



OFFERING MEMORANDUM

TURN-KEY BOUTIQUE FREESTANDING OFFICE

PRIME MIDTOWN LOCATION

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Exclusively listed by Bull Realty, Inc.

THE OFFERING



Piedmont Ave

4th Street



PROPERTY OVERVIEW

Turn-key boutique office for sale. Original hardwoods with stone fireplace, some original windows and several other charming features. Excellent location on Piedmont Ave in the heart of Midtown. Plenty of parking: Up front along with large gravel lot in the rear with alley access. Walking distance to several nearby restaurants and retail, and just a short walk to Piedmont Park.

Current owners occupy the main and top level as attorneys offices with a large two-bedroom/one-bathroom, loft apartment on the lower level which produces income.



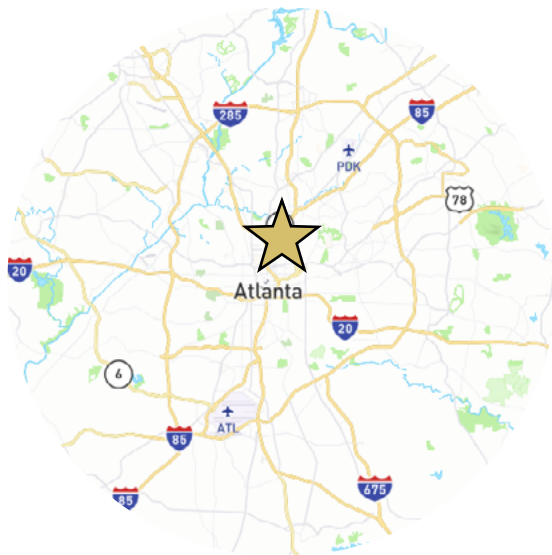
PRICE \$1,790,000



SIZE 5,276 SF

PROPERTY INFORMATION

ADDRESS	729 Piedmont Avenue Atlanta, GA 30308
COUNTY	Fulton
BUILDING SIZE	5,276 SF
SITE SIZE	0.27 Acres
ZONING	SPI-17 SA4
STORIES	3
BUILDING CLASS	B
ROOF	New
PROPOSED USE	Owner/User
PARKING	Up front & rear parking areas
SALES PRICE	\$1,790,000



PHOTOS - EXTERIOR



PHOTOS - INTERIOR



PHOTOS - INTERIOR



PHOTOS - LOWER LEVEL APARTMENT



FLOORPLANS

TERRACE LEVEL

Terrace Level - Rental Unit



MAIN LEVEL



UPPER LEVEL

Upper Level



ABOUT THE AREA



BULL REALTY
ASSET & OCCUPANCY SOLUTIONS

IN THE AREA

Upper Westside

Buckhead

Virginia-Highland

West Midtown

Midtown

Decatur

Downtown

Atlanta

West End

Grant Park

South Atlanta

East Point

College Park



**PONCE
CITY
MARKET**

Zaxby's
IHOP
Taco Bell
Popeyes

Krispy Kreme
Atlanta Eagle
Nancy's Chicago Pizza

Mary Mac's Tea Room
Bon Ton Atlanta

Ponce de Leon Avenue

Myrtle Street

4th Street

Piedmont Avenue



BULL REALTY
ASSET & OCCUPANCY SOLUTIONS

Midtown

Fresh To Order
The Vortex
Bulldogs
Fado
Starbucks
Hudson Grille
Empire State South
Sweet Hut Bakery & Cafe

Simon's Restaurant
The Lawrence

The Flying Biscuit
Caribou Coffee
Kat's Cafe
Zocalo Mexican Cantina
Ten Atlanta

Buckhead

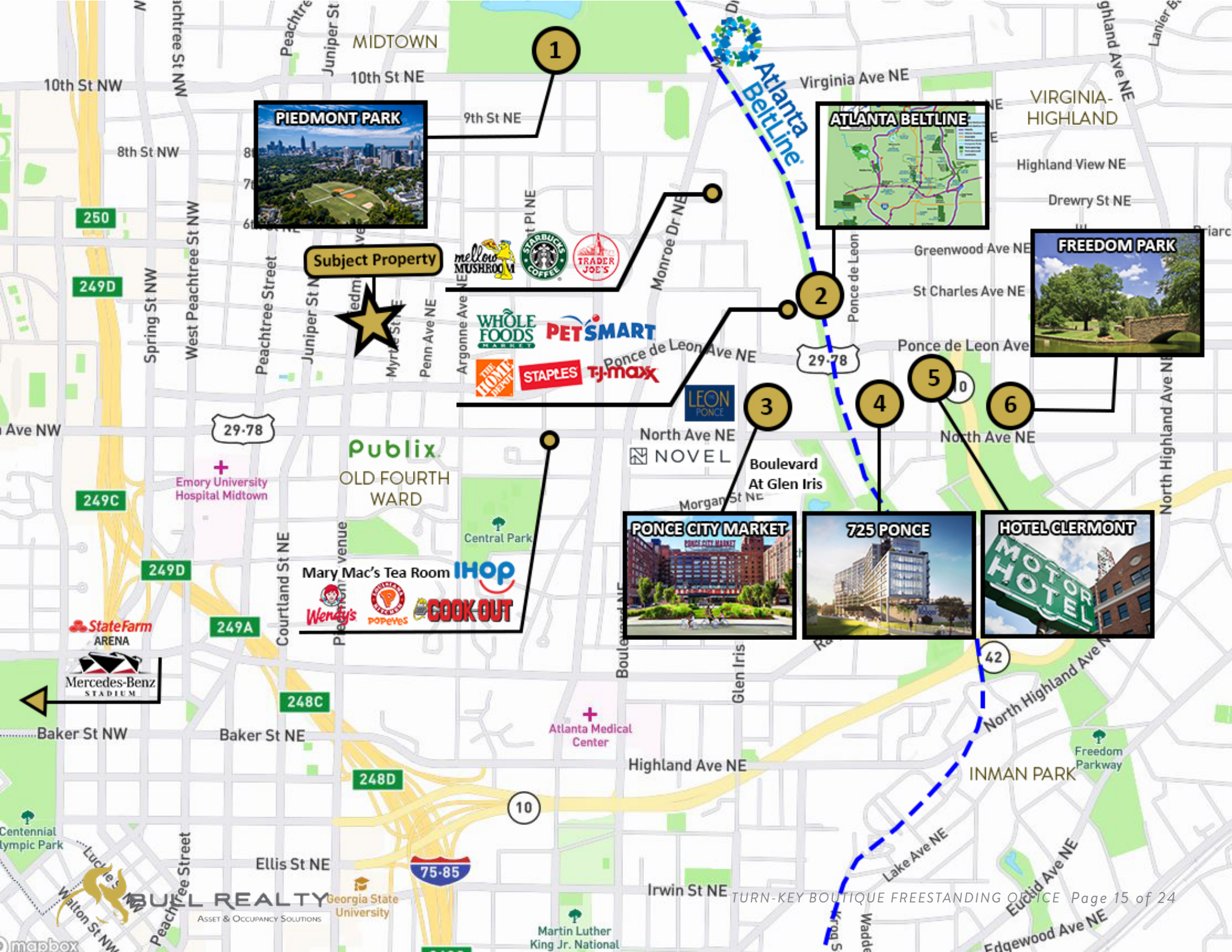
Piedmont Park

Select Specialty Hospital

Piedmont Avenue



BULL REALTY
ASSET & OCCUPANCY SOLUTIONS



Subject Property



IN THE AREA

1



PIEDMONT PARK

Piedmont Park is a 211-acre park located in Midtown. It draws more than 3 million annual visitors who enjoy the park's many amenities including fitness areas, walking trails, dog parks, farmer's market and green space. The park also hosts many annual events and music festivals that bring visitors from all over the country.

2



ATLANTA BELTLINE

The Atlanta BeltLine is a sustainable redevelopment project that provides a network of public parks, multi-use trails and transit along a historic 22-mile railroad corridor circling downtown and connecting many neighborhoods directly to each other.

3



PONCE CITY MARKET

Formerly a Sears, Roebuck & Co. distribution center and the largest brick building in the Southeastern United States, Ponce City Market is a historic ten story, 2.1 million SF structure. The property has been restored as a mixed-use development housing best-in-class office, retail and residential spaces.

725 PONCE

Inspired by Brooklyn, where new construction must blend with historic structures, 725 is designed to compliment its surroundings. New City, LLC plans a \$140 million mixed-use renovation that will include 60,000 SF Kroger below 360,000 SF of Class A loft office space which will create $\pm 2,600$ new jobs. Opening late 2019.

4



HOTEL CLERMONT

Hotel Clermont is a historic Atlanta landmark dating back to 1924. Over the years it became run down until being purchased in 2012. The rebirth of the iconic hotel is due in part to many lobbyist wishing to see it restored to its former glory. Having reopened in early 2018, this boutique hotel now offers 94 rooms, basement lounge, cafe, library, 1,500 SF lobby bar, a restaurant and a rooftop bar.

5



FREEDOM PARK

Freedom Park is the largest linear passive park in the City of Atlanta at just over 200 acres of pastoral rolling greenspace. With the advent of the Atlanta Beltline, Freedom Park is a critical connection to movement throughout the city by bike or by foot. The trails connect to Downtown Atlanta and other intown neighborhoods.

6



MIDTOWN

Midtown, Atlanta is the second largest business district in the city, situated between the commercial and financial districts of Downtown to the south and Buckhead to the north. Midtown is home to internationally-recognized Fortune 1000 brands, eight of the city's 10 largest law firms and a growing number of small to mid-size businesses. The district also attracts about six million visitors annually.

Midtown is marked by its cultural attractions, institutions of higher education, noteworthy architecture, urban layout and vibrant lifestyle. The district is the center of the city's arts scene that includes the Fox Theatre, Woodruff Arts Center, the High Museum of Art, the Museum of Design Atlanta, the Atlanta Symphony Orchestra, the Center for Puppetry Arts and the 14th Street Playhouse. Three well known institutions of higher education also reside in the heart of the city: Georgia Institute of Technology, John Marshall Law School, and the Atlanta division of the Savannah College of Art and Design (SCAD). Midtown contains about one-third of the city's high-rises and some of Atlanta's most iconic buildings, such as the Bank of America Plaza, AT&T Midtown Center, Atlantic Center and 1180 Peachtree. Midtown has also been a primary area for high density development in the city due to the district's mass transit options and urban street grid.

Midtown Atlanta is booming with new construction, redevelopment projects and new business. Cranes are on every corner bringing new and exciting developments to the already popular neighborhood.



ATLANTA

Atlanta is an exciting destination with world-class restaurants, a festive nightlife, several major league sports teams and an abundance of cultural attractions. Atlanta's arts and culture scene is complemented by in-town neighborhoods that give the city even more depth. These locations are in the neighborhoods of Midtown, Virginia-Highland, Little Five Points and Inman Park - a short cab ride away.

Home to the busiest and most efficient airport in the world, Hartsfield-Jackson Atlanta International Airport, and the Maynard H. Jackson International Terminal, getting to Atlanta is easy. With a variety of transportation options throughout the city, our guides, maps, shuttles, tours and Atlanta Ambassadors make getting around Atlanta easy too.

Encompassing \$304 billion, the Atlanta metropolitan area is the eighth-largest economy in the country and 17th-largest in the world. Corporate operations comprise a large portion of the Atlanta's economy, with the city serving as the regional, national or global headquarters for many corporations. Atlanta contains the country's third largest concentration of Fortune 500 companies, and the city is the global headquarters of corporations such as The Coca-Cola Company, The Home Depot, Delta Air Lines, AT&T Mobility, UPS, and Newell-Rubbermaid. Over 75 percent of Fortune 1000 companies conduct business operations in the Atlanta metropolitan area, and the region hosts offices of about 1,250 multinational corporations. Many corporations are drawn to Atlanta on account of the city's educated workforce; as of 2010, nearly 43% of adults in the city of Atlanta have college degrees, compared to 27% in the nation as a whole and 41% in Boston.

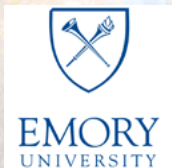


ATLANTA

TOP EMPLOYERS



EDUCATION



HEALTHCARE



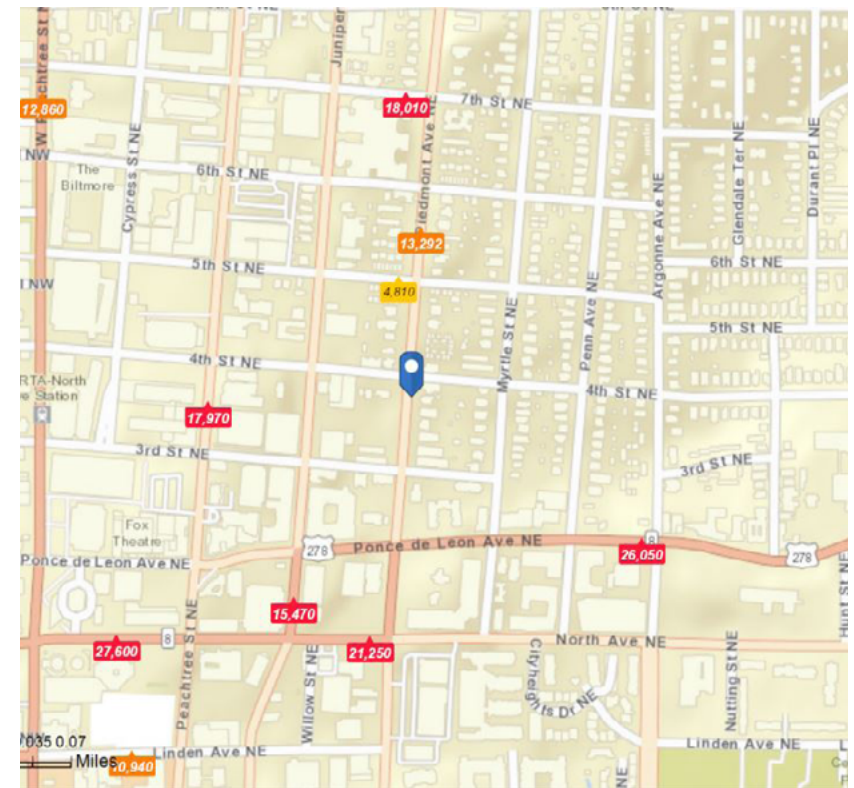
MAJOR ATTRACTIONS



DEMOGRAPHICS & TRAFFIC COUNTS (2019 ESRI)



	1 MILE	3 MILES	5 MILES
POPULATION	43,445	189,186	389,684
HOUSEHOLDS	24,159	91,527	179,349
AVG. HH INCOME	\$106,899	\$105,713	\$104,696
ANNUAL POP. GROWTH (2019-2024)	2.67%	2.07%	1.77%



SOURCE: GDOT

BROKER PROFILES



ANDY LUNDSBERG

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404-876-1640 x 107

Andy Lundsberg joined Bull Realty with over 10 years of sales, marketing and real estate experience. Within Bull Realty, he specializes in the acquisition and disposition of multifamily and boutique retail/office type properties in-town Atlanta. Andy Lundsberg is recognized as the top producer at Bull Realty for the last 5 years in a row with sales in excess of \$100 million since 2017, and has consistently achieved the Atlanta Commercial Board of Realtors Million Dollar Club designation year after year.

Prior to his career in commercial real estate, Andy worked for a national diagnostic imaging company as director of sales and marketing, Coca Cola as a business development manager and was head of on site sales and marketing for a condominium project with a large residential real estate firm in Atlanta. With his expertise in the real estate industry and successful sales record, he can help you determine the right investment for you; whether you are looking to buy, lease or sell commercial real estate.

Andy graduated with honors from The Kelley School of Business at Indiana University where he received degrees in Marketing, Management and International Studies. He also studied and lived in Seville, Spain and is conversational in Spanish.

Organizations:

National Association of Realtors-Georgia
Atlanta Commercial Board of Realtors
Young Council of Realtors (YCR)
Million Dollar Club



MICHAEL WESS, CCIM

Commercial Real Estate Advisor
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Michael Wess' passion for the consultation and sale of commercial real estate began during his undergraduate studies at the University of Georgia. He earned a 4.0 GPA at the Terry College of Business's real estate program, consistently ranked in the top five nationally. While there, Michael also received two other degrees in finance and international business and a minor in Spanish while participating on UGA's rugby team and various philanthropic organizations.

Michael joined Bull Realty in 2016 and began building his brokerage practice based on integrity, superior client service, and exceptional results. In 2018 alone, Michael closed 23 transactions valued at over \$25,000,000, which landed him #3 of 32 brokers at the firm. Since 2018, he has recorded five 'highest price ever' record sales.

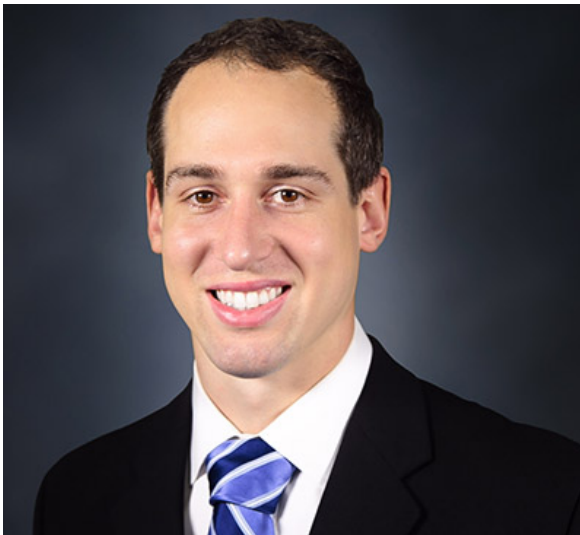
Michael continuously attends seminars, conferences, and classes to improve his knowledge of real estate, finance, and economics. He is a pinned designee of the prestigious Certified Commercial Investment Member (CCIM) Institute, commercial real estate's global standard for professional achievement and is an active member of the Atlanta Commercial Board of Realtors (ACBR).

When not enjoying his career, Michael continues pursuing his passions for athletics and international travel and loves a weekend camping and hiking in the north Georgia mountains. Michael is also a 'big brother' in the Big Brothers Big Sisters organization. He enjoys spending time with family and friends exploring the neighborhoods in and around Atlanta.

TEAM PROFILES



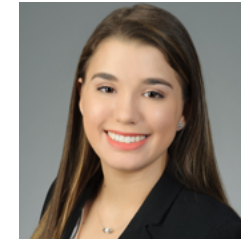
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Aubri Lienemann
Marketing



Randee Comstock
Marketing



Scott Jackson
Analyst

CONFIDENTIALITY AGREEMENT

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 **729 Piedmont Avenue NE, Atlanta, GA 30308**. 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 this _____ day _____ of , 20____.

Receiving Party _____

Signature _____

Printed Name _____

Title _____

Company Name _____

Address _____

Email _____

Phone _____

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SIGN
CONFIDENTIALITY AGREEMENT
ONLINE



DISCLAIMER & LIMITING CONDITIONS

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 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 to purchase the Property 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 to purchase 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 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 Owner. 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. or Owner/Seller. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, disks and other information provided in connection therewith.