

National Connections With Local Representation



# The PRESTIGE GROUP

SPECIALIZING IN  
SENIOR HOUSING  
& HEALTH CARE  
FACILITIES

## **SALES & ACQUISITIONS**

- SENIOR HOUSING
- LAND DEVELOPMENT
- PERSONAL CARE
- INDEPENDENT LIVING
- ASSISTED LIVING FACILITIES
- SKILLED NURSING FACILITIES
- ADDICTION & MENTAL HEALTH FACILITIES
- CCRC
- HOME HEALTH CARE AGENCIES

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**The Premier Senior Housing & Health Care Broker**

321 S Valley Forge Road, Devon, PA 19333 • 610.902.3900 or 800.866.5876 • [PrestigeGroupSeniorHousing.com](http://PrestigeGroupSeniorHousing.com)



## **MISSION STATEMENT**

**Prestige Group's** commitment to unparalleled excellence to our clients is our main goal. We are dedicated to providing our clients professionalism in commercial real estate sales, marketing and real estate consultation through teamwork, creativity, continued education, technology and a vigilant eye on market trends to enable us to be on the cutting edge of the market place.

## **PURPOSE**

### **We Specialize in the Sales and Marketing of:**

Multi-Family Properties • Investment Properties • Financing  
Senior Housing & Health Care Properties • Land Developments  
Buyer/Tenant Representation • Real Estate Consultation

## **GOAL**

Our Goal is to Respond to our Clients' Needs and Build  
Long Term, Trust Based Client Relationships



### ***HISTORY***

**Prestige Group** was founded by Richard Natow in 1987.

Through ingenuity, creativity and entrepreneurial thinking, Prestige Group has flourished!

An independently owned and operated company, Prestige Group has the flexibility to adapt to meet the demands of the ever changing market.

### ***OUR RECORD HAS BEEN OVERWHELMING!***

**Prestige Group** has been the recipient of several major industry awards as well as having been honored twice by The Philadelphia Business Journal as one of the “Philadelphia Top 100”. Due to outstanding sales, The Wharton School of The University of Pennsylvania twice chose Prestige Group as one of the fastest growing private firms in the Philadelphia region. A unique distinction is that Prestige Group is noted to be the only real estate firm to receive this prestigious honor.

In addition, Prestige Group has been approved by the Bankruptcy Court of the United States of America to coordinate the sale and marketing of multi-family properties.





### *THE PRESTIGE TEAM*

With over 150 years of combined experience and talent, the principals, senior management, sales team and administrative staff of Prestige Group have diverse real estate backgrounds and technical skills. This blend of perspectives and capabilities greatly contributes to the consistency of our success and growth.

Prestige Group is dedicated to providing value-added professional real estate services to our clients and associates in the most effective and responsive manner through teamwork, integrity and creativity, with a commitment to excellence on a daily basis.

We are committed to provide a work environment which promotes and respects individual potential and contributions of our staff. Our support and fostering of employee involvement enable Prestige Group to continue to be a leader in the field of Investments and Senior Housing.



Specializing in Senior Housing & Health Care Facilities

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*“Your communication skills and attention to detail were key components to making the sale of our facility, “The Gardens at Cross Keys” smooth and successful.*

*We look forward to working with you on other asset dispositions.”*

*Sara K. Gowing, CEO  
The Quaker Group*

### **Richard Natow, President and Founder**

*RNatow@PrestigeGroup.com*

*610.348.7400 Cell*

Richard is true to the entrepreneurial spirit!

After owning a successful marketing and advertising company Richard entered the real estate business and quickly developed a niche of selling land to builders and developers and marketing the new home developments. Richard understands the benefits of diversification and began investing in commercial and investment properties which includes senior housing.

Richard founded Prestige Group in 1987. His diverse real estate background, including sales, marketing, investment and development gives him an understanding of the entire scope of the real estate industry.

An open door policy with management, sales and administration allow for a collaboration of ideas and problem solving techniques to ensure a positive, success oriented environment to benefit our clients.

Being a principal in a Senior Housing facility gives him a unique and invaluable perspective of understanding a transaction from all sides.



**RICHARD NATOW**  
President

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### **Joe Shallow, Vice President**

*JShallow@PrestigeGroup.com • 610.701.1133 Cell*

Joe specializes in the complex field of sales and marketing of senior housing and healthcare properties. Joe is committed to building lasting relationships with his clients.

A native of the Main Line of Philadelphia, Joe attended Cabrini College where he earned a Bachelor of Science degree in Business and a minor in Marketing. Joe has earned the coveted and highly respected rank of Eagle Scout.

He brings the same level of determination, resolve and integrity needed to become an Eagle Scout to his real estate profession.

Joe has been a guest lecturer on entrepreneurship and business on the college level. He spends his personal time doing many philanthropic activities as well as coaching a local lacrosse team.

Joe is a member of several professional real estate organizations.



**JOE SHALLOW**  
Vice President



**JON MIRSKY**  
Vice President

### **Jon Mirsky, Vice President**

*JMirsky@PrestigeGroup.com • 610.212.8344 Cell*

Jon concentrates his efforts in the multi-family, senior housing, and healthcare sectors. He has extensive multi-family and mixed-use property sales and marketing experience. Jon has a strong corporate real estate background having worked for a national retailer and managed a 20 property portfolio. This experience is a tremendous benefit for his clients.

A graduate of Temple University, Jon is a life-long resident of suburban Philadelphia. Jon's professionalism is enhanced by his warm approachable style.

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### ***Sajan Shah, Sales Associate***

*SShah@PrestigeGroup.com • 609.634.8735 Cell*

Saj specializes in the sales and marketing of multi-family, senior housing and healthcare properties.

Saj has been working at Prestige Group since he was an undergraduate when he was an assistant to our sales team. As an assistant Saj was involved in all aspects of the business. This experience has been beneficial to Saj's sales efforts as he has an intimate awareness of the array of things that go into a successful transaction; detailed research, facility valuation, income and expense sheet evaluation, business opportunity analysis as well as understanding clients' goals and objectives.

Local to the Philadelphia area, Saj earned his Bachelor of Arts in Business from Temple University. Diligent and determined, Saj holds a black belt in Goju Ryu Karate.

Saj is a crucial member of the Prestige Group sales team. He takes great pride in his commitment to provide excellent service to his clients.



**SAJAN SHAH**  
Sales Associate



**SHELBY SIMMONS**  
Vice President  
Project Coordinator

### ***Shelby Simmons, Vice President of Operations & Project Coordinator***

*SSimmons@PrestigeGroup.com • 610.405.7400 Cell*

Shelby is responsible for overall team coordination. She directs marketing efforts, manages the administrative and settlement coordination departments to keep the transaction on track as well as being responsible for the financial administration of Prestige Group.

Shelby's corporate sales background, and degree in Communications with a concentration in advertising, give her a unique perspective in the management of Prestige Group. Shelby's well rounded experience is advantageous to fulfilling our client's goals of a successful transaction. In over 25 years at Prestige Group, Shelby has been involved in all facets of managing, marketing and coordination of projects.

Shelby understands the complexities and nuances involved in Senior Housing and Commercial real estate sales. Her goal is to guide the team to provide our clients with personalized service and results oriented solutions.

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### **Debby Weinstein**, Settlement Coordinator

[DWeinstein@PrestigeGroup.com](mailto:DWeinstein@PrestigeGroup.com) • 610.902.3939 X104

Debby's legal background is a crucial component in her role as Settlement Coordinator. Knowledge of the complex issues involved with property settlements is critical in the navigation of a successful transaction.

Disciplined, determined and highly organized, Debby possesses the necessary skills to effectively manage the settlement process.



**DEBBY WEINSTEIN**  
Settlement Coordinator



**FRANCINE BRODEUR**  
Executive Assistant

### **Francine Brodeur**, Executive Assistant

[Francine@PrestigeGroup.com](mailto:Francine@PrestigeGroup.com) • 610.902.3939 X100

Francine has the challenging job of balancing administrative duties, sales support and graphic design/marketing projects as well as being at the center of it all!

Francine brings a diverse skill set to efficiently handle the variety of duties she encounters on a daily basis. She has a BFA in Advertising from Moore College of Art and over 25 years working in the design/marketing field. This along with her office management experience make Francine an integral part of the Prestige Group team.

Francine's professionalism and gracious style is a benefit to our sales staff as well as our clients.

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## WHY PRESTIGE GROUP?

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### *Excellence & Professionalism*

- Industry Expertise and Specialization
- Proven Results —  
*Tens of Millions of Dollars in Transaction Value*
- Regional and National Focus
- Dedicated Buyer Representation
- Comprehensive Seller Representation
- Experience —  
*35+ Years of Progressive Deal Related Experience*
- Extensive Sales Channels —  
*Contacts with Public & Private Firms*
- Quality —  
*Prestige Group Produces High Caliber, Individualized Offering Memorandum*
- Non-Stop Facilitation

*Our relentless commitment to guiding the transaction to closing differentiates Prestige Group from the competition whose involvement is limited to making introductions.*

*We are there 24/7 to provide advice and strategy to close the deal for you.*



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### *Dedicated to Providing Successful “Value Add” Real Estate Service to the Senior Housing & Health Care Industry*



**Prestige Group’s** national reputation for excellence and professionalism is well earned. The measure of our success, in this era of corporate mergers, is that we remain independently owned and operated since 1987 by Richard Natow, founder and President.

**Richard Natow and his team of experts** structure and implement the successful sales and new acquisitions of all types of senior housing and health care facilities to both major corporate operators as well as smaller independent operators.

Our expertise is in the sales of senior housing and health care companies that provide hands-on patient care and services.

We cultivate our relationships by offering personalized service, discretion and an in-depth knowledge of the senior housing and health care industry.

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## SELLER SERVICES

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*Prestige Group Offers Comprehensive Seller Representation... Exclusive & Confidential.*

### **PRESTIGE GROUP Performs The Following Seller Services:**

- Business Valuation based upon past and present financial performance as well as operational performance and future potential (upside, development opportunities, expansion possibilities)
- Strategic Planning for the Disposition of the Facility
- Professionally Prepared High Caliber Marketing Packages that include a Confidential Offering Memoranda
- Identify and Solicit Prospective Buyers. We maintain a national data base of Buyers, Operators, REITS and Lenders.
- Coordinate and Oversee the Buyer's Due Diligence Process.
- Synchronize Details of the Sale to a *SUCCESSFUL CLOSING!*

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## ACQUISITION SERVICES

*Prestige Group Offers Dedicated Buyer Representation.*

**To reach our goal of providing professional personalized service to our clients we get to know their business philosophy and determine their acquisition criteria.**

### **Our Buyer Representation Includes a Wide Range of Services:**

- We provide market analysis for the areas of interest.
- We target our acquisition searches nationally, regionally or locally based upon the Buyer's criteria.
- Based upon Buyer's criteria, we identify and analyze potential acquisitions.
- Our depth of experience in the health care industry helps us negotiate favorable purchase agreements
- We coordinate and assist the Buyer through the complicated due diligence process.
- Prestige Group has many sources of funding for senior housing and health care facilities and we can assist in arranging financing.
- We synchronize and coordinate the complex sale process so nothing falls through the cracks to jeopardize the closing.

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EXPERTISE + EXPERIENCE + RELATIONSHIPS =  
**RESULTS**

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## **SOLD – HEALTH CARE FACILITIES**

**Serenity Pines Personal Care**

26 Bed Personal Care Facility  
Bridgeville, PA

**B&B Assisted Living**

30 Bed Assisted Living Facility  
Dillon, SC

**Colonial Terrace Personal Care Home**

36 Bed Personal Care Facility  
Corry, PA

**Thorpe's Personal Care Home**

44 Bed Personal Care Facility  
Charleroi, PA

**The New Dawn Personal Care Home**

30 Bed Personal Care Facility  
Charleroi, PA

**East Road Adult Home**

20 Bed Adult Facility  
Lowville, NY

**Cornerstone Living**

40 Bed Memory Care Facility  
New Tripoli, PA

**Genesis Senior Living**

92 Bed Skilled Nursing Facility  
with Memory Care Unit  
Aledo, Illinois

**Katera's Kove**

79 Bed Personal Care Facility  
Wampum, PA

**The Hillside Senior Living**

60 Bed Personal Care Facility  
Montoursville, PA

**Trinity Oaks Personal Care Center**

Beaver, PA

**Vintage Knolls**

66 Bed Personal Care Facility  
Danville, PA

**Rebekkah Manor Wellness Community**

Ebensburg, PA

**Keystone Garden Estates**

Larksville, PA

**Chelsea of Jenkintown**

62 Unit Personal Care Facility  
Jenkintown, PA

**Northeast Residence**

35 Bed Personal Care Facility  
Philadelphia, PA

**Mannco Manor**

42 Bed Assisted Living Facility  
Emmaus, PA

**Colonial Hall**

148 Bed Assisted Living Facility  
Lancaster, PA

**Rheems Nursing Center**

65 Bed Skilled Nursing Facility  
Rheems, PA

**Regina Nursing Center**

80 Bed Skilled Nursing Facility  
Philadelphia, PA

**Regency Park Assisted Living**

65 Bed Assisted Living Facility  
Gambrills, MD

**Chestnut Hill Manor**

48 Bed Assisted Living Facility  
& Alzheimer Facility  
*Plus Land to Construct 200  
Bed Continuing Care Center*  
Brodheadsville, PA

**Bethesda Court**

128 Bed Assisted Living Facility  
Philadelphia, PA

**West Reading Inner Circle**

78 Bed Assisted Living Facility  
West Reading, PA

**Brightfield Assisted Living**

146 Bed Assisted Living Facility  
Hatfield Township, PA

**The Gardens at Cross Keys**

106 Bed Assisted Living Facility  
Washington township, NJ

**Ida Russell Fillis**

38 Bed Assisted Living Facility  
Philadelphia, PA

**Anna Erika**

427 Bed Adult Home  
& Assisted Living Facility  
Staten Island, NY

**Morris-Pace**

30 Bed Assisted Living Facility  
Philadelphia, PA

**Anchor Inne**

39 Bed Assisted Living Facility  
Erie County, PA

**Colonial Courtyard 1**

55 Bed Assisted Living Facility  
Clearfield, PA

**Colonial Courtyard 2**

44 Bed Assisted Living Facility  
Tyrone, PA

**Colonial Courtyard 3**

78 Bed Assisted Living Facility  
Bedford, PA

**Gracious Living Estates**

65 Bed Assisted Living Facility  
Montrose, PA

**Serenity Pines Personal Care**

26 Bed Personal Care Home  
Bridgeville, PA

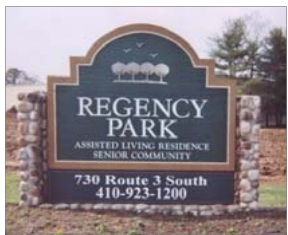
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## LETTERS OF RECOMMENDATION

*“ Thank you for all the help you gave us in selling Colonial Hall Rehabilitation Center. After having our Assisted Living Facility on the market for 3 years, you were able to find a buyer for the facility within one week of taking the sale under your wings!*

*— Anita Winter*

*“ From the moment you received the sales contract for Regency Park, you were aggressively marketing our project and acting as a knowledgeable resource to buyers. It is uncommon to find a company that goes so far beyond ‘showing property’. Your ability to keep the offers coming and the deal moving to closure makes you a resource for owners who are marketing complex operating real estate deals.”*

*— Jon Grant*

*“ When we first met about the potential listing of Brightfield, we identified several challenges due to the facility’s age and administrative inefficiencies. But you spent countless hours reviewing several years worth of Brightfield records and were able to create an offering package which not only reflected the current operation, but helped prospective buyers to see potential upside opportunity.”*

*— Sara Gowing, CEO: The Quaker Group*

*“ It was a pleasure working with a professional organization like yours. Prestige Group presented us several facilities that fit our acquisition criteria. Your knowledgeable and tactical negotiations on our behalf resulted in our gaining a facility that compliments our existing portfolio.”*

*— Dave Norcini*

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### ***A Complex Transaction Involving Mineral Rights and Land Development***

This was an extremely complex transaction as it involved the sale of the facility, real estate and residual mineral rights and development opportunities as the facility was situated on over 25 acres.

Prestige Group was tasked to market the property to yield the highest value. The marketing campaign was geared to highlight the potential development or expansion possibilities. Our expertise in land development was crucial in the successful sale of this property. Our experience enabled us to properly value the development opportunity.

We identified a list of potential buyers and targeted our marketing

campaign towards the operators and developers with the sophistication and financial ability to purchase the property, understand the gas and mineral rights and develop the additional ground.

The facility was licensed for 72 beds with a historical census of over 95%. Once operational, the Sellers were able to write off taxes for many years because of their initial investment. After operating the facility for over 20 years the Sellers decided to sell as they were no longer able to receive the same level tax benefits as they previously had. Additionally, they were at a stage in life where they were no longer interested in being operators.

Located in the Marcellus Shale Region, the property was sitting on natural gas. There were two years remaining on a five year lease with a gas company for the extraction of the natural gas.

In addition there was tremendous value add potential as the facility was

located on over 25 acres of developable ground.

Understanding the Sellers motivation to sell is an important component of any successful transaction.

The Sellers originally developed this facility from the ground up as a way to defray taxes from their current income stream. They purchased the ground and went through the development process from environmental, engineering, architectural to zoning and state licensure for an assisted living facility.

Prestige Group was the exclusive broker for both the listing and selling side of this transaction. The Buyer was a national operator of assisted living facilities. The sale price included a premium for both the gas and mineral rights and the development potential.

Prestige Group was successful in negotiating a sale for \$9,000,000 which was \$125,000 per bed.





## CASE STUDY #2

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### Three Facility Portfolio

Prestige Group was tasked with marketing and selling a portfolio of three assisted living facilities with a total of 164 units and 175 beds.

Because the properties were branded alike, we marketed the properties as a portfolio instead of individual facilities. The portfolio had name recognition in the region because they had the same corporate name individualized with the specific city, used the same logo, colors etc.

Marketing a portfolio for sale presents a unique set of circumstances:

- A buyer must be interested in purchasing three separate facilities
- Each facility has separate financial information.
- Each facility has individual physical characteristics.
- There are three sets of everything: Management, staffing, census, demographics, maintenance, etc.

The facilities were located in three different cities located within an hour and a half from each other along a major highway.

After completing our financial analysis

and research of the facilities in conjunction with our knowledge of the marketplace we ascertained that there was huge upside potential for this portfolio. The properties were extremely well maintained with no deferred maintenance. There was excessive annual spending on each facility which included a third party management fee. The opportunity to bring the management in-house and reduce the spending made this portfolio extremely attractive to a knowledgeable operator.

Our marketing efforts were successful as the buyer we secured was an assisted living operator who already owned several facilities. They had the expertise and experience to handle the oversight and management of additional facilities.

Prestige Group was involved throughout the entire transaction — from marketing, Agreement of Sale negotiations and due diligence through the settlement process.

The 175 bed portfolio sold for \$14,500,000 which yielded \$82,857 per bed.



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### ***The Crown Jewel of Staten Island: Anna Erica 425+ Bed Assisted Living Facility and Adult Day***

Prestige Group is proud to have received the exclusive contract to market one of the largest assisted living facilities in the State of New York — *Anna Erica*.

The eight story facility was purpose built and licensed to serve over 425 residents. It was situated on over 2 acres and had parking for 60 vehicles.

The facility held several different state licenses to provide a variety of services. In addition to assisted living services, the facility provided home health care services, personal care services, memory care unit and adult drop in day care.

The income stream from the residents was a combination of SSI and private pay. In addition, a local hospital leased one floor of the building as a medical office which provided additional income.

This was a unique situation as the owners of the facility had a leasehold interest in the building but did not own the real estate.

Prestige Group handled both the listing and sale sides of this transaction. The negotiations were two-fold. We successfully negotiated the sale between the buyer and seller.

Prestige Group also negotiated a new lease with first right of refusal to purchase the property between the buyer and landlord.

The Seller's goals were met by yielding \$9,000,000 for their business.





## THE PRESTIGE BENEFIT

### *A Full Service Real Estate Organization... Ready to Assist the Needs of Our Clients*

#### **Selling a Property**

Our organization stands ready to market and sell commercial, multi-family, investment, industrial, senior housing and healthcare properties using a myriad of tools from presence on the Internet, print advertising, direct mail marketing.

#### **Buying a Property**

The Prestige Team is geared to finding commercial properties for Buyers. Our creative use of our in-house data base of owners, developers and operators of senior living properties, use of technology and good old fashioned hard work brings satisfaction to our clients.

#### **Property Evaluation**

Through experience, market knowledge and the latest in comparable technology, we are able to provide Buyers and Sellers with accurate property values. Accurately pricing a property is the first step to a timely sale.

#### **Financing**

Prestige Group has the experience and expertise to help Buyers and Sellers through the financing process. Our knowledge and creativity help get the deal done!

#### **Settlement Services**

Under the professional direction of Debby Weinstein our settlement department is equipped to provide all of the services necessary for a successful settlement. Experienced with dealing with all aspects of settlement from title issues, mortgage commitments to property inspection issues. The Prestige Group settlement department has been the unsung hero in the successful completion of many deals!

#### **Real Estate Consultation**

Our Consultation Services are tailored to the specific needs of our Clients. We are retained to offer objective, responsible counsel to help our Clients make the best decision to reach their needs and goals.

#### **Zoning/Land Use Issues**

Prestige Group will assist you with zoning, land use, change of use and other issues which may arise. Our experience with working with Townships, Boroughs, Counties, and government regulatory agencies can be a great benefit to the Buyer/Tenant's ability to obtain the proper permits, zoning, etc., needed for a successful transaction.

#### **Buyer/Tenant Representation**

We are prepared to collaborate with you and find the best real estate for your needs. We will work with you on an exclusive basis and represent your best interests during the entire process of searching for a property, agreement of sale preparation, due diligence, through settlement.

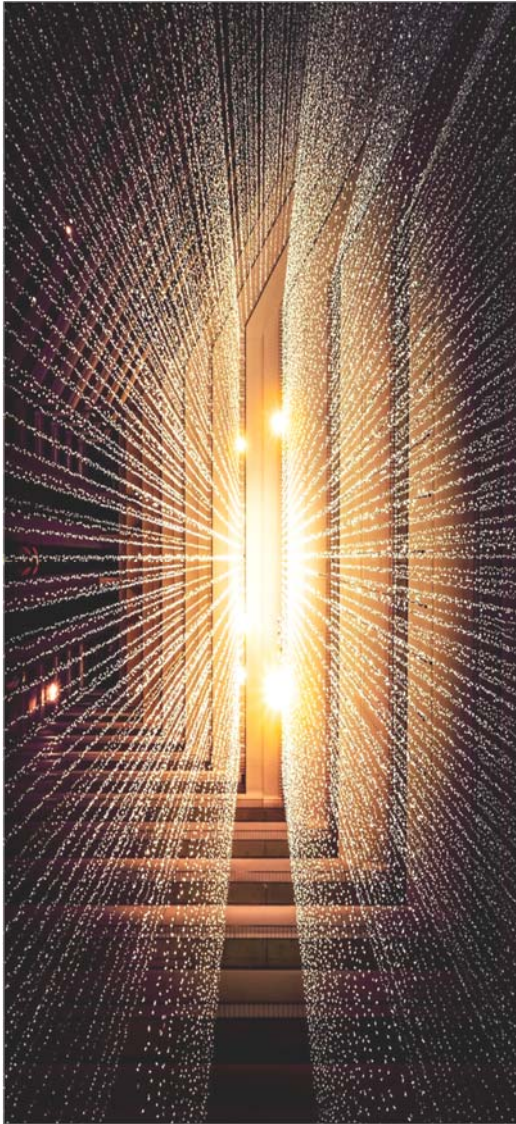
#### **1031 & Tax Deferred Exchanges**

The Prestige Team understands the complexities and strategies needed for a successful 1031 or tax deferred exchange. Time being of the essence, Prestige Group works diligently to complete the transactions.

#### **Administrative Staff**

The Prestige Group Team of sales people are supported by the finest, most professional administrative staff in the industry. Headed by Shelby Simmons, Vice President of Operations, the administrative staff is knowledgeable and experienced in all aspects of the deal from searching for properties, marketing and advertising to the most detailed and efficient settlement department. The administrators are a key ingredient to the success of the Prestige Team.





Prestige Group is committed to professionalism through technology, education and old fashioned no-nonsense hard work!

We can search for properties or market properties for sale worldwide through our memberships in various commercial real estate sites and data bases.

Our membership in the various Multiple Listing Services and various Associations ensures exposure of a property to Senior Living Operators, Investors and Developers.

Our in-house data base of owners, developers and operators enables us to target market and/or mass market when doing a property search or marketing a listing.

We utilize the most current sources for property comparables to accurately value properties.

Professionally prepared digital and print brochures are created for all of our commercial, industrial and investment property listings.





*A “Boutique Brokerage Firm,” Prestige Group is  
Uniquely Positioned to Fulfill All of Your Senior Living,  
Investment and Real Estate Needs!*

Our specialized niche enables us to focus on the business and financial markets and their impact on the real estate market.

The synergy of our dynamic sales force and administrative staff creates a cohesive atmosphere conducive to successful business.

*We Stand Ready to Collaborate with You  
and Accomplish Our Mission  
By Fulfilling Your Real Estate Goals.*