



# KINGDOM FORGE HOLDINGS

Villa Rica Senior Campus  
Integrated Multi-Phase Senior Living Development

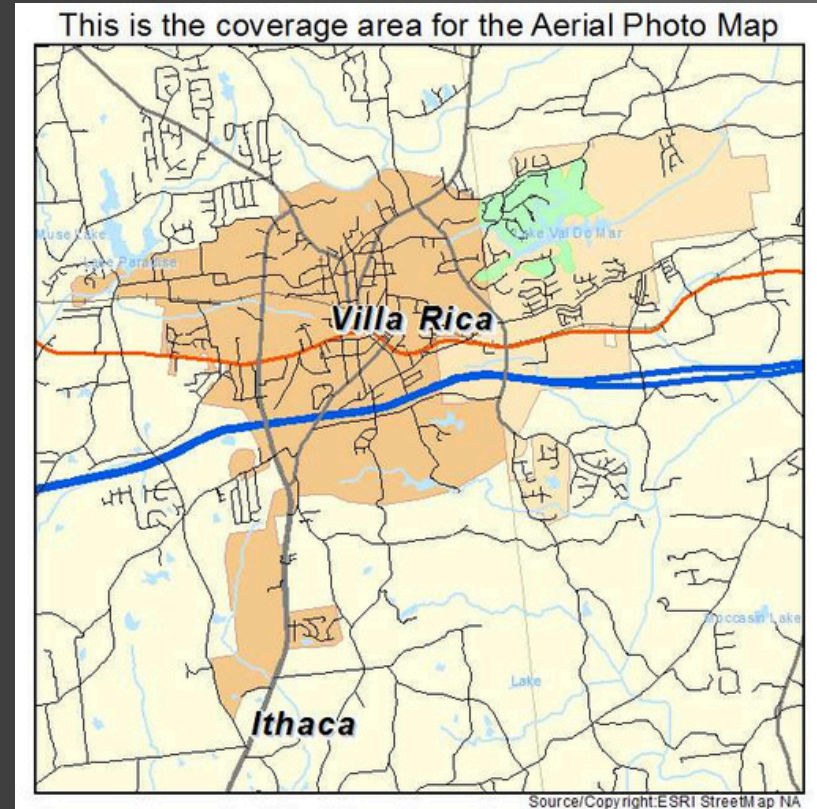
Presented by: KINGDOM FORGE HOLDINGS (KFH)  
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# Villa Rica Senior Campus

## Integrated Multi-Phase Senior Living Development

### Project Overview:

- **Location:** Villa Rica, Georgia – West Georgia corridor.
- 7.96-acre entitled, zoned, with existing Land Disturbance Permit (LDP).
- Phased vision to deliver full continuum of senior housing.
- Strong market demand for both **Independent Living and Assisted Living** solutions.
- **Land valuation:** \$2.0–\$2.2 million total.





# Strategic Three-Phase Development

## Phase 1: Independent Living Duplexes

- 20 senior-friendly rental units in 10 duplex buildings.
- ~1,700 sq. ft. per unit with garages.
- Private road governed by HOA to minimize city service burden.
- Phased build: 4–8 units at a time for capital control.
- Low water/sewer demand per unit.

## Phase 2: Assisted Living & Memory Care

- ~48-bed licensed facility with dedicated design.
- Targeting HUD or specialty senior living financing.
- Serves high-need market segment with proven demand.

## Phase 3: Commercial Outparcel

- Reserved for future medical/professional use.
- Enhances integrated senior campus vision.



# Infrastructure & Utility Strategy

## Smart Site Development Approach

- Phased horizontal work reduces upfront cost and aligns with leasing velocity.
- Private road governance through HOA minimizes city maintenance obligations
- HOA governance ensures architectural consistency and maintenance standards.
- Build-as-you-go approach with minimal site disturbance preserves natural features
- Independent Living phase designed for low per-unit utility impact to aid approvals.



**Utility Capacity Application in progress with Villa Rica city officials and civil engineering partners modeling total site demands.**

# Financial Performance & Investment Profile

## Land Contribution:

- ~7.96 acres with total value of \$2.0–\$2.2 million.
- Phase 1 collateral valuation: ~\$1.2 million.

## Phase 1: Independent Living (Per Door Costs):

- **Land (contributed):** ~\$25,000/door.
- **Site Development:** ~\$60,000/door (front-loaded; drops to ~\$45,000 in later phases).
- **Construction:**  $\sim \$150/\text{SF} \times 1,700 \text{ SF} = \sim \$255,000/\text{door}$ .
- **Builder & Developer Fees:** ~\$20,000/door combined.
- **Total All-In Estimate:** ~\$360,000–\$370,000/door.

## Phase 2: Assisted Living / Memory Care:

- ~48-bed licensed facility.
- **Construction benchmark:** ~\$200K–\$250K/bed.
- **Total vertical build estimate:** ~\$10–12 million.
- Excludes shared site development costs (~\$600K–\$700K).
- HUD or specialty financing strategy targeted.

## Revenue Model (Independent Living):

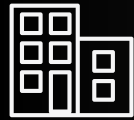
- ~\$2,400/month/unit rent.
- ~\$28,800 annual gross per unit.
- 70% NOI margin (\$20,000/unit).
- Cap rate assumption: ~6.25%.
- Projected exit valuation: ~\$320K–\$330K/unit.





# Partnership Structure & Next Steps

## Project Team



### Development

**Kingdom Forge Holdings / JW Cox Development** with co-development leadership from **John Moore & NBeTween LLC**



### Construction

Builder partners **Matt Power & Brandon Woodman** bringing specialized senior housing expertise



### Operations

**Solinity** providing experienced senior living operation for lease-up, compliance, and marketing



## Investment Advantages:

- Fully entitled site with LDP secured.
- Strong land contribution reduces cash equity requirement.
- Flexible construction-to-permanent loan strategy.
- Phased approach aligns capital deployment with demand absorption.
- Addresses critical, underserved senior housing need in West Georgia.
- Professional operational partner ensures consistent performance and exit readiness.

## Next Steps

1. **Finalize utility capacity confirmations with City Engineering**
2. **Submit formal phased site plan to Villa Rica**
3. **Launch Phase 1 sitework and vertical construction**
4. **Advance Assisted Living financing strategy in parallel**