



## Offering Memorandum

### METRO ATLANTA RETAIL CENTER

### 5 BUILDINGS





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# DISCLAIMER

Bull Realty has been retained as the exclusive listing broker to arrange the sale of the Subject Property.

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement, suitability or advice as to the value of the Property by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

Owner/Seller expressly reserve the right, at its sole discretion, to reject any or all expressions of interest or offers and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this Offering Memorandum or making an offer on the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived. The Owner/Seller reserves the right to move forward with an acceptable offer prior to the call for offers deadline.

This Offering Memorandum may be used only by parties approved by the Broker. The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Bull Realty, Inc. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents and other information provided in connection therewith.

# EXECUTIVE SUMMARY

## ATLANTA MSA VALUE-ADD RETAIL CENTER



### SALE DESCRIPTION

Rainbow Center in Fayetteville, GA is a solid, income-producing, multi-tenant, mixed-use property with good exposure, historically strong occupancy and additional future upside for expansion of paved parking, additional building development or redevelopment.

The stabilized, 5-building, single-story retail/office park is situated prominently along Georgia Hwy 84, on an ample  $\pm 6.9$ -acre site. Long-term tenants AAMCO, Dave's Comics and Bruce's New World Fitness are among the many popular, well-known businesses that also include an appliance store, hair salon, vintage/thrift store, non-profit organizations, TV/electronics and health products retailers.

The asset provides stable cash flow and a compelling value-add component in the growing Atlanta MSA. Upside may be achieved through remediation of deferred maintenance, planned capital improvements, and lease-up in order to increase net income through resetting rents (\$2-4/SF below market).

The property and businesses benefit from  $\pm 550'$  of frontage on GA Hwy 85 with exposure to 30,600 VPD traffic counts. A large monument sign affords additional exposure which may be enhanced through cosmetic updating at minimal expense.

### HIGHLIGHTS

- 49,200 SF five-building, retail/office center
- Upside through rent increases & lease-up
- Situated on a  $\pm 6.9$  acre site
- Future development/redevelopment potential
- High visibility monument sign
- Two points of ingress/egress, one median break
- 139 parking spaces (2.8/1,000 SF)
- AAMCO, Dave's Comics and Bruce's New World Fitness are long-term tenants
- 30,600 vehicles per day traffic count (GDOT 2018)
- $\pm 550'$  of frontage on GA Hwy 85
- CH zoning - Highway Commercial (Fayette County)



# PROPERTY INFORMATION

## ATLANTA MSA VALUE-ADD RETAIL CENTER

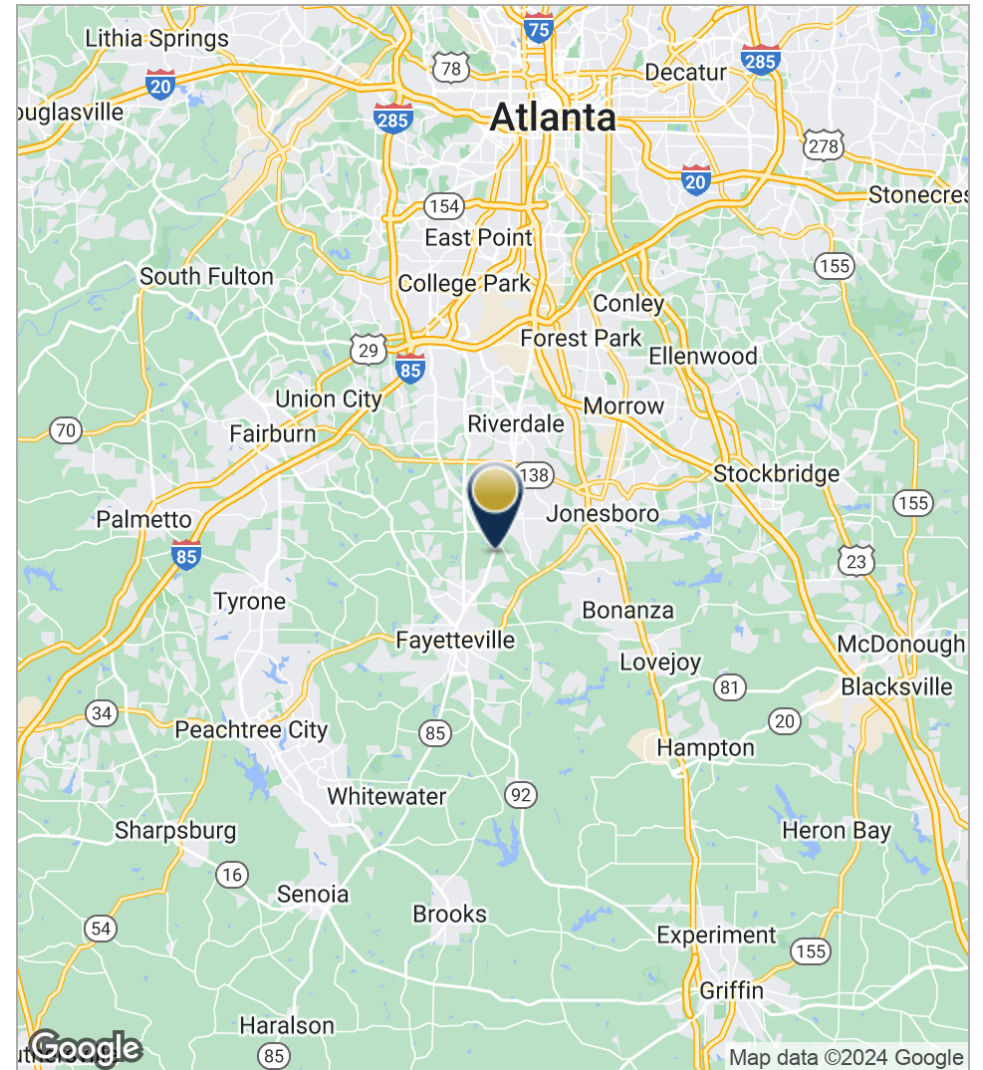
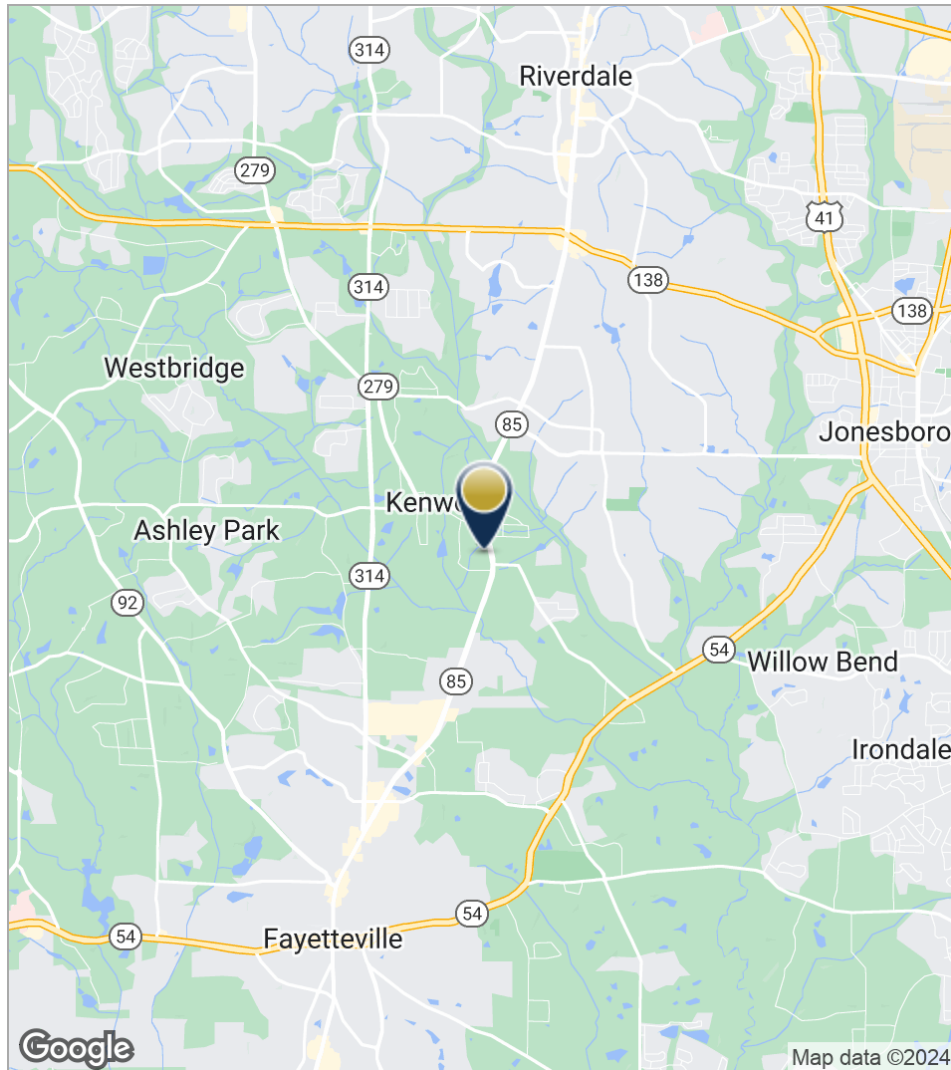
Property Address:	100-158 Rainbow Way, Fayetteville, GA 30214
County:	Fayette
Building Size:	49,200 SF
Site Size:	±6.9 Acres
Year Built:	1988
Number Of Stories:	1
Construction:	Brick & steel
No. Buildings:	5
Occupancy:	88%
Zoning:	CH
Parking:	139 surface spaces (2.8/1,000 SF)
Traffic Count:	30,600 VPD on Hwy 85
Sale Price:	N/A





# LOCATION MAPS

## ATLANTA MSA VALUE-ADD RETAIL CENTER



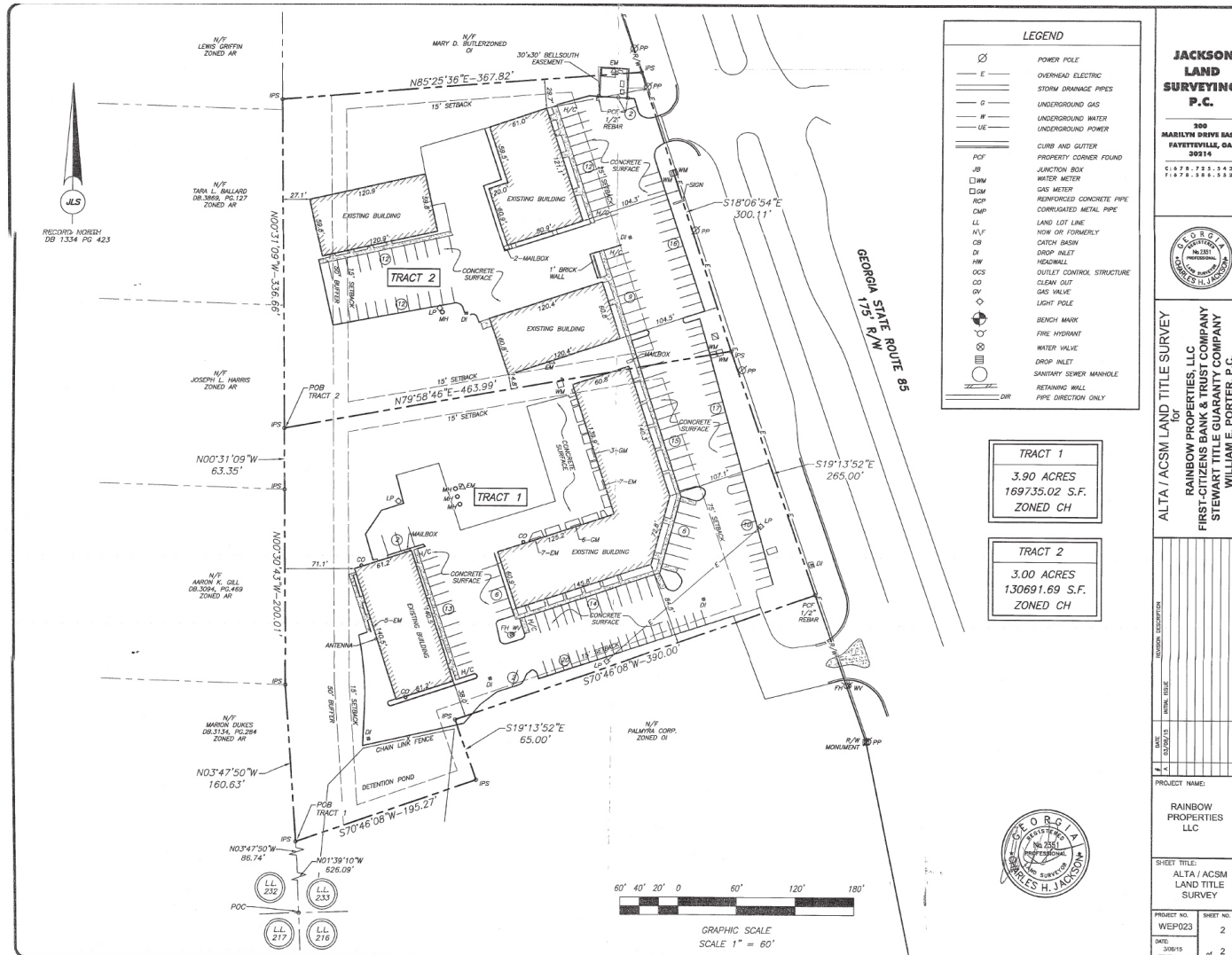


# PHOTOS

## ATLANTA MSA VALUE-ADD RETAIL CENTER









# SITE PLAN





## AAMCO

For more than 50 years, AAMCO Centers have become one of the most trusted experts in the diagnosis, service and maintenance of transmissions. AAMCO is the world's largest chain of transmission specialists and one of the leaders in complete car care services. AAMCO has over 600 automotive centers throughout the United States and Canada. AAMCO applies a professional approach to maintenance for your entire car, truck or SUV. From tune-ups to oil changes, AAMCO's specially trained technicians make it more convenient for you than ever to drive with confidence.



## DAVE'S COMICS & COLLECTIBLES

Dave's Comics is a one stop comic shop that carries new releases, silver-age, golden-age, VARIANTS, Marvel, DC, Dark Horse, Image as well as toys & statues, comic supplies, t-shirts, wall scrolls, posters, HEROCLIX, Magic the Gathering, Yu-gi-oh, sports cards & much more!



## BRUCE'S NEW WORLD FITNESS

Bruce's New World Fitness takes pride in their customer service and personal service. Making customers feel like they're part of a team and a family. Their desire is to get results with certified trainers and instructors with many years of experience of training. More of a teaching facility, customers can receive great knowledge about fitness at great prices broken down according to personalized fitness needs. Offering one-of-a-kind cardio classes, the weight room has over 1,000 pounds of weights.



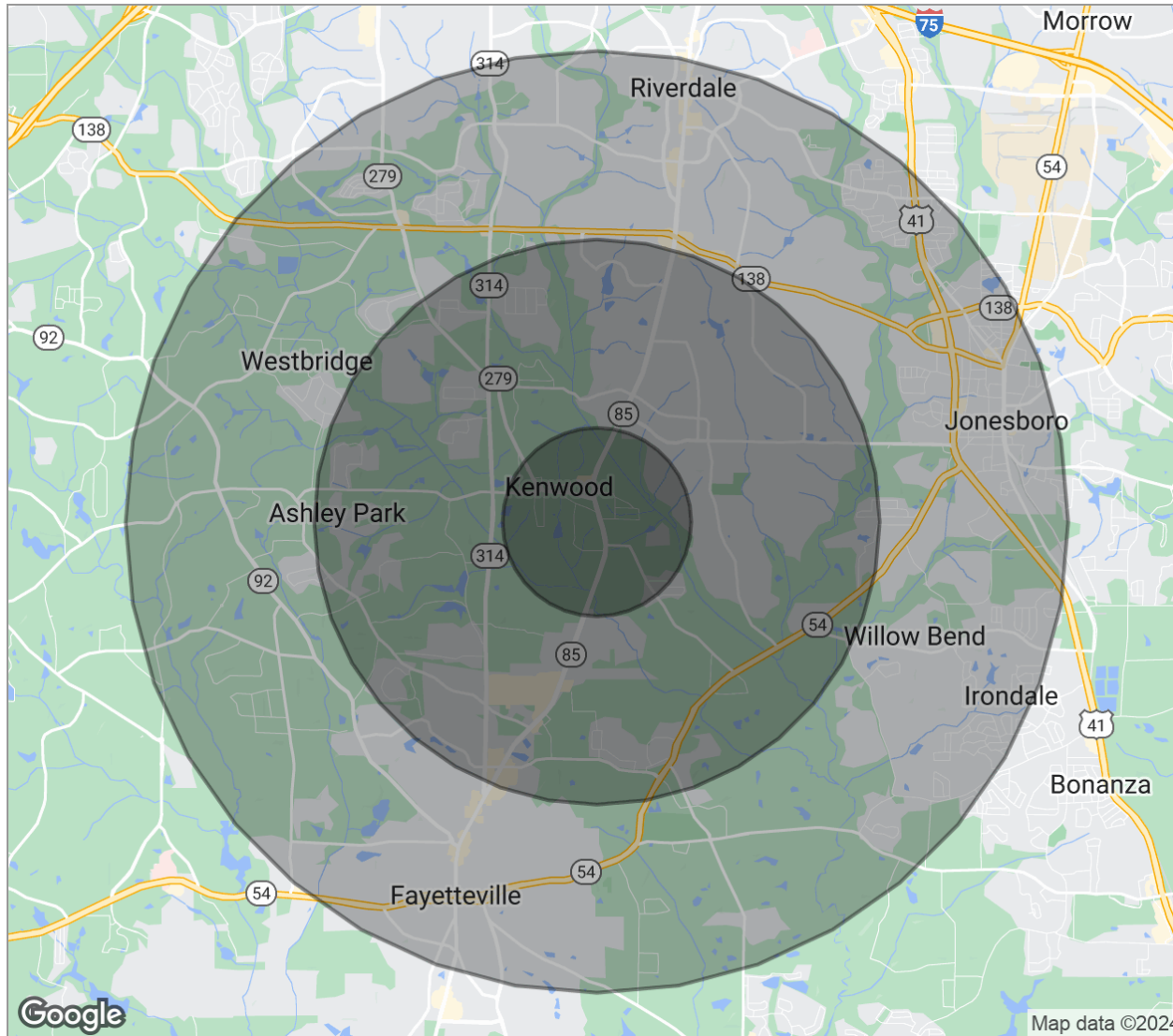
# IN THE AREA

## ATLANTA MSA VALUE-ADD RETAIL CENTER



# DEMOGRAPHICS

## ATLANTA MSA VALUE-ADD RETAIL CENTER



	1 MILE
Total Population	2,669
Total Households	1,057
Average HH Income	\$66,201
	3 MILES
Total Population	46,638
Total Households	16,388
Average HH Income	\$70,132
	5 MILES
Total Population	126,147
Total Households	44,026
Average HH Income	\$69,327



## ABOUT THE AREA - POINTS OF INTEREST

## ATLANTA MSA VALUE-ADD RETAIL CENTER



# ABOUT THE AREA - POINTS OF INTEREST

## ATLANTA MSA VALUE-ADD RETAIL CENTER



1

### PINEWOOD STUDIOS

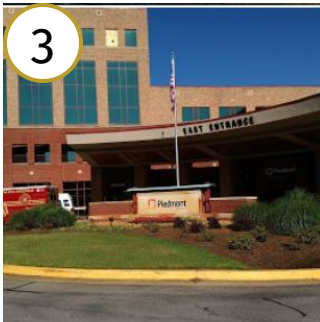
The leading movie, film, television studio in the world is located on a 234-acre site with 18 sound stages ranging from 15,000 to 40,000 SF. The studios continuously host numerous movie, film and television productions including Avengers, Homecoming, Captain America, Bohemian Rhapsody and Wonder Woman.



2

### HOLLIDAY DORSEY FIFE HOUSE

Built in 1855, The Holliday Dorsey Fife House allowed students and faculty to board while attending the famous school. One of those boarders was Annie Fitzgerald, grandmother of Margaret Mitchell. In 1999, the Fayetteville Downtown Development Authority purchased the property with the pledge to restore it and provide a place for a local history museum.



3

### PIEDMONT FAYETTE

Part of the highly-regarded Piedmont Hospital System, this 282-bed, acute care community hospital combines clinical excellence with a focus on wellness, high-quality and exceptional service. It also offers 24-hour emergency services, medical and surgical services and uses leading-edge medical technology, digital imaging, diagnostics and much more.

### FUN SPOT AMERICA

This family-owned business has a long history in the industry and has its roots in Florida. The existing park in Fayetteville boosts the largest four-story go-kart track, Samson Track, of the parks and Georgia's first multi-level go-kart track. It is also home to a new concept in partnership with Topgolf, featuring a simulator located inside a new Drive-In Diner.



4

### PANASONIC AUTOMOTIVE SYSTEMS

Panasonic innovations are revolutionizing the driving experience by leveraging disruptive technology like the Internet of Things, Big Data and sustainable energy. The company is a leading producer of consumer electronics and technology products, including communications solutions, infotainment and electronic vehicle innovations.



5

### HARTSFIELD-JACKSON AIRPORT

Known as the busiest airport in the world, Hartsfield-Jackson International Airport boasts 92 gates (152 domestic/40 international), covers 4,700 AC of land and has five parallel runways. As an international gateway to the United States, the airport ranks seventh and with nearly one million domestic flights, the airport is a major hub for travel.



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## SEAN WILLIAMS

### Commercial Real Estate Advisor



#### **Bull Realty Inc.**

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## Professional Background

Sean Williams specializes in delivering expert brokerage advisory services for investors and corporate users of office properties in the Atlanta MSA and Georgia.

Utilizing the latest technology and digital resources, Sean provides the highest levels of professionalism combining a diligent work ethic and attention to detail. As a native and life-time resident of Atlanta, Sean has half a century of history and first-hand knowledge of commercial real estate in Atlanta and the southeastern region.

### Experience:

Some of Sean's recent projects and clients include: Northwinds Summit, Weatherstone Park, Avalon Center Office Park, Atlanta Executive Center, The Eclipse, Alpharetta Medical Center, Barrett Court Offices, Peachtree Dunwoody Park, Oakdale Business Park, Atlanta West Business Center, Peachtree Corners Corporate Centre, Technology Park/Atlanta, Woodpark Medical Office, The Windsor Over Peachtree, Towne Lake Business Center, Edward Jones, 1-800-FLOWERS, Cobb Pediatric Therapy Services, Byram Healthcare, Allergy & Asthma of GA, DSI Renal, IP Communications, Lekotek of Georgia, Milan Eye Center, DynamiX Web Design, Alpharetta Medical Group, Davis & Church Engineering and PT Solutions.

Bull Realty is a commercial real estate sales, leasing, and advisory firm headquartered in Atlanta licensed in nine Southeast states. The firm was founded in 1998 on two primary missions: to provide a company of advisors known for integrity and to provide the best disposition marketing in the nation. Still guided by these philosophies, the firm's services have expanded to include disposition, acquisition, project leasing, tenant representation and consulting services. To add additional value and efficiency for clients, advisors focus on specific sectors and services in the office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, automotive, hospitality and single tenant net lease sectors.

The firm produces America's Commercial Real Estate Show, a national video show and podcast enjoyed by millions of people around the country. Industry analysts, leading market participants and the firm's founder Michael Bull share market intelligence, forecasts and success strategies. The show has aired every week since 2010 on Apple Podcast, all major podcast sites, YouTube and [www.CREshow.com](http://www.CREshow.com).

# CONFIDENTIALITY AGREEMENT

ATLANTA MSA VALUE-ADD RETAIL CENTER

This Confidentiality Agreement ("Agreement") is made and agreed to for the benefit of the undersigned party ("Receiving Party"), the owner of the subject property (the "Seller") and undersigned broker Bull Realty Incorporated ("Broker"). Now therefore in consideration of the privileges granted to Receiving Party with respect to receiving certain confidential information, and other good and valuable consideration, the Receiving Party hereby agrees to the following:

## I. Confidential Information:

Receiving Party will receive confidential information regarding property referred to as 100-158 Rainbow Way. Prospect agrees to not disclose to any person that the property may be available for sale or lease, or that discussions or negotiations are taking place concerning the property, nor any terms, conditions, or other facts with respect to the property, including but not limited to tenant information, lease rates, lease expirations, income and expenses, and any such possible purchase, including the status thereof. The term "person" used in this agreement shall be interpreted broadly and shall include, without limitation, any corporation, company, partnership or individual other than parties to which Broker approves in writing. Receiving Party may share information with directors, officers, employees, agents, affiliates, counsel, lending sources, accountants or representatives of Receiving Party that Receiving Party notifies of the requirements of this Agreement. Receiving Party agrees to not contact the property owner, the management, the tenants, the lender, the vendors, the insurers, the employees or the customers of any business at the site.

## II. Acting as a Principal:

Receiving Party hereby warrants that it is acting as a principal only, and not as a broker, regarding this contemplated transaction. Receiving Party acknowledges that Broker is working an agency capacity as representing the Seller only in this transaction and is the only Broker involved in this potential transaction. Receiving Party agrees to not be involved in any arrangement to lease or purchase the property, in whole or in part, as a lender, partner, buyer of the note, buy in foreclosure, buy from bankruptcy court, or in any other manner acquire an investment in, joint venture or control of the property, unless Bull Realty, Incorporated is paid a commission at closing as per separate agreement with Seller.

This agreement will expire two years from the date hereof.

## III. Governing Law

This Agreement shall be governed and construed in accordance with the laws of the State of Georgia.

If you are a broker, or a principal desiring to include an outside broker, contact the listing agent directly for a Buyer and Buyer's Broker Confidentiality & Commission Agreement.

Accepted and agreed to \_\_ / \_\_ / \_\_

Receiving Party

Signature

Printed Name

Title

Company Name

Address

Email

Phone

**Bull Realty, Inc.**  
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