OFFERING MEMORANDUM

DEVELOPMENT OPPORTUNITY | ±0.92 ACRES

GARDEN HILLS | BUCKHEAD

BULL REALTY
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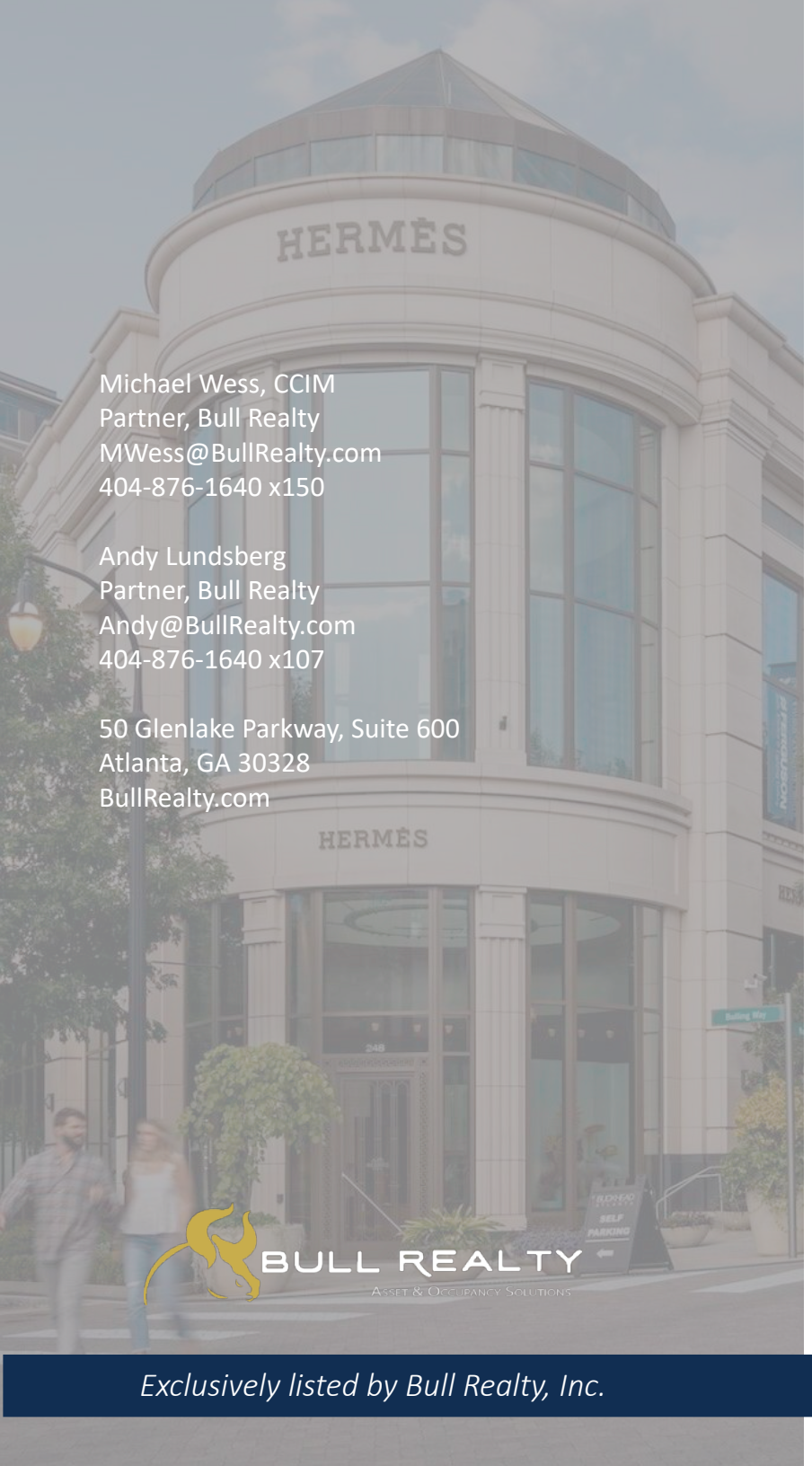

Michael Wess, CCIM
Partner, Bull Realty
MWess@BullRealty.com
404-876-1640 x150

Andy Lundsberg
Partner, Bull Realty
Andy@BullRealty.com
404-876-1640 x107

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

BULL REALTY
ASSET & OCCUPANCY SOLUTIONS

Exclusively listed by Bull Realty, Inc.

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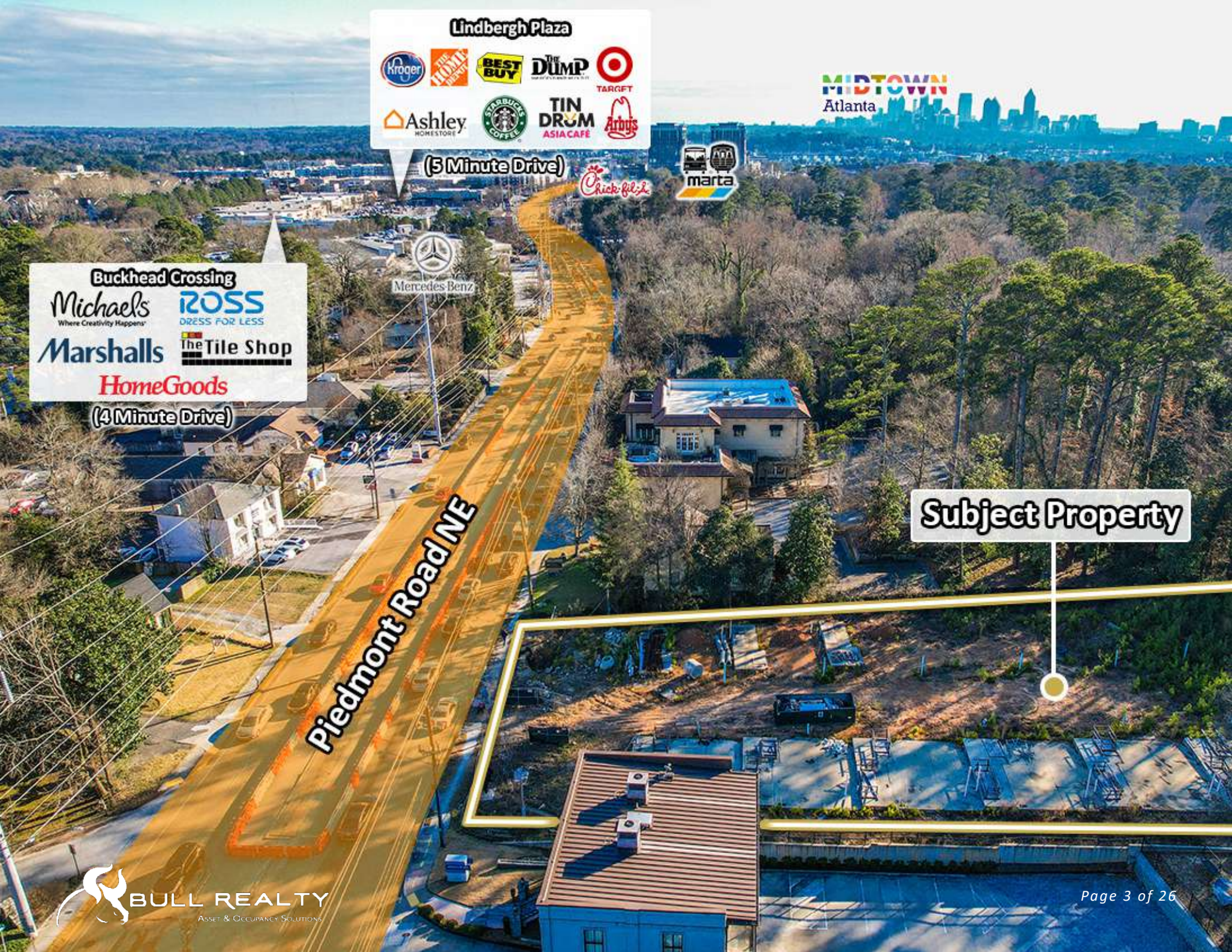

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EXECUTIVE SUMMARY

THE OFFERING

Rare residential development opportunity in the upscale Garden Hills neighborhood of Atlanta. Located in Buckhead and boarded by Peachtree Street and Piedmont Road, Garden Hills is walkable to the upscale retail, nightlife and malls of Buckhead while remaining known as a tight-knit community and one of Atlanta's most social scenes with its garden and pool & tennis clubs, holiday parties and other fun events.

Plans for twelve unique 30'x30' townhomes are available for review. Six of the twelve pads already have foundations poured, and much of the site work has already been completed. However, other site plans are possible on this ±0.92 acre site.

PROPERTY HIGHLIGHTS

- ±0.92 acre residential development site in the Garden Hills neighborhood of Buckhead
- Plans and site work completed for twelve unique 30'x30' townhomes, though new concept can be implemented
- Slabs and cellars for six townhomes have already been laid
- Current plans provide each 3 bedroom, 3.5 bath townhome with ±2,613 SF heated area over four floors, a ±237 SF wine cellar and two vehicle garage for ±3,279 SF of enclosed areas
- In addition, each townhome also has ±809 SF of outdoor areas including rooftop decks
- Site plan calls for attractive, tree-lined entrance off Piedmont Rd with nine guest parking spaces
- Over $1 million already spent on existing site work and design
- Average home price in Garden Hills was $718,093 in 2021 and average household income in the neighborhood is $150,738
- Currently zoned: R-LC
- For more zoning information, click here: *https://bit.ly/3LGveYS*

Contact Broker for Pricing Information

±0.92 Acres

Residential Development

AREA HIGHLIGHTS

ACCESSIBLE LOCATION WITH NEARBY AMENITIES

- Surrounded by high-quality shopping, dining and hotels within the immediate area including The Shoppes at Buckhead, Lenox Square Mall, Phipps Plaza and Shops of Miami Circle
- Buckhead Village District encompasses more than 1.5 million square feet of retail, residential and restaurant space
- The Property benefits from its access to major thoroughfares including Piedmont Road NE and Georgia State Route 400

STRONG DEMOGRAPHICS

- The property is strategically located in a high-growth, affluent and well-educated area
- Average household income within a 1-mile radius is $150,738 more than double the national average of $68k, and some of the highest income demographics in the nation
- 78% of the surrounding demographic is a white-collar worker with at least a bachelor's degree

SURROUNDED BY HIGH-QUALITY AMENITIES IN THE IMMEDIATE AREA

PROPERTY HIGHLIGHTS

Ideally located within exclusive Garden Hills neighborhood

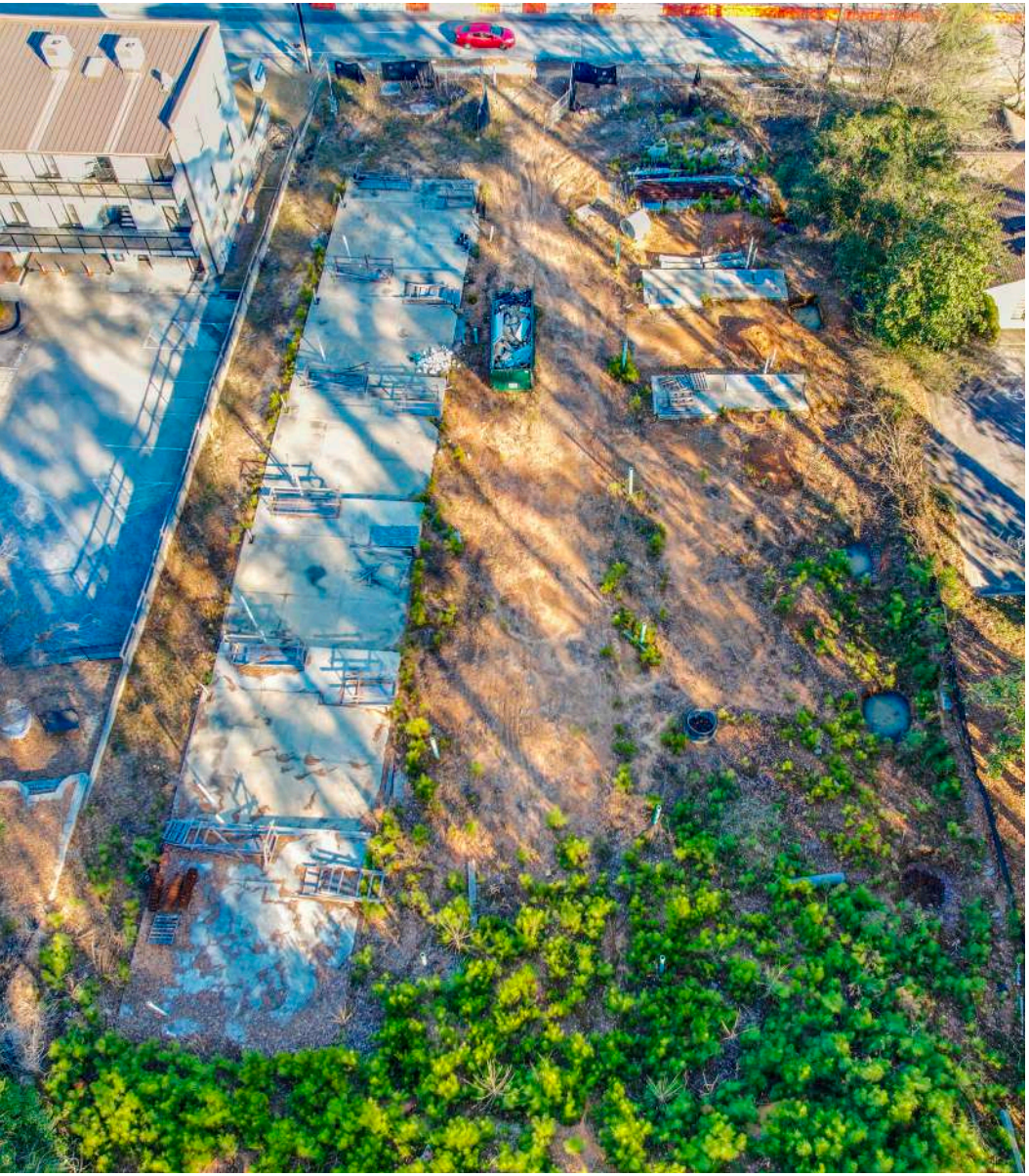
Rare residential development site in ultra-low supply, upscale Garden Hills

Surrounded by hundreds of luxury shops and trendy restaurants

OFFERING SUMMARY

ADDRESS	2878 Piedmont Road NE Atlanta, GA 30305
COUNTY	Fulton
PRICE	Contact Broker
LAND AREA	±0.92 Acres
ZONING	R-LC: https://bit.ly/3LGveYS
PARCEL ID	17-0060-0007-105-1

PHOTOS



FLOOR PLANS

AREA CALCULATION TABLE

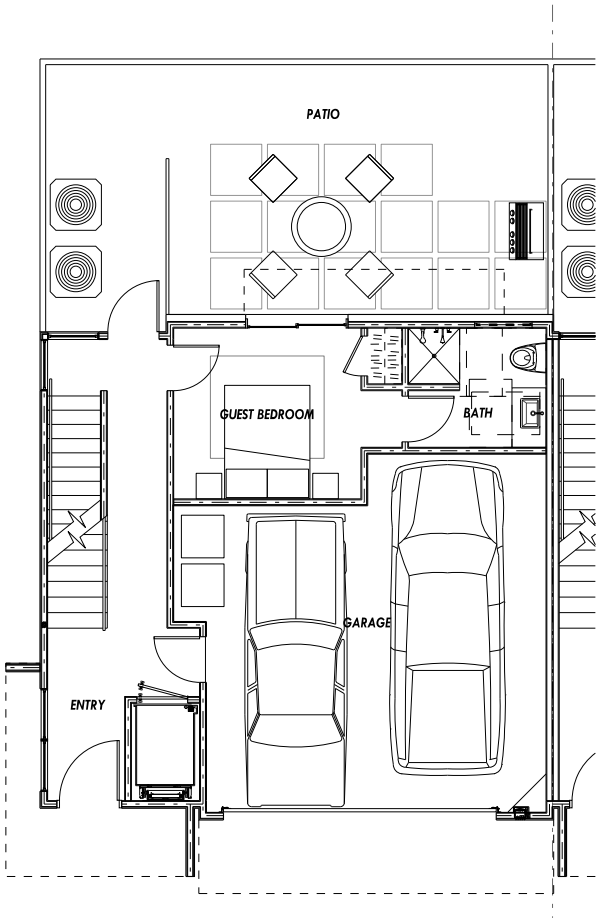
FLOOR AREA RATIO

TOTAL GROSS SITE AREA:	**45,099.91 S.F.**
MAXIMUM ALLOWABLE F.A.R.:	**31,389.6 S.F. (GROSS SITE AREA x .696)**
PROPOSED BUILDING FLOOR AREA	
MAIN LEVEL:	442 SF
2ND LEVEL:	766 SF
3RD LEVEL:	870 SF
4TH LEVEL:	535 SF
TOTAL UNIT AREA:	2,613 SF
TOTAL FLOOR AREA (UNIT AREA x12):	**31,356 SF**

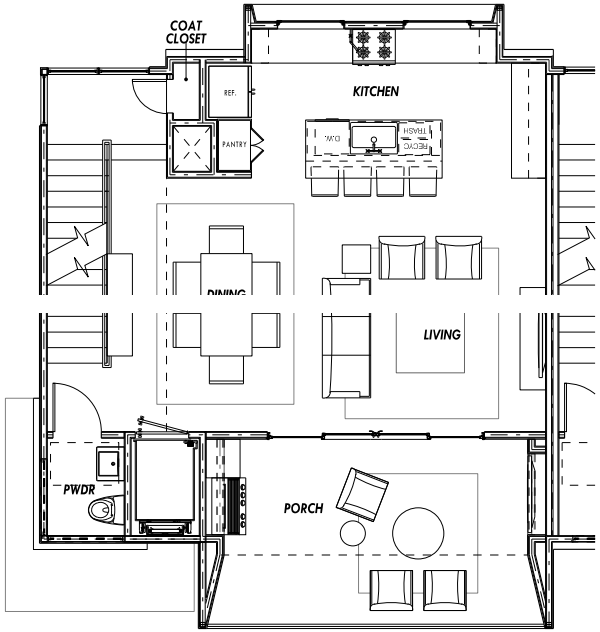
AREA BREAKDOWN PER UNIT

ENCLOSED AREA PER UNIT	
GROSS HEATED AREA:	2,613 SF
WINE CELLAR:	237 SF
GARAGE:	429 SF
TOTAL ENCLOSED AREA:	**3,279 SF**
OUTDOOR LIVING AREA PER UNIT	
MAIN LEVEL PATIO:	325 SF
2ND LEVEL PORCH:	225 SF
ROOF DECK:	259 SF
TOTAL OUTDOOR LIVING AREA:	**809 SF**
TOTAL SPACE PER UNIT:	**4,088 SF**

FLOOR PLANS



MAIN LEVEL FLOOR PLAN: 442 SF (HEATED)



2ND/LIVING LEVEL FLOOR PLAN: 766 SF (HEATED)

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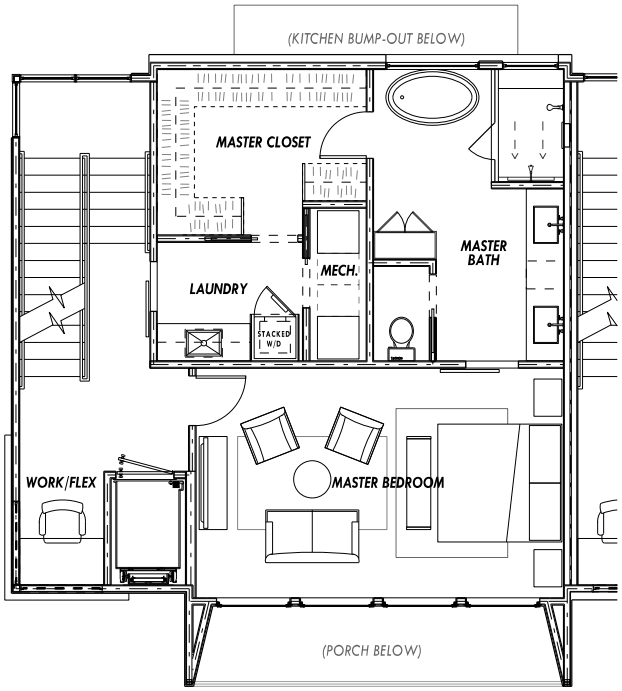
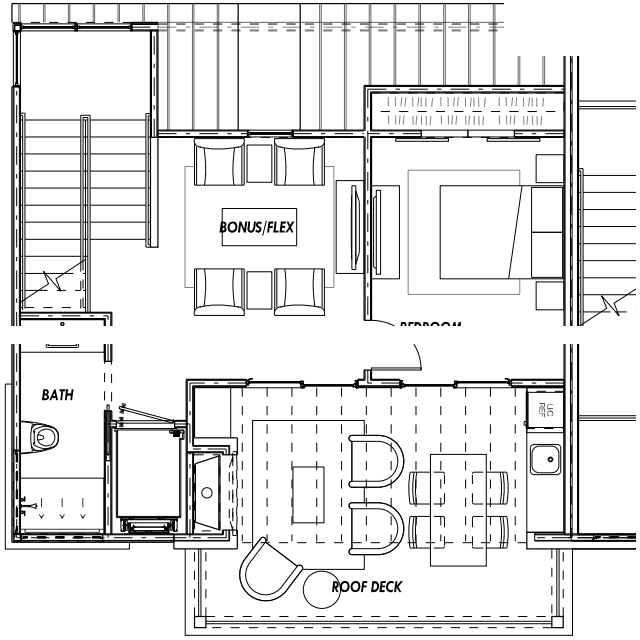
FLOOR PLANS

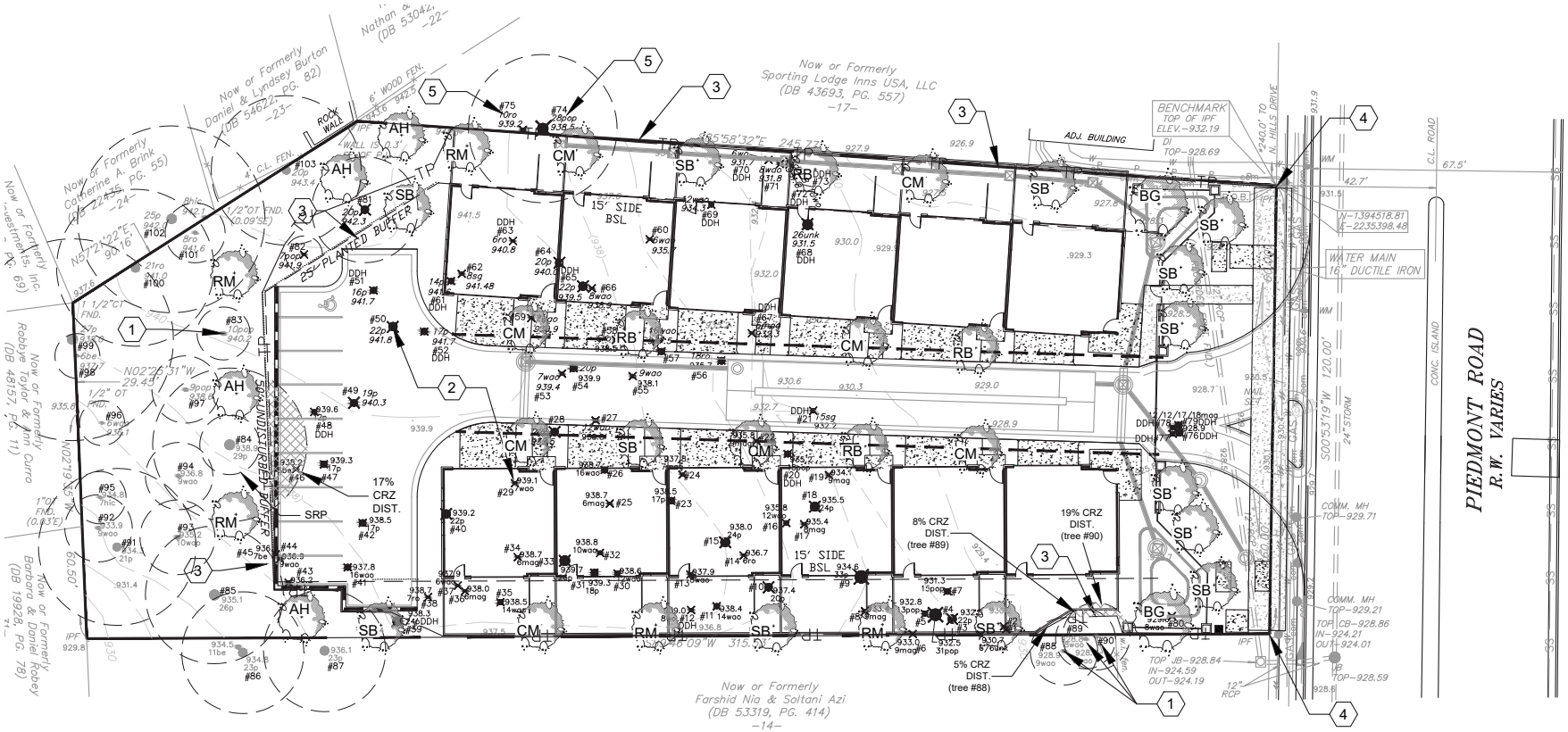


3RD LEVEL - MASTER SUITE: 870 SF (HEATED)

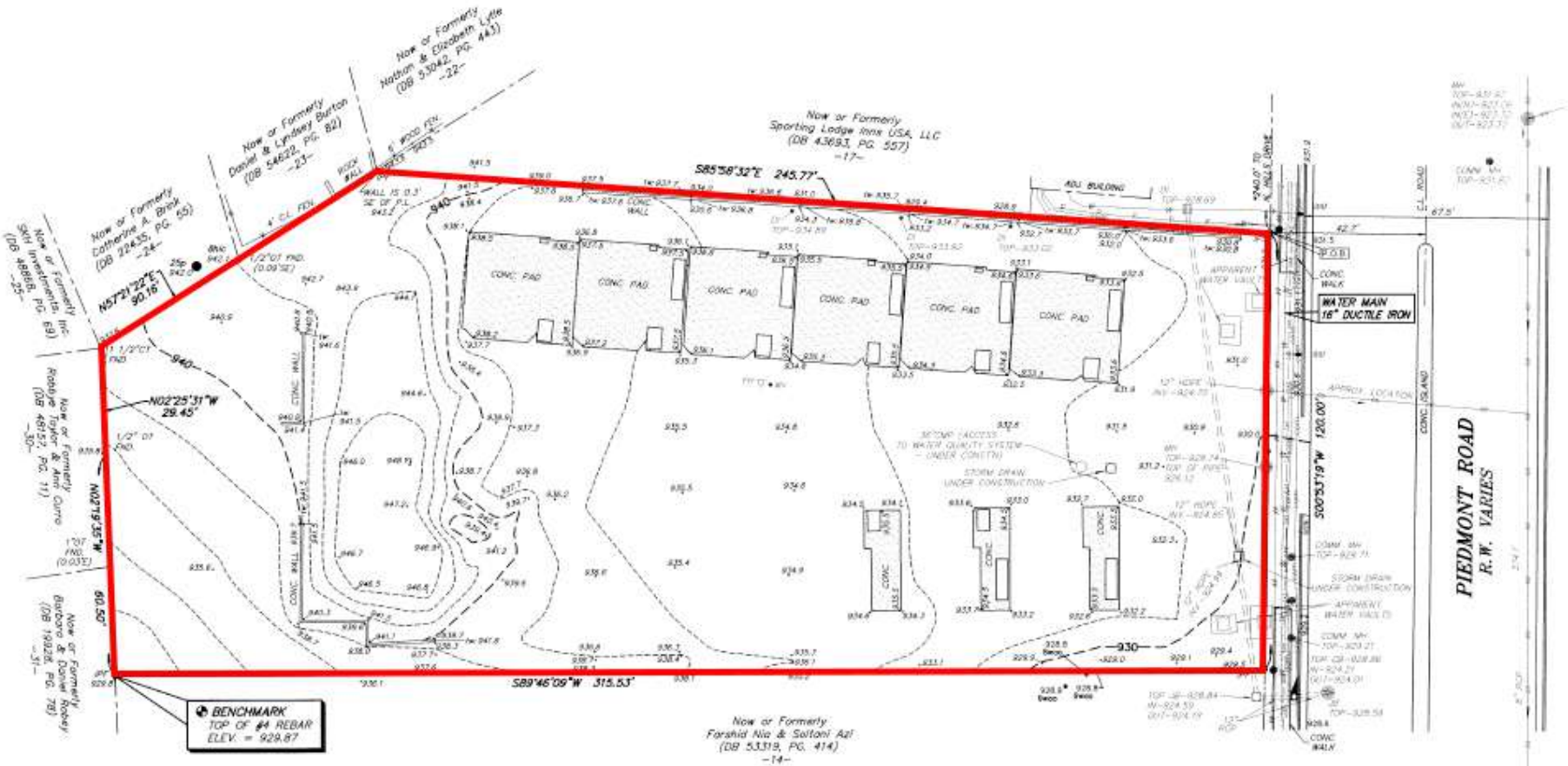


4TH LEVEL -BEDROOM & FLEX SPACE: 535 SF (HEATED)

SITE PLAN


Now or Formerly
Sporting Lodge Inns USA, LLC
(DB 43693, PG. 557)
–17–
Now or Formerly
Farshid Nia & Soltani Azi
(DB 53319, PG. 414)
–14–
Now or Formerly
Daniel & Lyndsey Burton
(DB 54622, PG. 82)
–23–
Now or Formerly
Catherine A. Brink
(DB 22435, PG. 55)
–24–
Nathan &
(DB 53042,
–22–
Now or Formerly
Robbye Taylor & John Curo
(DB 48157, PG. 11)
Now or Formerly
Barbara & Daniel Robey
(DB 19928, PG. 78)
–21–
Now or Formerly Inc.
Investments, PG. 69)
ADJ. BUILDING
BENCHMARK
TOP OF IPF
ELEV.–932.19
N–1394518.81
E–2235398.48
WATER MAIN
16" DUCTILE IRON
PIEDMONT ROAD
R.W. VARIES
CONC. ISLAND
C.L. ROAD
15' SIDE BSL
25' PLANTED BUFFER
17% CRZ DIST.
8% CRZ DIST. (tree #89)
19% CRZ DIST. (tree #90)
5% CRZ DIST. (tree #88)
COMM. MH TOP–929.71
COMM. MH TOP–929.21
TOP CB–928.86
IN–924.21
OUT–924.01
TOP JB–928.84
IN–924.59
OUT–924.19
TOP–928.59
24" STORM
12" RCP
ROCK WALL
6' WOOD FEN.
4' C.L. FEN.
SRP
N15°58'32"E 245.77'
S00°53'19"W 120.00'
N02°26'31"W 29.49'
N02°19'57"W 60.50'
S48°09'W 315.

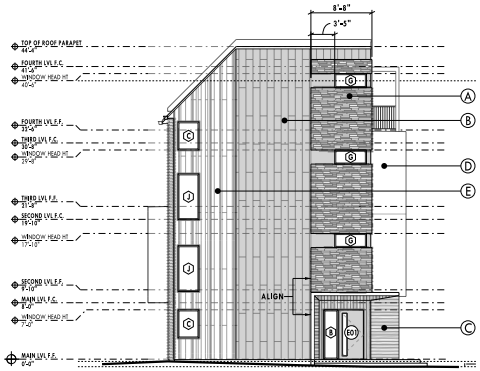
AS-IS SURVEY


Now or Formerly
Sporting Lodge Inns USA, LLC
(DB 43693, PG. 557)
-17-
Now or Formerly
Nathan & Elizabeth Lytle
(DB 53042, PG. 443)
-22-
Now or Formerly
Daniel & Lyndsey Burton
(DB 54622, PG. 82)
-23-
Now or Formerly
Catherine A. Brink
(DB 22435, PG. 65)
-24-
Now or Formerly
SKH Investments, Inc.
(DB 48868, PG. 69)
-25-
Now or Formerly
Robbye Taylor & Ann Quinn
(DB 48152, PG. 11)
-30-
Now or Formerly
Barbara & Daniel Rickey
(DB 19928, PG. 78)
-31-
Now or Formerly
Farshid Nia & Soltani Azi
(DB 53319, PG. 414)
-14-
S85°58'32"E 245.77'
N57°21'22"E 90.16'
N02°25'31"W 29.45'
N02°15'35"W
60.50'
S89°46'09"W 315.53'
S00°53'19"W 120.00'
CONC. PAD
ADU BUILDING
WATER MAIN
16" DUCTILE IRON
POB
PIEDMONT ROAD
R.W. VARIES
BENCHMARK
TOP OF #4 REBAR
ELEV. = 929.87

ELEVATION

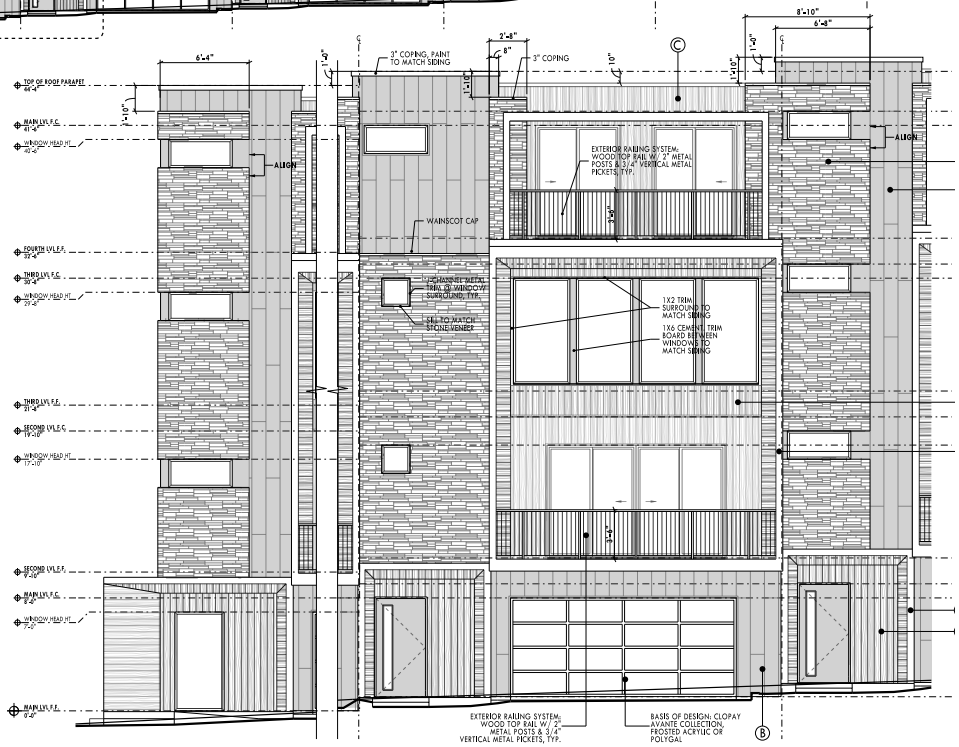
1 A2.1 BUILDING FRONT ELEVATION

1/8" = 1'-0" | 1/16" = 1'-0" WHEN PRINTED AT HALF SCALE ON 11x17



2 A2.1 BUILDING SIDE ELEVATION, FACING PIEDMONT ROAD

1/8" = 1'-0" | 1/16" = 1'-0" WHEN PRINTED AT HALF SCALE ON 11x17



3 A2.1 ELEVATION DETAILS - PIEDMONT RD. END UNIT & TYPICAL MIDDLE

1/8" = 1'-0" | 1/16" = 1'-0" WHEN PRINTED AT HALF SCALE ON 11x17

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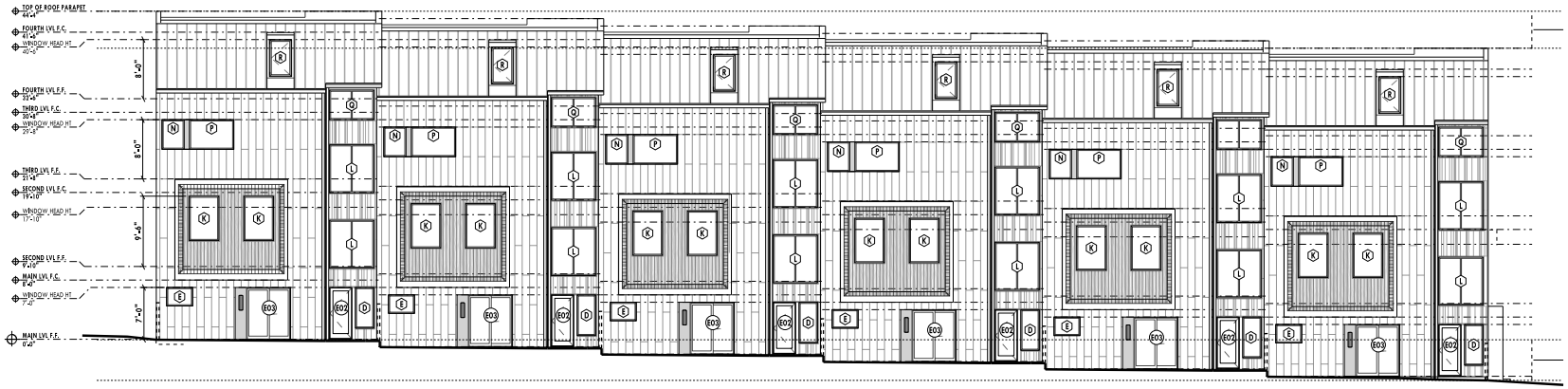
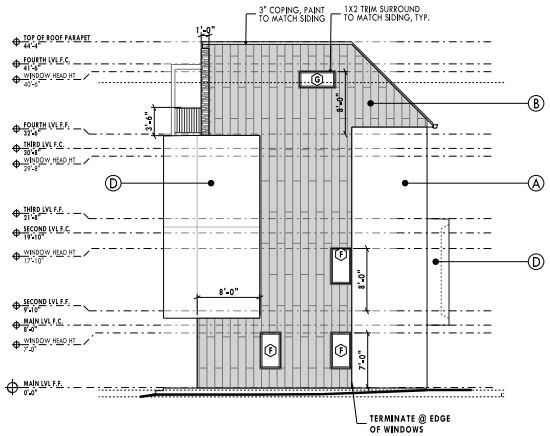
ELEVATION



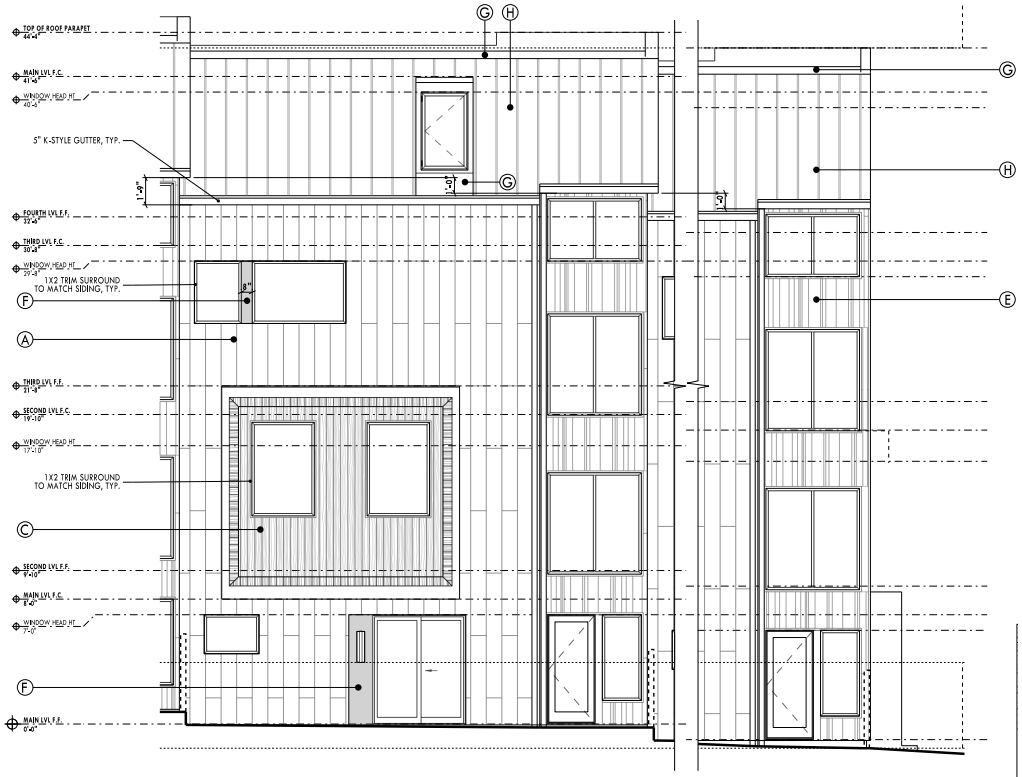
1 A2.2 BUILDING REAR ELEVATION

1/8" = 1'-0" | 1/16" = 1'-0" WHEN PRINTED AT HALF SCALE ON 11x17



2 A2.2 BUILDING SIDE ELEVATION, FACING BACK OF LOT

1/8" = 1'-0" | 1/16" = 1'-0" WHEN PRINTED AT HALF SCALE ON 11x17



3 A2.2 ELEVATION DETAILS - PIEDMONT RD. END UNIT & TYPICAL MIDDLE

1/8" = 1'-0" | 1/16" = 1'-0" WHEN PRINTED AT HALF SCALE ON 11x17

BULL REALTY
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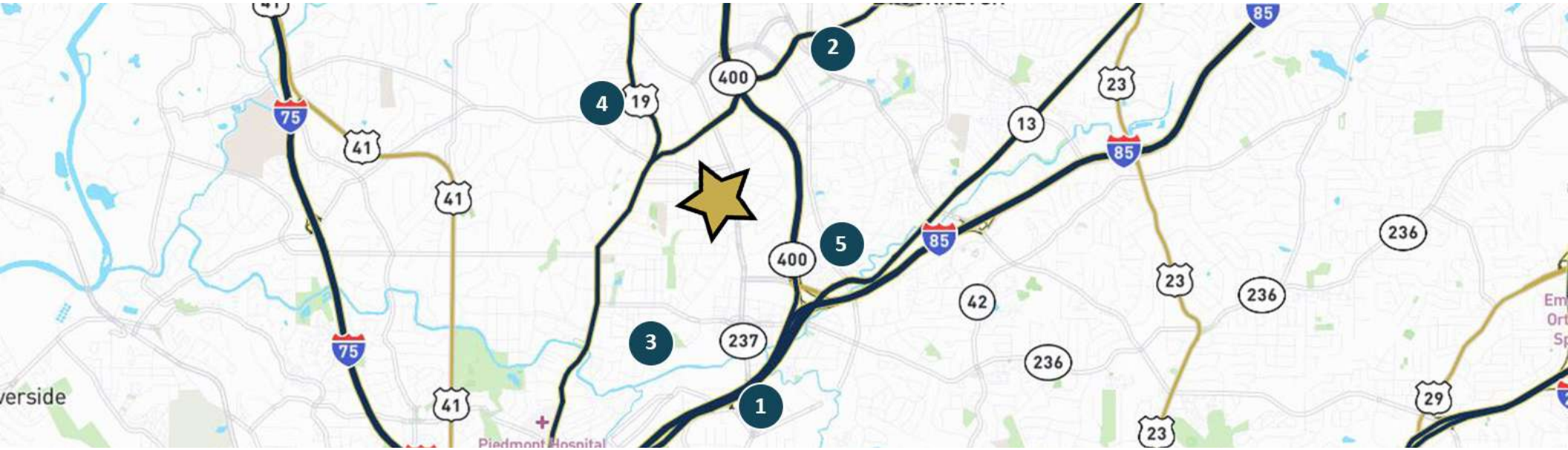
MODEL RENDERINGS

TOWNHOME COMPS



	ADDRESS	CITY, STATE, ZIPCODE	SOLD PRICE	YEAR BUILT	BLDG SIZE	PRICE/SF	SOLD DATE
★	2878 Piedmont Road NE	Atlanta GA, 30305	--	2022	2,613 SF	--	--
1	502 Bismark Road NE	Atlanta, GA 30324	$1,065,000	2019	2,628 SF	$405.25/SF	10/15/2021
2	979 Laurel Court NE	Atlanta, GA 30326	$1,095,526	2021	3,385 SF	$323.64/SF	11/15/2021
3	266 Devin Place NE	Atlanta, GA 30305	$1,250,000	2020	3,474 SF	$359.81/SF	10/18/2021
4	300 Stonemont Dr	Atlanta, GA 30305	$1,015,000	2015	2,576 SF	$394.02/SF	12/15/2020
5	906 Lenox Blvd	Atlanta, GA 30324	$1,285,000	2017	3,445 SF	$373.00/SF	11/02/2021

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ABOUT THE AREA

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Buckhead
(3 Minute Drive)
Buckhead Village District
(4 Minute Drive)
Pharr Road
Subject Property
Piedmont Road NE
Le Bilboquet
The Regent Cocktail Club
Gypsy Kitchen
Shake Shack
Fado Irish Pub
Taverna
Umi
Georgetown Cupcake
Storico Vino
King + Duke
The Southern Gentleman
The Capital Grill
Brash Coffee
American Cut Steakhouse
Chops & Lobster Bar
The Iberian Pig
Dior
The RealReal
Christian Louboutin
Jimmy Choo
Hermes
SPANX Headquarters
JLL
GRAND HYATT
INTERCONTINENTAL
marta
WESTIN
WAFFLE HOUSE
Krystal
FOGO DE CHÃO
CVS pharmacy
Caribou
Red Pepper
Baxus
PETSMART
TRADER JOE'S
ALDI
SEPHORA
DANCING GOATS
KyMA
LA FITNESS
CHIPOTLE
ROOMS TO GO
Kroger

A DYNAMIC DESTINATION FOR THE MODERN SOUTHERN LIFESTYLE

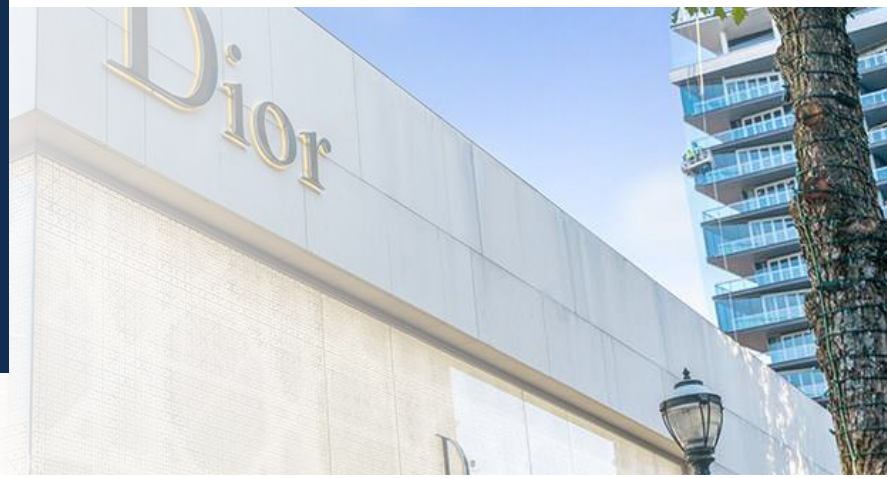
LOVE WHERE YOU WORK, AND LIVE, AND PLAY, AND DRINK, AND...

From the St. Regis Hotel and Residences to the exclusive new shopping district, Buckhead Atlanta, Buckhead Village is experiencing exponential growth. It is the place to be with exceptional restaurants and shopping, catering to the most affluent clientele in the city. Developers vie for the coveted consumers for whom this neighborhood is a daily crossroads. Visitors and locals alike come to shop, experience casual and fine dining and visit the Atlanta History Center. Buckhead Village is a top Atlanta destination for residents of other communities, but for Buckhead residents, the village is simply part of their daily routine. (Source)

STEP INTO BUCKHEAD

At the heart of Buckhead around the intersections of Lenox, Peachtree and Piedmont Roads, is a shopping district with more than 1,500 retail units where shoppers spend more than $3 billion a year. In addition, Buckhead contains the highest concentration of upscale boutiques in the United States. The majority are located at Lenox Square and Phipps Plaza, sister regional malls located diagonally across from each other at the intersection of Peachtree and Lenox Roads. This commercial core also has a concentration of “big-box” retailers.

Buckhead offers world-class shopping, dining, entertainment, workspace and housing in an unsurpassed location for the ultimate urban luxury lifestyle.



BUCKHEAD VILLAGE DISTRICT

WHERE THE CITY BECOMES THE NEIGHBORHOOD

Buckhead Village District is approximately 356K square feet of retail and office portfolio, which includes two development parcels totaling 9 acres, was built in 2014 and is situated in the heart of Atlanta's Buckhead neighborhood. The open-air destination spans eight city blocks bordering Peachtree, East Paces Ferry and Pharr Roads, and features more than 50 stores and restaurants along a lush streetscape setting. The property is home to international luxury brands such as Hermès, Spanx's Global Headquarters, health and wellness studios and a variety of dining options.(Source)

>Location Buckhead Village District is at the intersection of Peachtree Road and East Paces Ferry Road and West Paces Ferry Road.

Site Size	Total SF	# of Retailers
9 Acres	365,000	50+

Dior · HERMÈS PARIS · A-K-R-I-S · WARBY PARKER · The RealReal · BARRY'S · FLYWHEEL · SPANX

WHERE STYLE AND ELEGANCE MEET SOUTHERN CHARM

THE BEST OF MODERN CITY LIVING

Buckhead Village District (formerly The Shops Buckhead Atlanta) is another addition to the luxurious Buckhead community. This eight-block neighborhood contains everything you need for a successful adventure. From high-end retail such as Hermes to bowling and dining options that span the globe, Buckhead Village District has it all.

Buckhead Village District spans eight blocks of Buckhead and features everything from high-end shopping to amazing dining experiences. Fashionable travelers from around the world visit Buckhead Village District to experience a distinctive collection of more than 50 designer shops, restaurants and cafes set amidst six beautifully landscaped streets. Visitors will discover world-renowned luxury brands along with today's contemporary designer labels that are exclusively found only at Buckhead Village District including Dior, Hermes, Tom Ford, Christian Louboutin and more.

The ultra-walkable, eight-block complex is a place to mix and mingle in a comfortable but luxurious setting. Developers have been quick to say the area is not a mall, but rather the redevelopment of a chunk of Buckhead.

The retail side of the area is anchored by Hermes, Dior, Atlanta-started Spanx and Etro. Dining options in the Buckhead Village District span from high-end to super affordable, including the first Shake Shack in Georgia. Popular restaurants in the area include The Southern Gentleman, Gypsy Kitchen, Georgetown Cupcakes, upscale French bistro Le Bilboquet and Doraku Sushi. (Source)

IN THE AREA

LENOX SQUARE MALL

Since 1959, Lenox Square® has been the premier shopping destination for fashionistas throughout the Southeast. Located in the heart of Buckhead, Lenox Square offers an unparalleled shopping experience. The property boasts Bloomingdale's, Neiman Marcus and Macy's and features nearly 250 specialty stores like FENDI, Burberry, Cartier, David Yurman, Louis Vuitton, Vineyard Vines and Zara.

PHIPPS PLAZA

Phipps Plaza, the southeast's premier, upscale shopping destination, is located off of GA 400 at the intersection of Peachtree and Lenox Roads, right in the heart of Buckhead. The beautiful indoor shopping mall boasts 100+ stores like Saks Fifth Avenue, Nordstrom, Tiffany & Co., Gucci and more. There are also full-service restaurant and dining options like Agency Socialthèque, Grand Lux Cafe, Ecco Buckhead and Davio's Northern Italian Steakhouse.

NOBU HOTEL

Located in Phipps Plaza, Nobu Hotels has partnered with Simon Property Group to create and launch a new Nobu Hotel & Restaurant in this mixed-use development. Set to open in 2022, this exciting new development calls for a unique, curated dining experience, a 90,000 SF Life Time® Athletic healthy living and entertainment destination, and a 12-story Class A office building, complete with a three-story lower level parking garage.

THE SHOPS OF MIAMI CIRCLE

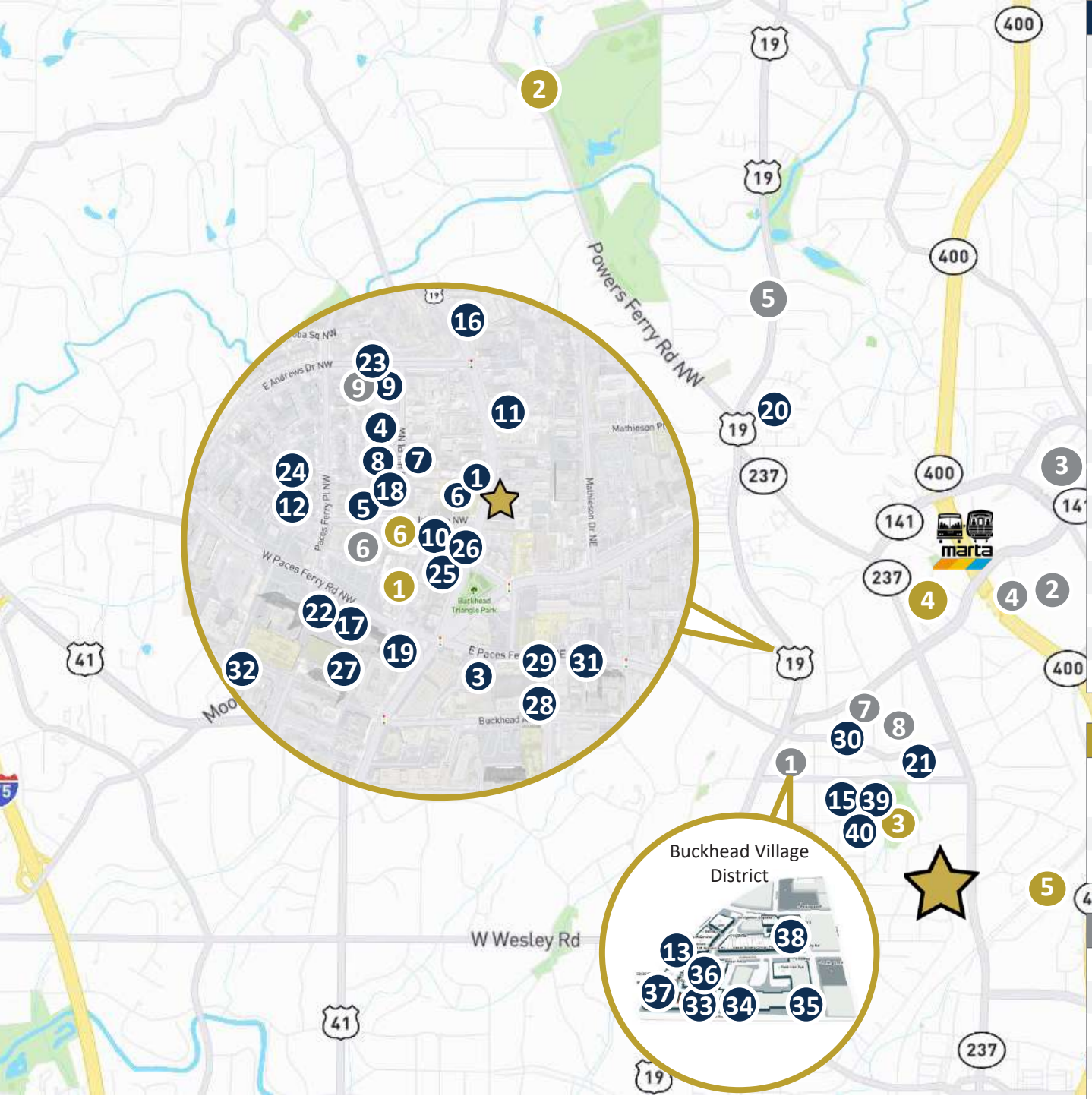
Originally a small group of antique shops, Miami Circle is now a top resource for both the interior designer and retail customer. It is one of the few places in Atlanta where you can find an extensive and diverse selection of shops to suit all of your home décor needs. From traditional to modern, antique to new, The Shops of Miami Circle provide a world of interior design opportunities.

FETCH DOG PARK

Fetch Park is the trailblazing dog park/ bar concept that started in the Old Fourth Ward neighborhood of Atlanta and has been featured by The Travel Channel, CNN, ESPN, Mercedes Benz, and more! Fetch is currently working on expansion locations in Alpharetta and West Midtown as well as Nashville, TN with more announcements coming soon. The newest location opened in Buckhead in 2021.

THOMPSON HOTEL

Thompson Buckhead is a new urban retreat that seamlessly blends modern innovation and influential design. Take in a new view of the Atlanta skyline at the rooftop pool deck, outfitted with private cabanas, mingle over cocktails in the jewel box lobby bar and indulge in classic Italian-American fare at Dirty Rascal.



BUCKHEAD RESTAURANTS/BARS			
1	Genki Sushi	2	Kramer's Buckhead
3	The Capital Grille	4	SAMA
5	Le Bon Nosh	6	Big Sky
7	Churchill's	8	Henri's Bakery
9	Cellar 56	10	Buckhead BBQ
11	Buckhead Saloon	12	The Blind Pig Parlour
13	Gypsy Kitchen	14	Umi
15	Atlanta Fish Market	16	The Big Ketch
17	Chops & Lobster Bar	18	Portofino
19	King + Duke	20	The Ivy
21	Aria	22	Atlas
23	Cafe Posh	24	Chido & Padres
25	Iberian Pig	26	Silvano Pizza
27	St. Regis Bar	28	Cafe Agora
29	Cafe At Pharr	30	Kale Me Crazy
31	Moondogs	32	Swan Coach House
33	American Cut	34	Elbow Room
35	Blue	36	Le Bilboquet
37	Shake Shack	38	Taverna
39	Copper Cove Bistro	40	Anis Cafe & Bistro

BUCKHEAD ENTERTAINMENT			
1	Buckhead Theater	2	Cadence Bank Ampitheatre
3	Buckhead Baseball	4	AMC Dine-in Theatre
5	The Painted Pin	6	The Pool Hall

BUCKHEAD RETAIL			
1	Buckhead Village District	2	Lenox Square Mall
3	Phipps Plaza	4	Shops Around Lenox
5	Buckhead Court	6	Whole Foods
7	Trader Joe's	8	Aldi
9	Lucy's Market		

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DEMOGRAPHICS

ESRI 2021

POPULATION

1 mile	3 miles	5 miles
28,029	146,871	362,454

HOUSEHOLDS

1 mile	3 miles	5 miles
15,206	73,147	173,820

AVG. HOUSEHOLD INCOME

1 mile	3 miles	5 miles
$126,650	$150,738	$144,840

BULL REALTY
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ATLANTA TOP EMPLOYERS

TOP EMPLOYERS

EDUCATION

MAJOR ATTRACTIONS

ATLANTA

BUSINESS-FRIENDLY CITY

Atlanta, the capital and most populous city in Georgia, is the ninth-largest metro in the United States with over 5.9 million residents. It prides itself on its low business costs, tax-friendly environment, diverse economy and suburb quality of life. Encompassing a GDP over $270 billion, the Atlanta metropolitan area is a true "world city."

HOME TO FORTUNE 500 COMPANIES

Atlanta has the third-highest concentration of Fortune 500 headquarters in the U.S., and over 75% of the Fortune 1000 conduct business in the Atlanta Metropolitan Area. 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.

CONTINUOUS ECONOMIC DEVELOPMENT

The city's continuous growth is expected to continue with recently executed or announced corporate relocations such as UPS, Mercedes-Benz, NCR, Honeywell, and General Electric. Atlanta has also become a mega center for movie production due to tax credits implemented in 2008.

WORLD-CLASS EDUCATION

Atlanta houses several of the top higher education institutions in the United States including Georgia Institute of Technology, Emory University, Georgia State University and Kennesaw State University.

ATTRACTIONS AND TOURISM

Attractions in Atlanta include the largest aquarium in the western hemisphere, the CNN Center, the Fox Theater, the King Center and the new $1.5 billion home of the Atlanta Falcons football franchise, Mercedes-Benz Stadium. Hartsfield-Jackson Atlanta International Airport is the world's busiest airport, making the city a hub for business and tourism travelers alike.

One of the Top Traveled Airports in the World

$270 Billion GDP in Metro-Atlanta

FORTUNE 500

17 Fortune 500 HQ in Atlanta

Top U.S. Metro with #1 Lowest Cost of Doing Business

Georgia Tech's Technology Square is a R&D incubator for over 100 companies and is "one of the incubators changing the world."

-Forbes 2010 & 2013

#4 Metro Area for Largest Increase in Population, 2015-2016

-U.S. Census Bureau Population Division

ATLANTA

#1 Metro Tech Hub

-Business Facilities' 2021 Metro Rankings Report

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.

Home to the second busiest and most efficient airport in the world, Hartsfield-Jackson Atlanta International Airport, and the Maynard H. Jackson International Terminal, getting to and from Atlanta is easy.

The metro Atlanta area is home to 13 Fortune 500 and 24 Fortune 1000 headquarters. This includes the global headquarters of corporations such as The Coca-Cola Company, The Home Depot, Delta Air Lines, AT&T Mobility, UPS, SunTrust Bank, Mercedes Benz USA, Newell-Rubbermaid and is home to the world renowned Center for Disease Control.

Over 75% of Fortune 1000 companies conduct business operations in the Atlanta metropolitan area, and the region hosts offices of about 1,250 multinational corporations. The Metropolitan Atlanta Chamber of Commerce, corporate executives and relocation consultants, along with Mayor Keisha Lance Bottoms are committed to actively recruiting new companies to the region. Public and private partnerships with business, financial and non-profit communities are key to spurring quality job creation and investment throughout the city's neighborhoods.

ATLANTA BRAVES | TRUIST PARK

ATLANTA FALCONS | MERCEDES-BENZ STADIUM

ATLANTA HAWKS | STATE FARM ARENA

ATLANTA UNITED FC | MERCEDES-BENZ STADIUM

CONTACT INFORMATION

BULL REALTY
Asset & Occupancy Solutions

BROKER PROFILES

ANDY LUNDSBERG
Partner, Bull Realty
Andy@BullRealty.com
404-876-1640 x107

Andy Lundsberg has over 20 years of sales, marketing and commercial real estate experience. He specializes in the acquisition and disposition of multifamily and boutique retail/office type properties throughout metro-Atlanta. Andy Lundsberg is recognized as the top producer at Bull Realty for the last 7 years in a row with gross sales over $250 million over the last four years, 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 (2008 - Present)

MICHAEL WESS, CCIM
Partner, Bull Realty
MWess@BullRealty.com
404-876-1640 x150

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, Michael Wess and Andy Lundsberg teamed up and sold over $200 million in over 100 transactions.

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).

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.

ABOUT BULL REALTY

Bull Realty is a commercial real estate sales, leasing, and advisory firm headquartered in Atlanta. The firm was founded in 1998 by Michael Bull 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 government office, medical office, private sector office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality and single tenant net lease sectors.

Bull Realty has become known as an innovative leader in the industry, providing a powerful platform of services. The firm utilizes a productive team approach of well trained and well supported brokers, working together to provide unprecedented value for clients.

The firm produces the nation's leading show on commercial real estate topics, America's Commercial Real Estate Show. Industry economists, analysts and leading market participants including Bull Realty's founder Michael Bull share market intelligence, forecasts and strategies. The weekly show started as a radio show on one station in Atlanta in 2010 and grew to 60 stations around the country. The show is now available on-demand wherever you get your podcasts or on the show website www.CREshow.com.

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.

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 2878 Piedmont Road NE, Atlanta, GA. 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 _____

Michael Wess, CCIM
404-876-1640 x 150
MWess@BullRealty.com

Andy Lundsberg
404-876-1640 x 107
Andy@BullRealty.com

Bull Realty, Inc.
50 Glenlake Parkway, Suite 600
Atlanta, GA 30328
Fax: 404-876-7073

SIGN CONFIDENTIALITY AGREEMENT ONLINE

BULL REALTY
ASSET & OCCUPANCY SOLUTIONS