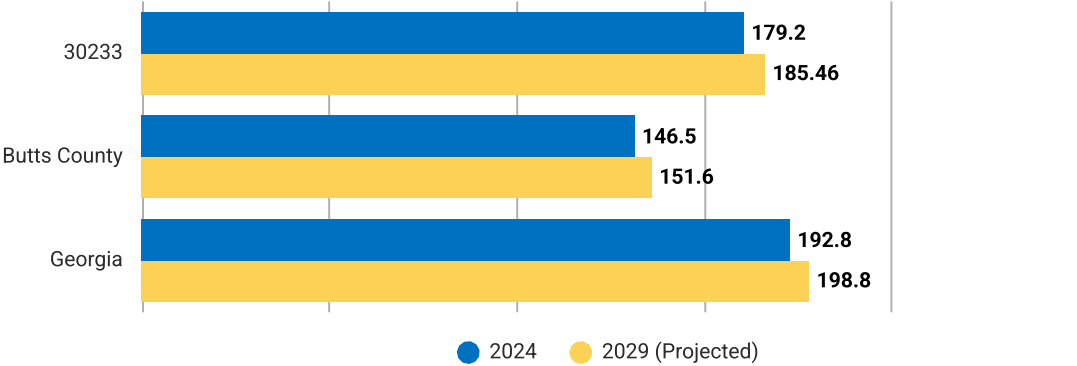
Update Frequency: Annually

Total Population

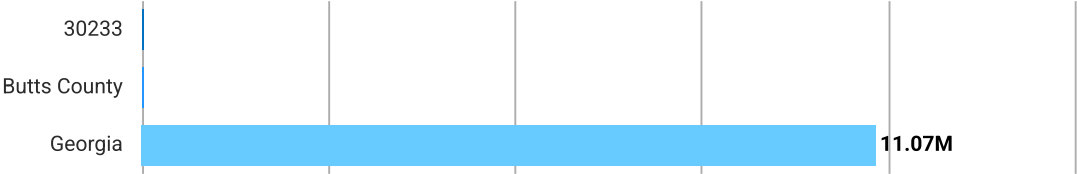This chart shows the total population in an area, compared with other geographies.

Geography	2024	2029 (Projected)
30233		
Butts County		
Georgia	11.13M	11.47M

● 2024   ● 2029 (Projected)

Population Density

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

Geography	2024	2029 (Projected)
30233	179.2	185.46
Butts County	146.5	151.6
Georgia	192.8	198.8

● 2024   ● 2029 (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.

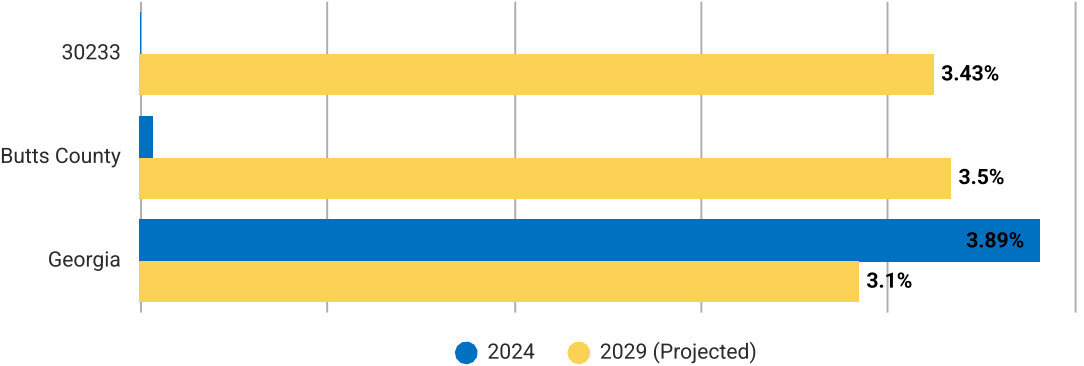| Geography	
30233	
Butts County	
Georgia	11.07M

Jackson, GA 30233

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.
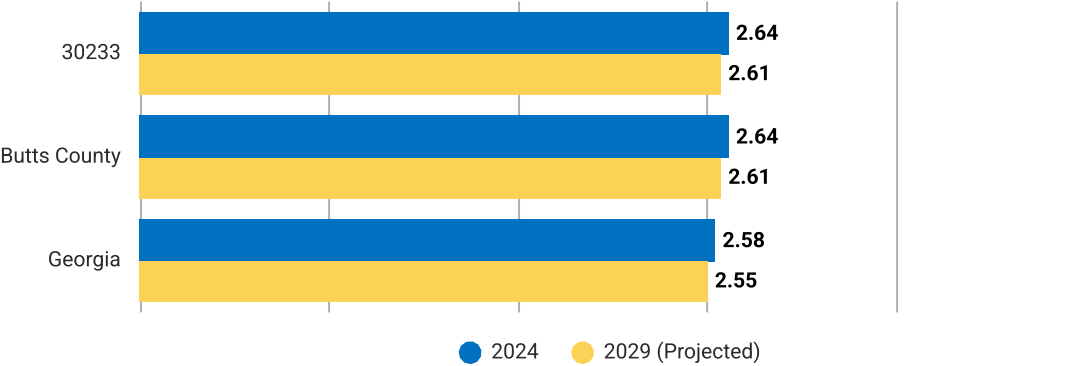
Area	Value
30233	148.8
Butts County	126.1
Georgia	191.8
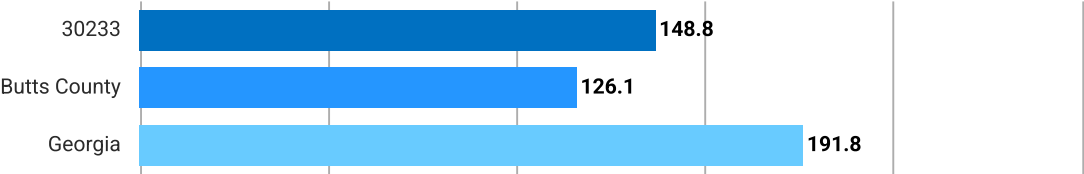
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.

Area	2024	2029 (Projected)
30233		3.43%
Butts County		3.5%
Georgia	3.89%	3.1%

● 2024   ● 2029 (Projected)

Average Household Size

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

Area	2024	2029 (Projected)
30233	2.64	2.61
Butts County	2.64	2.61
Georgia	2.58	2.55

● 2024   ● 2029 (Projected)
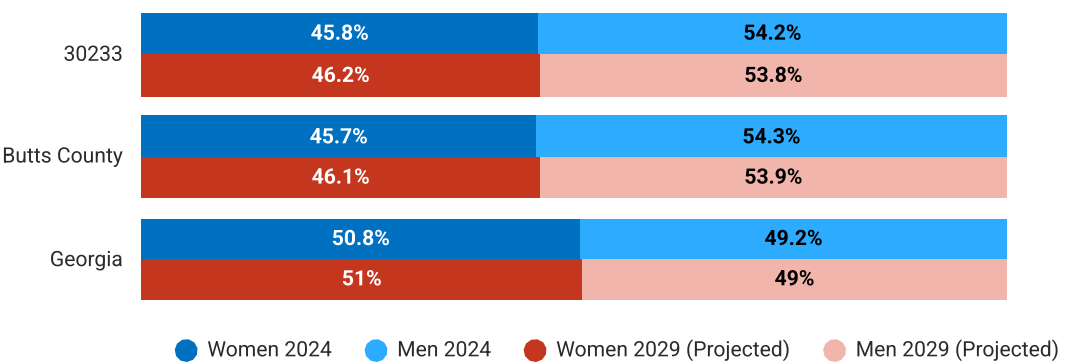
Jackson, GA 30233

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.

30233	
Butts County	
Georgia	8.89M / 9.15M

● 2024 ● 2029 (Projected)
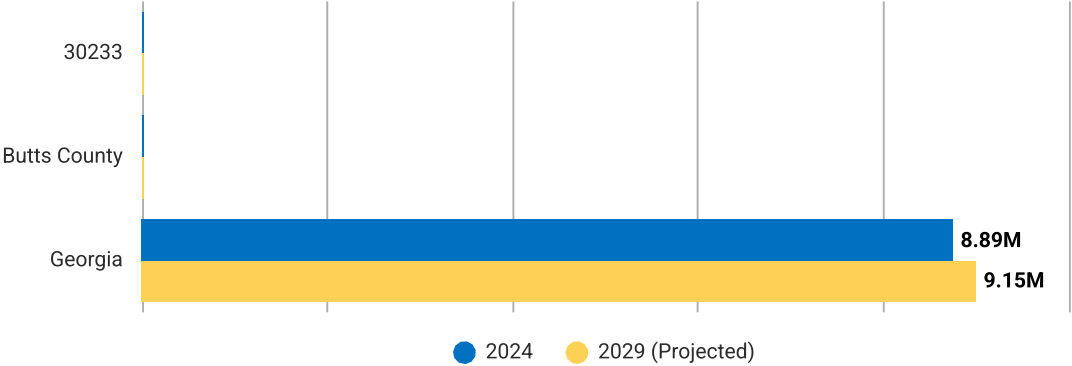
Female / Male Ratio

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

30233
- 45.8% | 54.2%
- 46.2% | 53.8%

Butts County
- 45.7% | 54.3%
- 46.1% | 53.9%

Georgia
- 50.8% | 49.2%
- 51% | 49%

● Women 2024 ● Men 2024 ● Women 2029 (Projected) ● Men 2029 (Projected)
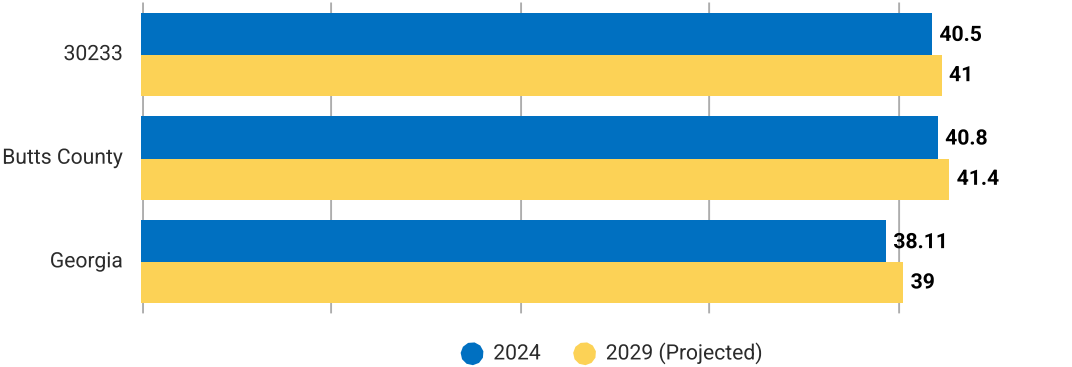
Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Median Age

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

	2024	2029 (Projected)
30233	40.5	41
Butts County	40.8	41.4
Georgia	38.11	39

● 2024 ● 2029 (Projected)

Jackson, GA 30233

Population by Age

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

| Age Group	2024	2029 (Projected)
Children	10.31%	9.9%
Tweens	3.53%	3.27%
Teens	8.2%	7.65%
20s	13.18%	13.4%
30s	14.17%	14.43%
40s	12.78%	13.05%
50s	13.27%	12.29%
60s	12.62%	12.52%
70s	8.15%	8.96%
Over 80	3.78%	4.55%

● 2024   ● 2029 (Projected)
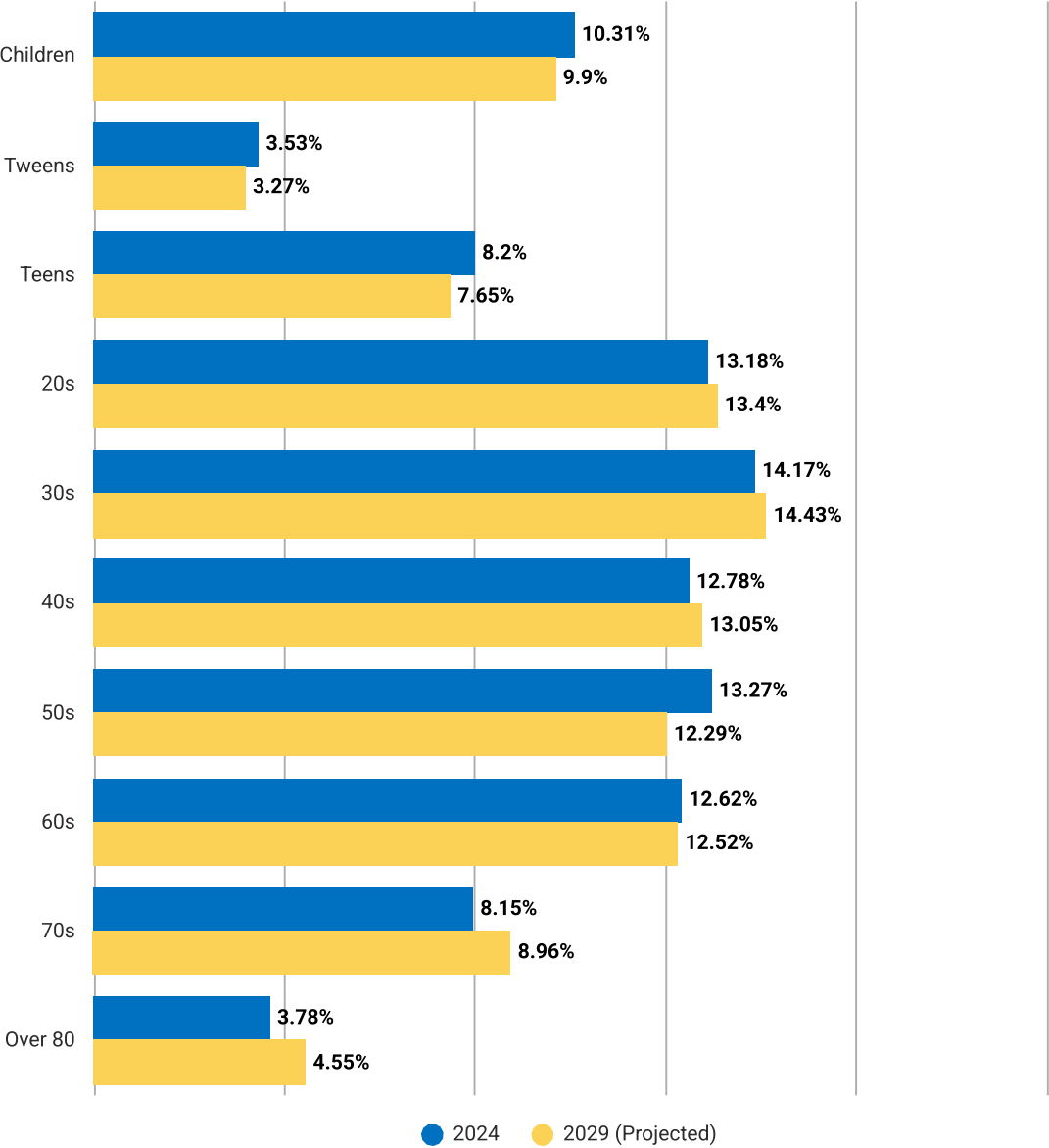
Married

Source: U.S. Census American Community Survey via Esri, 2024

**Update Frequency:** Annually

Married / Unmarried Adults Ratio

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

	Married	Unmarried
30233	48.6%	51.4%
Butts County	50.3%	49.7%
Georgia	49.5%	50.5%
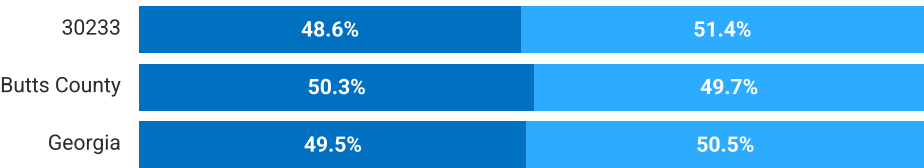
Jackson, GA 30233

Never Married

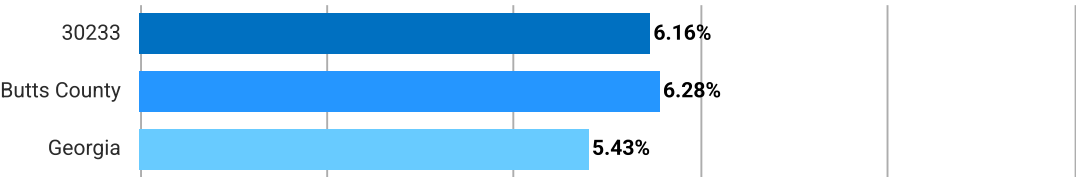This chart shows the number of people in an area who have never been married, compared with other geographies.

30233	33.24%
Butts County	32.14%
Georgia	34.44%
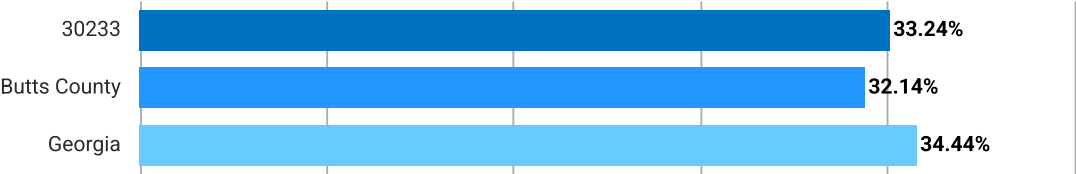
Married

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

30233	48.6%
Butts County	50.27%
Georgia	49.49%

Widowed

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

30233	6.16%
Butts County	6.28%
Georgia	5.43%

Divorced

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

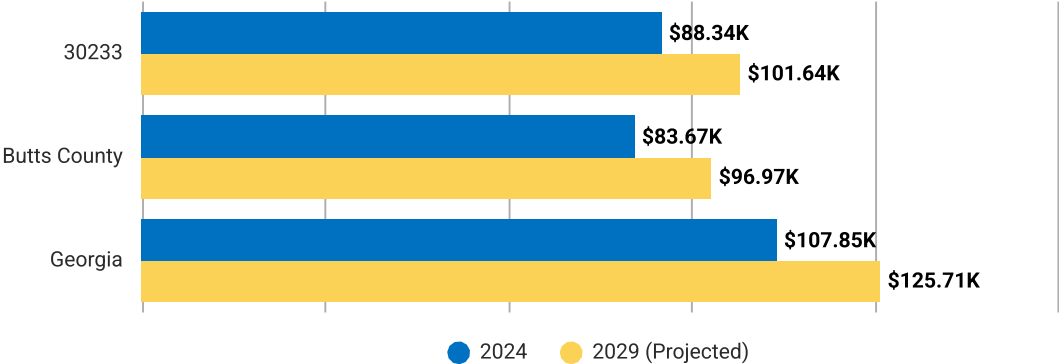|	
30233	12%
Butts County	11.32%
Georgia	10.64%

Jackson, GA 30233

Income

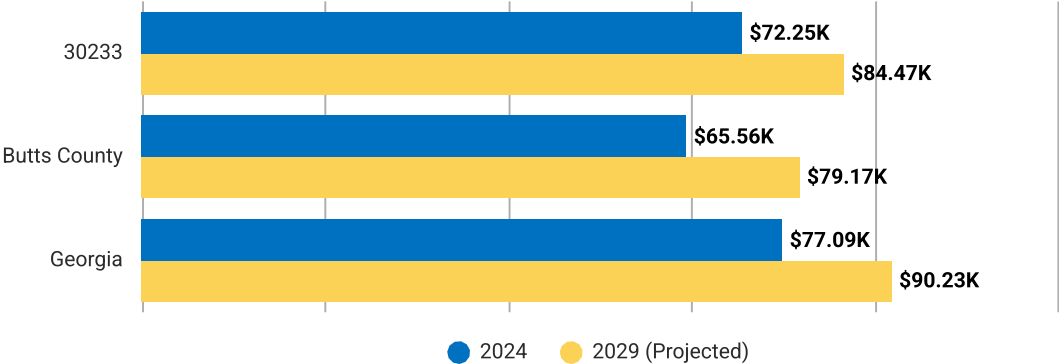**Source:** U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Average Household Income

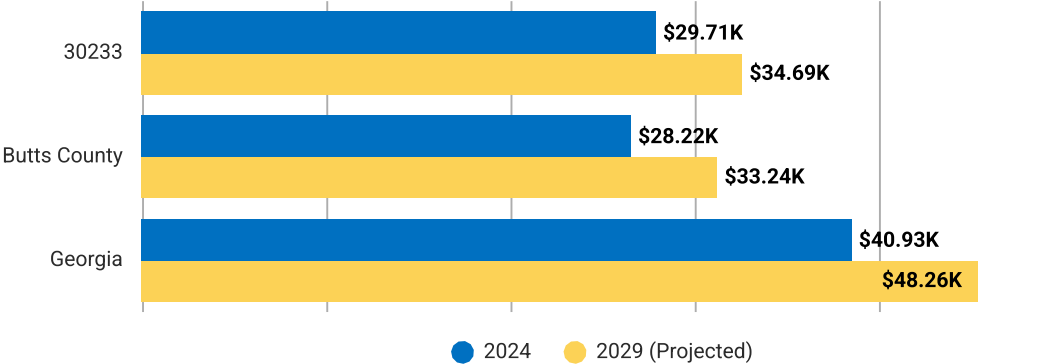This chart shows the average household income in an area, compared with other geographies.

Geography	2024	2029 (Projected)
30233	$88.34K	$101.64K
Butts County	$83.67K	$96.97K
Georgia	$107.85K	$125.71K

● 2024 ● 2029 (Projected)

Median Household Income

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

Geography	2024	2029 (Projected)
30233	$72.25K	$84.47K
Butts County	$65.56K	$79.17K
Georgia	$77.09K	$90.23K

● 2024 ● 2029 (Projected)

Per Capita Income

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

Geography	2024	2029 (Projected)
30233	$29.71K	$34.69K
Butts County	$28.22K	$33.24K
Georgia	$40.93K	$48.26K

● 2024 ● 2029 (Projected)

Jackson, GA 30233

Average Disposable Income

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

30233	$70.28K
Butts County	$67.04K
Georgia	$78.93K
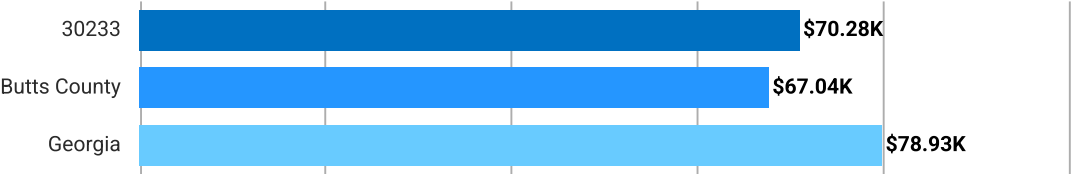
Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

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.

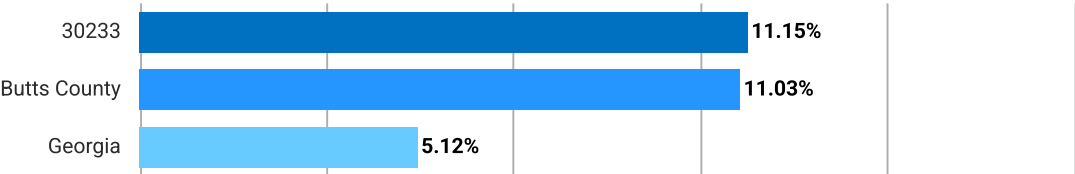|	
30233	2.48%
Butts County	3.03%
Georgia	3.39%
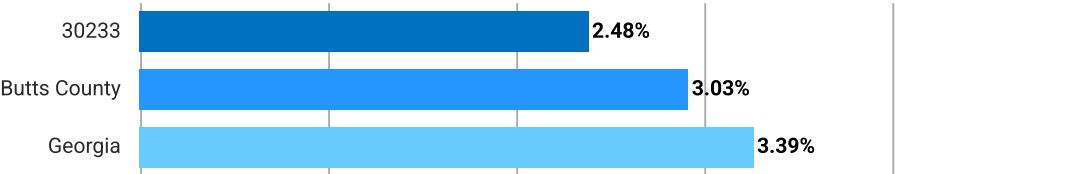
Some High School

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.

30233	11.02%
Butts County	10.75%
Georgia	5.99%
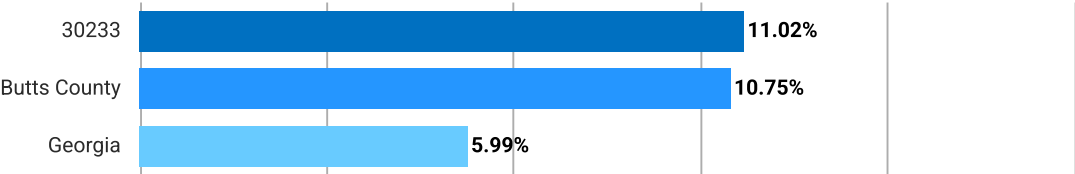
High School GED

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.

30233	11.15%
Butts County	11.03%
Georgia	5.12%

High School Graduate

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

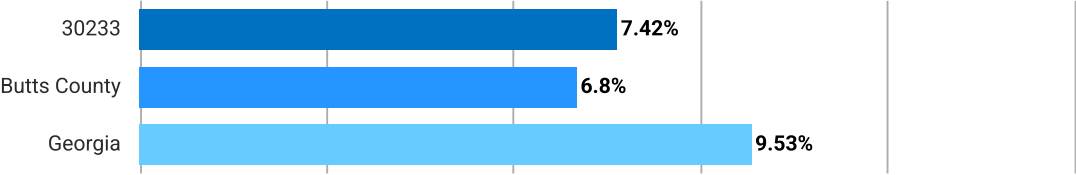|	
30233	31.28%
Butts County	34.15%
Georgia	22.85%

Jackson, GA 30233

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.

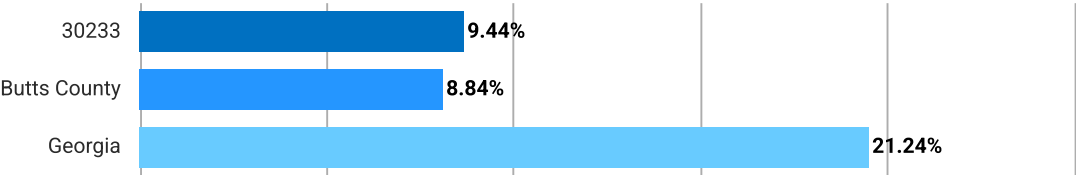|	
30233	21.39%
Butts County	20.17%
Georgia	17.65%

Associate Degree

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

|	
30233	7.42%
Butts County	6.8%
Georgia	9.53%

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.

30233	9.44%
Butts County	8.84%
Georgia	21.24%

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.

30233	5.83%
Butts County	5.21%
Georgia	14.23%
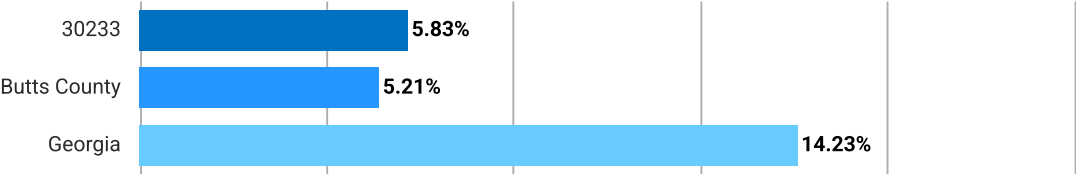
Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

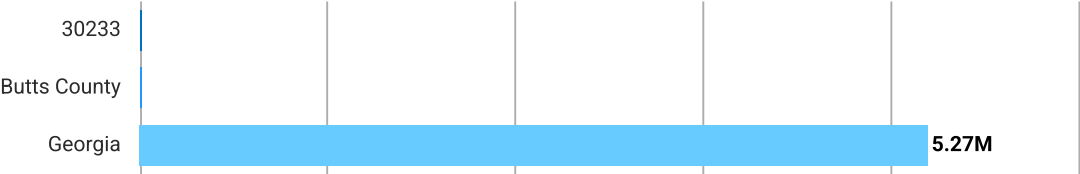|	
30233	
Butts County	
Georgia	220.55K

Jackson, GA 30233

Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

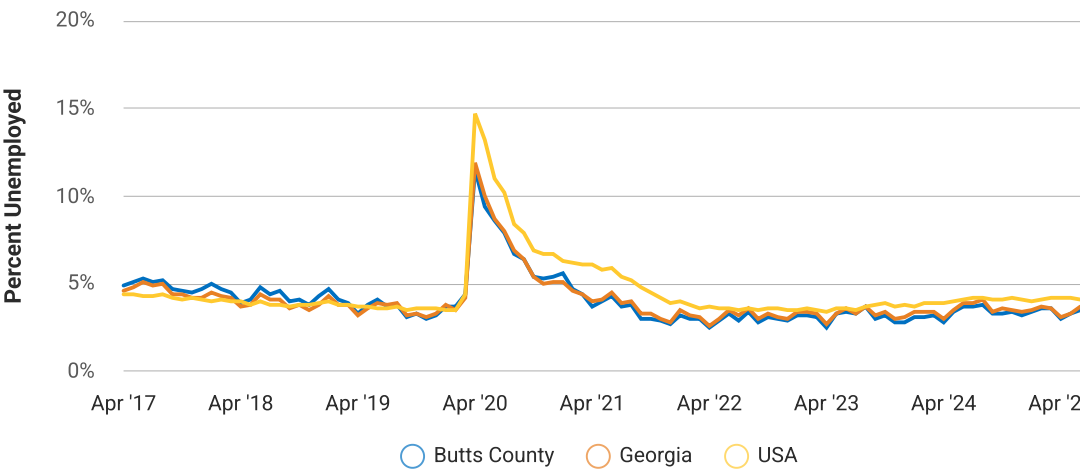|	
30233	
Butts County	
Georgia	**5.27M**

Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

Percent Unemployed vs. Apr '17 – Apr '25
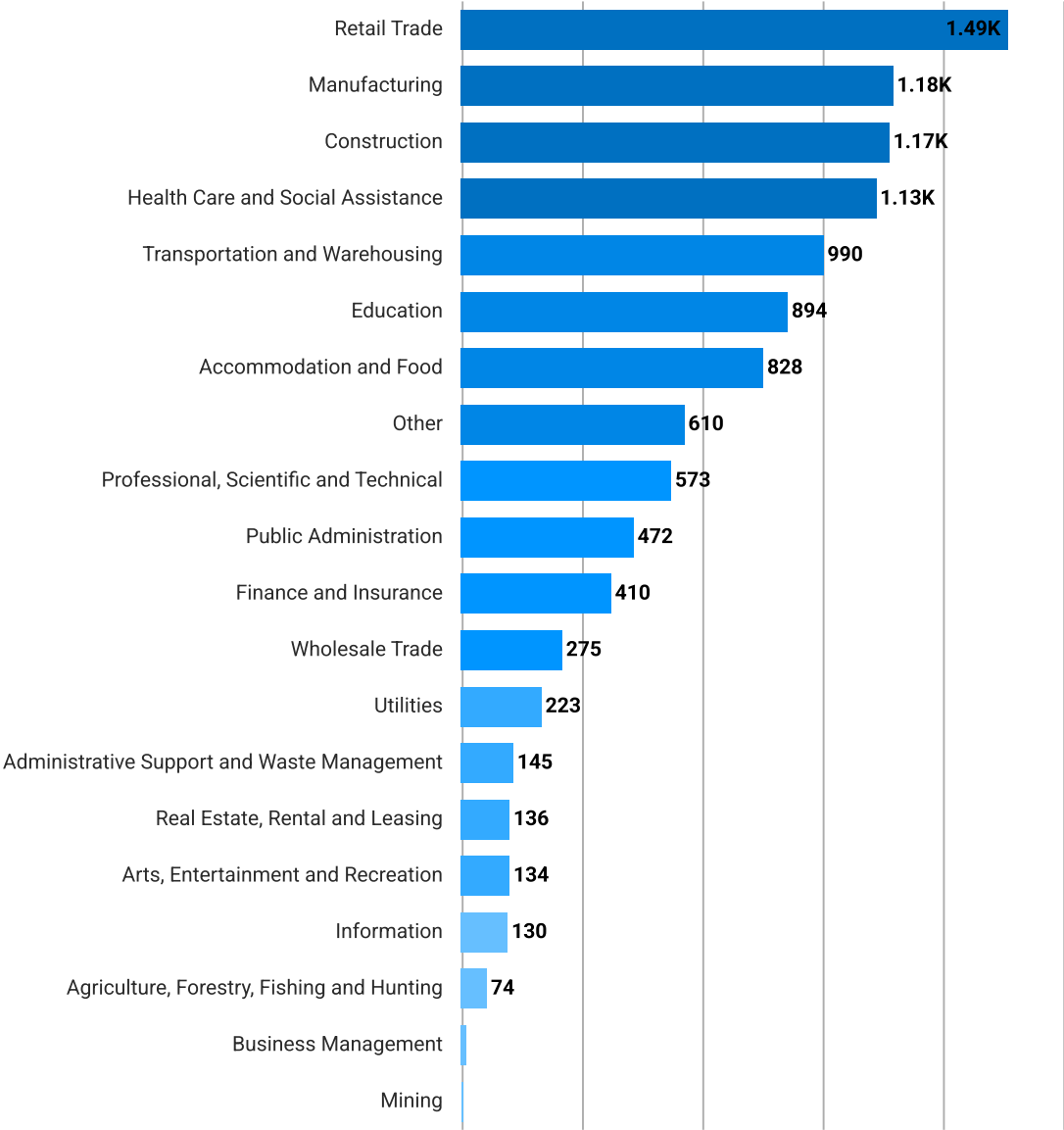
○ Butts County   ○ Georgia   ○ USA

Jackson, GA 30233

Employment Count by Industry

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

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

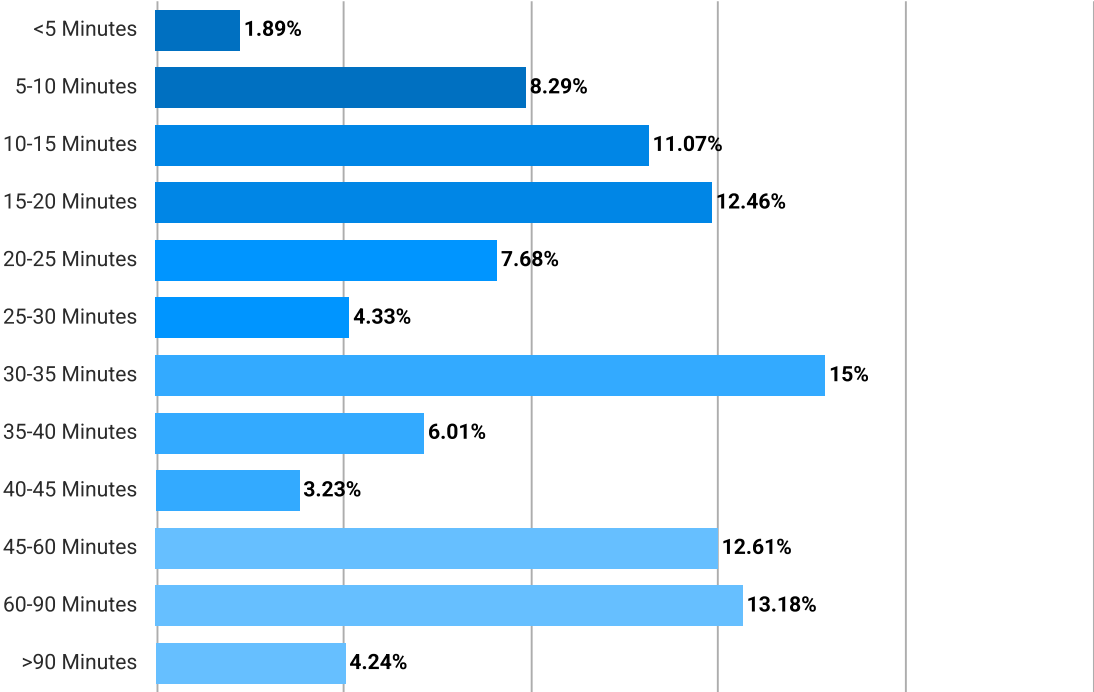| Industry	Count
Retail Trade	1.49K
Manufacturing	1.18K
Construction	1.17K
Health Care and Social Assistance	1.13K
Transportation and Warehousing	990
Education	894
Accommodation and Food	828
Other	610
Professional, Scientific and Technical	573
Public Administration	472
Finance and Insurance	410
Wholesale Trade	275
Utilities	223
Administrative Support and Waste Management	145
Real Estate, Rental and Leasing	136
Arts, Entertainment and Recreation	134
Information	130
Agriculture, Forestry, Fishing and Hunting	74
Business Management	
Mining	

Jackson, GA 30233

Commute to Work

Average Commute Time

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

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

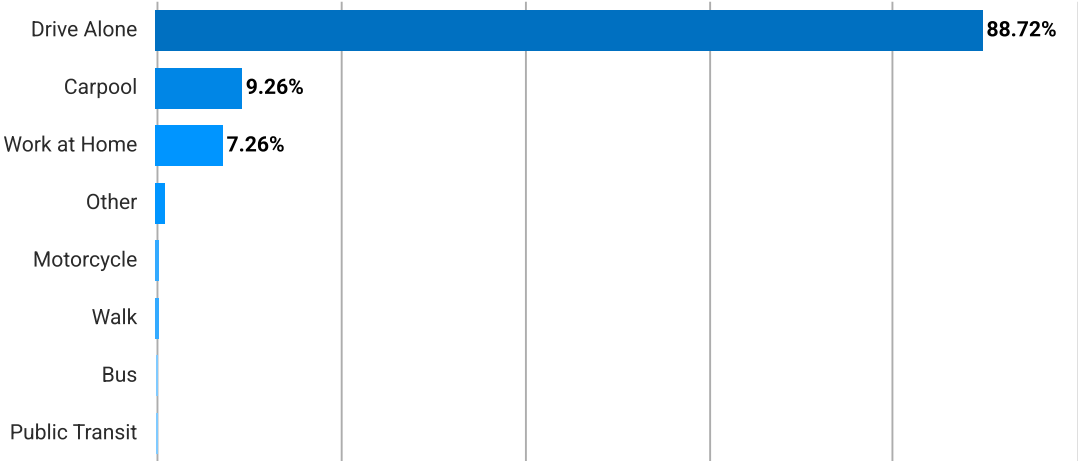| Commute Time	Percentage
<5 Minutes	1.89%
5-10 Minutes	8.29%
10-15 Minutes	11.07%
15-20 Minutes	12.46%
20-25 Minutes	7.68%
25-30 Minutes	4.33%
30-35 Minutes	15%
35-40 Minutes	6.01%
40-45 Minutes	3.23%
45-60 Minutes	12.61%
60-90 Minutes	13.18%
>90 Minutes	4.24%

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.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

| Transportation	Percentage
Drive Alone	88.72%
Carpool	9.26%
Work at Home	7.26%
Other	
Motorcycle	
Walk	
Bus	
Public Transit	

Home Values

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.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

|	
30233	$286.39K
Butts County	$280.99K
Georgia	$371K
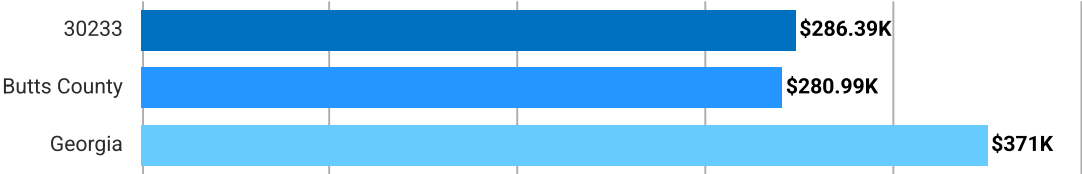
12 mo. Change in Median Estimated Home Value

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.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

30233	0.7%
Butts County	-0.24%
Georgia	0.45%
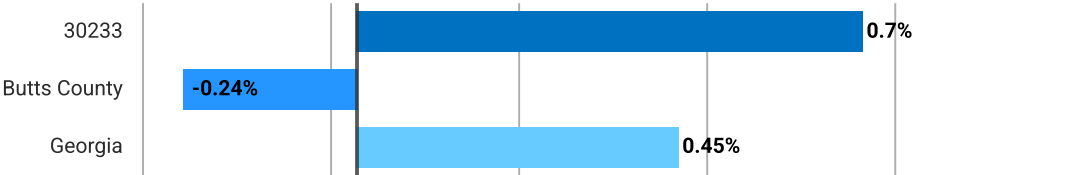
Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly

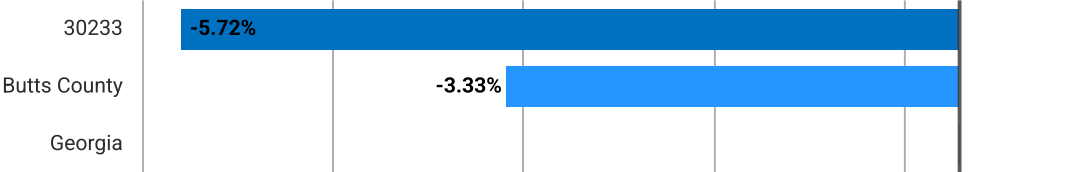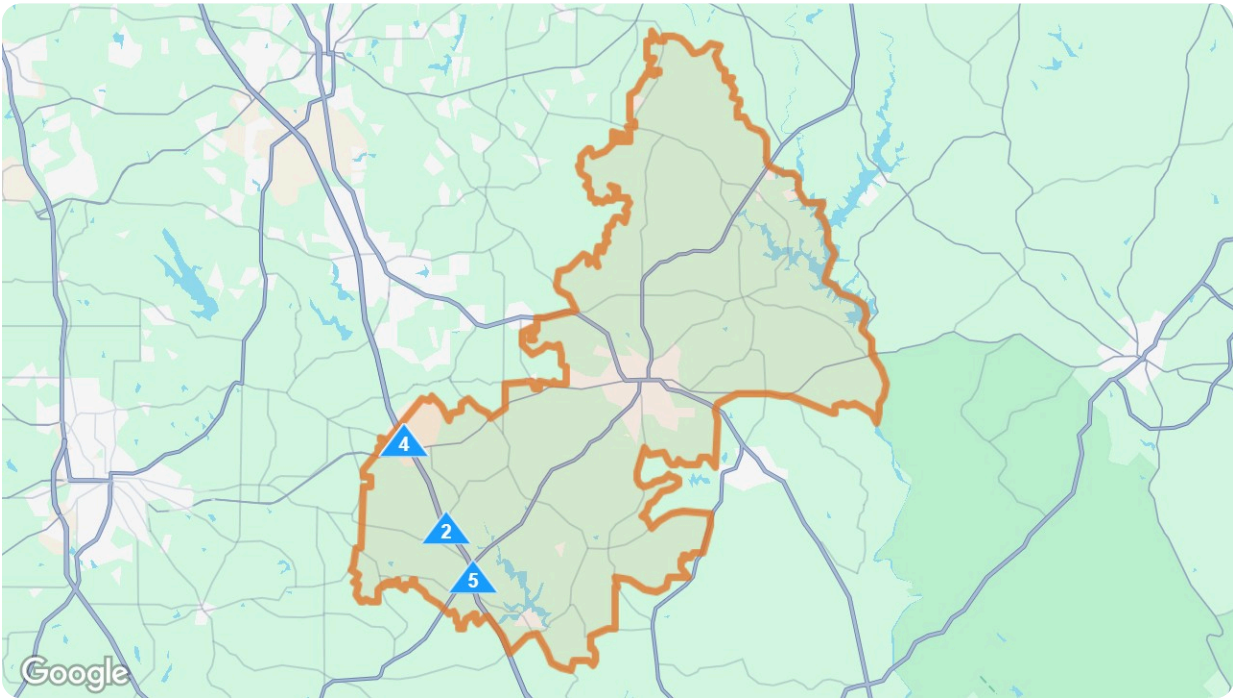|	
30233	$329.95K
Butts County	$319K
Georgia	$395K

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.

Source: Listing data

Update Frequency: Monthly

30233	-5.72%
Butts County	-3.33%
Georgia	

Jackson, GA 30233

Traffic Counts

Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

1 ▲ **93,935**

I- 75

2024 Est. daily traffic counts

Cross: State Hwy16
Cross Dir: SE
Distance: –

2 ▲ **93,000**

2022 Est. daily traffic counts

Cross: –
Cross Dir: –
Distance: –

Historical counts

Year	▲	Count	Type
2019	▲	87,700	AADT
2018	▲	86,000	AADT
2016	▲	76,200	AADT

3 ▲ **92,356**

I- 75

2024 Est. daily traffic counts

Cross: State Rte 16
Cross Dir: SE
Distance: 0.42 miles

Historical counts

Year	▲	Count	Type
2022	▲	94,700	AADT
2018	▲	86,700	AADT

4 ▲ **92,356**

I- 75

2024 Est. daily traffic counts

Cross: State Rte 16
Cross Dir: SE
Distance: 0.42 miles

Historical counts

Year	▲	Count	Type
2019	▲	89,800	AADT

5 ▲ **89,895**

I 75

2024 Est. daily traffic counts

Cross: State Rte 36
Cross Dir: W
Distance: –

AADT - Annual Average Daily Traffic   **ADT** - Average Daily Traffic   **AWDT** - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

Ernie Anaya is President, Senior Housing & Behavioral Health at Bull Realty focusing in the Age Restricted Multifamily, Independent Living, Assisted Living/Memory Care, Skilled Nursing, Hospice, and Behavioral Health sectors. *2020, 2021, 2022, 2023, and 2025 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**. Ernie created the Senior Housing Practice at Bull Realty in 2016.

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*. 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. 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. Graduated prep school from St. John's Military.

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

In addition, he is a former Army Officer with the 1st Cavalry Division (***Top Secret Clearance***), Honorable Order of St. Barbara (US Field Artillery), Military Order of Foreign Wars, Life Member of the 7th Cavalry Regiment Association, Order of Daedalians for Military Aviators, Life Member Royal Artillery Association (UK), and Strathmore's Who's Who Worldwide. Also a member of the Army & Navy Club in Washington, D.C.

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.
- 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.
- Bull Realty is licensed in nine southeast states and works with affiliates from all over the country.

Jackson, GA 30233

About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.

- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.

- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

Learn More

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