



**OFFERING MEMORANDUM**  
**OFFICE CONDO IN VIRGINIA HIGHLAND**

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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.

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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.





## EXECUTIVE SUMMARY



## OFFICE CONDO IN VIRGINIA HIGHLAND

## THE HIGHLAND BUILDING

The Highland Building, tucked between Ponce de Leon and Moreland Avenue, provides visitors with a sense of sophistication and history while located within walking distance of Midtown, Piedmont Park, Ponce City Market, the Atlanta BeltLine trail and the nearby neighborhoods of Virginia Highland, Little Five Points, Emory Village and Old Fourth Ward. Designed by the famous Atlanta architect J. Neel Reid and built in 1924, The Highland Building recently underwent renovations that preserve its charm and authenticity while integrating modern features into the condos, including high speed internet, individually controlled heating and air and separately metered utilities.

## SUITE B01

Suite B01 is easily accessible from both the north and south ground level entrances of The Highland Building. The 2,770 SF unit contains three large, open offices, a smaller private office, several storage areas, a break room and two restrooms. However, the dividing walls are non-load bearing, and TI is available for qualified tenants to personalize the space. The suite comes deeded with one reserved parking space and there is plenty of additional parking in the new 125 unit mixed-use development across the street.

## HIGHLIGHTS

- Renovated February 2017
- 2,770 SF office condo located in  $\pm$  30,000 SF historic Highland Building (EST. 1924)
- Condo includes open office areas, private office, two restrooms, break area
- Building amenities include: high speed internet, individually controlled HVAC, separately metered utilities, abundant parking and secure entry
- Within walking distance of Midtown / Piedmont Park, Ponce City Market and the Atlanta BeltLine trail and nearby neighborhoods of Virginia Highland, Little Five Points, Emory Village and Old Fourth Ward

**SALE | \$350,000**

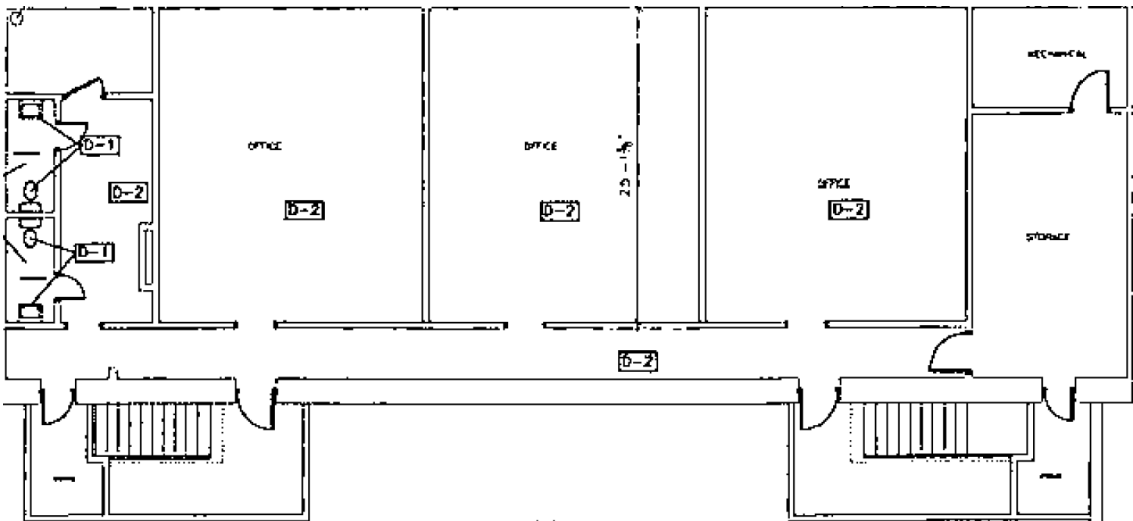
**LEASE | \$4,000/Month FSG**



OFFICE CONDO IN VIRGINIA HIGHLAND

Address	675 Seminole Ave - Suite B01
	Atlanta, Ga 30307
County	Fulton
Condo Size	2,770 SF
Building Size	± 30,000 SF
Number of Stories	3
Year Built	1924
Zoning	OI
Parking Spaces	Abundant
Sale Price	\$350,000
Lease Rate	\$4,000/Month FSG

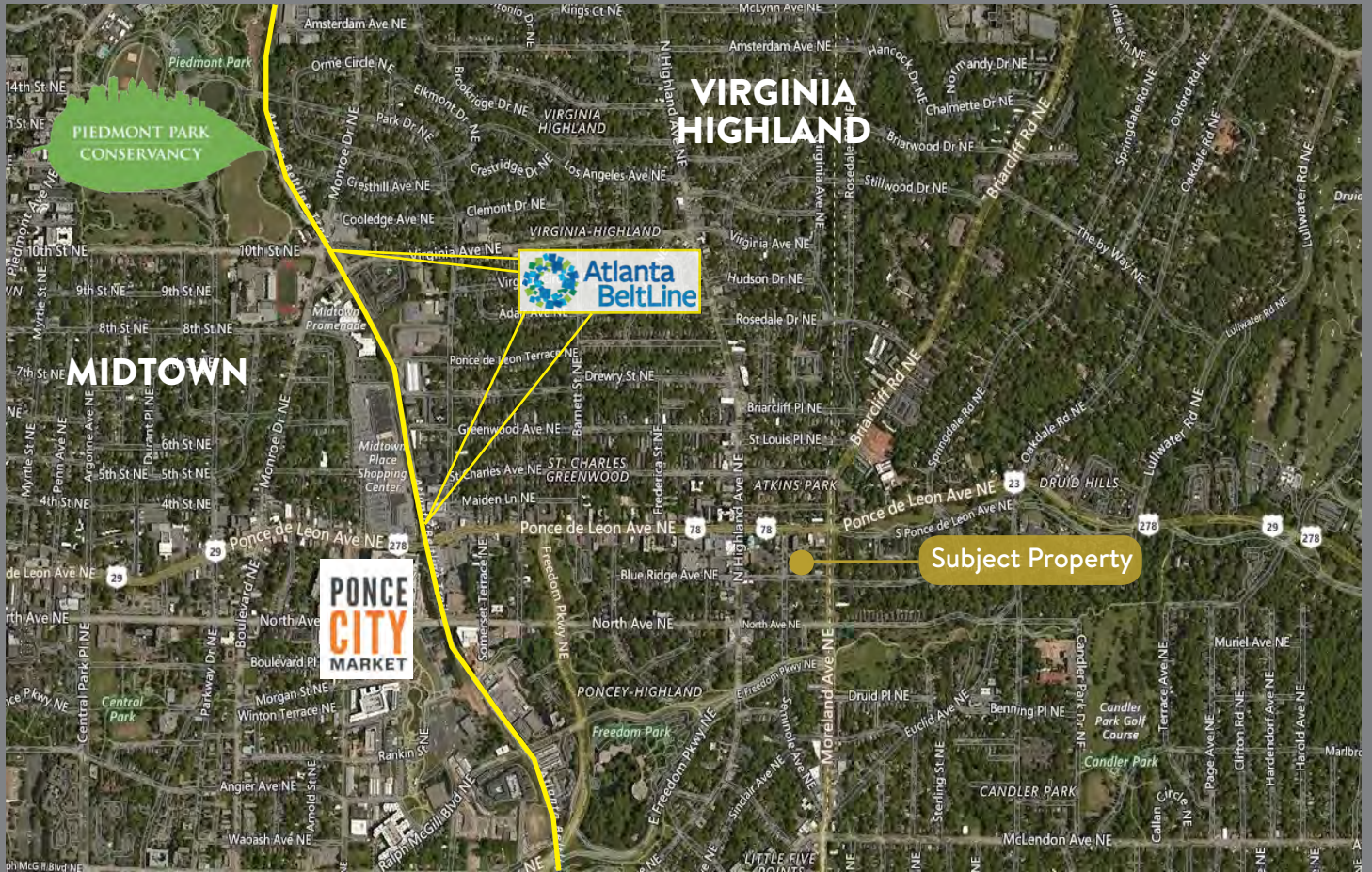
FLOOR PLAN







## AREA LOCATION MAPS

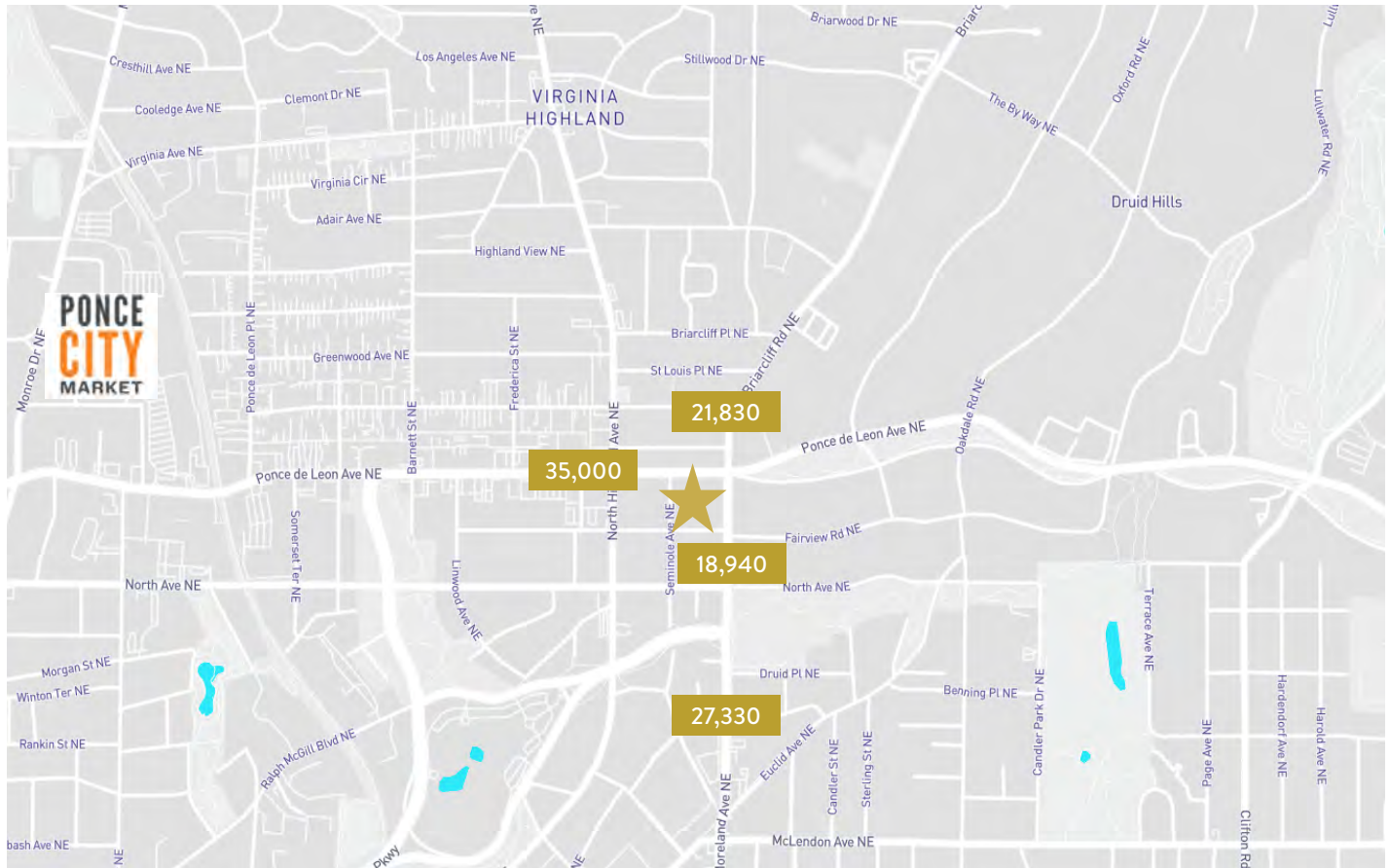








## DEMOGRAPHICS & TRAFFIC COUNT



# = Vehicles Per Day

### 2016 DEMOGRAPHICS (ESRI)

	1 mile	3 miles	5 miles
Population	19,087	156,203	368,064
Households	10,515	74,285	167,904
Average Household Income	\$111,737	\$97,751	\$86,834



## SOLD COMPARABLES

COMP	STREET ADDRESS	CITY	RECORDING DATE	BUILDING SF	SALE PRICE	PRICE/SF
Subject Property	675 Seminole Ave, Suite B01	Atlanta	TBD	2,770	TBD	TBD
1	675 Seminole Ave, Suite 104	Atlanta	7/15/2015	281	\$79,000	\$281.14
2	675 Seminole Ave, Suite 109	Atlanta	3/19/2015	286	\$87,500	\$305.94
3	675 Seminole Ave, Suite 212	Atlanta	12/5/2014	1,010	\$275,000	\$272.28
4	675 Seminole Ave, Suite 310	Atlanta	6/15/2016	458	\$130,000	\$283.84

## BUILDING PHOTOS



## CONDO PHOTOS





## ATLANTA MSA MARKET AREA PROFILE



### 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.



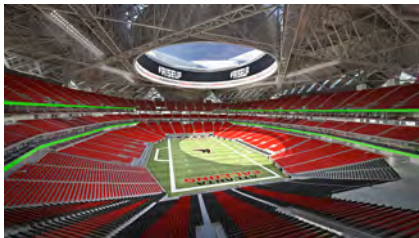
### THE ATLANTA STREETCAR

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.





The subject property is centrally located between Midtown, Virginia Highland 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.

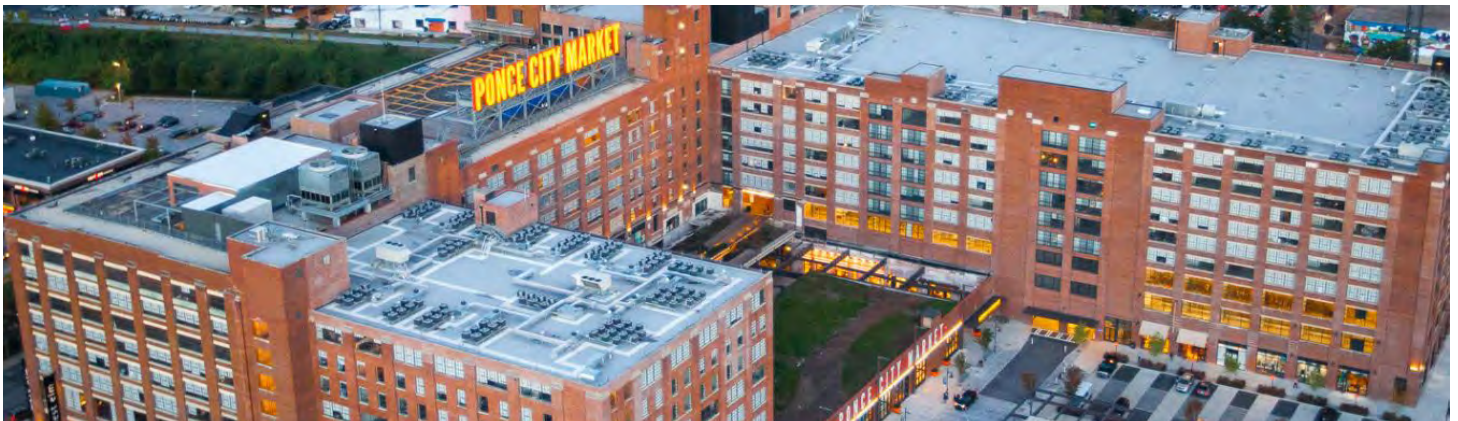


Atlanta's Historic Fourth Ward Park starts in Atlanta's Old Fourth Ward behind Ponce City Market and stretches South to Freedom Parkway and the Carter Center. The central amenity of the park is a large storm water retention pond. Historic Fourth Ward Park is one of the first completed urban park elements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





### **MICHAEL WESS**

#### **Associate, National Retail Group**

Mr. Michael Wess joined the National Retail Group for the commercial real estate firm Bull Realty in 2016. He has experience with the consulting and sales of various types of commercial real estate and specializes in the acquisition and disposition of retail properties. Michael understands the necessity of producing individualized plans of action for his clients and he consistently works in collaboration with them in order to execute these plans and achieve their financial objectives.

Michael's expertise in the real estate industry includes experience as a property manager, property tax consultant and financial analyst for a multifamily developer. He earned his Georgia Real Estate License and the Certified Commercial Broker (CCB) certification. He is also an active member of the Atlanta Commercial Board of Realtors.

Michael graduated from the Terry College of Business at the University of Georgia earning three degrees in Finance, Real Estate and International Business. Michael also earned a minor in Spanish while participating on the rugby team and various philanthropic organizations. In his free time Michael enjoys traveling, hiking and camping.

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Bull Realty is a commercial real estate sales, leasing and advisory firm licensed in ten southeast states headquartered in Atlanta. The firm was founded twenty years ago with two primary missions: to provide a company of advisors known for their integrity and to provide the best disposition marketing in the nation.

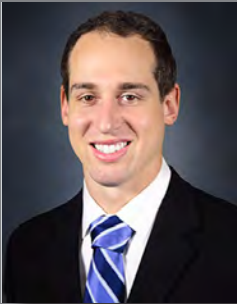
- Client services include acquisition, disposition, project leasing, tenant representation, asset management, auctions and consulting services.
- Advisors focus on specific property types and services to provide expertise in their sectors including office, retail, industrial, multifamily, land, health-care, senior housing, self-storage, automotive, hospitality, sale-leaseback and single tenant net lease properties.
- Disposition services for appropriate properties can include marketing on up to 415 websites, 17 marketing systems, 7 e-marketing systems, video, social media, auctions and national radio exposure.
- The firm produces and hosts The Commercial Real Estate Show, a talk radio show heard by millions of people around the country. Industry analysts, leading market participants and Bull Realty's founder Michael Bull share market intelligence, forecasts and success strategies. The show has aired weekly on radio stations for six years and is available anytime on iTunes, YouTube and [www.CREshow.com](http://www.CREshow.com).

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