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NEWS RELEASE

Bull Realty, Inc.
50 Glenlake Parkway, Suite 600
Atlanta, GA 30328

April 15, 2025

Bull Realty Brokers Drug Abuse Treatment Center in North Metro Atlanta



Cartersville, GA -Bull Realty Senior Housing Group President, Ernie Anaya, was exclusively selected to market and sell a 38,339 square foot, 92-bed senior housing facility located in Cartersville, Georgia (Bartow County). The property located at 233 Gilreath Road sold for \$9,504,000 on March 6, 2025. The sale involved a change in use from assisted living to drug abuse treatment facility.

“The local market for assisted living had been saturated forcing the facility to close facing foreclosure. Our market analysis identified the highest and best use was as a conversion to a behavioral health facility offering substance abuse treatment and detox. The analysis showed significant unmet demand as a behavioral health facility with no private pay competition within 30 miles which included the wealthiest counties in Georgia including Cobb and Cherokee counties.

Previously, the facility had been marketed by an out-of-state firm as senior housing and had only generated a \$3.5 million offer which was rejected. The sale we procured prevented foreclosure and put some dollars in the seller’s pocket,” said Anaya.

Bull Realty’s Senior Housing Group provides acquisition, disposition, sale-leasebacks, equity, debt, consulting, joint venture and development opportunities related to Senior Housing, Independent Living, Assisted Living, Memory Care, Skilled Nursing, Continuing Care Retirement Communities (CCRC), Hospice, and Age Restricted Multifamily properties across the Southeast.

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About Bull Realty:

Bull Realty, Inc. (www.BullRealty.com) founded in 1998 is a regional commercial real estate brokerage firm licensed in eight southeast states headquartered in Atlanta providing acquisition, disposition, project leasing,



and tenant rep services. The firm also produces the nation's leading show on commercial real estate topics, America's Commercial Real Estate Show (www.CREshow.com).

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