# OFFERING MEMORANDUM

## HABERSHAM RETREAT

## SENIOR LIVING COMMUNITY OPPORTUNITY| 72 BEDS

BALDWIN, GEORGIA

BULL REALTY
CELEBRATING 25 YEARS

# 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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**BULL REALTY, INC.**

50 Glenlake Parkway, Suite 600
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# EXECUTIVE SUMMARY

## THE OFFERING

Bull Realty is pleased to present Habersham Retreat, a 72-unit licensed personal care home facility comprised of four buildings totaling ±34,000 SF on 5.1 acres. Plus, a Licensed Adult Day Care Center for 27 people. The facility is located in Baldwin, GA, Banks County, located 76 miles north of Atlanta.

Comprised of 4 buildings, the community was renovated in 2017 and includes a beauty salon/barber shop, library, dining room, garden and walking paths for residents.

*PRICE:*
***$6,360,000***

*CAP RATE:*
***7.2%***

*NOI:*
***$457,564.95***

### *HIGHLIGHTS*

- ±34,000 SF senior living community in Baldwin, GA
- Licensed as a personal care home facility with 72 units
- Facility is 100% occupied
- Located 2.5 miles from Habersham County Airport

*Owner Financing Available for financially qualified buyers*

- Up to 50% Owner Financing
- 15 Year Term
- 5% Interest

# PROPERTY INFORMATION

## SITE:

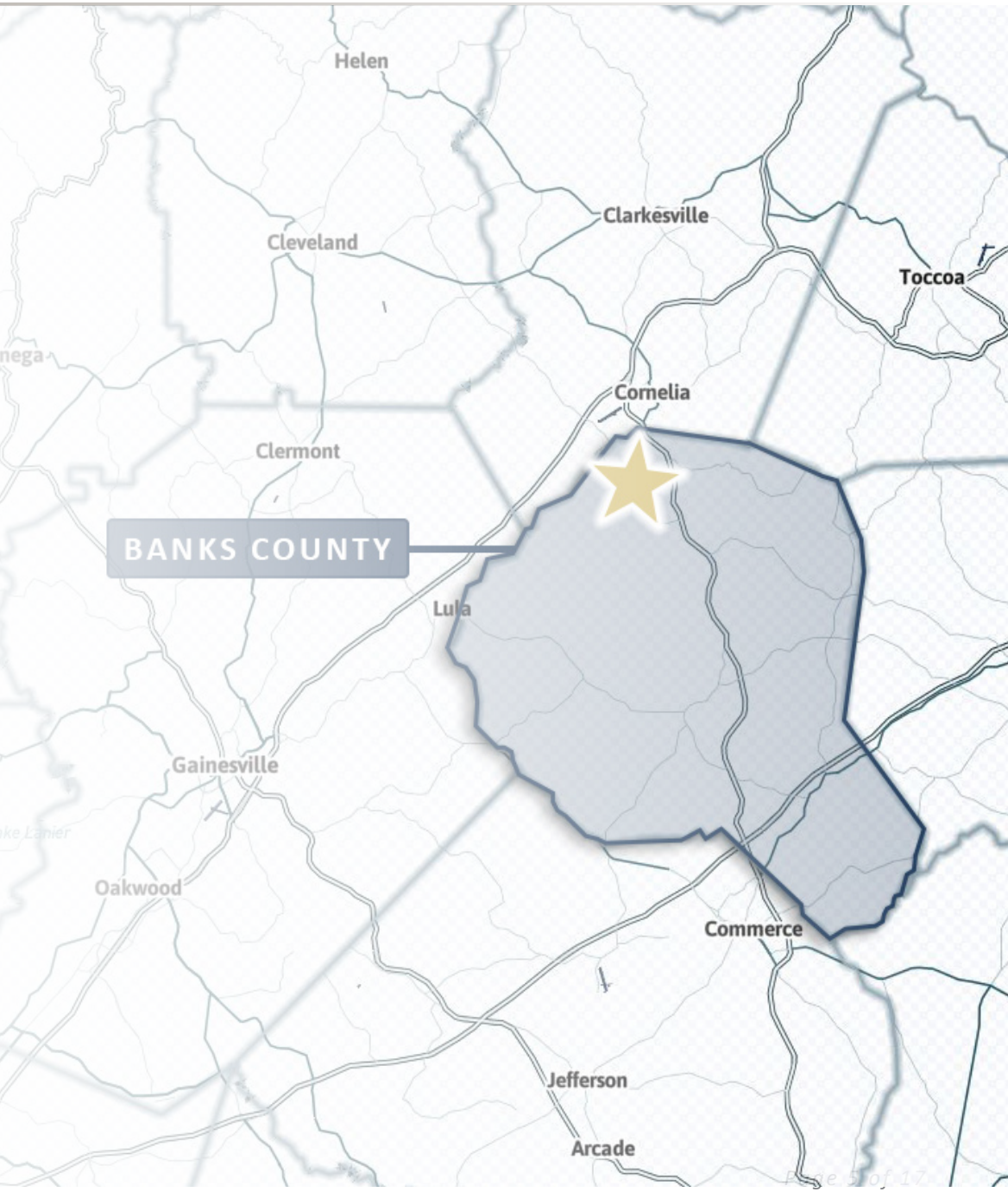
| | |
|---|---|
| PROPERTY ADDRESS: | 258 Park Avenue<br>Baldwin Georgia 30511 |
| COUNTY: | Banks |
| PARCEL ID: | 822B004 |
| ZONING: | HB - Highway Business |
| YEAR BUILT: | 2005 |
| YEAR RENOVATED: | 2017 |
| SIGNAGE: | Monument Sign |
| PARKING TYPE: | Surface |

## BUILDING:

| | |
|---|---|
| TOTAL BUILDING SIZE: | ±34,000 SF |
| NO. OF BUILDINGS: | 4 |
| NO. OF FLOORS: | 1 |
| TOTAL NO. OF UNITS: | 72 |
| TOTAL NO. OF BEDS: | 72 |

## FINANCIALS:

| | |
|---|---|
| OCCUPANCY: | 100% |
| NOI: | $457,564.95 |
| CAP RATE: | 7.2% |
| SALE PRICE: | $6,360,000 |




BULL REALTY
CELEBRATING 25 YEARS

# PROPERTY PHOTOS

# CASH FLOW ANALYSIS

Fiscal Year Beginning December 2023

**INITIAL INVESTMENT**

| | |
|---|---|
| **Purchase Price** | $6,360,000 |
| **+ Acquisition Costs** | $22,260 |
| **- Mortgage(s)** | $3,180,000 |
| **+ Loan Fees Points** | $31,800 |
| **Initial Investment** | $3,234,060 |

| **MORTGAGE DATA** | **1ST LIEN** |
|---|---|
| **Loan Amount** | $3,180,000 |
| **Interest Rate (30/360)** | 5.000% |
| **Amortization Period** | 30 Years |
| **Loan Term** | 15 Years |
| **Loan Fees Points** | 1.00% |
| **Periodic Payment** | $17,070.93 |
| **Annual Debt Service** | $204,851 |

**CASH FLOW**

| For the Year Ending | Year 1 Nov-2024 | Year 2 Nov-2025 | Year 3 Nov-2026 | Year 4 Nov-2027 | Year 5 Nov-2028 | Year 6 Nov-2029 | Year 7 Nov-2030 | Year 8 Nov-2031 | Year 9 Nov-2032 | Year 10 Nov-2033 |
|---|---|---|---|---|---|---|---|---|---|---|
| **POTENTIAL RENTAL INCOME (PRI)** | **$2,294,573** | **$2,363,410** | **$2,434,312** | **$2,507,342** | **$2,582,562** | **$2,660,039** | **$2,739,840** | **$2,822,035** | **$2,906,696** | **$2,993,897** |
| **- Vacancy / Credit Loss** | $160,620 | $165,439 | $170,402 | $175,514 | $180,779 | $186,203 | $191,789 | $197,542 | $203,469 | $209,573 |
| **EFFECTIVE RENTAL INCOME** | **$2,133,953** | **$2,197,971** | **$2,263,910** | **$2,331,828** | **$2,401,783** | **$2,473,836** | **$2,548,051** | **$2,624,493** | **$2,703,227** | **$2,784,324** |
| **+ Other Income** | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
| **GROSS OPERATING INCOME (GOI)** | **$2,133,953** | **$2,197,971** | **$2,263,910** | **$2,331,828** | **$2,401,783** | **$2,473,836** | **$2,548,051** | **$2,624,493** | **$2,703,227** | **$2,784,324** |
| **- Operating Expenses** | $1,676,389 | $1,709,917 | $1,744,115 | $1,778,997 | $1,814,577 | $1,850,869 | $1,887,886 | $1,925,644 | $1,964,157 | $2,003,440 |
| **NET OPERATING INCOME (NOI)** | **$457,564** | **$488,054** | **$519,795** | **$552,831** | **$587,206** | **$622,967** | **$660,165** | **$698,849** | **$739,070** | **$780,884** |
| **Net Operating Income (NOI)** | $457,564 | $488,054 | $519,795 | $552,831 | $587,206 | $622,967 | $660,165 | $698,849 | $739,070 | $780,884 |
| **- Capital Expenses / Replacement Reserves** | $10,800 | $10,800 | $10,800 | $10,800 | $10,800 | $10,800 | $10,800 | $10,800 | $10,800 | $10,800 |
| **- Annual Debt Service 1st Lien** | $204,851 | $204,851 | $204,851 | $204,851 | $204,851 | $204,851 | $204,851 | $204,851 | $204,851 | $204,851 |
| **CASH FLOW BEFORE TAXES** | **$241,913** | **$272,403** | **$304,144** | **$337,180** | **$371,555** | **$407,316** | **$444,514** | **$483,198** | **$523,419** | **$565,233** |
| **Sales Proceeds** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **Sale Price Per Unit** | **$96,833** | **$103,139** | **$109,694** | **$116,514** | **$123,611** | **$130,986** | **$138,667** | **$146,639** | **$154,931** | **$163,556** |
| **Sales Price** | **$6,972,000** | **$7,426,000** | **$7,898,000** | **$8,389,000** | **$8,900,000** | **$9,431,000** | **$9,984,000** | **$10,558,000** | **$11,155,000** | **$11,776,000** |
| **- Sales Expenses** | $209,160 | $222,780 | $236,940 | $251,670 | $267,000 | $282,930 | $299,520 | $316,740 | $334,650 | $353,280 |
| **- Mortgage Balance 1st Lien** | $3,133,083 | $3,083,766 | $3,031,926 | $2,977,434 | $2,920,154 | $2,859,943 | $2,796,651 | $2,730,122 | $2,660,189 | $2,586,678 |
| **Sales Proceeds Before Tax** | **$3,629,757** | **$4,119,454** | **$4,629,134** | **$5,159,896** | **$5,712,846** | **$6,288,127** | **$6,887,829** | **$7,511,138** | **$8,160,161** | **$8,836,042** |

*Information contained herein may have been provided by outside sources and while deemed reliable, may be estimated, projected, subject to change, and/or limited in scope, and therefore should not be relied upon as accurate. Information should be independently confirmed within an applicable due diligence period. This is not an appraisal.*

*FOR MORE FINANCIAL INFORMATION PLEASE SIGN CONFIDENTIALITY AGREEMENT LOCATED ON PAGE 17 OF THIS DOCUMENT OR ONLINE AT BULLREALTY.COM*

SIGN CONFIDENTIALITY AGREEMENT ONLINE

# INVESTMENT PERFORMANCE ANALYSIS

Fiscal Year Beginning December 2023

| | |
|---|---|
| **Acquisition CAP Rate** | 7.19% |
| **Cost of Sale upon Disposition** | 3.00% |

| | |
|---|---|
| **Combined LTV at Acquisition** | 50.00% |
| **Combined DSCR at Acquisition** | 2.23 |
| **Purchase Price per Unit** | $88,333 |

**Summary of Investment Measures**

| For the Year Ending | Year 1 Nov-2024 | Year 2 Nov-2025 | Year 3 Nov-2026 | Year 4 Nov-2027 | Year 5 Nov-2028 | Year 6 Nov-2029 | Year 7 Nov-2030 | Year 8 Nov-2031 | Year 9 Nov-2032 | Year 10 Nov-2033 |
|---|---|---|---|---|---|---|---|---|---|---|
| **Loan-to-Value (LTV) - 1st Lien** | 44.94% | 41.53% | 38.39% | 35.49% | 32.81% | 30.32% | 28.01% | 25.86% | 23.85% | 21.97% |
| **Combined Lien Loan-to-Value (LTV)** | 44.94% | 41.53% | 38.39% | 35.49% | 32.81% | 30.32% | 28.01% | 25.86% | 23.85% | 21.97% |
| **DSCR - 1st Lien** | 2.23 | 2.38 | 2.54 | 2.70 | 2.87 | 3.04 | 3.22 | 3.41 | 3.61 | 3.81 |
| **Combined DSCR** | 2.23 | 2.38 | 2.54 | 2.70 | 2.87 | 3.04 | 3.22 | 3.41 | 3.61 | 3.81 |
| **Return on Equity** | 6.66% | 6.61% | 6.57% | 6.53% | 6.50% | 6.48% | 6.45% | 6.43% | 6.41% | 6.40% |
| **Before Tax Cash on Cash** | **7.48%** | **8.42%** | **9.40%** | **10.43%** | **11.49%** | **12.59%** | **13.74%** | **14.94%** | **16.18%** | **17.48%** |
| **Year Property Sold** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| **Before Tax Unleveraged Property Yield (IRR)** | 12.96% | 13.26% | 13.31% | 13.30% | 13.28% | 13.25% | 13.22% | 13.18% | 13.15% | 13.11% |
| **Effective Annual Cost of Borrowed Funds** | 6.03% | 5.51% | 5.34% | 5.25% | 5.20% | 5.17% | 5.14% | 5.12% | 5.11% | 5.10% |
| **Before Tax Impact of Leverage** | ↑ 6.76% | ↑ 7.07% | ↑ 6.84% | ↑ 6.53% | ↑ 6.22% | ↑ 5.92% | ↑ 5.65% | ↑ 5.41% | ↑ 5.18% | ↑ 4.99% |
| **Equity Multiple** | 1.20 | 1.43 | 1.68 | 1.95 | 2.24 | 2.54 | 2.87 | 3.21 | 3.57 | 3.95 |
| **Before Tax EQUITY Yield (IRR)** | **19.72%** | **20.33%** | **20.15%** | **19.83%** | **19.50%** | **19.17%** | **18.87%** | **18.59%** | **18.33%** | **18.10%** |

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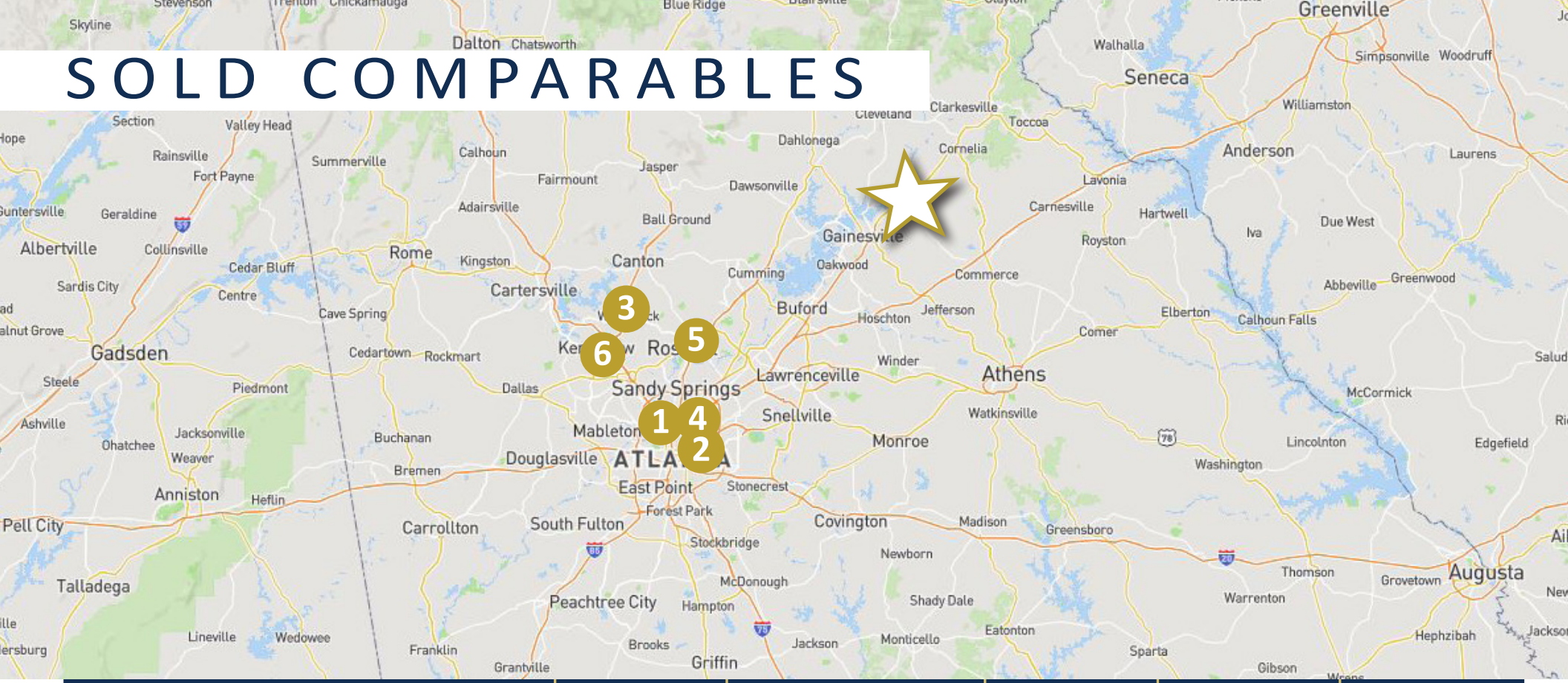
# SOLD COMPARABLES




| | ADDRESS | SALE PRICE | YEAR BUILT/ RENOVATED | PRICE/ UNIT | BUILDING SIZE | SOLD DATE |
|---|---|---|---|---|---|---|
| ☆ | 258 Park Avenue | $6,360,000 | 2005/2017 | $88,333 | 34,000 SF | -- |
| 1 | 7400 Peachtree Dunwoody Rd | $10,090,000 | 1999 | $152,879 | 59,705 SF | 3/31/2023 |
| 2 | 1896 Ludovie Lane | $1,900,000 | 1997 | $100,000 | 12,441 SF | 3/3/2023 |
| 3 | 294 Rope Mill Rd | $19,100,000 | 2016 | $198,958 | 30,000 SF | 5/2/2022 |
| 4 | 2848 Lenox Rd | $8,252,883 | 1998 | $110,038 | 69,263 SF | 12/22/2021 |
| 5 | 11725 Pointe Pl | $4,325,000 | 1998 | $135,156 | 31,308 SF | 12/21/2021 |
| 6 | 1740 Old 41 Hwy NW | $5,760,000 | 1997 | $130,909 | 34,991 SF | 7/21/2021 |

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# ASSISTED LIVING MARKET OUTLOOK

## DEMAND CALCULATION

The total demand is 189 Assisted living units today growing to 236 units in 2027 in the PMA, a 24.8% increase. There is a total of 118 Assisted Living competitive units (not including subject property) within the 10-mile PMA with 0 units under construction.

As the model indicates, the Unmet Demand for Assisted Living units in the Baldwin PMA totals 71 units growing to 118 units in 2027, a 66.2 % increase.

There are 4 competitive Assisted Living Facilities within the 10-mile PMA.

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

**15.5%** COGNITIVE DIFFICULTY

**39.9%** AMBULATORY DIFFICULTY

**15.7%** SELF-CARE

**30.1%** INDEPENDENT LIVING DIFFICULTY

## PMA DEMOGRAPHICS | 5 MILE RADIUS

### AVERAGE HOUSEHOLD INCOME

55 TO 64 YEARS OLD
**$88,299**

65 TO 74 YEARS OLD
**$75,813**

75+ YEARS
**$60,113**

### AVERAGE NET WORTH

55 TO 64 YEARS OLD
**$811,537**

65 TO 74 YEARS OLD
**$1,027,270**

75+ YEARS
**$944,360**

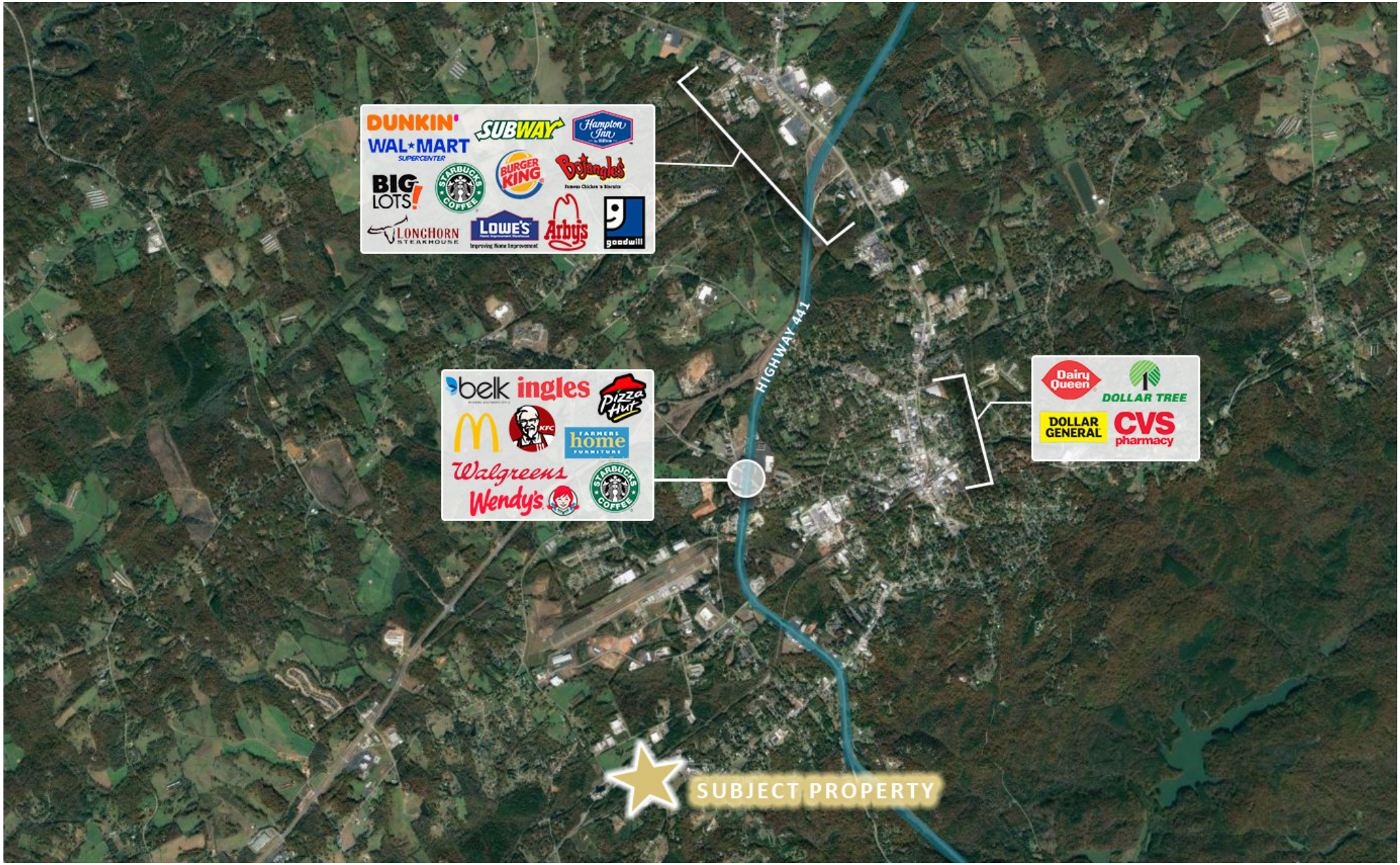
# ABOUT THE AREA

## BALDWIN, GA

Today, Baldwin's city limits contains some 4.5 square miles split between Banks and Habersham County. It is located along two major arterial routes: US Highway 441 and State Highway 365- both of which are divided 4-lane highways. On the westside of town, State Route 365 becomes Interstate 985 approximately ½-mile south of the city limits.

Baldwin is also home to the Habersham County Airport. The airport offers a 5,500-feet paved runway at 1,447 feet above sea level. It serves as the gateway airport to the Georgia Mountains with its central location in the foothills of the Blue Ridge Mountains.

# IN THE AREA


DUNKIN'
SUBWAY
Hampton Inn
WAL★MART
SUPERCENTER
BIG LOTS!
STARBUCKS COFFEE
BURGER KING
Bojangles'
LONGHORN STEAKHOUSE
LOWE'S
Arby's
goodwill
HIGHWAY 441
belk
ingles
Pizza Hut
KFC
FARMERS home FURNITURE
Walgreens
Wendy's
STARBUCKS COFFEE
Dairy Queen
DOLLAR TREE
DOLLAR GENERAL
CVS pharmacy
SUBJECT PROPERTY

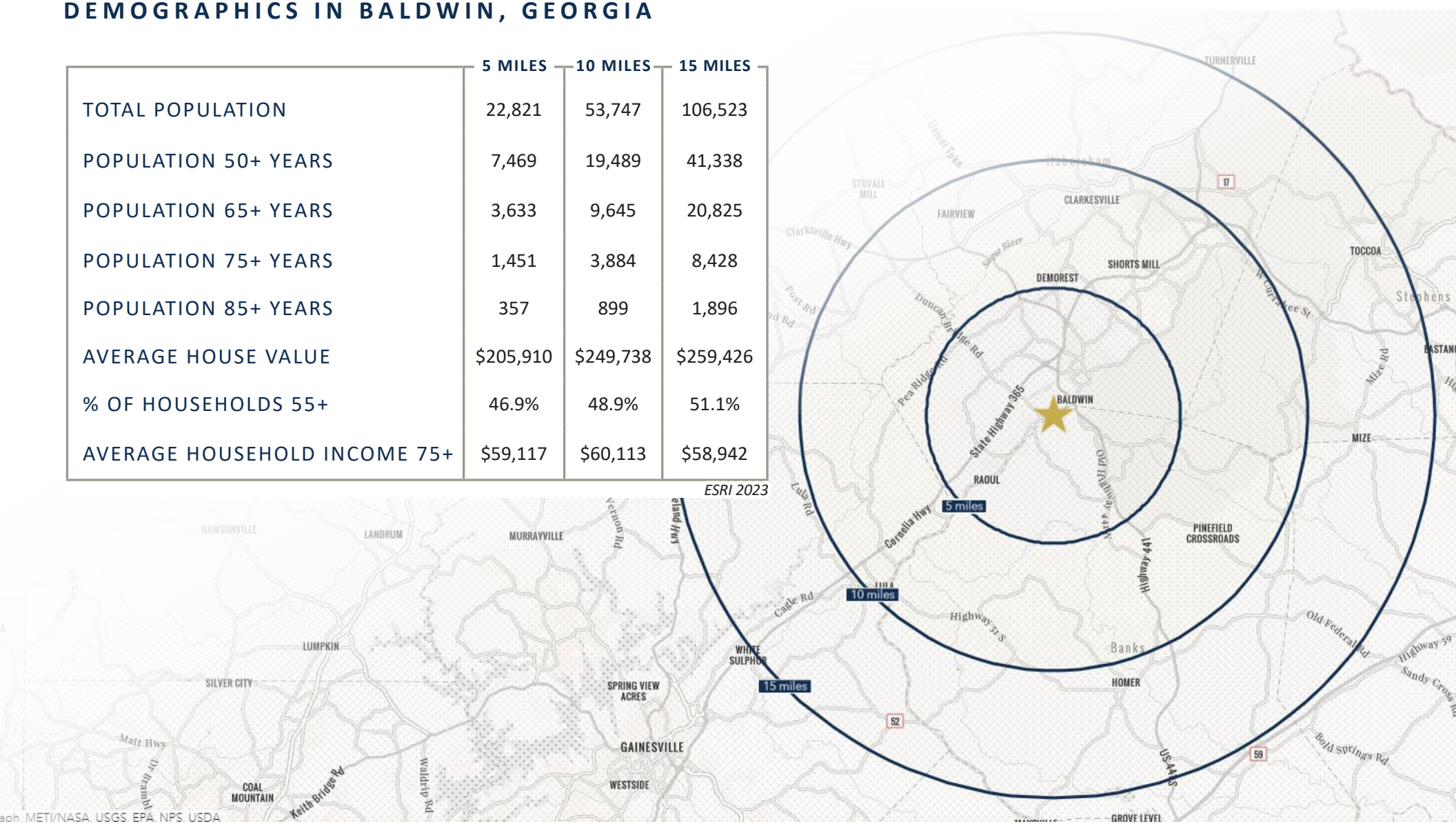
# NEARBY HOSPITALS

# DEMOGRAPHIC OVERVIEW

## DEMOGRAPHICS IN BALDWIN, GEORGIA

| | 5 MILES | 10 MILES | 15 MILES |
|---|---|---|---|
| TOTAL POPULATION | 22,821 | 53,747 | 106,523 |
| POPULATION 50+ YEARS | 7,469 | 19,489 | 41,338 |
| POPULATION 65+ YEARS | 3,633 | 9,645 | 20,825 |
| POPULATION 75+ YEARS | 1,451 | 3,884 | 8,428 |
| POPULATION 85+ YEARS | 357 | 899 | 1,896 |
| AVERAGE HOUSE VALUE | $205,910 | $249,738 | $259,426 |
| % OF HOUSEHOLDS 55+ | 46.9% | 48.9% | 51.1% |
| AVERAGE HOUSEHOLD INCOME 75+ | $59,117 | $60,113 | $58,942 |

*ESRI 2023*



# ABOUT
# *BULL REALTY*

***MISSION:***
To provide a company of advisors known for integrity and 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 properties

***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 intel, forecasts and strategies. The weekly show is available to stream wherever you get your podcasts or on the show website: www.CREshow.com.

***JOIN OUR TEAM***
Bull Realty is continuing to expand by merger, acquisition and attracting agents with proven experience. As a regional commercial brokerage firm doing business across the country, the firm recently celebrated 25 years in business and $1.9 billion annual transaction volume.

**CONNECT WITH US:**
***https://www.bullrealty.com/***

**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*

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CELEBRATING 25 YEARS

# 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 258 Park Avenue, Baldwin, GA 30511. 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

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Atlanta, GA 30328
BullRealty.com


SIGN CONFIDENTIALITY AGREEMENT ONLINE

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