

Rome Mobile Home Park

73 Dugger Dr & 1080 Hennon Dr | Rome, GA 30165

**Manufactured Housing
Investment Opportunity**

Offering Memorandum



MATTHEWS™

Exclusively Listed By



Max Tock

Associate

(404) 897-0548

max.tock@matthews.com

License No. 443183 (GA)



Connor Kerns

FVP & Associate Director

(404) 445-1090

connor.kerns@matthews.com

License No. 408600 (GA)

Maxx Bauman

Broker of Record

Broker License No. 451849 (GA)

Firm License No. 80041 (GA)

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Property Overview

Rome Mobile Home Park
Rome, GA 30165



Executive Summary

90 Dugger Dr & 1080 Hennon Dr

Rome, GA 30165

19

Total Units

± 2.85

Lot Size (AC)

The Opportunity

Matthews™ is proud to exclusively present Rome Mobile Home Park, located at 90 Dugger Dr & 1080 Hennon Dr Rome, GA 30165. This is a 19-lot manufactured housing investment strategically positioned within the foothills of the Appalachian Mountains, serving as the regional hub for Northwest Georgia.

The property offers investors the opportunity to acquire a value-add asset in a stable, steadily growing market characterized by a diverse economic base. With a current vacancy rate of 20% and lot rents trailing the market by approximately 25%, the asset provides immediate upside through lease-up and standardized management.

Rome Mobile Home Park benefits from a mix of park-owned and tenant-owned homes, creating multiple revenue streams and durable demand within a market exceeding 14,500 households in the greater metropolitan area. With favorable demographics and a high homeownership rate in the surrounding trade area, this offering presents a compelling opportunity to acquire a high-yielding alternative asset.



INVESTMENT HIGHLIGHTS

Property Highlights

- **19 Total Lots**
- Unique dual-site configuration across 73 Dugger Dr and 1080 Hennon Dr.
- Unit mix includes 12 Park-Owned Homes (PO-2+1), 5 Tenant-Owned Homes (TO), and 2 Rental Homes.
- Total Land Area of approximately 2.85 Acres consisting of a 1.98 AC and a 0.87 AC site.
- **Current Average All In Rent of \$900+ per month.**
- Market Average Lot Rent proven at \$500 per month.
- Projected Market Cap Rate of approximately 9% at stabilization.
- **Value-add** potential through the occupancy of 4 vacant lots.
- Stabilized Proforma Tenant Owned Income estimated at \$120,000 annually.

Location Highlights

- Primary regional hub for Northwest Georgia, with a metropolitan area population exceeding 100,000.
- Anchored by major medical and educational drivers including Atrium Health Floyd and Berry College.
- Robust industrial presence with global brands such as Pirelli Tire North America and International Paper.
- Strong local demographics with a Median Household Income of \$64,134.
- High community stability reflected in a 62.3% homeownership rate.
- Strategic connectivity via US-27 and GA-20, providing direct access to Chattanooga, Birmingham, and Atlanta.
- Median property value in the area is \$224,052, supporting the demand for affordable housing alternatives.
- Located in a business-friendly Georgia market with consistent, incremental growth.



PROPERTY PHOTOS





Armuchee High School
±820 Students

Richard B. Russell Regional Airport (RMG)
±2 Miles Away

Stonebridge Golf Club
Golf Course

Subject Property

New Development

2025 Developments

Battle Farm
±80 Homes

Emerald Oaks
±40 Homes

New Development

Southbend
±189 Homes

Honey Hill Farm



Glenwood Primary School
±638 Students

AdventHealth Redmond
±230 Beds

New Development

Northberry
±130 Homes

±1,800 Employees



Berry College
±2,484 Students

Mount Berry Mall



Shorter University
±1,450 Students



1



Atrium Health Floyd Medical Center
±361 Beds



Google Earth

Financial Overview

Rome Mobile Home Park
Rome, GA 30165



Financial Summary

\$774,254
List Price

\$38,713
Price Per Lot

\$13,252
Price Per House

\$932
Avg POH Rent

9.25%
Stabilized Cap Rate

Unit Mix

Total Units	Unit Mix	Unit Mix %	Current Lot Avg. Rent	Market Lot Avg. Rent	Current Max Rent	Park Owned Additional Rent	All in Rent	Current Monthly Rent	Market Monthly Rent
5	TO	25%	\$400	\$500	\$400	\$0	\$500	\$2,000	\$2,500
12	PO - 2+1	60%	\$400	\$500	\$400	\$346	\$845.83	\$4,800	\$6,000
2	Rental Home	10%	\$500	\$500	\$500	\$475	\$975.00	\$1,000	\$1,000
19	Average		\$411	\$500	\$411	\$410	\$774	\$7,800	\$9,500
	Total		\$7,800	\$9,500	\$7,800	\$5,100	\$14,600	\$93,600	\$114,000

Financial Summary

Annual Operating Summary

	Pro Forma Estimates		Total	Per Unit	Pro Forma	Per Unit	Market	Per Unit		
Tenant Owned Income			\$93,600	-	\$114,000	Market Rent	\$114,000	22%	Upside	
Park Owned Income	No		-	-	\$0	Market Rent	\$0	-	-	
Less Vacancy	-5.0%		-	-	-\$5,700	-5.0%	-\$5,700	-5.0%	-	
Less Concessions	0.00%		-	-	-\$285	-0.25%	-\$285	-0.25%	-	
Less Change in Delinquency	-1.00%		-	-	-\$1,140	-1.0%	-\$285	-0.25%	-	
Gross Operating Income			\$93,600		\$106,875		\$107,730			
Expenses:			\$61,571	65.8%	\$49,966	44.38%	\$50,060	44.13%	-	
Tenant Owned Net Operating Income			\$32,029	\$1,686	\$56,909	\$2,995	\$57,670	\$3,035		
POH Summary										
POH Rents	Yes		\$61,200	\$3,221	\$61,200	Current Rent	\$61,200	-	-	
POH Vacancy	-15.0%		-\$15,300	-25.00%	-\$9,180	-15.0%	-\$6,120	-10.0%	-	
POH Expense	5%	% Over Actual	37.96%	\$35,534	\$1,870	\$37,311	\$1,964	\$37,311	\$1,964	32.7%
Net POH Income			\$10,366	\$546	\$14,709		\$17,769			
Total Net Operating Income			\$42,395	\$1,833	\$71,619	-\$2,978	\$75,439	\$5,534	66.2%	

Financial Summary





Pro Forma Annual Operating Expenses

	Pro Forma Estimates		% of Current SGI	Total	Per Unit	Pro Forma	Per Unit	Market	Per Unit	% of SGI
Real Estate Taxes			8.98%	\$8,403	\$442	\$8,427	\$444	\$8,427	\$444	7.4%
Off-Site Management	11.00%	x GOI	11.54%	\$10,800	\$568	\$11,756	\$619	\$11,850	\$624	10.4%
Insurance	\$280	Per Unit	5.94%	\$5,557	\$292	\$5,320	\$280	\$5,320	\$280	4.7%
Landscaping/Grounds	\$60	Per Unit	-	-	-	\$1,140	\$60	\$1,140	\$60	1.0%
Repairs & Maintenance	\$250	Per Unit	20.87%	\$19,534	\$1,028	\$4,750	\$250	\$4,750	\$250	4.2%
Electricity	2.00%	% Over Actual	9.10%	\$8,516	\$448	\$8,687	\$457	\$8,687	\$457	7.6%
Water/Sewer	2.00%	% Over Actual	9.36%	\$8,761	\$461	\$8,936	\$470	\$8,936	\$470	7.8%
Marketing/Advertising	\$25	Per Unit	0.00%	\$0	\$0	\$475	\$25	\$475	\$25	0.4%
Total Expenses			65.78%	\$61,571	\$3,241	\$49,966	\$2,630	\$50,060	\$2,635	43.9%
				Current	Per Unit	% of SGI				
Non-controllable expenses: Taxes, Ins., Reserves				\$13,960	\$735	12.2%				
Total Expense without Taxes & Reserves				\$53,168	\$2,798	46.64%				

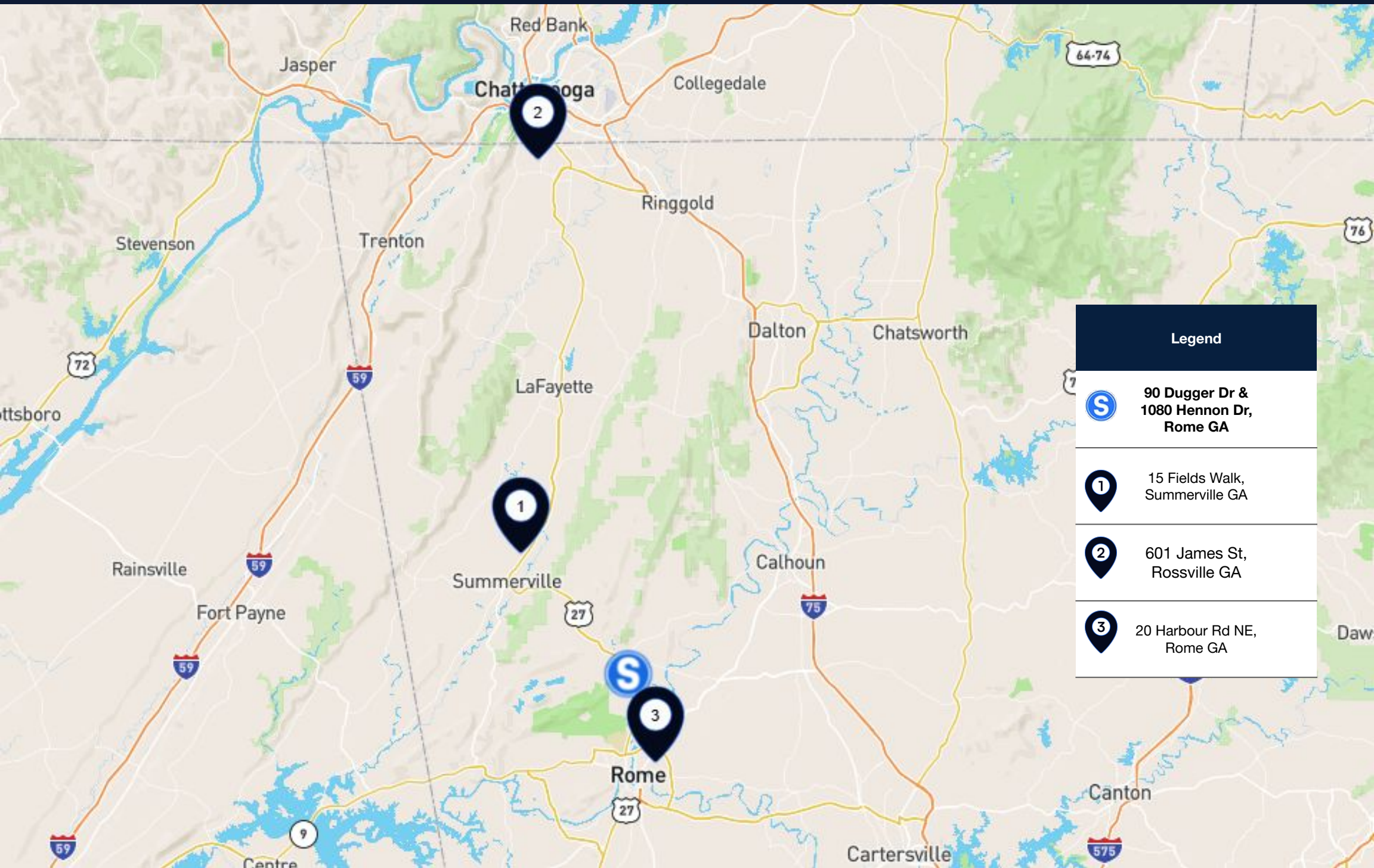
Rent Roll





Unit Mix	Unit #	# of Units	Current Lot Rent	Market Lot Rent	All-In Monthly Rent	Park Owned Additional Rent	Loss to Lease	Upside (%)	Occupied/Vacant
Rental Home	1	1	\$500	\$500	\$500	\$0	\$0	0%	Occupied
PO - 2+1	2	1	\$400	\$500	\$925	\$425	-\$100	25%	Occupied
PO - 2+1	3	1	\$400	\$500	\$900	\$400	-\$100	25%	Occupied
TO	4	1	\$400	\$500	\$0	\$0	-\$100	25%	Vacant
PO - 2+1	5	1	\$400	\$500	\$950	\$450	-\$100	25%	Occupied
PO - 2+1	6	1	\$400	\$500	\$875	\$375	-\$100	25%	Occupied
PO - 2+1	7	1	\$400	\$500	\$925	\$425	-\$100	25%	Occupied
PO - 2+1	8	1	\$400	\$500	\$400	(\$100)	-\$100	25%	Occupied
PO - 2+1	9	1	\$400	\$500	\$350	(\$150)	-\$100	25%	Occupied
PO - 2+1	10	1	\$400	\$500	\$800	\$300	-\$100	25%	Occupied
PO - 2+1	11	1	\$400	\$500	\$1,100	\$600	-\$100	25%	Occupied
TO	12	1	\$400	\$500	\$0	\$0	-\$100	25%	Vacant
PO - 2+1	13	1	\$400	\$500	\$975	\$475	-\$100	25%	Occupied
TO	14	1	\$400	\$500	\$0	\$0	-\$100	25%	Vacant
Rental Home	15	1	\$500	\$500	\$1,450	\$950	\$0	0%	Occupied
PO - 2+1	16	1	\$400	\$500	\$1,050	\$550	-\$100	25%	Occupied
PO - 2+1	17	1	\$400	\$500	\$900	\$400	-\$100	25%	Occupied
TO	18	1	\$400	\$500	\$0	\$0	-\$100	25%	Vacant
TO	19	1	\$400	\$500	\$950	\$0	-\$100	25%	Vacant
Totals		19	\$7,800	\$9,500	\$13,050	\$5,100	-\$1,700	22%	5
Averages			\$411	\$500	\$653	\$255	-\$89		26.32%

Sales Comparables





Property Name	Address	Sale Date	Sale Price	Lots	POH	TOH	Price Per Lot	Vacancy	Cap Rate	Avg Lot Rent	Market Lot Rents	Avg POH Rents	Market POH Rents
 Rome Mobile Home Park	90 Dugger Dr & 1080 Hennon Dr, Rome GA	-	\$885,000	19	12	5	\$44,250	20%	8.50%	\$400	\$500	\$932	\$1,100
 Fields Walk Mobile Home Park	15 Fields Walk, Summerville GA	2/14/2025	\$3,000,000	64	29	35	\$46,875	50%	8.20%	\$450	\$500	\$1,050	\$1,150
 Fairlane Oaks Mobile Home Park	601 James St Rossville, GA	11/6/2024	\$9,600,000	152	17	135	\$61,158	11%	-	\$500	\$600	\$1,250	\$1,300
 Swan Lake Mobile Home Community	20 Harbour Rd NE, Rome GA	5/23/2024	\$18,250,000	300	90	210	\$60,833	13%	8.25%	\$481	\$550	\$1,250	\$1,400
Averages			\$7,933,750	134	37	96	\$54,361	24%	8.48%	\$458	\$525	\$1,121	\$1,238

Sales Comparables Map

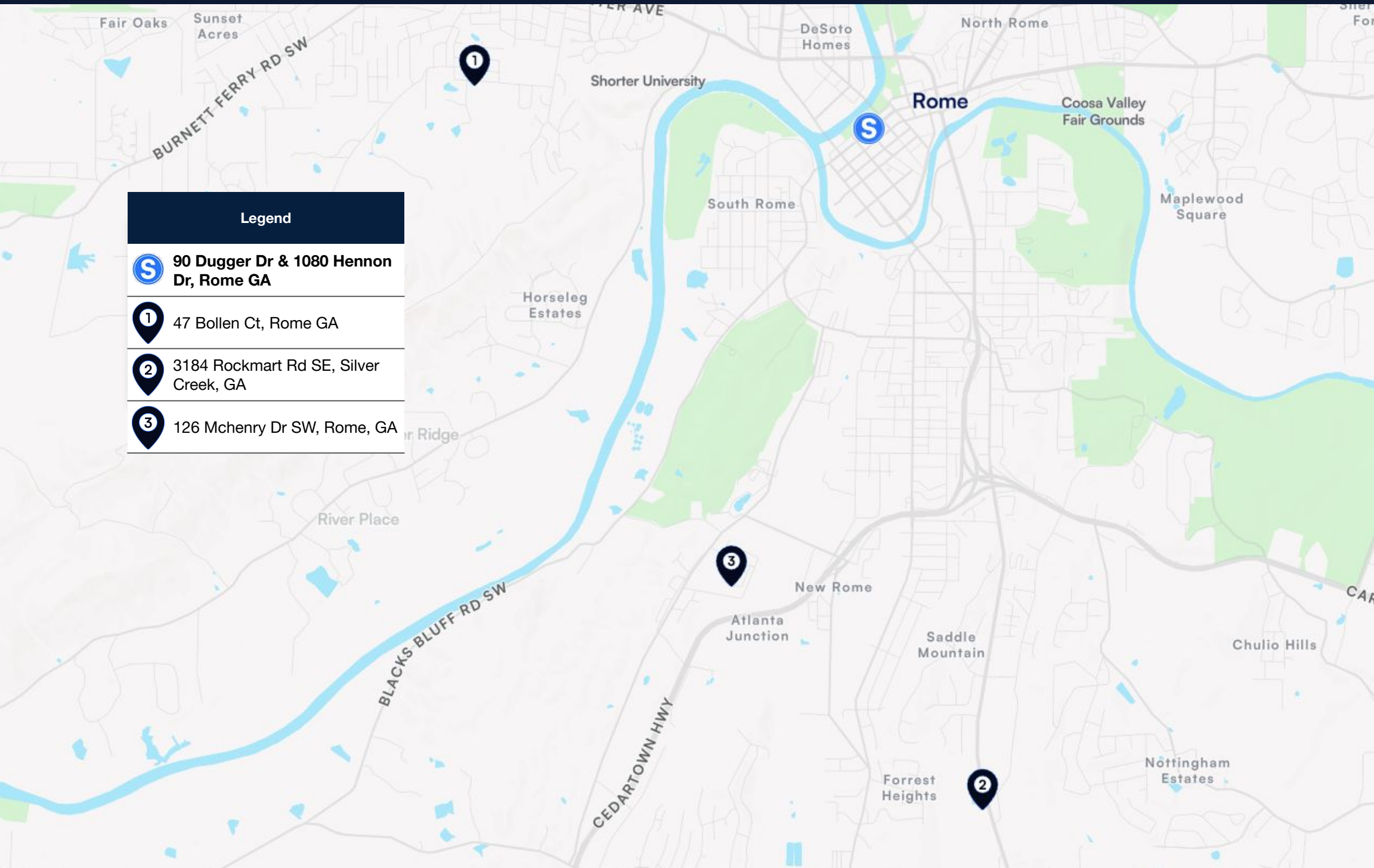


Legend	
	90 Dugger Dr & 1080 Hennon Dr, Rome GA
	15 Fields Walk, Summerville GA
	601 James St, Rossville GA
	20 Harbour Rd NE, Rome GA

Rent Comparables

Property Name	Address	Lots	POH	TOH	Avg Lot Rent	Market Lot Rents	Avg POH Rents	Market POH Rents
 Rome Mobile Home Park	90 Dugger Dr & 1080 Hennon Dr, Rome GA	19	12	5	\$400	\$500	\$932	\$1,000
 Dutch Gardens Mobile Home Park	47 Bollen Ct, Rome GA	76	2	74	\$550	\$600	\$900	\$1,100
 The Oaks Mobile Home Park	3184 Rockmart Rd SE, Silver Creek, GA	80	1	20	\$425	\$500	\$950	\$1,050
 Darlington Mobile Home Community	126 Mchenry Dr SW Rome, GA	50	-	50	\$300	\$550	-	-
Averages		103	3	18	\$413	\$538	\$927	\$1,050

Rent Comparables Map



MARKET OVERVIEW

Rome Mobile Home Park
Rome, GA 30165



Rome, GA

Market Demographics



39,183
Total Population

\$64,134
Median HH Income

14,500
of Households

62.3%
Homeownership Rate

17,005
Employed Population

28.4%
% Bachelor's Degree

37.1
Median Age

\$224,052
Median Property Value

Local Market Overview

Located in the foothills of the Appalachian Mountains and serving as the regional hub for Northwest Georgia, Rome maintains a stable and steadily growing population, with the city proper estimated at approximately 38,000 residents and the greater metropolitan area exceeding 100,000. Unlike more transient markets, the area has experienced consistent, incremental growth, bolstered by its role as a regional center for healthcare, education, and manufacturing. Household income levels in Rome have seen significant upward movement, with the 2023 median household income for the metro area estimated near \$63,000—a reflection of robust year-over-year growth and the city's success in attracting higher-wage specialized industries.

The market is characterized by a strong base of long-term residents, with a homeownership rate of approximately 62% across the metropolitan area. This high rate of owner-occupancy reinforces community stability and suggests a healthy, controlled supply in the housing market. Furthermore, Rome's diverse economic base—anchored by major institutions such as Atrium Health Floyd, Berry College, and international manufacturers like Pirelli—provides a level of economic resilience that supports sustained residential demand.

Accessibility and geographic positioning are central to Rome's regional importance. The city serves as a nexus for Northwest Georgia, with major corridors like US-27 and GA-20 providing direct connectivity to Chattanooga, Birmingham, and the northern Atlanta suburbs. These thoroughfares facilitate both local commerce and regional commuting. The demographic profile, with a median age in the high 30s, represents a balanced mix of established professionals and a growing workforce. These market dynamics support continued demand for high-quality residential options, particularly those that cater to the area's expanding healthcare and educational professional segments.

Population	1-Mile	3-Mile	5-Mile
Five-Year Projection	3,577	9,882	35,751
Current Year Estimate	3,395	9,364	34,980
2020 Census	3,081	8,539	33,323
Growth Current Year-Five-Year	5.36%	5.53%	2.20%
Growth 2020-Current Year	10.19%	9.66%	4.97%
Households	1-Mile	3-Mile	5-Mile
Five-Year Projection	1,381	3,659	13,062
Current Year Estimate	1,308	3,418	12,676
2020 Census	1,209	3,047	11,950
Growth Current Year-Five-Year	5.61%	7.06%	3.04%
Growth 2020-Current Year	8.19%	12.15%	6.08%
Income	1-Mile	3-Mile	5-Mile
Average Household Income	\$93,460	\$104,589	\$84,453



Locational Upside

Rome's location provides a strategic advantage within Northwest Georgia, serving as the primary economic and service hub between Atlanta, Chattanooga, and Birmingham. While not directly on an interstate, the city is anchored by major regional corridors including US-27 and GA-20, which provide efficient connectivity to I-75 and the expanding logistics and industrial nodes of the Appalachian Valley and northern Atlanta suburbs. This accessibility allows professionals regional mobility while maintaining the benefits of a distinct, non-suburban community.

Situated at the confluence of the Etowah and Oostanaula Rivers, Rome offers a destination-oriented environment that distinguishes it from typical bedroom communities. The city supports a self-contained economy anchored by a major healthcare sector and institutions such as Berry College, complemented by a historic downtown, the Between the Rivers district, and extensive trail systems. This blend of historic character and continued institutional investment attracts a stable, multi-generational workforce and supports strong demand for both single-family and multifamily housing.

Economic Drivers

Rome benefits from a diversified economic base and serves as the medical, educational, and industrial center for Northwest Georgia. The healthcare sector is the region's largest employment driver, anchored by Atrium Health Floyd and the Harbin Clinic, the state's largest privately owned multi-specialty group, which together generate billions in regional economic activity and provide a large base of high-wage professional employment.

Higher education further strengthens the local economy, with five colleges and universities, including Berry College and Shorter University, supplying stable employment and a consistent talent pipeline. The industrial sector remains a significant contributor, with major employers such as Pirelli Tire North America, International Paper, and Ball Corporation supporting advanced manufacturing activity.

As a regional service hub, Rome also captures spillover growth from the expanding I-75 logistics corridor, while ongoing downtown revitalization and placemaking investments continue to enhance livability and support sustained household income growth and housing demand.



Berry College is a private liberal arts institution located in Mount Berry, Georgia, just outside Rome, GA. Founded in 1902, the college is nationally recognized for its experiential learning model, strong undergraduate teaching, and its 27,000-acre campus, the largest contiguous college campus in the world. Berry enrolls approximately 2,400–2,500 students across its undergraduate and graduate programs and maintains a student-faculty ratio of roughly 11:1, supporting a highly personalized academic environment. The institution offers more than 75 undergraduate majors, minors, and dual-degree programs along with several graduate programs in fields such as business administration, education, and medical sciences. In the 2026 U.S. News & World Report Best Colleges rankings, Berry placed #4 among Regional Universities in the South, #1 for Best Undergraduate Teaching, and #1 for Best Value Schools, while also ranking #2 for Most Innovative Schools in its category. In addition, Berry has received the Carnegie Community Engagement Classification, recognizing its strong institutional commitment to service learning and community partnerships.

#1

Best Undergraduate Teaching

- US News & World Report

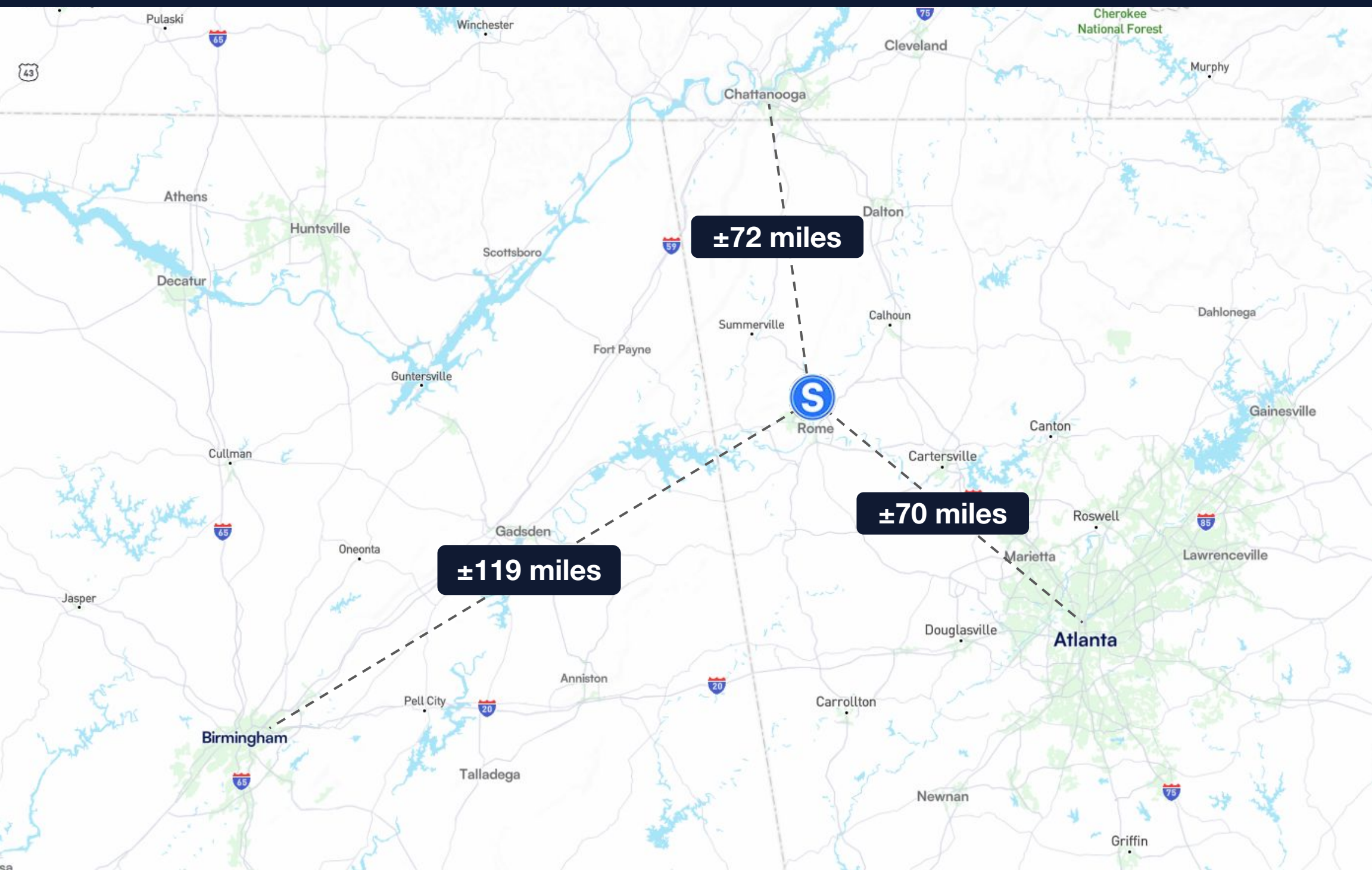
#4

Best Regional Universities in the South

- US News & World Report



REGIONAL MAP



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Connor Kerns

FVP & Associate Director

(404) 445-1090

connor.kerns@matthews.com

License No. 408600 (GA)



Max Tock

Associate

(404) 897-0548

max.tock@matthews.com

License No. 443183 (GA)

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