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# OFFERING MEMORANDUM

ASSISTED LIVING MEMORY CARE FACILITY | 64 UNITS

DACULA, GEORGIA

# DISCLAIMER & LIMITING CONDITIONS

Bull Realty has been retained as the exclusive brokers 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 Listing Brokers. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, and other information provided in connection therewith.



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## CONTACT INFORMATION

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ERNIE ANAYA, MBA  
President, Senior Housing Group  
Ernie@BullRealty.com  
404-876-1640 x 130

BULL REALTY, INC.  
50 Glenlake Parkway, Suite 600  
Atlanta, GA 30328  
BullRealty.com



# EXECUTIVE SUMMARY

## THE OFFERING

Hope Center is a licensed Assisted Living Community that is moving from an all memory care to a mix Assisted Living-Memory Care strategy. The ±37,432 SF craftsman-style facility was built in 2011 and is comprised of four connected “villages” with 16 units each, totaling 64 units with both single and double occupancy rooms with full bathrooms.

Because each village is relatively small, it creates a close-knit atmosphere wherein each resident becomes a member of the Hope Center family. Each village includes a kitchen and dining room as well as areas for activities. Other amenities include a back patio courtyard, picnic area and enclosed courtyard with walking paths and four seasons porches.

Located in the heart of Gwinnett County, the quaint town of Dacula exudes southern charm. The property lies adjacent to the Gwinnett County Airport and just minutes from the Mall of Georgia. Other nearby notable attractions include Downtown Lawrenceville, Freeman’s Mill Park and the Gwinnett History Museum.

## PROPERTY HIGHLIGHTS

- ±37,432 SF assisted living-memory care facility
- Total of 64 units - 32 assisted living units, 32 memory care units
- Situated on ±3.44 acres
- Located in Dacula, GA
- Zoned C-2

# PROPERTY INFORMATION

## OFFERING SUMMARY

ADDRESS:	1200 Winder Highway Dacula, GA 30019
COUNTY:	Gwinnett
COMPLEX NAME:	Hope Center Dacula
YEAR BUILT:	2011
TOTAL BUILDING SIZE:	±37,432 SF
SITE SIZE:	±3.44 Acres
NO. OF BUILDINGS:	1 (four wings)
NO. OF FLOORS:	1
NO. OF UNITS:	64
NO. OF BEDS:	64

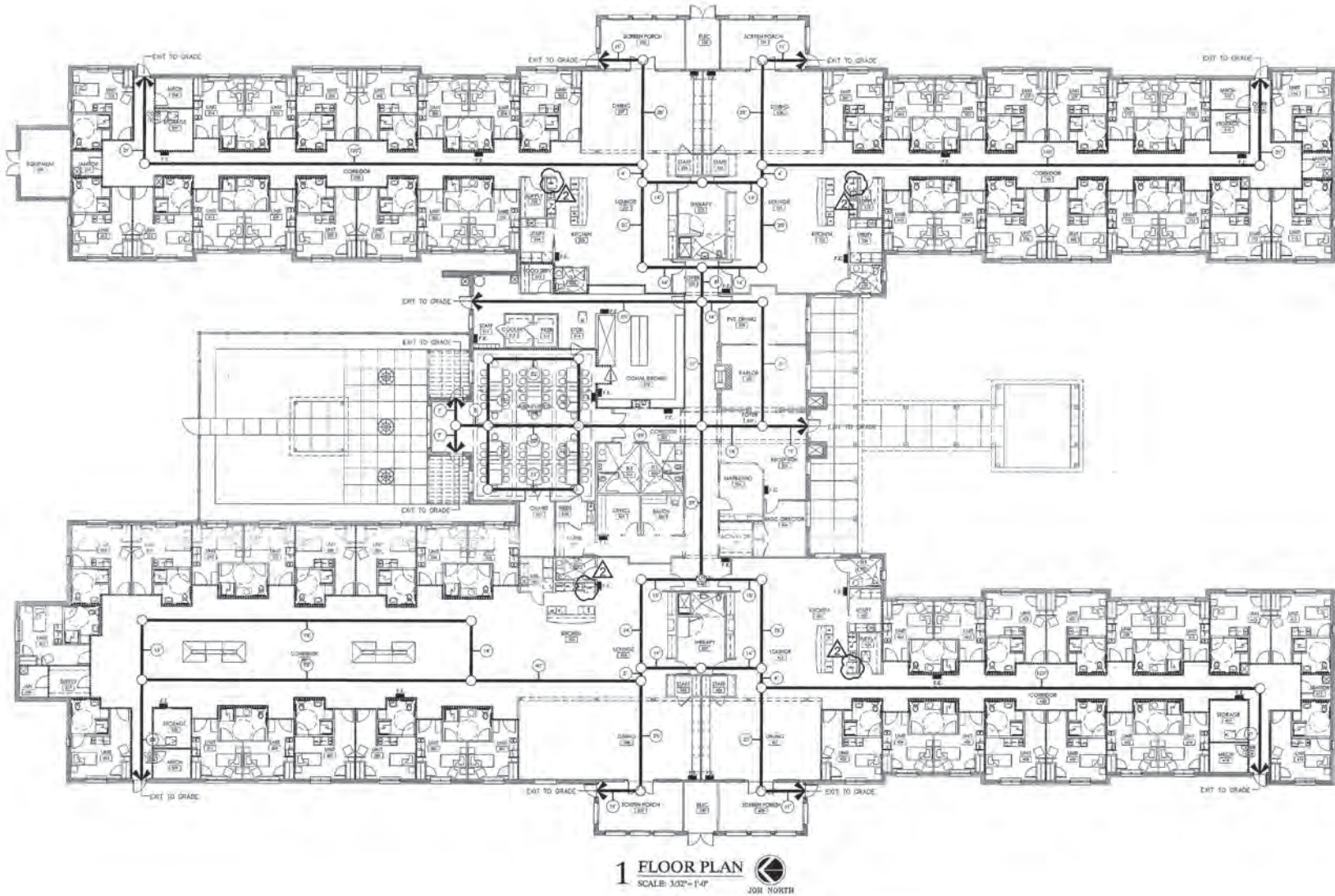


**SALE PRICE**  
\$6,500,000



**OCCUPANCY RATE**  
55%

# SURVEY



# AERIAL



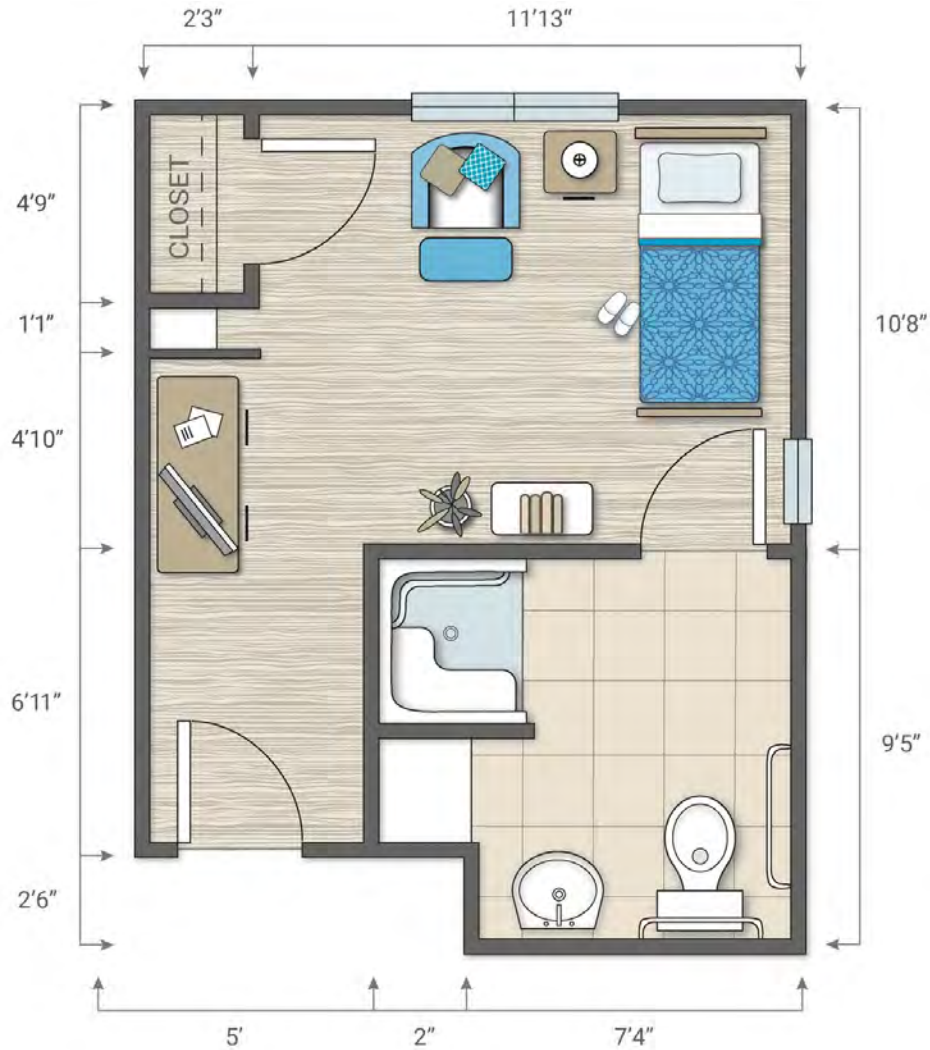
# PHOTOS



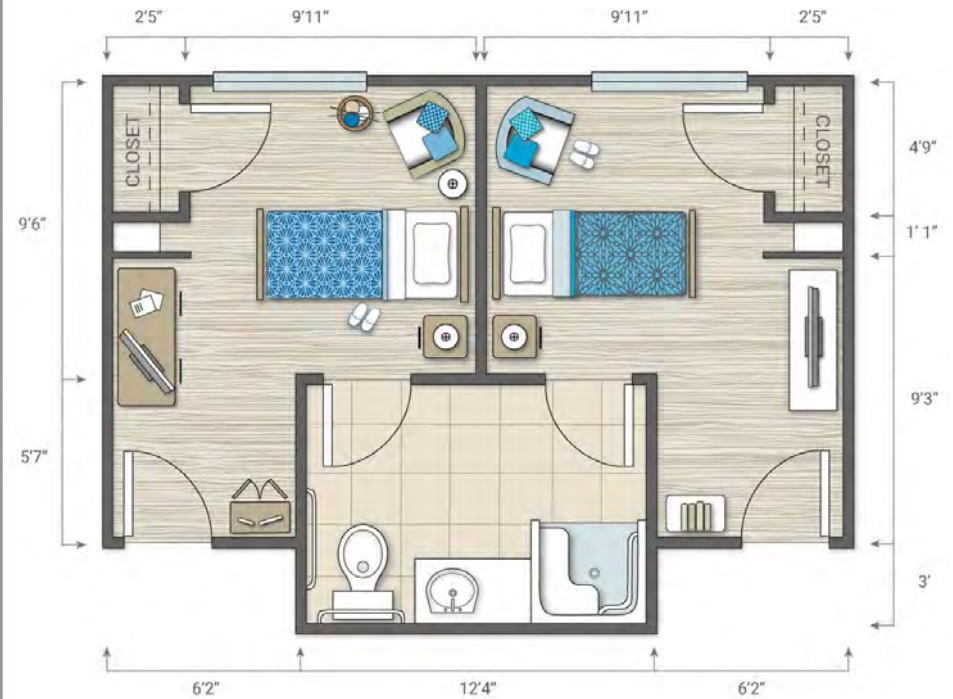
# PHOTOS



# FLOOR PLANS



STUDIO FLOOR PLANS



COMPANION FLOOR PLANS

# ASSISTED LIVING SUPPLY & DEMAND

## DEMAND CALCULATION

The total demand is 330 Assisted Living units today growing to 400 in 2027 in the PMA, a 26.3% increase. There is a total of 257 Assisted Living units (including subject property) within the 5-mile PMA with 0 units under construction.

As the model indicates, the unmet Demand for Assisted Living units in the Dacula PMA totals 73 units growing to 143 units in 2027, an 96.2 % increase.

There are 4 competitive properties within the 5-mile PMA with an average age of 14 years.

## DISABILITY STATISTICS | AGE 75+ IN DACULA, GA

12.5%

COGNITIVE  
DIFFICULTY

24.7%

AMBULATORY  
DIFFICULTY

22.0%

SELF-CARE

19.1%

INDEPENDENT  
LIVING DIFFICULTY

## PMA DEMOGRAPHICS | 15 MILE RADIUS

### AVERAGE HOUSEHOLD INCOME



55 TO 64 YEARS OLD  
\$113,702



65 TO 74 YEARS OLD  
\$91,260



75+ YEARS  
\$63,934

### AVERAGE NET WORTH



55 TO 64 YEARS OLD  
\$1,406,699



65 TO 74 YEARS OLD  
\$1,397,402



75+ YEARS  
\$979,133

# ABOUT THE AREA

## DACULA, GEORGIA

Located halfway between Atlanta, the state capital, and Athens, home to the University of Georgia, Dacula exemplifies southern hospitality as well as a strong sense of community. This laid-back suburban town has experienced extensive population growth in the past ten years. Dacula experienced a 65% population increase between 2010 and 2020, from 4,442 people to 7,359 people. In conjunction to its laid-back suburban feel, the city offers residents a myriad of amenities such as world-class schools, a vibrant economy and family-oriented activities.

Additionally, Dacula has become an excellent location for retirees. Despite it's growth, the city has retained it small-town feel which appeals to many looking to re-locate from the bustling city of Atlanta. However, residents of Dacula are less than an hour away from all the conveniences offered by a major city which includes Hartsfield-Jackson Atlanta International Airport.

\*[Source](#)



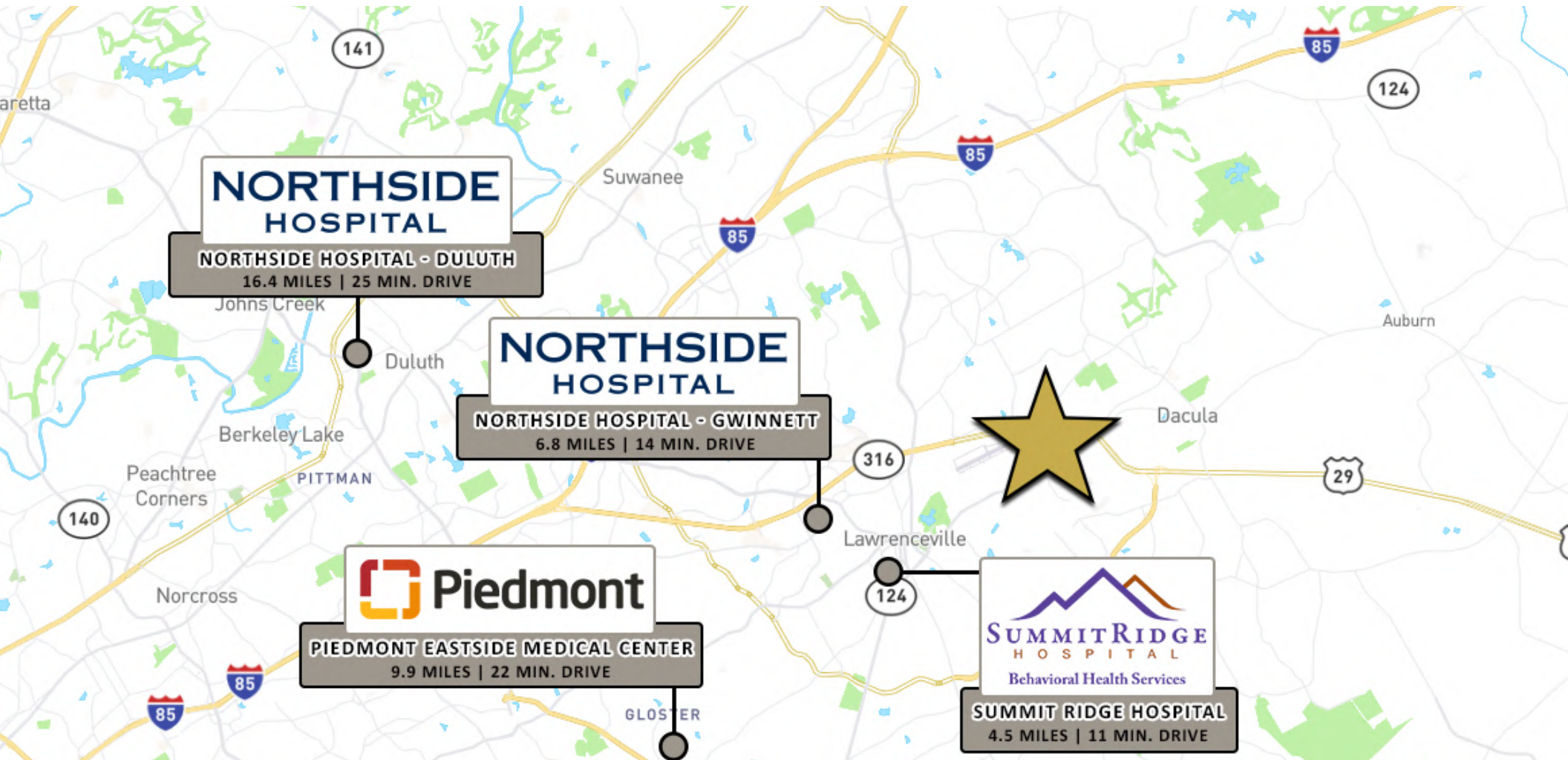
# IN THE AREA

## DACULA, GEORGIA



# MEDICAL FACILITIES IN THE AREA

## DACULA, GEORGIA

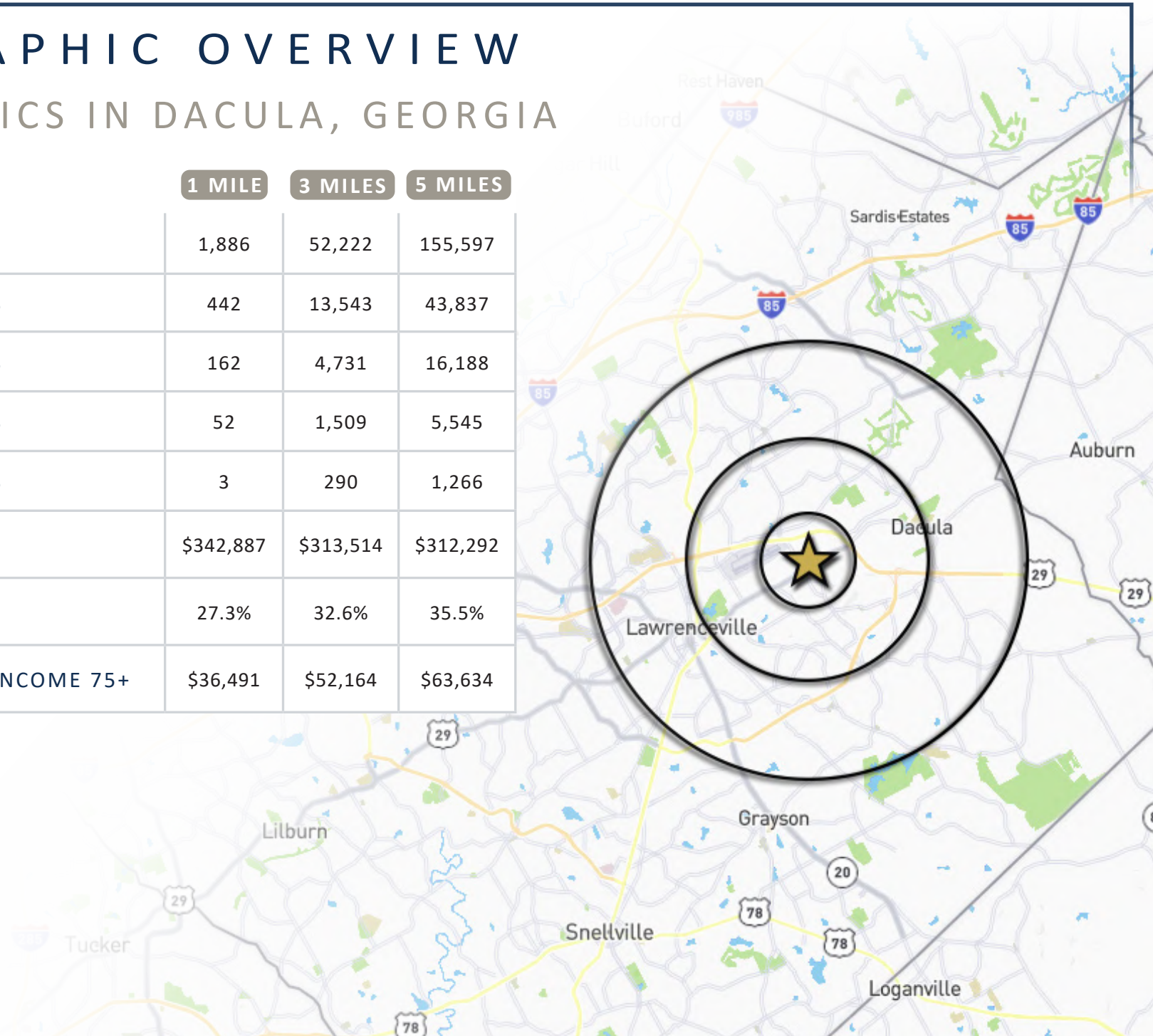


# DEMOGRAPHIC OVERVIEW

## DEMOGRAPHICS IN DACULA, GEORGIA

	1 MILE	3 MILES	5 MILES
TOTAL POPULATION	1,886	52,222	155,597
POPULATION 50+ YEARS	442	13,543	43,837
POPULATION 65+ YEARS	162	4,731	16,188
POPULATION 75+ YEARS	52	1,509	5,545
POPULATION 85+ YEARS	3	290	1,266
AVERAGE HOUSE VALUE	\$342,887	\$313,514	\$312,292
% OF HOUSEHOLDS 55+	27.3%	32.6%	35.5%
AVERAGE HOUSEHOLD INCOME 75+	\$36,491	\$52,164	\$63,634

ESRI 2022



# SALE COMPS



## SUBJECT PROPERTY

	ADDRESS	SALE PRICE	YEAR BUILT	TOTAL UNITS	PRICE/UNIT	SOLD DATE
	Hope Center 1200 Winder Hwy   Dacula, GA 30019	\$6,000,000	2011	64	\$93,750	-
	ADDRESS	SALE PRICE	YEAR BUILT	TOTAL UNITS	PRICE/UNIT	SOLD DATE
1	Camellia Place 294 Rope Mill Rd   Woodstock, GA 30188	\$19,100,000	2016	96	\$198,958	5/2/2022
2	Phoenix Senior Living Buckhead 2848 Lenox Rd   Atlanta, GA 30324	\$8,252,883	1998	75	\$110,038	12/22/2021
3	The Phoenix at Roswell 11725 Pointe Pl   Roswell, GA 30076	\$4,325,000	1998	32	\$135,156	12/21/2021
4	Gaines Park Personal Care Homes 1740 Old 41 Hwy NW   Kennesaw, GA 30152	\$5,760,000	1997	44	\$130,909	7/21/2021
5	Kimberly Assisted Living Home 700 W Memorial Dr   Dallas, GA 30132	\$3,360,000	1998	34	\$98,824	7/7/2021
6	Laurel Glen at Carrollton Assisted Living 150 Cottage Ln   Carrollton, GA 30117	\$10,488,841	1990	68	\$154,248	6/30/2021
7	Sunrise at Five Forks 3997 5 Forks Trickum Rd   Lilburn, GA 30047	\$10,017,500	2003	69	\$145,181	1/15/2021

# PAR SEGMENT RENT DATA

## 5 MILE

### SENIOR HOUSING

Reporting Period	Comp Set AMR	Atlanta, GA Metro AMR	Primary Markets
Q1 2022	\$4,029	\$4,743	\$5,189
Q2 2022	\$4,125	\$4,776	\$5,237
Q3 2022	\$4,125	\$4,853	\$5,299
Q4 2022	\$4,219	\$4,897	\$5,362

### INDEPENDENT LIVING

Reporting Period	Comp Set AMR	Atlanta, GA Metro AMR	Primary Markets
Q1 2022	\$3,635	\$4,017	\$3,713
Q2 2022	\$3,785	\$4,068	\$3,745
Q3 2022	\$3,785	\$4,091	\$3,799
Q4 2022	\$3,931	\$4,147	\$3,829

### ASSISTED LIVING

Reporting Period	Comp Set AMR	Atlanta, GA Metro AMR	Primary Markets
Q1 2022	\$4,637	\$4,969	\$5,843
Q2 2022	\$4,637	\$5,003	\$5,899
Q3 2022	\$4,637	\$5,102	\$5,963
Q4 2022	\$4,637	\$5,142	\$6,044

### MEMORY CARE

Reporting Period	Comp Set AMR	Atlanta, GA Metro AMR	Primary Markets
Q1 2022	Protected	\$5,554	\$7,478
Q2 2022	Protected	\$5,574	\$7,536
Q3 2022	Protected	\$5,681	\$7,607
Q4 2022	Protected	\$5,716	\$7,741

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

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# ABOUT BULL REALTY

## **MISSION:**

To provide a company of advisors known for integrity and to provide the best disposition marketing in the nation

## **SERVICES:**

Disposition, acquisition, project leasing, tenant representation and consulting services

## **SECTORS OF FOCUS:**

Office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality and single tenant net lease sectors

## **AMERICA'S COMMERCIAL REAL ESTATE SHOW:**

The firm produces the nation's leading show on commercial real estate topics, America's Commercial Real Estate Show. Industry economists, analysts and leading market participants including Bull Realty's founder Michael Bull share market intelligence, forecasts and strategies. The weekly show has grown to 60 stations around the country and is available to stream wherever you get your podcasts or on the show website: [www.CREshow.com](http://www.CREshow.com).

## **CONNECT WITH US:**

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25

YEARS IN  
BUSINESS




ATL

HEADQUARTERED  
IN  
ATLANTA, GA

LICENSED IN  
8  
SOUTHEAST  
STATES

\$1.9

BILLION DOLLAR  
VOLUME FROM SALES  
AND LEASING  
TRANSACTIONS  
IN 2021



# BROKER PROFILE



## **ERNIE ANAYA, MBA**

President, Senior Housing Group  
Partner, Bull Realty  
Ernie@BullRealty.com  
404-876-1640 x 130

Ernie Anaya is President for Senior Housing Group at Bull Realty. 2020, 2021, 2022, and 2023 Million Dollar Club, Atlanta Commercial Board of Realtors. 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, GE Medical Systems, and Cardinal Health.

Consulting experience includes Client Solutions Director with EMC Corporation covering Department of the Army (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 & Business Continuity for Healthcare.

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. Graduated prep school from St. John's Military School in Kansas.



[CLICK HERE TO LEARN MORE ABOUT THE BULL REALTY SENIOR HOUSING GROUP](#)

# 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 1200 Winder Highway, Dacula, GA 30019 . 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 Broker 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, MBA  
President, Senior Housing Group  
Ernie@BullRealty.com  
404-876-1640 x 130

BULL REALTY, INC.  
50 Glenlake Parkway, Suite 600  
Atlanta, GA 30328  
BullRealty.com

SIGN CONFIDENTIALITY  
AGREEMENT ONLINE