



OFFERING MEMORANDUM

**100% OCCUPIED MIDTOWN RETAIL/OFFICE BUILDING
INFILL ATLANTA | 7.7% CAP RATE**

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This Confidential 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 Confidential 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 Confidential 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 Confidential 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 Confidential Memorandum may be used only by parties approved by the Owner. The Property is privately offered, and by accepting this Confidential Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Confidential Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Confidential 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 Confidential Memorandum in its entirety and all documents, disks and other information provided in connection therewith.



MIDTOWN RETAIL/OFFICE BUILDING

Bull Realty is pleased to present the opportunity to acquire this 100% occupied, two story, freestanding retail/office building on Monroe Drive, just north off Ponce de Leon Avenue in Atlanta. The property is centrally located in between three of the hottest neighborhoods in town Atlanta including Midtown, Old Fourth Ward and Virginia Highland. Walking distance to Piedmont Park, the Atlanta Beltline Trail and Ponce City Market.

The property just underwent a renovation and face lift in 2016 including a brand new roof and several new systems. Easy upfront parking with a large additional parking area in the rear of the building.

The building has three retail suites facing Monroe Drive totaling 4,150 SF. There are two additional office/retail suites in the rear totaling 5,350 SF.

Significant upside in re-tenanting one of the rear spaces utilizing Landlord termination option and re-leasing space at market rent.

PROPERTY OVERVIEW

Address	728 Monroe Drive NE Atlanta, GA 30308
County	Fulton
Building Size	9,500 SF
Lot Size	0.59 AC
Zoning	C1
Current NOI	\$183,725
Proforma NOI	\$205,370
Current Occupancy	100%
Proforma Cap Rate	8.5%
Renovated	2016

PRICE | \$2,400,000
CAP RATE | 7.7%



LIVING IN TOWN PROPERTY SERVICES

With almost two decades of experience managing both residential and commercial investment properties, LIT Property Services is proud to offer a full range of solutions for all of your real estate management needs. With a strong focus on service and innovation, we are ready to help you achieve your real estate goals. From innovative and effective solutions for acquiring or disposing of property to efficient and worry free tenant management, the team at LIT Property Service is here to help.

PopPhysique®

POP PHYSIQUE

Pop Physique is a one hour ballet barre-based class. The principles of dance are used to create long, lean lines and tight, compact muscles. The combination of strength work followed by luxuriating stretches is what enables one to push through intense exercises.

In a typical class, you start with a quick warm up for the whole body that includes planks and push-ups. We progress with light weights to tone our upper body, then move to the ballet barre for stretching and intense lower body work for the thighs and butt. The abdominal muscles are worked throughout the entire class with extreme attention on breath. We do a focused section for the abs towards the end of class, and round it out with one more butt exercise and a final stretch.

.Chroma Station Salon.

CHROMA STATION SALON

Here at Chroma Station we are driven to give our clients the best salon services Atlanta has to offer. We have gone through extensive training to maintain our high education level in both cutting and coloring. Chroma Station was formed in July of 2016 by owner Heidi Oley. She wanted to give her clients and employees a positive environment to feel comfortable in. The salon has a very earthy decor with a cedar ceiling. You can walk in and just feel at home. We use Prueology and V76 products. We use Pravana color. Services include haircuts, coloring and styling.

GRANDEUR

GRANDEUR

Grandeaur is a high end nail and makeup bar.

VRBAR

VR BAR

VR Bar is a virtual reality arcade and bar. They offer multiple virtual reality experiences, games and films.

FRONT VIEW FROM MONROE



REAR VIEW FROM MONROE



REAR VIEW

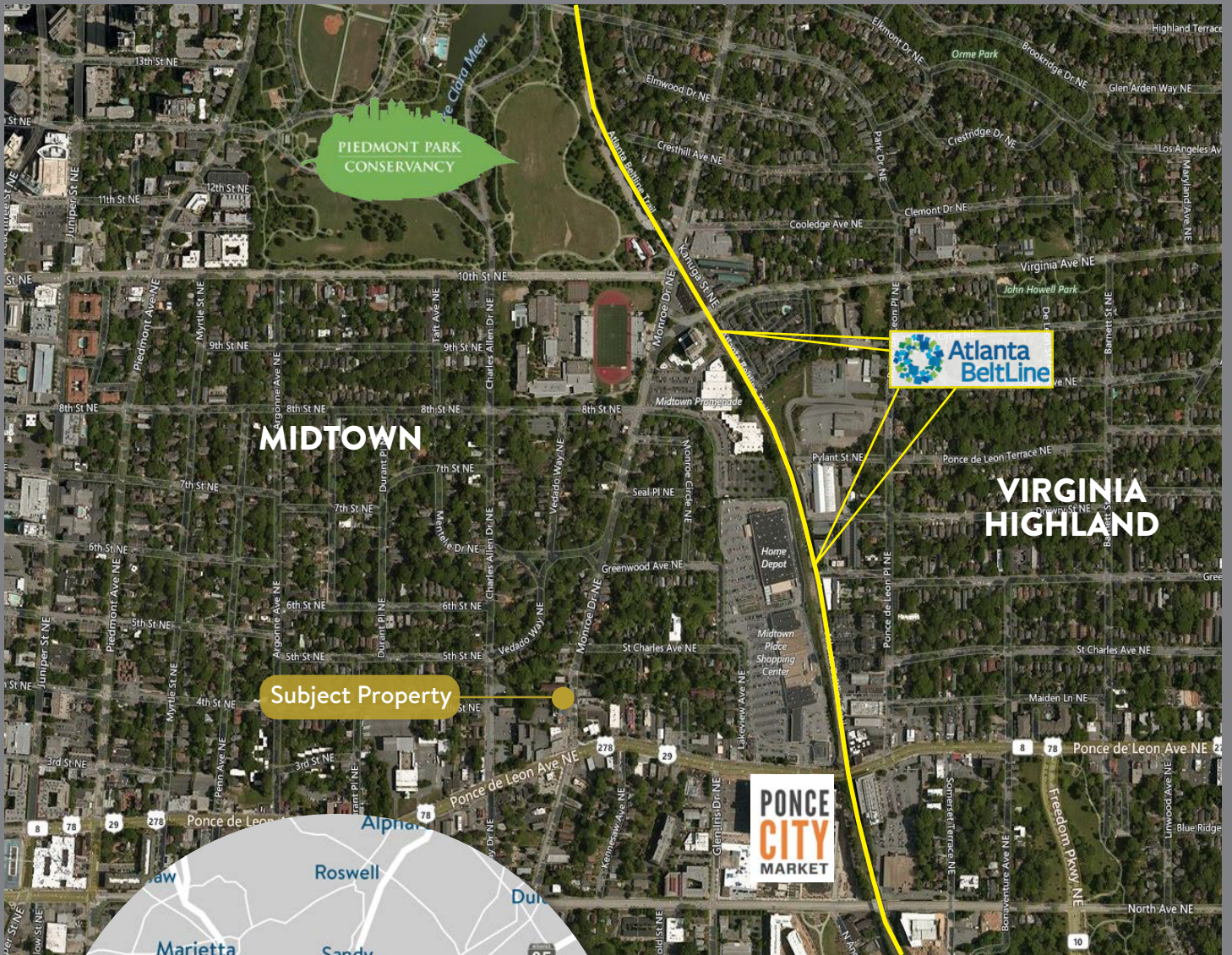


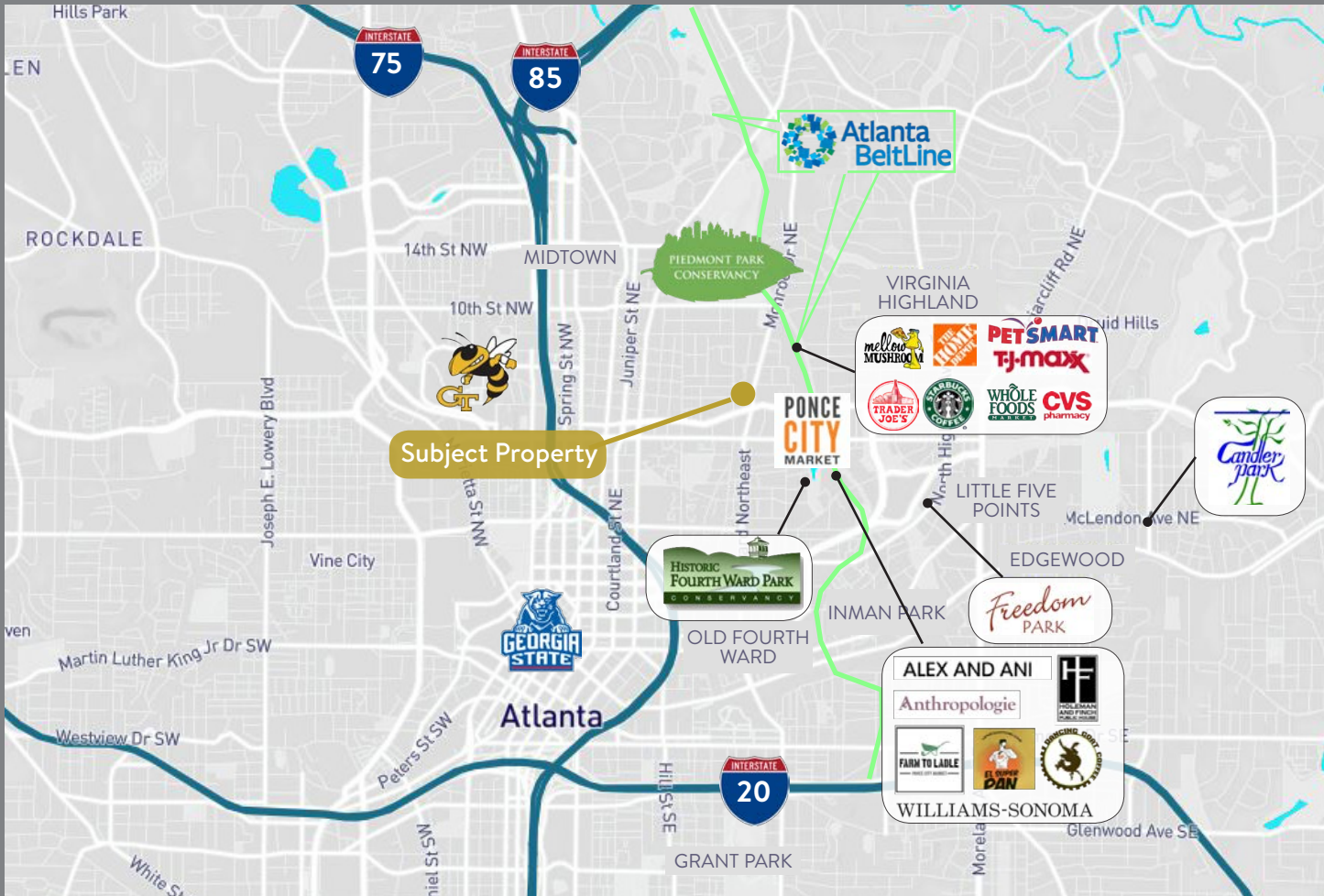
AERIAL VIEW

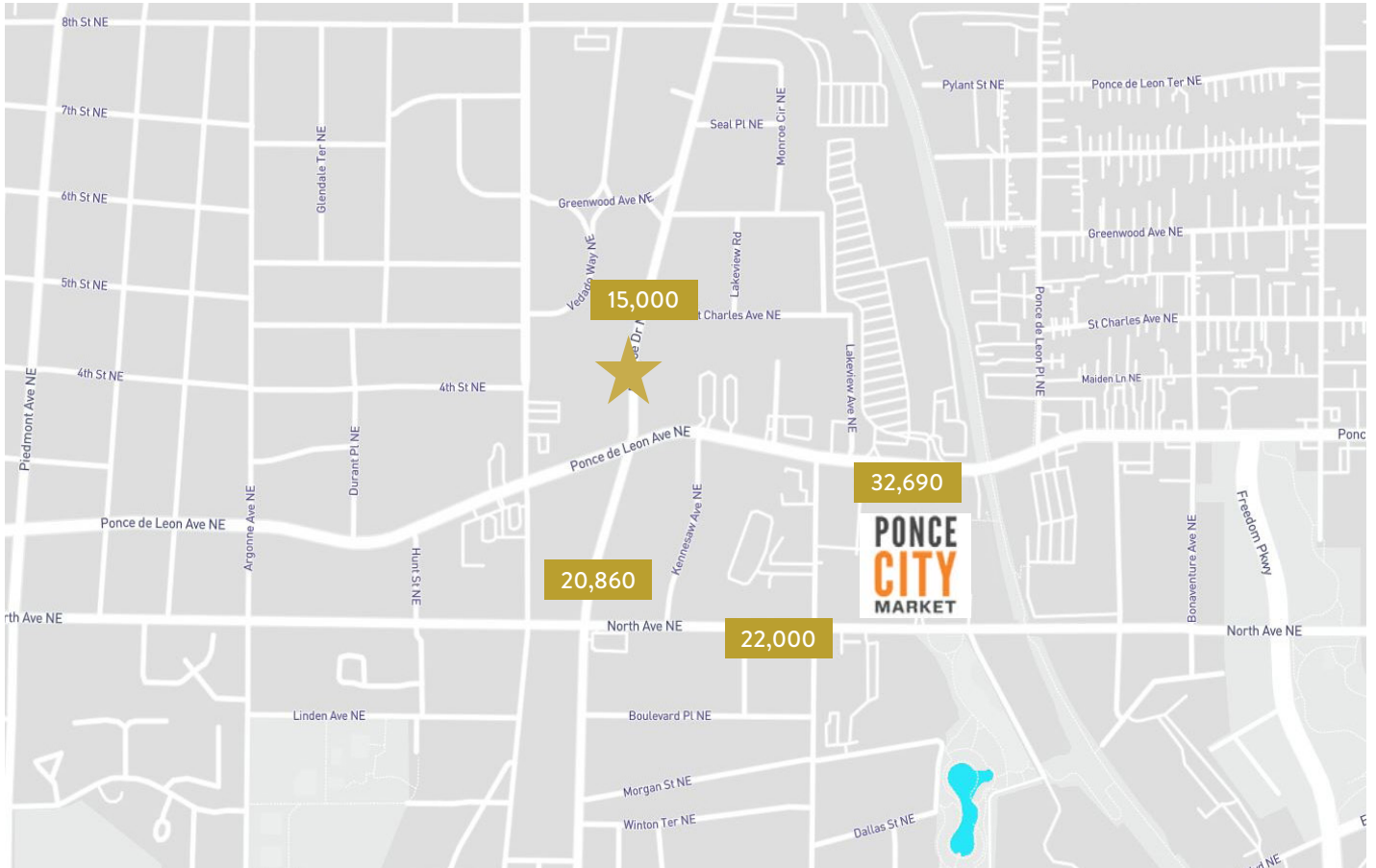




AREA LOCATION MAPS







= Vehicles Per Day

2016 DEMOGRAPHICS (ESRI)

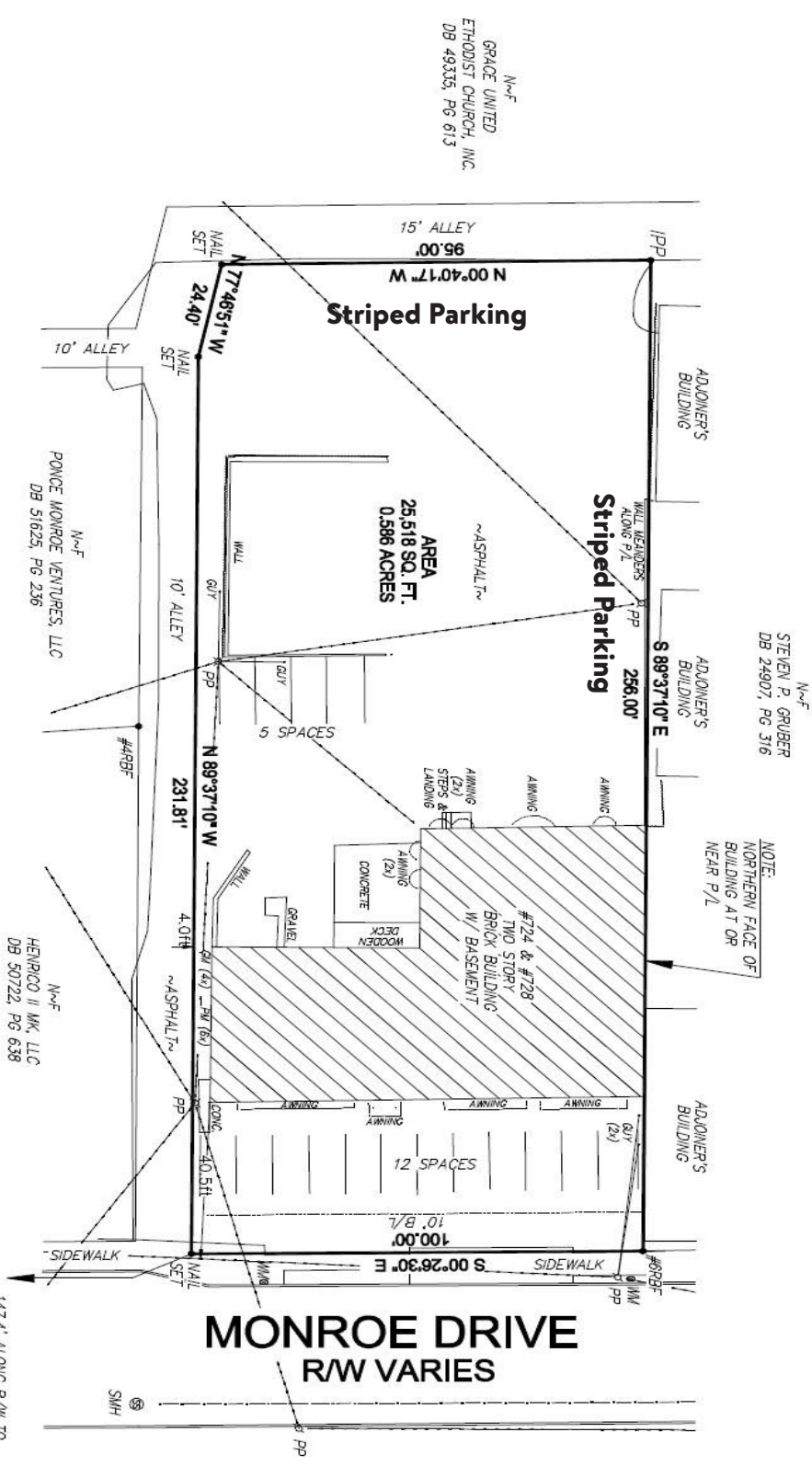
	1 mile	3 miles	5 miles
Population	33,137	165,096	368,452
Households	20,384	79,192	167,232
Average Household Income	\$88,128	\$92,597	\$86,114

		Current	2017
Annual Income	SF	Annual	ProForma
Retail Income	4,150	\$120,584.00	\$122,570.00
Office Income:	5,350	\$74,000.00	\$83,750.00
Total Rental Income:	<u>9,500</u>	<u>\$194,584.00</u>	<u>\$206,320.00</u>
OPEX Reimbursements:		<u>\$34,425.00</u>	<u>\$42,750.00</u>
Total Projected Gross Income:		\$229,009.00	\$249,070.00
Annual Expenses			
Operating Expenses (estimated at \$4.50/sf)		\$42,750.00	\$42,750.00
Capital Replacement Reserves (\$.10/sf)		<u>\$950.00</u>	<u>\$950.00</u>
Total Adjusted Gross Expenses		\$43,700.00	\$43,700.00
Net Income		\$185,309.00	\$205,370.00
Asking Price		\$2,400,000.00	\$2,400,000.00
Capital Expense (early lease termination)		\$0.00	\$15,000.00
Cap Rate		7.7%	8.5%

Any included income, expenses, cap rates, costs, return estimates, renovations, measurements, square footage, acreage, projections, interest rates, loan terms, property condition, possible uses, zoning and other information herein may have been provided by the seller, landlord or other outside sources and while deemed to be reliable, may be estimated, projected, is subject to change, and/or may be limited in scope, and therefore shall not be relied upon as accurate. Any such information important to the purchaser, lessee or other parties should be independently confirmed within an applicable due diligence period. Please do not disturb the management, business, tenants or sellers. This offer is subject to prior change or sale without notice.



SURVEY





THE ATLANTA BELTLINE

The Atlanta BeltLine is a sustainable redevelopment project that will provide 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.



UNDERGROUND ATLANTA REDEVELOPMENT

The redevelopment plans call for a “live-and-shop” development with a new supermarket, new residences and retail at the site that will likely cost between \$350M to \$400M.



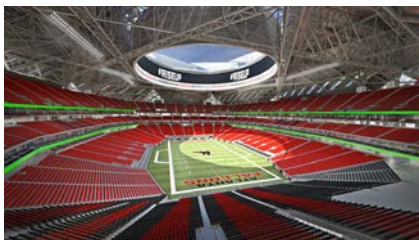
THE ATLANTA STREETCAR

The Atlanta Streetcar Experience offers an inside glimpse into the history and happenings that shape the Downtown neighborhoods along the Streetcar line. Each Streetcar stop is unique, characterized by a vibrant blend of businesses, sites and culture.



PONCE CITY MARKET

Ponce City Market is a mixed-use development located in a historic building in Atlanta, with national and local retail anchors, restaurants, a food hall, boutiques and offices, and residential units. It is located where the BeltLine crosses Ponce de Leon Avenue in the Old Fourth Ward where that neighborhood touches the Virginia Highland, Poncey-Highland and Midtown neighborhoods.



FALCONS NEW STADIUM DEVELOPMENT

Scheduled to open for the 2017 NFL season, Mercedes-Benz Stadium will serve as the home of the Atlanta Falcons in addition to other sports, convention and entertainment events currently held at the Georgia Dome and other new marquee events that could be hosted in the future. Mercedes-Benz stadium will have a capacity of 71,000 seats and the total cost is estimated at \$1.4 billion.



GSU & TURNER FIELD PLAN

Atlanta-based real estate developer Carter and Georgia State University have proposed a \$300 million redevelopment of the property around Turner Field for multiple uses, including football and baseball stadiums, retail, residential and student housing. The redevelopment of the 77-acre site would be funded by public and private sources.



ABOUT THE AREA



The subject property is centrally located between Midtown, Virginia Highlands and Old Fourth Ward, three of the hottest in-town neighborhoods of Atlanta. It is in close proximity from the popular East side trail of the Atlanta BeltLine and the newly renovated Historic Old Fourth Ward Park. It is also within walking distance to Ponce City Market, one of the newest and most exciting mixed-use developments in the Southeast.

Midtown is the second largest business district in the city of Atlanta. Midtown is marked by its cultural attractions, institutions of higher education, noteworthy architecture, and urban layout. 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. Midtown is also home to three well known institutions of higher education: Georgia Institute of Technology, John Marshall Law School, and the Atlanta division of the Savannah College of Art and Design (SCAD).



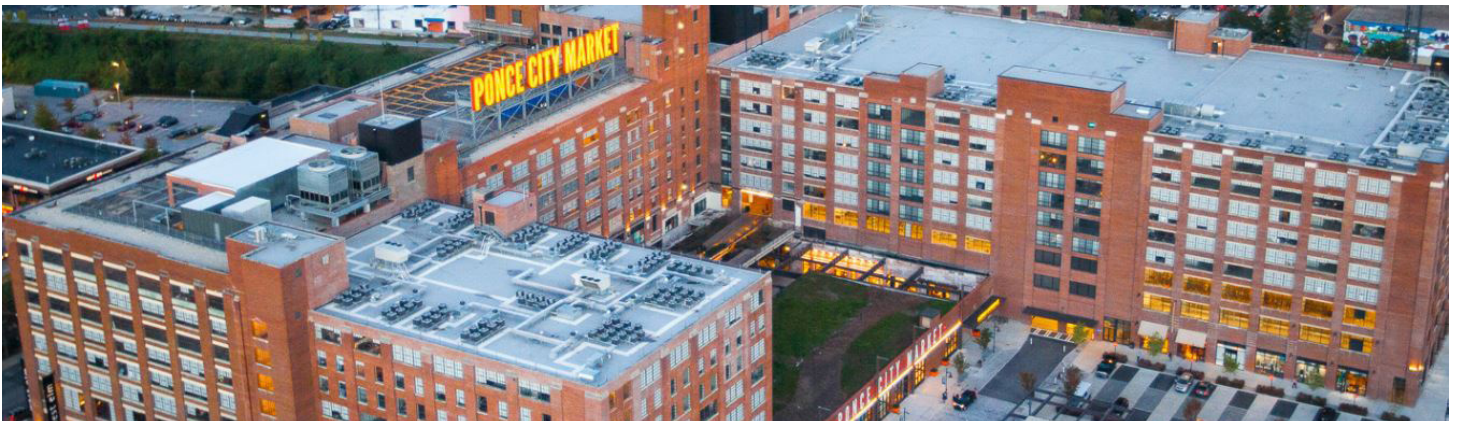
Historic Virginia Highland is Atlanta's most popular neighborhood for shopping, dining and nightlife. Locals and tourists alike mingle for brunch at charming sidewalk cafes, cocktails at lively night spots, and innovative cuisine at progressive restaurants and bistros. Discovering the unexpected is part of the attraction where you may find world-famous musical entertainment at a tiny nightclub, an opening-night party at an art gallery or a gathering of fascinating people at one of the coffeehouses.



Atlanta's Historic Fourth Ward Park starts in Atlanta's Old Fourth Ward behind Ponce City Market and stretches South to Freedom Parkway and the Carter Center. The central amenity of the park is a large storm water retention pond. Historic Fourth Ward Park is one of the first completed urban park elements of the Atlanta BeltLine project.

The Atlanta BeltLine is transforming the city with a combination of rail, trail, greenspace, housing and art. It will ultimately connect 45 in-town neighborhoods, provide first and last mile connectivity for regional transportation initiatives, and put Atlanta on a path to 21st century economic growth and sustainability. The beauty of the Atlanta BeltLine is that it offers not only modern conveyances and exciting new development, but it is a living, breathing part of our community; not simply a means of getting somewhere, but a destination unto itself.

Ponce City Market breathed new life into the historic Sears, Roebuck & Co. Building in Atlanta. The classic structure, which is the area's largest adaptive reuse project, has been reinvented as a vibrant community hub housing dining, retail, multifamily and offices.





ANDY LUNDSBERG
Partner

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 is recognized as one of the top producers at Bull Realty 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

Bull Realty is a U.S. commercial real estate sales, leasing and advisory firm headquartered in Atlanta. The firm was founded in 1998 with two primary missions: grow a company of brokers known for integrity and provide the best disposition marketing in the nation.

- Commercial real estate services include acquisition, disposition, project leasing, tenant representation and advisory services.
- Areas of expertise include office, retail, industrial, multifamily, land, healthcare, single tenant net lease, special asset, self-storage, automotive and daycare properties.
- Disposition services for appropriate properties can include exposure on up to 415 websites, 17 marketing systems and 3 to 6 e-marketing systems.
- Additional disposition and lease marketing services may include video, social media, auctions and national radio exposure.
- The firm hosts the Commercial Real Estate Show which is a nationally syndicated talk radio show heard by millions of people. Respected industry analysts, leading market participants and host Michael Bull share market intelligence, forecasts and strategies. The show is available on any device, anytime on iTunes, YouTube and the show website, www.CREshow.com.
- Bull Realty is licensed in ten southeast states and works with affiliates from all over the country.



TEAM PROFILE



ANDY LUNDSBERG
Partner



SCOTT JACKSON
Analyst



RICK LEWIS
Marketing



MICHELLE MEHRJERDIAN
Marketing



Andy Lundberg
Partner
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ALundsberg@BullRealty.com

This Confidentiality Agreement (“Agreement”) is made and agreed to for the benefit of the undersigned party (“Receiving Party”), the owner of the subject property and undersigned agent for the owner 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 a property referred to as 728 Monroe Drive NE, Atlanta, GA 30308. Receiving party agrees to not disclose with any person that the property may be available for sale or lease, or that discussions or negotiations are taking place concerning a possible purchase or lease of 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 and shall exclude directors, officers, employees,

agents, affiliates, counsel, lending sources, accountants or representatives of Receiving Party. 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.

This agreement will expire on the earlier of: (a) the date the materials are no longer confidential information within the meaning of this Agreement; (b) the date a contract establishing a business relationship between the parties is signed by both parties; or (c) two years from the date hereof.

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 Bull Realty Inc. is representing the Seller in this transaction and will be compensated per separate agreement. Receiving Party reserves the right to involve any agent, broker, attorney or other advisor in the transaction to represent the Receiving Party provided said party is paid by the Receiving Party and said party has agreed in writing to this agreement.

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

Accepted and agreed to this _____ day of _____, 20__.

Receiving Party
Signature _____

Printed Name _____

Title _____

Company Name _____

Address _____

Email _____

Phone _____

Fax _____

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