

CALL FOR OFFERS DEADLINE  
MARCH 27, 2026



## OFFERING MEMORANDUM

METRO ATLANTA PERSONAL CARE HOME | 25 UNITS

SENIOR HOUSING FACILITY



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Exclusively listed by Bull Realty, Inc.

# PROPERTY OVERVIEW



# EXECUTIVE SUMMARY

## ENRICH @ 519

Bull Realty is pleased to offer this ± 10,820 SF licensed Personal Care Home that was recently renovated in 2024. This offer includes real estate and business, comprised of 25 units on ± 0.82 acres off Buford Highway in Norcross, GA. The facility is equipped with a security system that includes electronic gate locks and video cameras. Also suitable for **Behavioral** or **Hospice** based on Office-Institutional Zoning by City of Norcross.

This licensed 24 units Personal Care Home community is located in a desirable demographic area of Metro Atlanta. The roof was recently replaced, and 17 units have been updated. The two-story structure has an elevator, and 11 out of 24 units are currently occupied. There is also an extra respite suite; all units are equipped with a full bathroom.

519 Lawrenceville Street is located off Buford Highway and benefits from great visibility with traffic counts of 44,282 VPD. Readily accessible from major highways, this senior housing facility is surprisingly tucked quietly away in Norcross, Georgia, a charming antidote to modern suburbia. With a rich variety of well-preserved historic homes and an authentic turn-of-the-century downtown district, Norcross turns back the clock to simpler times and small-town American life. Norcross is the second oldest city in Gwinnett County and was the first to be placed on the Register of Historic Places.

*Do not disturb tenants or management. Do not visit the site without an appointment through Bull Realty.*



PRICE:  
**\$2,750,000**



UNITS:  
**24 + 1 Respite Suite**



# PROPERTY INFORMATION



**ADDRESS** 519 Lawrenceville Street NW  
Norcross, GA 30071

**# UNITS** 25

**UNIT MIX** 24 Personal Care  
1 Respite Suite  
(All Studio/1 BR)

**# STORIES** 2

**TOTAL SIZE** ± 10,820 SF

**YEAR BUILT** 1987

**YEAR RENOVED** 2024

**FEATURES** Fully Furnished  
Individual climate control  
Smoke detectors/sprinkler system  
Elevator

**SITE SIZE** ± 0.82 Acres

**ZONING** O-1

**ASKING PRICE** \$2,750,000

# PROPERTY HIGHLIGHTS

## NEW RENOVATION

- This facility was recently renovated in 2024
- 25 Units: (24) Personal Care / (1) Respite Suite
- Licensed for 24 beds

## THE PROPERTY

- Units include living area and closets with private bathroom and shower
- Activity room on second floor, patient call system in place, two guest half bathrooms and LED lights throughout
- The property is fully furnished and is situated on ± 0.82 acres

## PRIME LOCATION

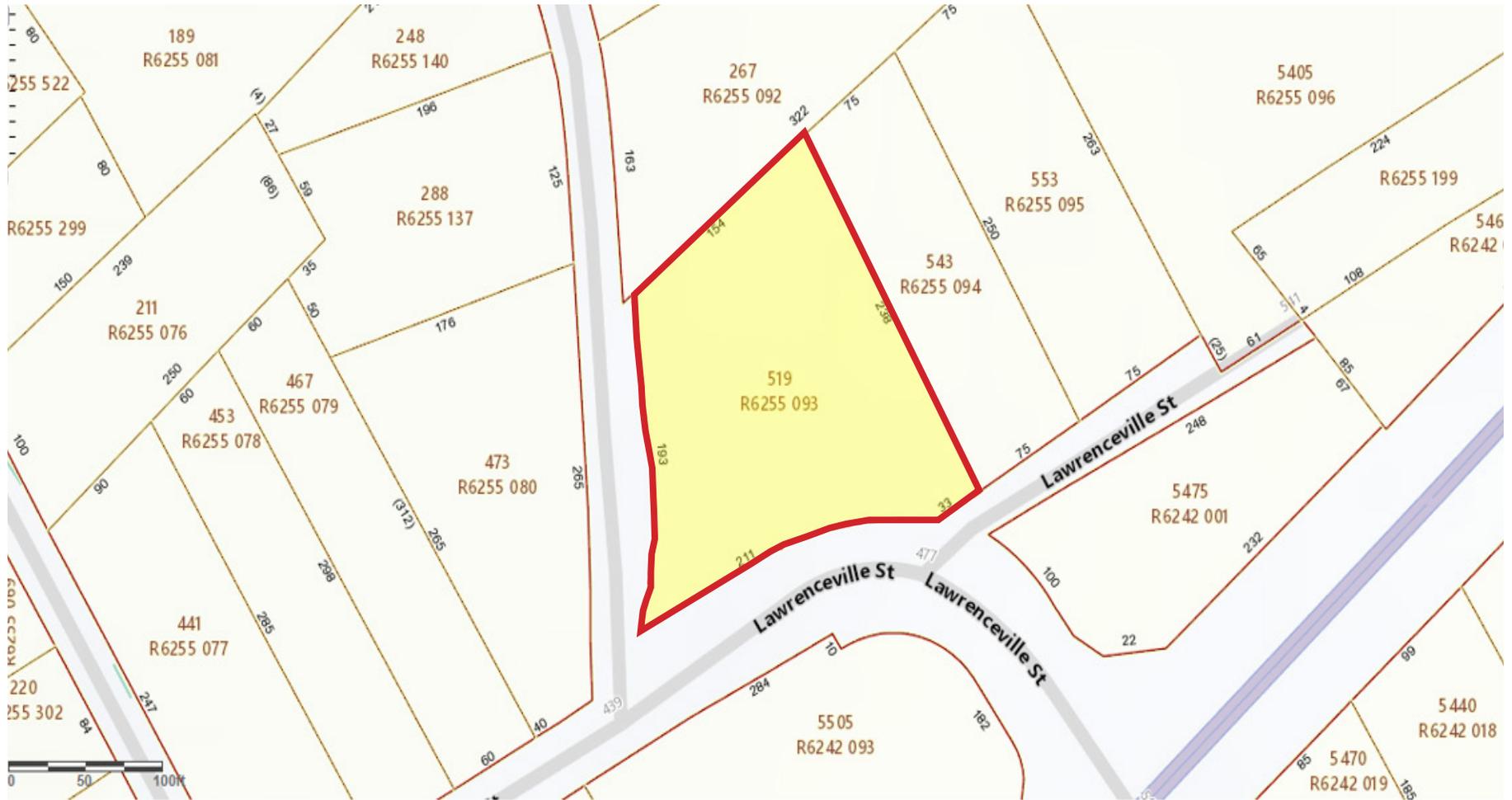
- Located in Norcross, GA - Gwinnett County
- Located less than 1 mile northeast of Historic Downtown Norcross, GA
- Dining, entertainment and grocery options are all convenient to the property
- 44,282 VPD on Buford Highway
- Located just over 10 miles from Pill Hill (Sandy Springs), Northside Hospital Gwinnett and many other major retailers
- The property is located 20 miles north of downtown Atlanta and 30 miles from Hartsfield-Jackson Atlanta International Airport

## UNMET DEMAND

- The unmet demand for assisted living units in the Norcross PMA totals 387 units growing to 540 units in 2029



# PARCEL MAP



# ASSISTED LIVING & MEMORY CARE SUPPLY AND DEMAND

The total demand for Assisted Living units is 602 today and is growing to 755 in 2029 (25.4% increase). There is a total of 215 Assisted Living units within the 5-mile Primary Market Area (PMA) with 0 AL new units under construction.

The Unmet Demand for Assisted Living units in the Norcross PMA will total 387 units growing to 590 units in 2029, a 39.5% increase.

Average home values: \$456,292.00.



	55 to 64	65 to 74	75+
<b>Average HouseHold Income*</b>	\$124,724	\$105,552	\$86,745
<b>Average Net Worth*</b>	\$1,771,875	\$2,445,332	\$2,333,873

\*Based on a 5-mile radius



# ASSISTED LIVING DEMAND

## PMA: 5-Mile Radius

### 2024 Income-Qualified Households

MARKET PENETRATION\*\*\* 2.08%

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	28,229	570
75+	6.630%	10,347	686
75+   \$50K+	21.600%	3,001	648
55 - 64	1.140%	44,150	503
		<b>Mean</b>	<b>602</b>

### 2029

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	34,651	700
75+	6.630%	13,186	874
75+   \$50K+	21.600%	4,361	942
55-64	1.140%	44,126	503
		<b>Mean</b>	<b>755</b>

		2024	2029
1.	Assisted Living Calculated Market Potential	602	755
2.	Identified Competitive Units in Market Area **	215	215
3.	Identified Units under Construction in Market Area **	0	0
4.	UNMET Assisted Living DEMAND [Line 1 - Line 2]	387	540
5.	Memory Care Capture Rate	35%	35%
6.	Memory Care Calculated Market Potential [Line 2* Line 5]	211	264
7.	Identified Competitive Units in Market Area **	119	119
8.	Identified Units under Construction in Market Area **	0	0
9.	UNMET MEMORY CARE DEMAND [Line 6 - Line 7 - Line 8]	92	145

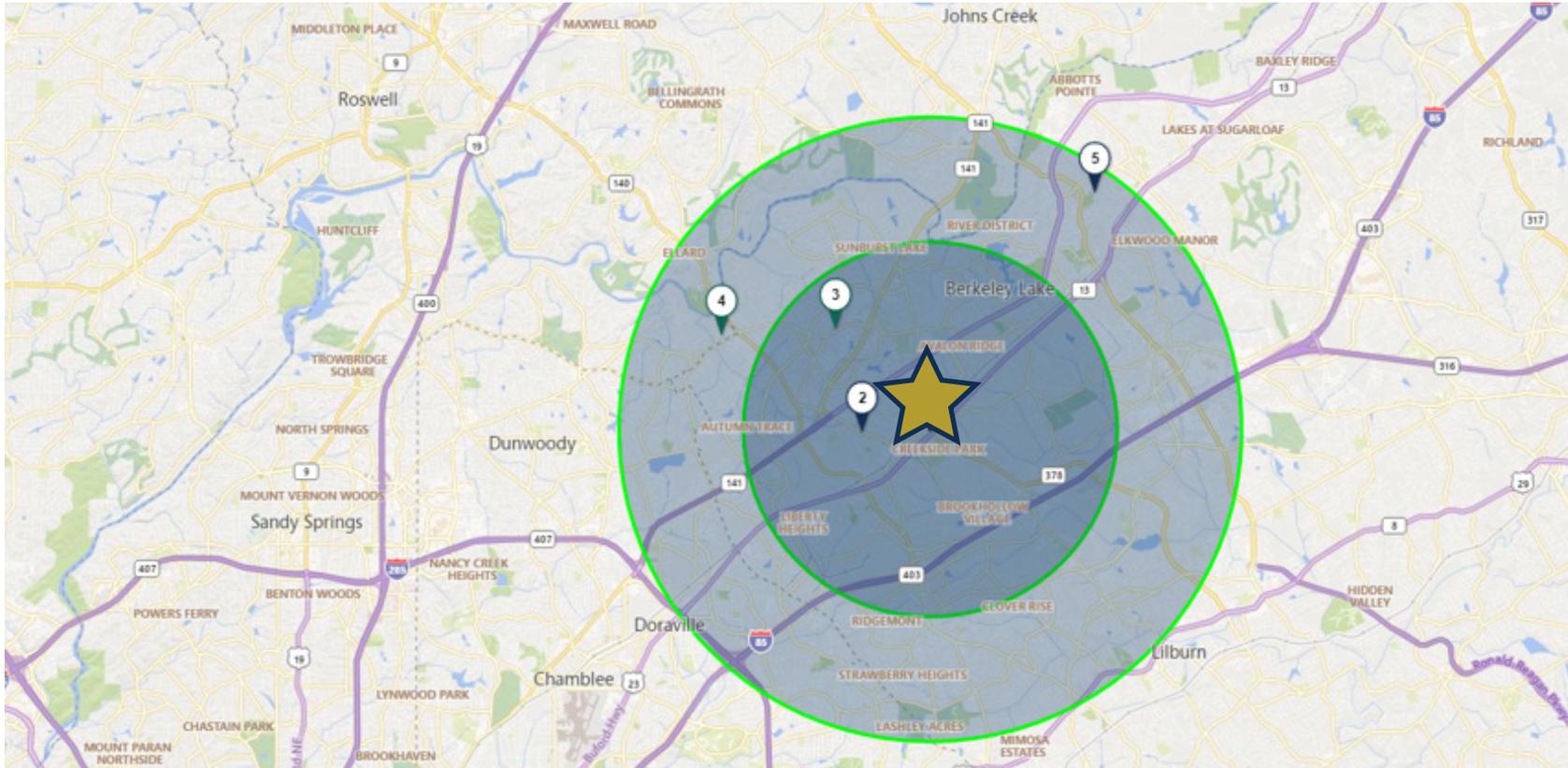
#### References:

\* ESRI Demographics Data | \*\* NICMAP

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

*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 PMA



## CURRENT SENIOR HOUSING FACILITIES WITHIN A 3- AND 5-MILE RADIUS

- ★ Subject Property - Enrich @ 519
- 2. The Landings at Norcross
- 3. Village Park Peachtree Corners
- 4. The Mansions at Sandy Springs
- 5. Plantation South Duluth

# COMMUNITY OVERVIEW



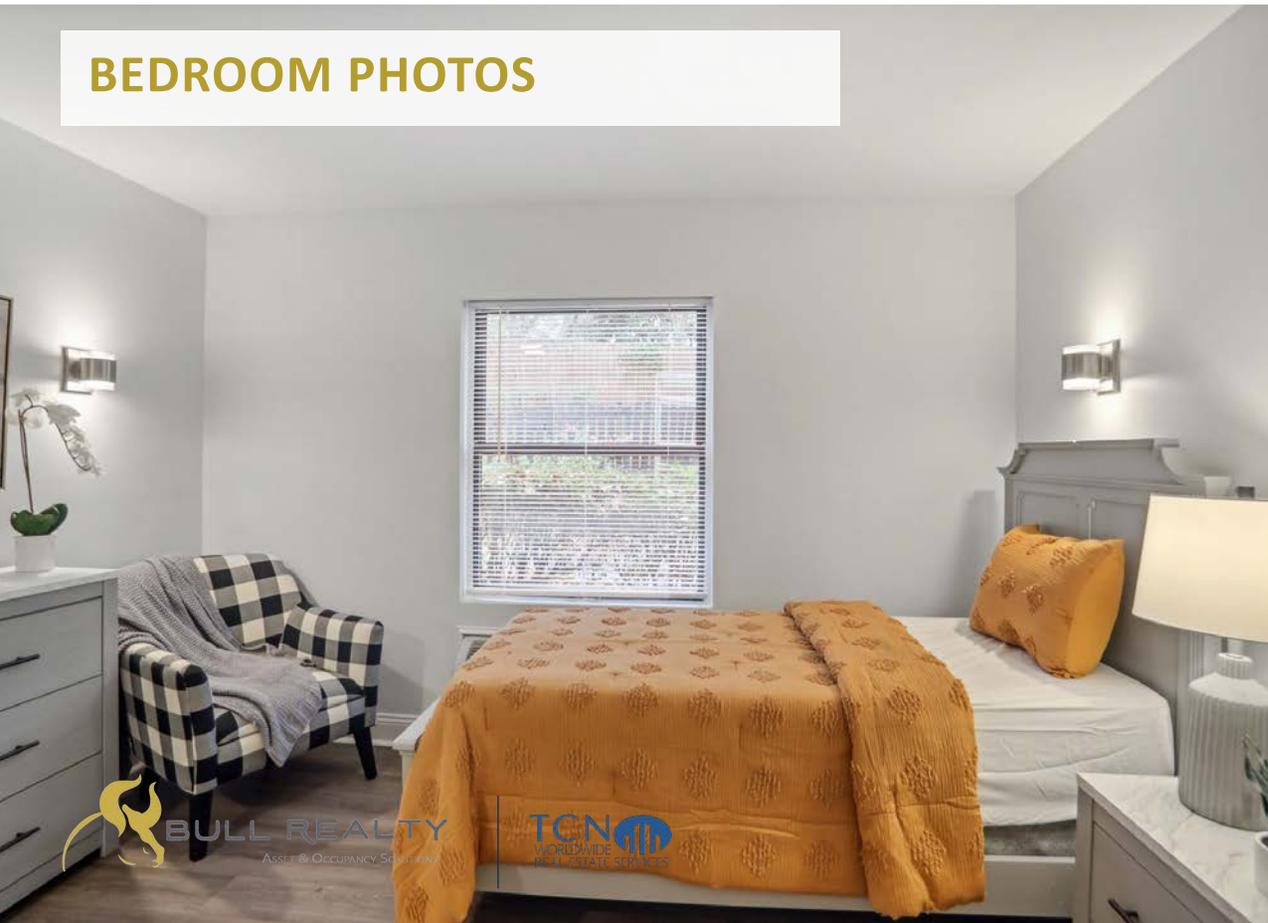
## RENOVATED UNITS

- 24 Private Rooms with closet and private full bathroom
- Modern two-tone paint scheme
- Vinyl Plank Flooring
- LED lighting and fixtures
- Bathroom vanity and fixtures





## BEDROOM PHOTOS





## COMMON ROOM PHOTOS



# EXTERIOR PHOTOS



# FINANCIALS

**PLEASE SIGN CONFIDENTIALITY AGREEMENT  
LOCATED ON PAGE 26 OF THIS DOCUMENT  
OR  
ONLINE AT [BULLREALTY.COM](https://www.bullrealty.com)**

SIGN  
CONFIDENTIALITY AGREEMENT  
ONLINE

# SALE COMPS ANALYTICS

Sales Price	Search	Lowest	Highest
Cap Rate	7.5%	5.5%	9.5%
Sale Price/SF	\$650	\$534	\$1,018
Average Sale Price	\$16.8M	\$1.2M	\$78M
Sale vs Asking Price	-13.8%	-29.5%	-5.8%
% Leased at Sale	100.0%	100.0%	100.0%

Sales Volume	Search	Lowest	Highest
Transactions	12	-	-
Sales Volume	\$202M	\$1.2M	\$78M
Properties Sold	12	-	-
Sold SF	310K	2K	133K
Average SF	25.8K	2K	133K



SALE PRICE/SF:  
\$314.23



AVERAGE SF:  
25.8K



MONTHS TO SALE:  
10.3

SUBJECT PROPERTY:  
\$254.16



AVERAGE SALE PRICE:  
\$16.8M



CAP RATE:  
7.5%

# MARKET OVERVIEW



# REGIONAL MAP



## NORCROSS, GA

Visit Norcross and explore the 112-acre downtown that is listed in the National Register of Historic Places. Rows of restored narrow brick buildings are illuminated by old-fashioned street lamps, and popular shops and restaurants fill the buildings with unique gifts and flavors. Stroll over to the 4-acre Lillian Webb Park to relax in the gazebo and let kids play in the splash pad on the summer.

The city was voted "Gwinnett's Best Arts & Culture Scene" by Gwinnett Magazine, and area artists display their work throughout downtown. An ongoing calendar of activities keeps this vintage town fresh and exciting to visit with events like the outdoor summer concert series and the annual art festival, Norcross Art Splash (October), which is one of the biggest in metro Atlanta.

Food is always a fantastic reason to visit a place, and this city is not lacking in diverse options. Visitors looking for international flavors can head to Buford Highway to experience everything from Vietnamese to Bangladeshi meals.

Source: <https://www.exploregeorgia.org/city/norcross>

## GWINNETT COUNTY, GA

Gwinnett County is historically one of America's fastest-growing counties and now one of the nation's most diverse. This dynamic and exciting county combines the best of big-city living with the comforts of the suburbs.

Source: <https://www.gwinnettcounty.com/web/gwinnett/aboutgwinnett>



# IN THE AREA



## DOWNTOWN NORCROSS REDEVELOPMENT PLAN

Working with city staff, a total of five redevelopment projects have been identified within the proposed TAD (Tax Allocation District). All are in various stages of consideration, planning or execution and could be started or completed within the next 5 to 7 years.



## CRAWFORD & COMPANY

Crawford & Company (the world's largest publicly listed independent provider of claims management solutions to insurance companies and self-insured entities) and Partnership Gwinnett announced the relocation of Crawford's global 9 headquarters to Gwinnett County, in March of 2017.



## PEACHTREE CORNERS TOWN CENTER

Peachtree Corners Town Center, located at Peachtree Parkway and Medlock Bridge Road, offers 51,000 square feet of restaurants, 18,560 square feet of retail, a theater, parks, and a pedestrian trail system. It also features a high-end townhome community with over 70 units, creating a vibrant and pedestrian-friendly space for dining, shopping, and entertainment.

## REDEVELOPMENT NEAR GWINNETT PLACE

Gwinnett County plans to redevelop the Gwinnett Place Mall area into "Global Villages," featuring 3,800 homes, 5,500 square feet of retail space, an International Community Cultural Center, and 16 acres of parkland. Approved in early 2023, this billion-dollar project is now focused on securing a development firm and funding



## THE FORUM ON PEACHTREE PARKWAY

The Forum on Peachtree Parkway in Norcross, Georgia offers an elite collection of merchants, gathered in a beautifully unique, European-influenced outdoor mall. Stroll The Forum's Main Street, while enjoying the best selection of shopping and dining that this Atlanta area has to offer.



## MARTA

For over a quarter of a century, MARTA (Metropolitan Atlanta Rapid Transit Authority) has moved over 3.5 billion people throughout Atlanta and the surrounding cities. With 48 miles of rail (38 stations) and 740 bus stop, MARTA has been a staple to the community and a great economic driver for the city.



# CONTACT INFORMATION



# BROKER PROFILE



## ERNIE ANAYA, MBA

President, Senior Housing Group  
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404-876-1640 x 130

As President of Bull Realty's Senior Housing Group, Ernie Anaya focuses on providing real estate investment advice to senior housing investors in the Age Restricted Multifamily, Independent Living, Assisted Living/Memory Care, Skilled Nursing, Hospice, and Drug Treatment sectors.

Anaya's services focuses on supporting senior housing investors develop and execute successful real estate strategies that deliver growth and profitability goals. From acquisition, disposition, pre-development, site selection, market analysis, to note brokering.

Ernie is a member of the National Association of Realtors, Atlanta Commercial Board of Realtors, Association of Professional Mergers & Acquisition Advisors, Georgia Senior Living Association, National Investment Center for Senior Housing (NIC), and National Apartment Association.

Anaya has 20+ years of experience in Fortune 500 Business-to-Business and Management Consulting with a focus on the healthcare industry. His consulting experience includes Client Solutions Director with EMC Corporation covering Department of the Army in US and Germany, and Principal, Healthcare Sector with SunGard Consulting Services. He is experienced in Meaningful Use and HIPAA compliance covering the US and Latin America and has over 15 years of experience in data center design, migration and co-location services. He has a BA in Astrophysics from Ole Miss and an MBA from Michigan State University, including their Global Management Course in Japan & Singapore; was a part of the Executive Program in Supply Chain at Massachusetts Institute of Technology; and is a former Army Officer with the 1st Cavalry Division, a Life Member of the American Legion, Strathmore Who's Who Worldwide, and Knights of the Silver Circle, Army & Navy Club in Washington, D.C.



Bull Realty is a commercial real estate sales, leasing, and advisory firm licensed in nine Southeast states headquartered in Atlanta. The firm was founded in 1998 on two primary missions: to provide a company of advisors known for integrity and to provide the best disposition marketing in the nation. Still guided by these philosophies, the firm's services have expanded to include disposition, acquisition, project leasing, tenant representation and consulting services. To add additional value and efficiency for clients, advisors focus on specific sectors and services in the office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality and single tenant net lease sectors.

The firm produces America's Commercial Real Estate Show, a national video show and podcast enjoyed by millions of people around the country. Industry analysts, leading market participants and the firm's founder Michael Bull share market intelligence, forecasts and success strategies. The show has aired every week since 2010 on Apple Podcast, all major podcast sites, YouTube and [www.CREshow.com](http://www.CREshow.com).



# CONFIDENTIALITY AGREEMENT

This Confidentiality Agreement ("Agreement") is made and agreed to for the benefit of the undersigned party ("Receiving Party"), the owner of the subject property (the "Seller") and undersigned broker Bull Realty Incorporated ("Broker").

Now therefore in consideration of the privileges granted to Receiving Party with respect to receiving certain confidential information, and other good and valuable consideration, the Receiving Party hereby agrees to the following:

## I. Confidential Information:

Receiving Party will receive confidential information regarding property referred to as **519 Lawrenceville Street NW, Norcross, GA 30071**. Prospect agrees to not disclose to any person that the property may be available for sale or lease, or that discussions or negotiations are taking place concerning the property, nor any terms, conditions, or other facts with respect to the property, including but not limited to tenant information, lease rates, lease expirations, income and expenses, and any such possible purchase, including the status thereof. The term "person" used in this agreement shall be interpreted broadly and shall include, without limitation, any corporation, company, partnership or individual other than parties to which Broker approves in writing. Receiving Party may share information with directors, officers, employees, agents, affiliates, counsel, lending sources, accountants or representatives of Receiving Party that Receiving Party notifies of the requirements of this Agreement. Receiving Party agrees to not contact the property owner, the management, the tenants, the lender, the vendors, the insurers, the employees or the customers of any business at the site.

## II. Acting as a Principal:

Receiving Party hereby warrants that it is acting as a principal only, and not as a broker, regarding this contemplated transaction. Receiving Party acknowledges that Broker is working an agency capacity as representing the Seller only in this transaction and is the only Broker involved in this potential transaction. Receiving Party agrees to not be involved in any arrangement to lease or purchase the property, in whole or in part, as a lender, partner, buyer of the note, buy in foreclosure, buy from bankruptcy court, or in any other manner acquire an investment in, joint venture or control of the property, unless Bull Realty, Incorporated is paid a commission at closing as per separate agreement with Seller.

This agreement will expire two years from the date hereof.

## III. Governing Law

This Agreement shall be governed and construed in accordance with the laws of the State of Georgia.

If you are a broker, or a principal desiring to include an outside broker, contact the listing agent directly for a Buyer and Buyer's Broker Confidentiality & Commission Agreement.

Accepted and agreed to this \_\_\_\_\_ day \_\_\_\_\_ of , 20\_\_.

Receiving Party \_\_\_\_\_

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

**Ernie Anaya**  
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**Atlanta, GA 30328**  
**Fax: 404-876-7073**

**SIGN**  
**CONFIDENTIALITY AGREEMENT**  
**ONLINE**



# DISCLAIMER & LIMITING CONDITIONS

Bull Realty has been retained as the exclusive listing broker to arrange the sale of the Subject Property.

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Property by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

Owner/Seller expressly reserve the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this Offering Memorandum or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived. The Seller reserves the right to move forward with an acceptable offer prior to the call for offers deadline.

This Offering Memorandum may be used only by parties approved by the Owner. The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Bull Realty, Inc. or Owner/Seller. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, disks and other information provided in connection therewith.