

# Pennybyrn at Maryfield

A Case Study



Site plan courtesy of  
courtesy of SFCS





## Pennybyrn at Maryfield

### High Point, North Carolina

#### Background

In 1999, Pennybyrn at Maryfield began the process of repositioning its existing 68-acre campus. The existing community includes a 115-bed skilled nursing facility, 29 cottage units, and 10 "Home for the Aged" beds. Plans for the repositioning included an expansion consisting of 151 independent living units, 24 assisted living units, 24 memory support units and supporting commons areas.

Pennybyrn at Maryfield was founded in 1947 by the Congregation of the Poor Servants of the Mother of God. Inspired by the kindness shown to them by American soldiers during World War II, the Sisters began operating Maryfield in 1947. Pennybyrn at Maryfield is a non-profit 501(c)(3) continuing care retirement community.

#### Dixon Hughes' Role

Dixon Hughes has been involved in a financial and strategic planning role of the campus repositioning project for over two years, an engagement that had begun with KPMG in early 2000. Dixon Hughes has been integral to the Project Development Team and brought an independent, critical analysis to the direction of the repositioning.

Dixon Hughes was engaged to provide market assessment, financial advisory, strategic planning and feasibility services for the expansion, which resulted in a successful financing of the project in December 2005.

*As strategic planners and feasibility consultants, our work has supported healthcare and senior living projects in 20 states with total funding of more than \$3 billion.*

**December 16, 2005**



**\$94,315,000**

**Series 2005A/B/C**

**North Carolina Medical Care Commission**

**ZIEGLER CAPITAL MARKETS GROUP**

**A.G. EDWARDS**

**Davenport & Company LLC**

**Ferris, Baker Watts, Incorporated**



## Project Description

Pennybyrn at Maryfield is located on 68 naturally landscaped acres in High Point, North Carolina. The Community is expanding its services through a campus repositioning project that includes 131 independent living apartments and 20 additional independent living cottages, 24 assisted living units and 24 assisted living memory support beds, a commons building to house a full-service wellness center and renovations to the existing health center.

The cottages range from 1,458 to 1,710 square feet and the one- and two-bedroom apartments range from 769 to 1,600 square feet.

The new 55,000-square-foot Community Center includes underground parking, a bank, an array of dining options including a private dining room, terrace dining with a water view and an Old English-style pub, concierge and business center, as well as a beauty salon and barber shop. The Wellness Center is located in the Community Center and offers an indoor pool, an outpatient clinic and rehabilitation center, meditation chapel, and maintenance building.

A new 54,000-square-foot assisted living building attached to the existing nursing facility provides two households for assisted living residents and two households for residents in memory support.

The existing 125-bed Health Center is being renovated to transform the four resident wings into six “households” of 18 to 22 residents. Each household features a kitchen, living room, dining room, and outdoor patio.

The Health Center is being reconfigured by replacing 10 “Home for the Aged” (HA) beds with 10 nursing beds upon completion of construction. The license for the 10 HA beds will be transferred to the newly constructed assisted living beds. The 10 new nursing beds are to be occupied by residents transferring from independent living or assisted living. The remaining 115 skilled beds are “open” to the outside community.

## Project Team

Management of Pennybyrn engaged the following firms to ensure successful planning and execution of the expansion:

CRSA, Inc. – *Developer*

Ziegler Capital Securities – *Underwriter*

Dixon Hughes PLLC – *Financial feasibility and project consultant*

SFCS, Inc. – *Architect*

Rogers Builders – *Construction*

***Dixon Hughes’ Senior Living Practice serves the entire senior housing and care continuum:***

***Continuing care retirement communities***

***Independent living communities***

***Skilled nursing facilities***

***Assisted living facilities***

***Active adult communities***

***Affordable housing for seniors***

**Dixon Hughes'  
Senior Living Practice**

*Our practice extends well beyond traditional accounting and business advisory services. Our team members represent diverse backgrounds and have substantial experience assisting clients with:*

- **Strategic Planning**
- **Financial Feasibility Studies**
- **Development Advisory Services**
- **Operations Assessments**
- **Market Research**
- **Regulatory Compliance**
- **Reimbursement Services**
- **Audit and Tax**

*We have taken great care in assembling a team of professionals who collectively possess more than 150 years of senior living experience in a broad range of financial, development, marketing and operational disciplines.*

*We are dedicated to adding value to our clients through our personal and professional services. We recognize that each client is unique, and we tailor our approach to each engagement to provide the best possible service.*

## **Pennybyrn at Maryfield Project Highlights**

Total Sources and Uses of Funds = \$94,315,000

A campus repositioning project that includes:

- 131 independent living apartments
- 20 additional independent living cottages
- 24 assisted living units
- 24 assisted living memory support beds
- A commons building to house a full-service wellness center
- Renovations to existing health center

Dixon Hughes was engaged to provide market assessment, financial advisory, strategic planning and feasibility services for the expansion, which resulted in a successful financing of the project in December 2005.

For more information contact:

Keith Seeloff, CPA  
Member  
Dixon Hughes PLLC  
Senior Living Practice  
225 Peachtree Street NE, Suite 600  
Atlanta, GA 30303  
(800) 850-5199



**DIXON HUGHES** PLLC

Certified Public Accountants and Advisors

[www.dixon-hughes.com](http://www.dixon-hughes.com)

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