



PIEDMONT ROAD

OFFERING MEMORANDUM
BUCKHEAD FREESTANDING OFFICE/RETAIL
ACQUISITION OPPORTUNITY | ± 3,685 SF



BULL REALTY
ASSET & OCCUPANCY SOLUTIONS

Sean Williams
S.V.P. National Office Group
SWilliams@BullRealty.com
404-876-1640 x126

Bull Realty, Inc.
50 Glenlake Parkway, Suite 600
Atlanta, GA 30328
BullRealty.com



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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, disks and other information provided in connection therewith.

EXECUTIVE SUMMARY

BUCKHEAD FREESTANDING OFFICE/RETAIL ACQUISITION OPPORTUNITY | ± 3,685 SF



SALE DESCRIPTION

This property is centrally located in the Garden Hills district of Buckhead, a prominent part of the Atlanta MSA and the third largest commercial center in Atlanta. With excellent access to I-85, GA-400 & Midtown/Downtown, it is also surrounded by world-class office, shopping, dining and entertainment in Buckhead Village, Lenox Square, Phipps Plaza.

The building provides suites with two floors, private offices, a break room, a conference room and an unfinished basement for additional storage. The property offers a monument sign, 6 parking spaces with the potential to expand and offers excellent visibility from Piedmont Rd. R-LC zoning allows for multiple uses, including office and retail.

For more information on R-LC zoning, click here: <http://ow.ly/KS4K50xDeGR>

HIGHLIGHTS

- ± 3,685 SF freestanding building in Buckhead
- Zoned R-LC allows for multiple uses, including office and retail
- Monument signage
- 2 stories, plus basement/storage
- 6 existing surface spaces with potential for expansion
- Prime location on Piedmont Rd
- Traffic counts of 47,190 VPD

PRICE | \$1,250,000

PROPERTY INFORMATION

BUCKHEAD FREESTANDING OFFICE/RETAIL ACQUISITION OPPORTUNITY | ± 3,685 SF

Property Address:	2852 Piedmont Rd, Atlanta, GA 30305
County:	Fulton
Building Size:	± 3,685 SF
Site Size:	0.41 Acres
Zoning:	R-LC
Year Built:	1930
Number Of Stories:	2 stories, plus basement/storage
Signage:	Monument
Parking Spaces:	6 existing surface spaces
Sale Price:	\$1,250,000 (\$339.21/SF)

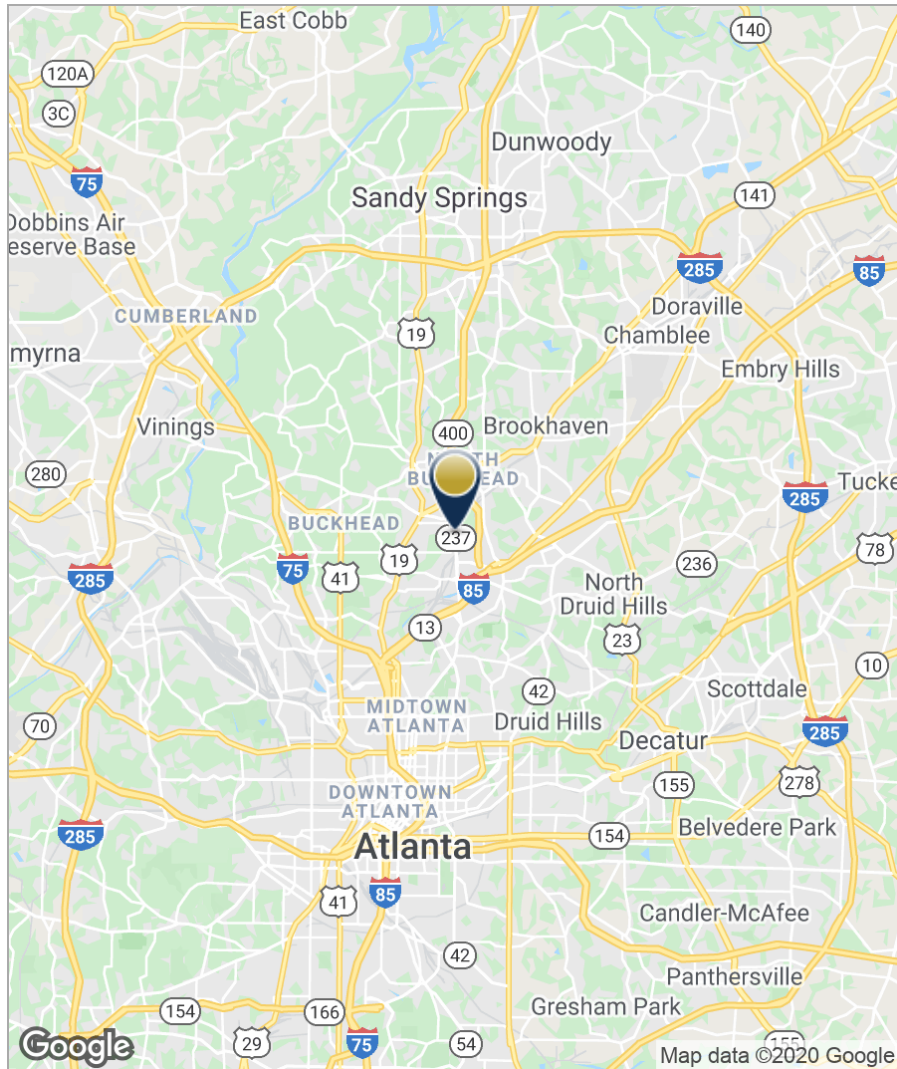
“47,190 people seeing your sign every day while paying down a mortgage, plus enjoying property appreciation, makes a lot of sense for small business owners.”

-Michael Bull



LOCATION & DEMOGRAPHICS

BUCKHEAD FREESTANDING OFFICE/RETAIL ACQUISITION OPPORTUNITY | ± 3,685 SF



POPULATION	1 MILE	3 MILES	5 MILES
TOTAL POPULATION	23,767	140,047	347,080
MEDIAN AGE	33.1	35.9	34.1
MEDIAN AGE (MALE)	33.2	36.2	34.5
MEDIAN AGE (FEMALE)	33.5	36.0	34.0
HOUSEHOLDS & INCOME	1 MILE	3 MILES	5 MILES
TOTAL HOUSEHOLDS	13,213	70,057	166,458
# OF PERSONS PER HH	1.8	2.0	2.2
AVERAGE HH INCOME	\$96,736	\$127,709	\$121,904
AVERAGE HOUSE VALUE	\$466,912	\$492,800	\$477,648

Source: ESRI



FINANCIAL ANALYSIS

BUCKHEAD FREESTANDING OFFICE/RETAIL ACQUISITION OPPORTUNITY | ± 3,685 SF

Lease vs. Purchase Analysis

PURCHASE

Principal and Interest	\$4,948.47
CAM (\$1.25/SF)	\$383.85
Property Tax (\$11,074/Yr)	\$923.00
Insurance (estimated)	\$120.00
Utilities (estimated)	\$460.63
Monthly Cost	\$6,835.95

Purchase Assumptions:

Purchase Price	\$1,250,000.00
Price/SF	\$339.21
Down Payment %	25%
Down Payment \$	\$312,500.00
Interest Rate	4.00%
Amortization Period	25
Loan Amount	\$937,500.00

LEASE

Base Monthly Rate	\$7,677.08
CAM (\$1.25/SF)	\$383.85
Property Tax (\$11,074/Yr)	\$923.00
Insurance (estimated)	\$120.00
Utilities (estimated)	\$460.63
Monthly Cost	\$9,103.94

Lease Assumptions:

Square Footage:	3,685
Rental Rate (\$/SF):	\$25.00
Utilities (\$/SF):	\$2.78
Property Tax (\$/SF)	\$0.25
Insurance (\$/SF)	\$0.14

Additionally, if the property is held for just 5 years, the principal reduction should be approximately:

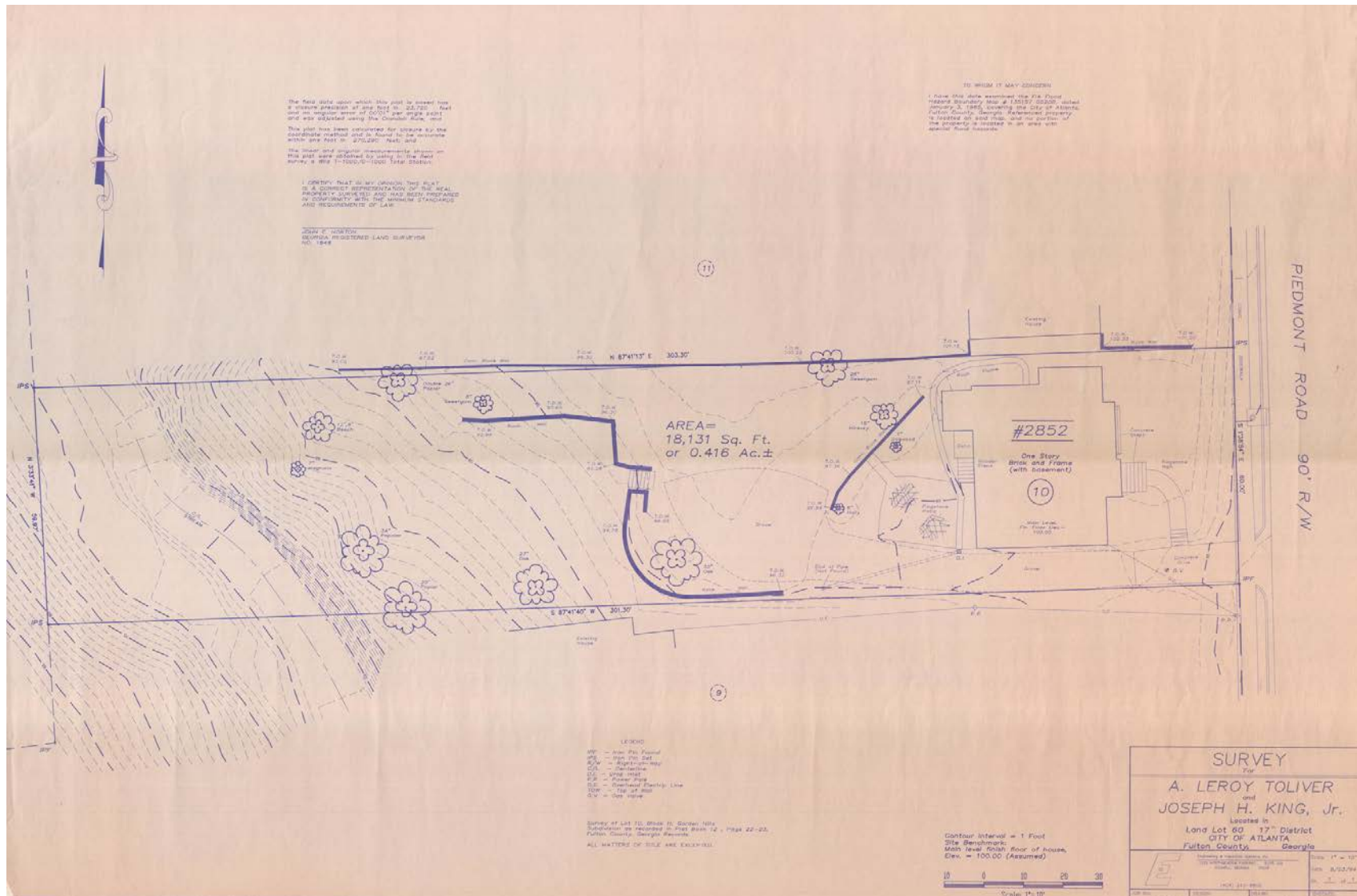
\$121,928

With the lowest interest rates in recent history and tremendous uncertainty in the stock markets, business owners have an unprecedented opportunity to invest in their space. Benefits of owningspace include:

- 1) *Controlling occupancy cost, i.e. eliminating rental increases*
- 2) *Building equity as property value appreciates over time*
- 3) *Paying down a mortgage vs. "throwing away" rent payments*
- 4) *Enjoying tax benefits available only to real estate owners*
- 5) *Financing the property at very favorable terms available exclusively to owner-occupants*

In addition to the great Investment potential and other benefits, many business owners actually reduce their monthly occupancy cost through owning their business' space.

This information for illustrative purposes only. This analysis is based on assumptions and is not to be relied upon as an accurate representation of the information prepared. This information should be confirmed by your accountant. This information may not include principal reduction on your loan, inflation vs. leverage benefits of owning real estate and other factors that may affect the analysis.



SALE COMPS

BUCKHEAD FREESTANDING OFFICE/RETAIL ACQUISITION OPPORTUNITY | ± 3,685 SF

★ Subject Property



SUBJECT PROPERTY

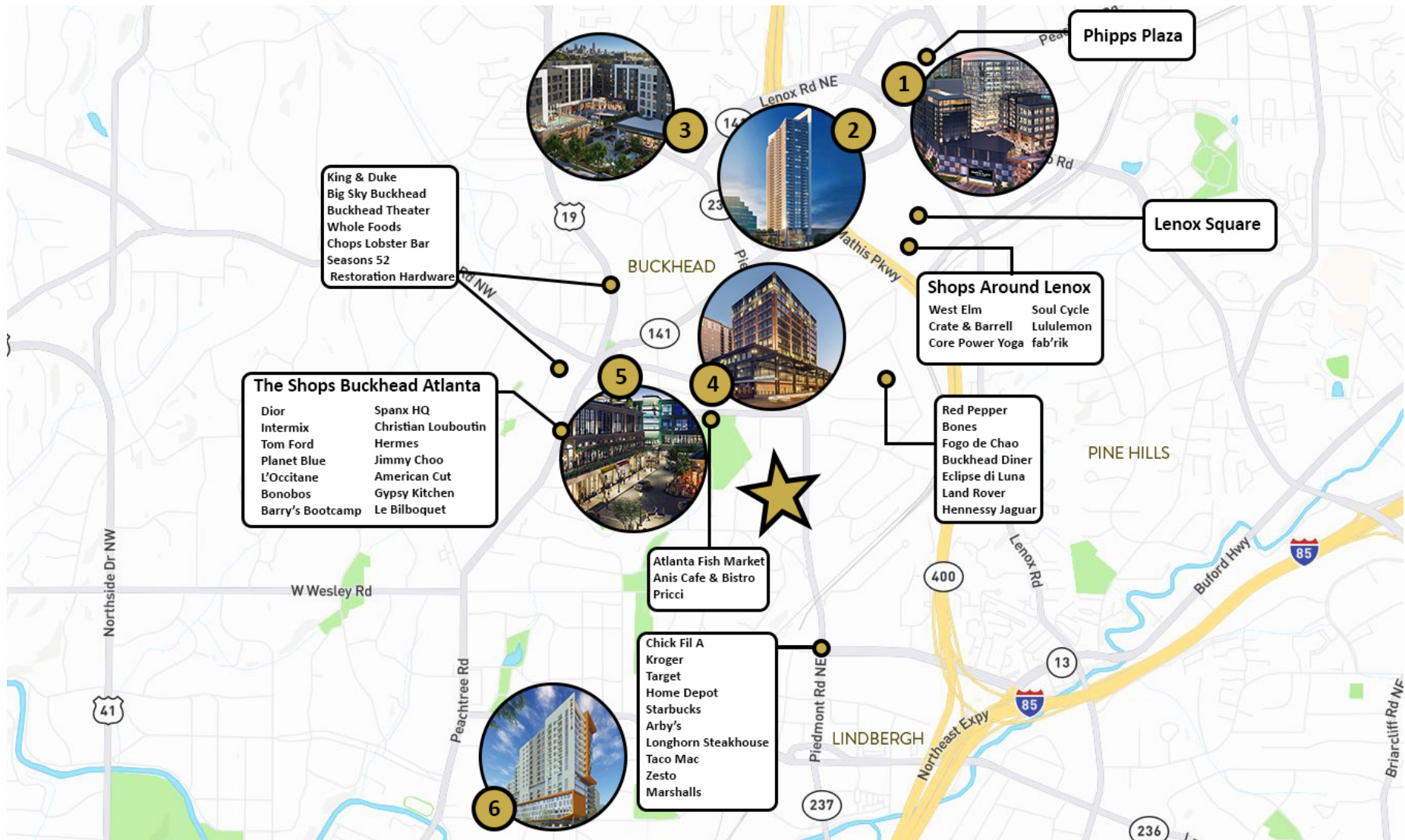
Address	City	Asking Price	Year Built	Building Size	Price/SF	Sold Date
2852 Piedmont Rd	Atlanta	\$1,250,000	1930	3,685 SF	\$339.21	-

SALES COMPS

Address	City	Sale Price	Year Built	Building Size	Price PSF	Sold Date
1 10 Blackland Rd	Atlanta	\$1,500,000	1958	1,559 SF	\$962.16	11/19/2019
2 1841 NE Piedmont Ave	Atlanta	\$1,475,000	1989	1,650 SF	\$893.94	09/05/2019
3 3149 E Shadowlawn Ave NE	Atlanta	\$750,000	1930	1,600 SF	\$468.75	01/22/2019
4 3080 E Shadowlawn Dr	Atlanta	\$1,000,000	1940	2,070 SF	\$483.09	05/29/2019

IN THE AREA

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1

PHIPPS PLAZA RENOVATION

Headlined by the arrival of Nobu Hotel and Restaurant Atlanta, the reimagined development will include a 90,000 SF living and entertainment destination and a 13-story, 350,000 SF, Class A office building. It will also feature an outdoor event venue and a multi-purpose courtyard offering easy access to the One Phipps Plaza office building and restaurants.



2

ICON BUCKHEAD

The 36-story Peachtree & Stratford project will consist of 362 luxury apartments with 32,000 SF street level retail. The property will feature a pool terrace atop an adjacent parking structure and clubroom amenity with rooftop fire pit terrace on the 36th floor of the residential tower.



3

MODERA PROMINENCE

Mill Creek Residential continues to expand in Atlanta with the development of Modera Prominence, a luxury mixed-use apartment community. The community will feature 319 apartment homes and 21,000 SF of retail. First move-ins are anticipated in 2020.



4

309 EAST PACES

Creative loft office space located between The Shops Buckhead Atlanta and multiple dense residential and office towers. This mixed-use building will have 79,900 SF of loft-office space directly above the street level retail and restaurant space.



5

THE SHOPS BUCKHEAD ATLANTA

Offering over 800,000 SF of customizable space-including 300,000 SF of upscale retail, restaurants and cafes, more than 100,000 SF of luxury office and approximately 400,000 SF of high-rise residential-The Shops Buckhead Atlanta conveys the ultimate street-scene dynamic in the capital of the South.



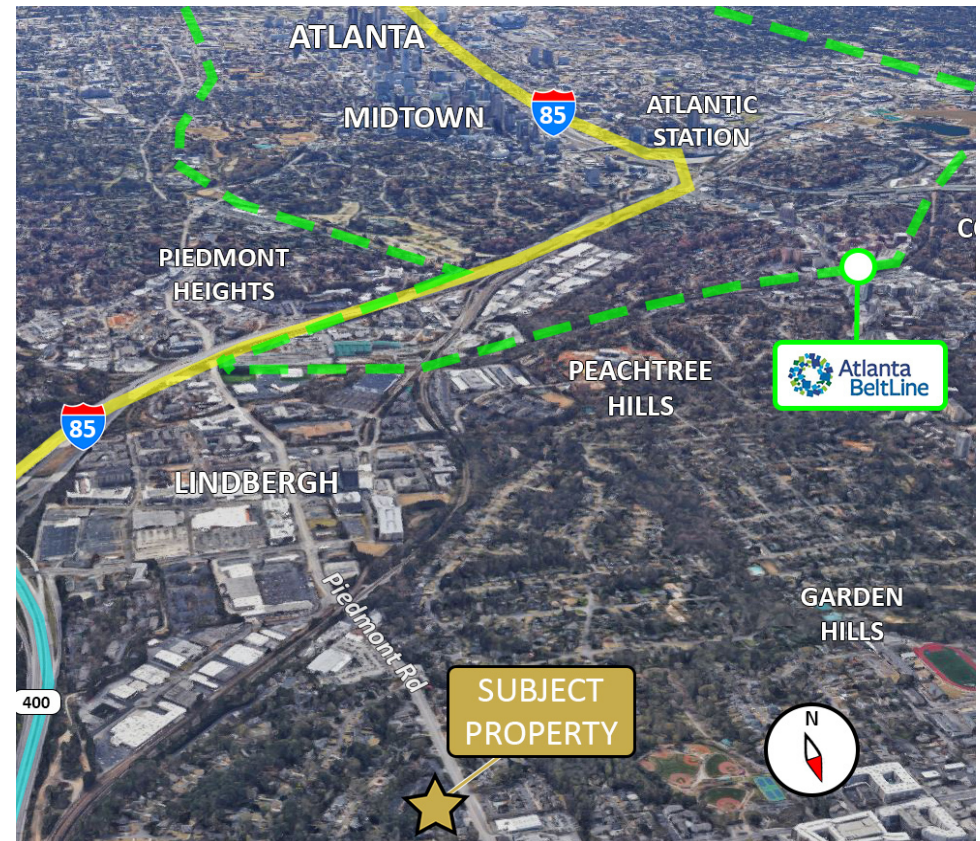
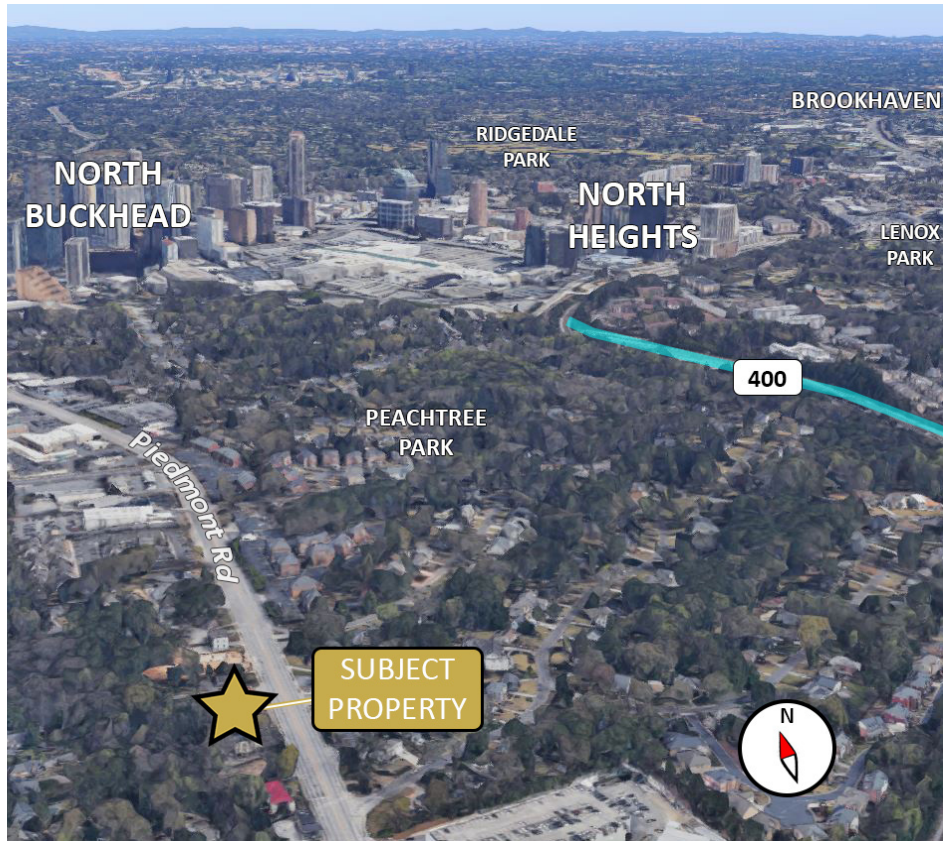
6

HEARTIS BUCKHEAD

Dallas-based healthcare real estate firm, Caddis, just unveiled plans for an upscale senior living community: the 18-story, 213-unit, 278,000 SF Heartis Buckhead. For Caddis, Heartis Buckhead is its largest project to date and one of the largest such projects now under construction anywhere in the United States. When completed, it will also be one of the largest senior living communities in the Atlanta area.

AERIALS

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ABOUT THE AREA

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BUCKHEAD

Buckhead is an affluent uptown district, major commercial and financial center of the Southeast and the third-largest business district in Atlanta, behind Downtown and Midtown. The district's numerous high-rise office buildings, hotels and condominiums form a highly urbanized core along Peachtree Road. Surrounding this dense hub are residential neighborhoods featuring large, comfortable, single-family homes situated among dense forests and rolling hills. Buckhead offers world-class shopping, dining, entertainment, workspace and housing in an unsurpassed location for the ultimate urban luxury lifestyle.



MIDTOWN

As the the second largest business district in the city of Atlanta, Midtown is situated between the commercial and financial districts of Downtown to the south and Buckhead to the north. Marked by its cultural attractions, institutions of higher education, noteworthy architecture, and urban layout, the Midtown 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).



ATLANTA

Home to the busiest and most efficient airport in the world, Hartsfield-Jackson Atlanta International Airport, getting to Atlanta is easy. 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 include the neighborhoods of Midtown, Buckhead, Virginia-Highlands, Little Five Points and Inman Park.

ABOUT THE AREA

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TOP EMPLOYERS

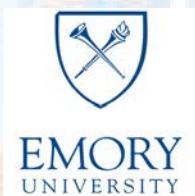


DELTA



Coca-Cola

EDUCATION



MAJOR ATTRACTIONS



CONFIDENTIALITY AGREEMENT

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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 2852 Piedmont Rd. 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

Fax

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SWilliams@BullRealty.com

GA #275556



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, management 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 iTunes, YouTube and www.CREshow.com.