

# OFFERING MEMORANDUM

*SCOVILLE HOT CHICKEN BUSINESS SALE  
BUCKHEAD & DECATUR, GA LOCATIONS*



**BULL REALTY**

ASSET & OCCUPANCY SOLUTIONS



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# EXECUTIVE SUMMARY

## SCOVILLE HOT CHICKEN

- Scoville Hot Chicken Buckhead and Decatur locations available for sale
- Both locations are leased, with control over the Buckhead location through the end of 2030 and Decatur location through 3rd quarter 2031
- Franchise rights include 3-mile radius from Buckhead location and 5-mile radius from Decatur, see pages 8 & 14 for radius maps
- Projected 2022 owner salary of \$72,000 plus net income of \$116,024
- One manager operates both stores for manager's salary of \$65,000. Can be paid to owner if owner personally manages
- Buckhead location is the best performing store of all Scoville locations
- Operations are extremely lean: 11 total employees (Buckhead needs 3 and Decatur needs 2) and 4 menu items
- Growth opportunities via opening new stores within protected areas
- New market share capture coming with vegan sandwiches, desserts and alcohol sales
- Buckhead store generates \$2,000-4,000/month in subleasing parking revenue
- Ownership responsibilities almost completely hands off: both partners have full-time day jobs and had no prior industry experience
- Ownership offering two weeks training to new operator
- Scoville established 2020 | All FF&E included | Total FF&E and Buildout cost of \$550,000



**CONTACT BROKER**  
*PRICE*



**2**  
*LOCATIONS*



**\$188,000 +**  
*2022 EXPECTED CASH FLOW*



**\$1,100,000 +**  
*2022 EXPECTED SALES*



**Hands-off**  
*OWNER RESPONSIBILITIES*





Scoville Hot Chicken is an American based restaurant located around the metropolitan area of Atlanta with the exception of one location in New York. Their signature dish is the hot chicken sandwich which includes a Nashville Hot chicken with a choice of spice level, topped with coleslaw, famous Comeback sauce and pickles. Not only can one dine at one of the eight locations, but Scoville also offers catering for larger orders.

# SCOVILLE

## HOT CHICKEN



**SCOVILLE HEAT SCALE**

**CHOOSE YOUR SPICE LEVEL**

- Reaper** SHU OVER 1,000,000  
WHAT HAVE YOU DONE??? IT'S LIKE DRINKING MOLTEN LAVA!
- Extra Hot** SHU ~ 100,000 TO 250,000  
YOUR MOUTH IS ON FIRE AND YOUR EYES ARE TEARING UP.
- Hot** SHU ~ 50,000  
WOW, THAT'S REALLY SPICY AND YOU'RE STARTING TO SWEAT.
- Medium** SHU ~ 10,000  
OK, YOU DEFINITELY FEEL THE KICK.
- Chill** SHU ~ 2,500  
JUST A LITTLE SPICE TO TINGLE YOUR TASTE BUDS.

\*SHU=SCOVILLE HEAT UNIT





## HOT CHICKEN SANDWICH

Nashville Hot Chicken sandwich topped with coleslaw, Comeback sauce and pickles. Choose your spice level.



## CHICKEN TENDERS COMBO

Crispy hot chicken tenders with fries. Choose your spice level.



## HOT CHICKEN SANDWICH COMBO

Nashville Hot Chicken sandwich topped with coleslaw, Comeback sauce and pickles; seasoned crinkle cut fries. Choose your spice level.



## SNACK BOX

Snack portion tender and fries. Choose your spice level and sauce.



## CHICKEN TENDERS

Crispy Hot Chicken Tenders. Choose your spice level.



## TENDER PARTY TRAY

A party tray with tenders. Including fries, coleslaw, potato salad, comeback sauce and garlic aioli. Choose your spice level.



# BUCKHEAD LOCATION



Lindbergh/Miami Circle

MIDTOWN  
Atlanta

Buckhead Village District

32,390 VPD

Piedmont Road

Lenox Road

Easy dual access  
in front of building  
and around Chiptole

SCOVILLE  
HOT CHICKEN

CHIPOTE  
MEXICAN GRILL

ATLANTA  
TECH VILLAGE

AMERIS  
BANK

MODERA  
BY MILL CREEK

Fetch

Savi Provisions

SPANX

WARBY PARKER

TAVERNA

Dior

BARRY'S

SHAKE SHACK

GYPSY KITCHEN

NARS

Blue Moon Pizza

The Real Real

HERMES PARIS

THE CAPITAL GRILLE

Chadwell

highland yoga

Elbow Room

IRBY'S

Chick-fil-A

NYC New York City

Flying Saucer

Ru San's

FARM BURGER

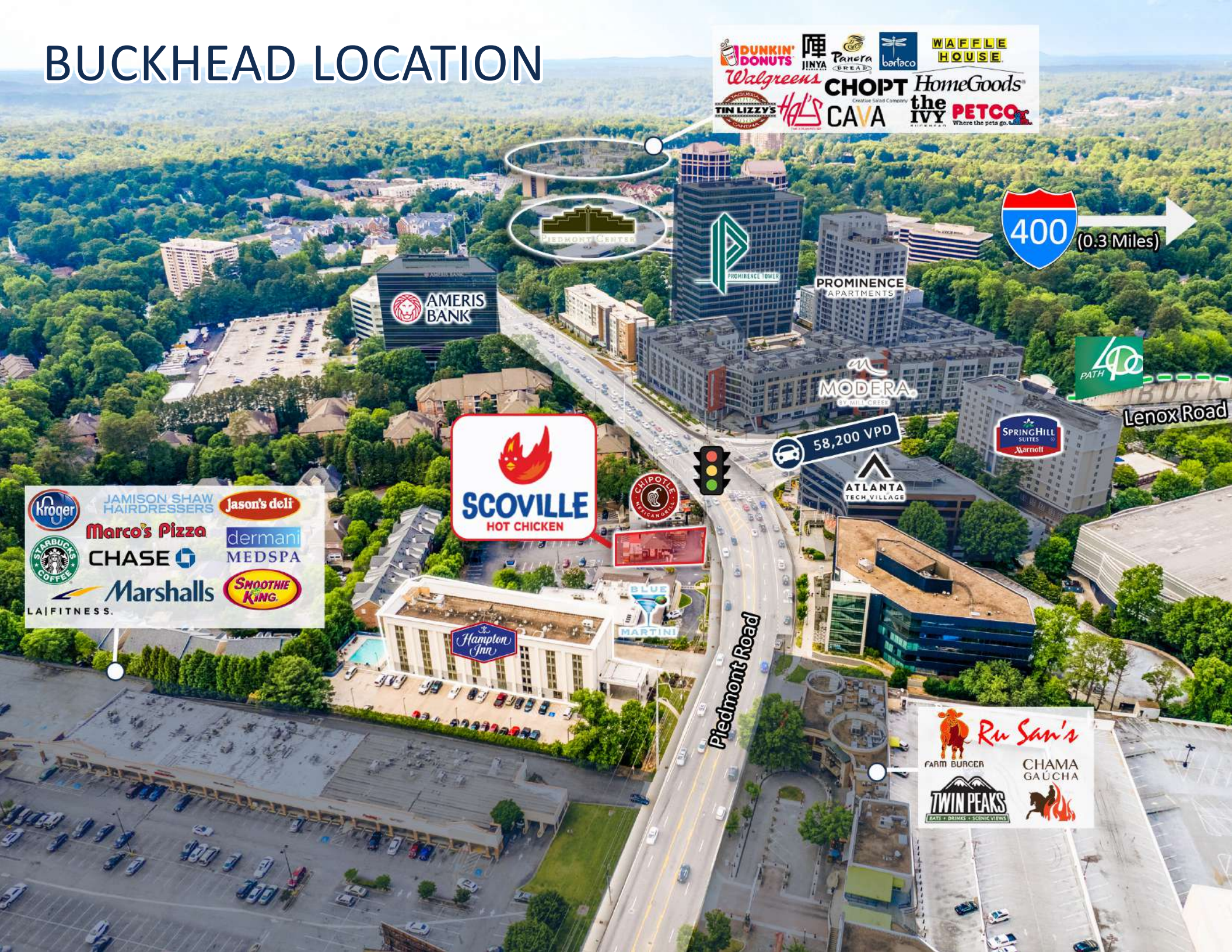
CHAMA GAUCHA

TWIN PEAKS

EATS • DRINKS • SCENIC VIEWS



# BUCKHEAD LOCATION



DUNKIN' DONUTS  
Walgreens  
TIN LIZZYS  
JINYA  
Panera  
CHOPT  
CAVA  
HomeGoods  
the PETCO  
Waffle House

Piedmont Center

400 (0.3 Miles)

AMERIS BANK

PROMINENCE TOWER

PROMINENCE APARTMENTS

MODERA

PATH

SPRINGHILL SUITES

Lenox Road

58,200 VPD

ATLANTA TECH VILLAGE

SCOVILLE HOT CHICKEN

CHIPOTLE

BLUE MARTINI

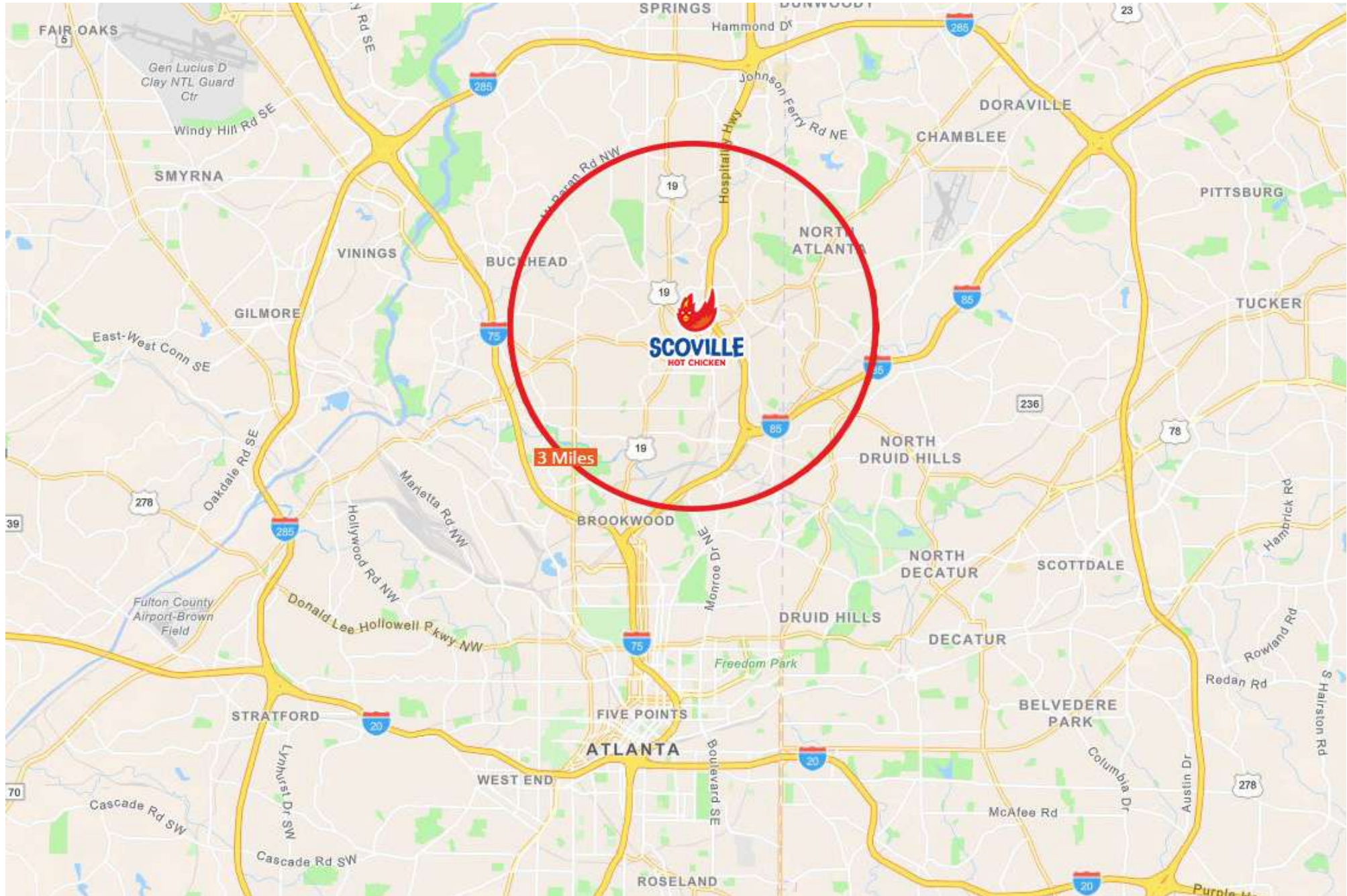
Hampton Inn

Kroger  
JAMISON SHAW HAIRDRESSERS  
Jason's deli  
Marco's Pizza  
CHASE  
derman MEDSPA  
Starbucks COFFEE  
Marshall's  
SMOOTHIE KING  
LAIFITNESS.

Ru San's  
FARM BURGER  
CHAMA GAUCHA  
TWIN PEAKS  
EAT • DRINK • SCENIC VIEWS



# 3-MILE PROTECTED AREA (BUCKHEAD)





# BUCKHEAD INTERIOR PHOTOS





# ABOUT THE AREA

## BUCKHEAD, GA

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.





# DEMOGRAPHICS

ESRI 2021



## POPULATION

1 mile	3 miles	5 miles
26,237	141,344	333,979



## HOUSEHOLDS

1 mile	3 miles	5 miles
14,447	68,593	161,093



## AVG. HOUSEHOLD INCOME

1 mile	3 miles	5 miles
\$163,223	\$154,738	\$149,321



# DECATUR LOCATION





# DECATUR LOCATION



**MIDTOWN**  
Atlanta

Midtown  
7.2 Miles | 20 Min

**EMORY**  
UNIVERSITY  
HOSPITAL  
Children's  
Healthcare of Atlanta

**EMORY**  
UNIVERSITY

Emory Village  
2.5 Miles | 8 Min

**BUCKHEAD**  
ATLANTA

  
**SCOVILLE**  
HOT CHICKEN  
Buckhead Location:  
7.5 Miles | 24 Min

Downtown Decatur  
2.3 Miles | 7 Min

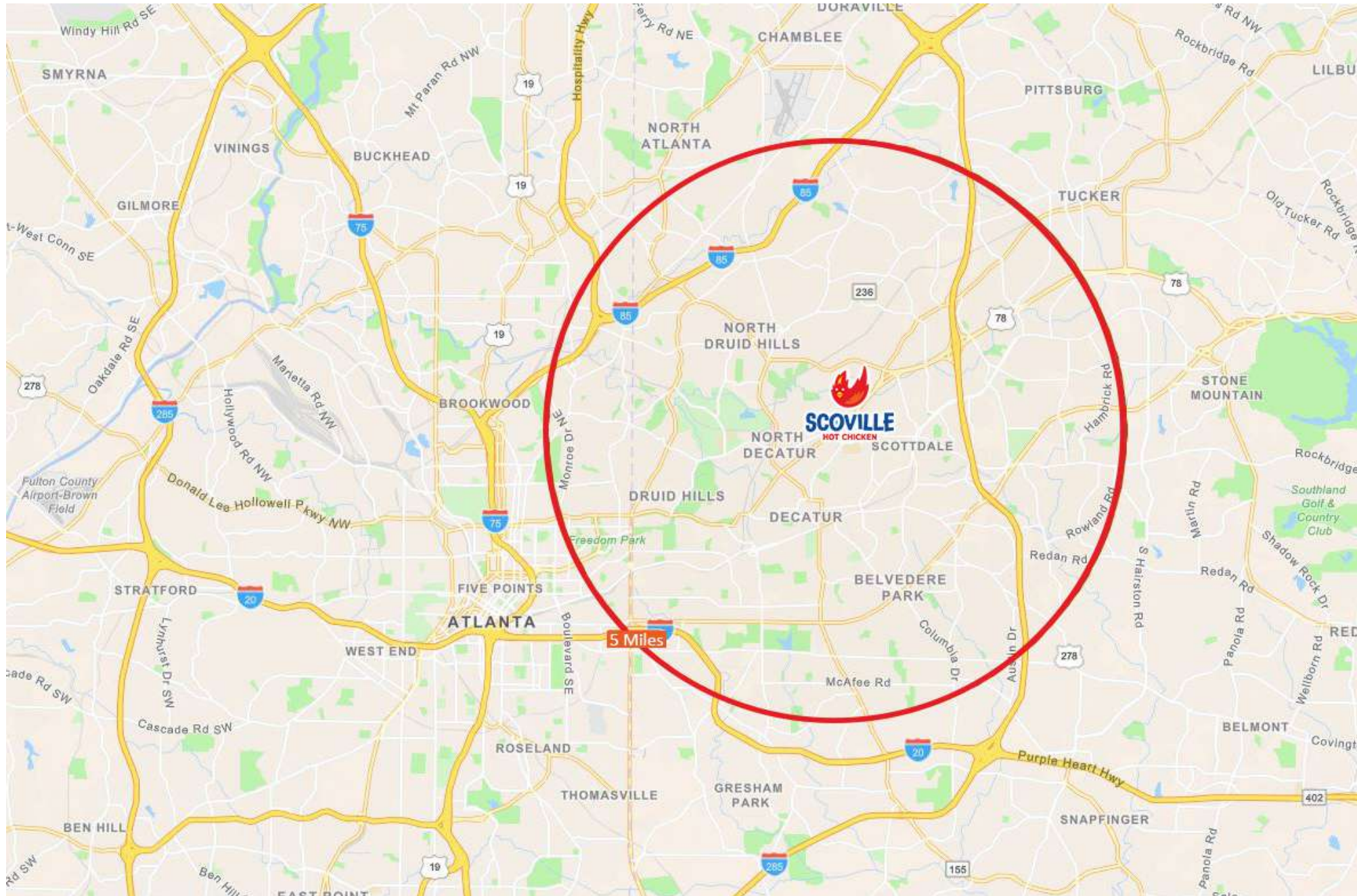
**WAL\*MART**  
SUPERCENTER

Scott Blvd

  
**SCOVILLE**  
HOT CHICKEN



# 5-MILE PROTECTED AREA (DECATUR)





# DECATUR INTERIOR PHOTOS





# ABOUT THE AREA

## DECATUR, GA

Centrally located in the heart of DeKalb County, Decatur is close to practically everything in metro Atlanta. Family fun is readily available in Decatur in the form of outdoor concerts in the spring and fall; kid-friendly events and festivals; city parks and pools; bike trails; and popular shops that cater to kids. Top destinations around Atlanta are an easy trip from Decatur, and many spots are accessible via MARTA and the free Cliff Shuttle between Decatur and Emory University.

The city of Decatur is four square miles of hometown hipness with 18,000 residents inside Atlanta's I-285 perimeter highway. The main street, Ponce de Leon Avenue, connects Decatur to the city of Atlanta, just six miles to the west, and to historic Stone Mountain, just six miles to the east. A quintessential college town, Decatur is home to Agnes Scott College, Columbia Theological Seminary, Branches of the Art Institute of Atlanta and DeVry University bring hundreds of commuting students, faculty and staff to the downtown square. Emory University is close by with a free shuttle that transports students and residents between campus and downtown Decatur. With more than 200 mostly independent shops, restaurants, galleries, salons and other service businesses, Decatur draws students, office workers, residents and visitors who love to "shop local" in their walkable tree-shaded downtown.





# IN THE AREA

## GEORGIA STATE UNIVERSITY PERIMETER COLLEGE



Georgia State University's Perimeter College is a gateway to higher education for the Atlanta region and beyond. There are five campuses plus online programs where students take advantage of their support and small classes to build a solid academic foundation. Since 2014, Perimeter College's three-year graduation rate has more than tripled and in the 2019-2022 academic year, they awarded 17% more associate degrees than the previous year.

## DOWNTOWN DECATUR



The city of Decatur is four square miles with 18,000 residents inside Atlanta's I-285 perimeter highway. The main street, Ponce De Leon Avenue, has more than 200 mostly independent shops, restaurants, galleries, salons and other service businesses. Decatur draws students, office workers, residents and visitors who love to "shop local."

## CENTER FOR DISEASE CONTROL (CDC)



The Center for Disease Control is the nation's leader for health security, public health and safety for transmittable diseases. To accomplish their mission, the CDC conducts critical research and provides health information on health threats while promptly responding to crisis.

## EMORY UNIVERSITY



Emory University is a top ranked private institution recognized internationally for its outstanding liberal arts colleges, graduate and professional schools, and one of the world's leading healthcare systems. It generates \$734 million in research funding annually and had a total annual enrollment of 15,398 for Fall 2020.

## DEPARTMENT OF VETERAN AFFAIRS MEDICAL CENTER



With 466 inpatient beds, including a 120-bed Community Living Center, a 40-bed domiciliary, and a 21-bed Residential Treatment Program, the Atlanta VAMC is uniquely positioned to serve the healthcare needs of more than 130,000 enrolled Veterans living in 50 counties across northeast Georgia. The site occupies more than 26 acres and 100,000 SF in the submarket.

## YOUR DEKALB FARMERS MARKET



The market began in 1977 as a small produce stand. Today it is a 140,000 SF warehouse serving over 100,000 customers each week. The market represents 184 countries with more than 450 varieties of domestic and international fruits, vegetables, meats, cheese, wines and more.



# DEMOGRAPHICS

ESRI 2021



## POPULATION

1 mile	3 miles	5 miles
14,421	112,132	333,196



## HOUSEHOLDS

1 mile	3 miles	5 miles
6,893	47,258	144,078



## AVG. HOUSEHOLD INCOME

1 mile	3 miles	5 miles
\$106,562	\$122,579	\$113,098



# 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  
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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, 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.



# 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 3420 Piedmont Road, Atlanta, GA 30305 and 2502 Blackmon Drive, Decatur, GA 30033. 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 Broker 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 \_\_\_\_\_

## Bull Realty, INC.

50 Glenlake Parkway, Suite 600  
Atlanta, GA 30328  
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## Andy Lundsberg

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**SIGN CONFIDENTIALITY  
AGREEMENT ONLINE**