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## OFFERING MEMORANDUM

**690 CAMERON M ALEXANDER BLVD ATLANTA, GA 30318**

7-UNIT MULTIFAMILY | ENGLISH AVENUE

IMMEDIATE CASHFLOW + EXPLOSIVE UPSIDE  
Value-Add Opportunity at the Gateway to Atlanta's Core.

**OFFERED AT \$899,999**

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# EXECUTIVE SUMMARY

690 Cameron M Alexander represents a rare opportunity to acquire a fully-occupied, cashflow-positive 7-unit multifamily property in English Avenue - Atlanta's most transformative neighborhood.

Offered at \$899,999 with an immediate 6.46% stabilized cap rate, this turn-key investment sits 1.2 miles from Mercedes-Benz Stadium (FIFA World Cup 2026), State Farm Arena, and walking distance to The Proctor (137 units, Q2 2026) and Georgia Tech Science Square.

With current rents 20-40% below market and \$5.5 billion in surrounding development, investors can choose their path: hold and cashflow at 6.46%, raise rents to capture \$179k-\$256k equity with zero renovation spend, or execute a full cosmetic value-add for \$1.4M+ exit value and 35-45% ROI.

English Avenue's \$5.1 billion TAD investment, institutional backing (Arthur M Blank, Microsoft, Coca-Cola Foundation), and proximity to Atlanta's core create a once-in-a-decade value-add opportunity with immediate cashflow and explosive upside potential.

**ADDRESS:** 690 Cameron M Alexander Blvd NW, Atlanta, GA 30318

**UNITS:** 7 (All 1BR/1BA, 470 SF each)

**BUILDING:** 3,290 SF Brick | 0.27 Acres | Built 1952

**PRICE:** \$899,999 | \$128,571/unit | \$274/SF

**OCCUPANCY:** 85.7% 100% (3 weeks, tenant onboards 3/1/26)

**CAP RATE:** 5.13% current 6.46% stabilized

**NOI:** \$46,152/yr \$58,152/yr stabilized

**ROOF:** Replaced 2017 | **PARKING:** 6 spaces

**ZONING:** Multifamily R5 | **OPPORTUNITY ZONE:** Yes



# INVESTMENT HIGHLIGHTS

IMMEDIATE CASHFLOW: 5.13% cap Day 1 6.46% cap (tenant onboards March 1st)

- Cashflow immediately, stabilize fast

GATEWAY LOCATION: 1.2mi to Mercedes-Benz Stadium (FIFA World Cup 2026), State Farm Arena, Georgia Tech Science Square, Downtown Atlanta

MASSIVE VALUE-ADD: \$1.2M+ ARV post-renovation (\$25k/unit cosmetic upgrades)

- Current rents: \$800-\$1,000 (20-40% below market)
- Market rents: \$1,200-\$1,400/unit = \$100.8k+ gross potential
- Light value-add (rent only): \$1.08M-\$1.16M
- Full renovation: \$1.4M-\$1.5M

TURN-KEY FOUNDATION: New roof (2017), stable long-term tenants, secure entry, hardwood floors

\$5.5B+ TRANSFORMATION UNDERWAY: \$5.1B TAD Westside investment, Arthur M Blank Foundation, Microsoft 22.5-acre land gift, 646 Echo opening Jan 2026, FIFA World Cup June 2026

OPPORTUNITY ZONE: Potential tax benefits for qualified investors

MULTIPLE EXIT STRATEGIES: Hold & cashflow, raise rents gradually, or full value-add renovation

CURRENT (6/7):	STABILIZED (3 weeks):	POST-RENOVATION:
NOI: \$46,152/yr	NOI: \$58,152/yr	NOI: \$80,952-\$97,752/yr
Cap: 5.13%	Cap: 6.46%	Value: \$1.15M - \$1.5M
Cashflow starts Day 1	Immediate upside	Equity: \$250k - \$600k

# LOCATION - ATLANTA'S GATEWAY TO EVERYTHING

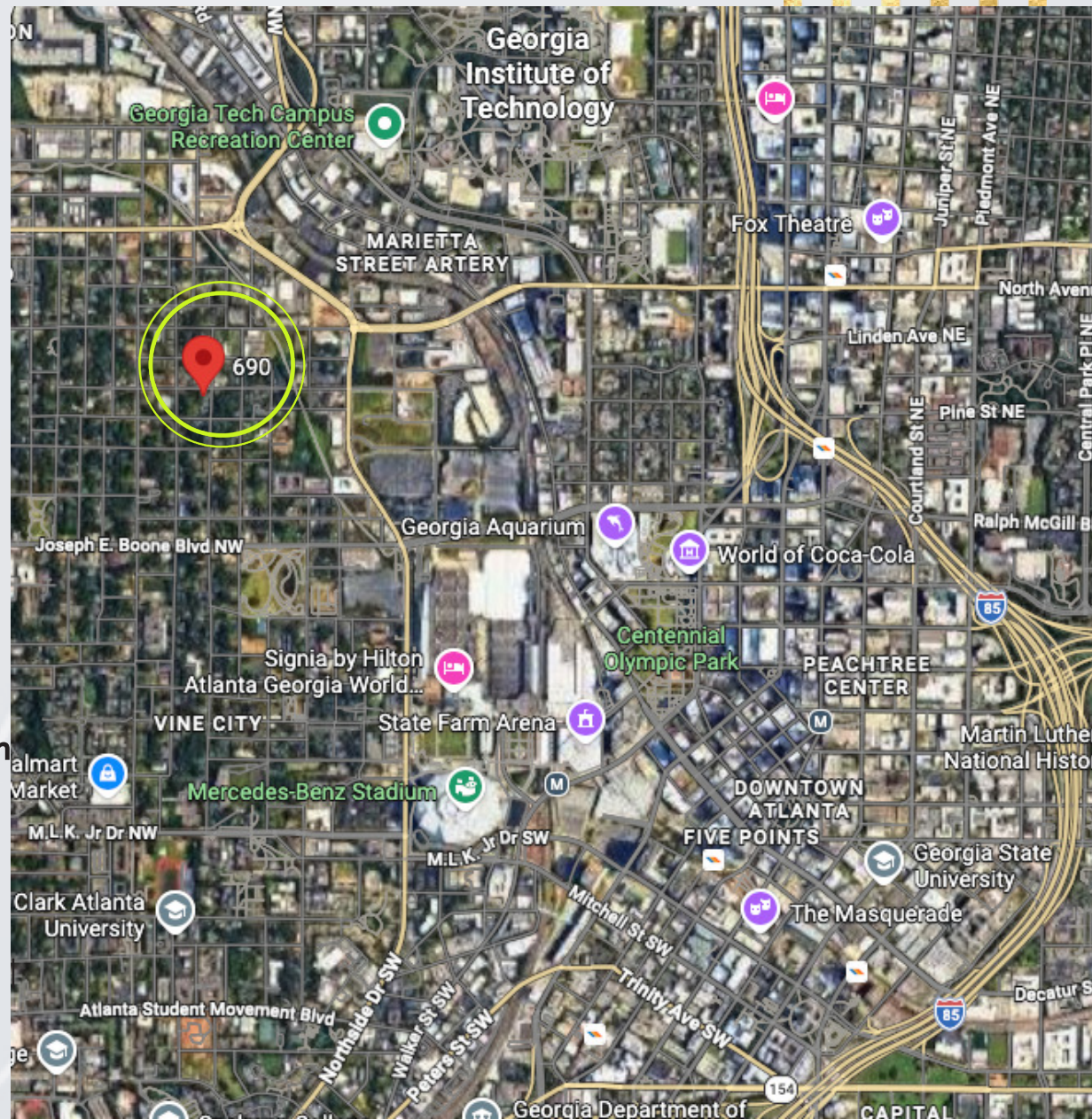
Where Historic Neighborhoods Meet Atlanta's Core- A Stones Throw from Everything That Matters

## PROXIMITY TO ATLANTA'S CORE :

- 1.2 miles Mercedes-Benz Stadium (Falcons, United, FIFA World Cup 2026)
- 0.5 miles The Proctor (137 units opening Q2 2026)
- 0.8 miles Georgia Tech Science Square (Phase 2 expanding)
- 0.4 miles 646 Echo St (57 units leasing now)
- 0.6 miles Westside Park (Rodney Cook Sr. Park - 280 acres)
- Walking distance Westside Beltline **Connector**
- 2.0 miles Downtown Atlanta (GWCC, Centennial Olympic Park)
- Bus stop out front | MARTA Bankhead Station 1.1 mi

## WHO'S INVESTING IN ENGLISH AVENUE:

Arthur M Blank Family Foundation | Coca-Cola Foundation | Robert W Woodruff Foundation  
Microsoft Corporation | Georgia Tech | Invest Atlanta  
Westside Future Fund (\$55M campaign)



# PROPERTY OVERVIEW & SPECIFICATIONS

## BUILDING SPECIFICATIONS:

**Address:** 690 Cameron M Alexander Blvd NW, Atlanta, GA 30318

**Parcel ID:** 14 0111 0006 0076

**Lot Size:** 0.27 acres (11,584 SF) | Corner lot

**Lot Dimensions:** 121' x 93' x 121' x 95'

**Building Size:** 3,290 SF total

**Unit Size:** 470 SF per unit (7 units)

**Construction:** Classic brick, 1952

**Condition:** Remodeled, hardwood floors throughout, secure entry

## UNIT MIX:

7 x 1BR/1BA units @ 470 SF each

All units: Hardwood floors, window A/C, updated kitchens/baths

## PARKING & AMENITIES:

6 on-site parking spaces (assigned)

Partial perimeter fencing

Secure entry system

On-site laundry potential

## UTILITIES:

Owner Pays: Water, sewer, trash, pest control, landscaping (seasonal)

Tenant Pays: Gas, electric

Electric: 110V residential | Sewer: Public | Water: Private

## ZONING: Multifamily R5

PETS: Allowed (dogs, cats - current tenants have pets)

SECTION 8: Accepted (1 current tenant)

ROOF: Replaced 2017 (9 years old)



# CURRENT RENT ROLL & RENTAL INCOME

## RENT ROLL AS OF JANUARY 2026

Unit	BR/BA	SF	Occupancy Status	Monthly Rent	Lease Start
1	1/1	470	Occupied	\$1,000	8/1/2025
2	1/1	470	Occupied	\$1,000	9/1/2024
3	1/1	470	Occupied	\$900	9/1/2025
4	1/1	470	Occupied	\$900	3/1/2022
5	1/1	470	Occupied	\$800	3/1/2022
6	1/1	470	Occupied	\$900	8/1/2025
7	1/1	470	VACANT	\$1,000	3/1/2026

CURRENT TOTAL (6/7): \$5,500/mo  
ACTUAL COLLECTED (Dec): \$5,250/mo  
STABILIZED (7/7): \$6,500/mo | \$78,000/yr

\*Unit 7 tenant onboards March 1, 2026 (3 weeks from list date)

Current Occupancy: 85.7% (6/7 units)  
Stabilized Occupancy: 100% (3 weeks) IMMEDIATE UPSIDE  
Average Current Rent: \$929/unit  
Market Rent Potential: \$1,200-\$1,400/unit  
Rent Upside: 30-50%



# STABILIZED FINANCIAL SNAPSHOT

INCOME	
Unit 7 Occupied	\$6,500/mo
Annual Gross	\$78,000
OPERATING EXPENSES (Monthly)	
Property Taxes	\$675
Property Insurance	\$242
Water/Sewer	\$348
Pest Control	\$90
Landscaping	\$50
Repairs/Maintenance	\$249
TOTAL OPEX	\$1,654/mo (\$19,848/yr)
NET OPERATING INCOME	
Stabilized NOI	\$58,152/yr
Monthly Cashflow	\$4,846
RETURNS @ \$899,999	
Cap Rate	6.46%
GRM	11.5x
Cash-on-Cash (75% LTV)	9.1%

# LIGHT VALUE VS FULL VALUE ADD RENOVATIONS

## FINANCIAL SNAPSHOT

### LIGHT RENOVATIONS (RENTS TO MARKET STRATEGY)

INCOME	
Market Rent	\$1,200/unit × 7
Monthly Gross	\$8,400/mo
Annual Gross	\$100,800/yr
OPERATING EXPENSES (Monthly)	
Property Taxes	\$675
Property Insurance	\$242
Water/Sewer	\$348
Pest Control	\$90
Landscaping	\$50
Repairs/Maintenance	\$249
TOTAL OPEX	\$1,654/mo (\$19,848/yr)
NET OPERATING INCOME	
NOI	\$80,952/yr
IMPLIED VALUE	
@ 7.5% Cap	\$1,079,360
@ 7.0% Cap	\$1,156,457

### FULL RENOVATIONS

POST-RENOVATION INCOME	
Premium Market Rent	\$1,400/unit
Monthly Gross	\$9,800/mo
Annual Gross	\$117,600/yr
OPERATING EXPENSES (Monthly)	
Property Taxes	\$675
Property Insurance	\$242
Water/Sewer	\$348
Pest Control	\$90
Landscaping	\$50
Repairs/Maintenance	\$249
TOTAL OPEX	\$1,654/mo (\$19,848/yr)
NET OPERATING INCOME	
NOI	\$97,752/yr
POST-RENOVATION VALUE	
@ 7.0% Cap	\$1,396,457
@ 6.5% Cap	\$1,503,877

# COMPARABLE SALES ANALYSIS

Property Address	Distance	Units	Year Built	Closing Date	Sale Price	Price/Unit	Notes
561 Thurmond St NW	0.5 mi	4	1950	08/30/2024	\$500,000	\$125,000	Vine City multifamily sale in similar vintage housing stock
632 Smith St SW	1.3 mi	6	1960	10/03/2023	\$1,025,000	\$170,833	Six-unit multifamily in intown location supporting pricing strength
692 Smith St SW	1.5 mi	8	1955	09/15/2024	\$975,000	\$121,875	Eight-unit sale bracketing subject unit count in West End
132 Walker St SW	2.0 mi	4	1925	10/28/2024	\$1,023,759	\$255,940	Loft-style 4-unit Castleberry Hill showing renovated intown premium

# CONNECTED TO ATLANTA'S CORE

## SPORTS & ENTERTAINMENT (Drive/Uber):

- Mercedes-Benz Stadium - 1.2 mi (Falcons, Atlanta United, FIFA World Cup 2026)
- State Farm Arena - 2.1 mi (Hawks, concerts)
- Centennial Olympic Park - 2.3 mi
- Georgia Aquarium - 2.5 mi
- College Football Hall of Fame - 2.4 mi

## DOWNTOWN DINING & NIGHTLIFE (Near Mercedes-Benz):

- Der Biergarten - German beer hall, game-day favorite
- Hudson Grille - Sports bar, massive patio, craft beer
- Escobar Restaurant & Tapas - Latin fusion, signature cocktails
- McCormick & Schmick's - Seafood & steaks, happy hour
- Capolinea (Signia Hotel) - Italian, skyline views
- Nest on Four (Signia Hotel) - Sports pub, stadium views
- Home grown restaurants within Georgia World Congress Center district

## EDUCATION & INSTITUTIONS:

- Georgia Tech Campus - 0.8 mi
- Georgia Tech Science Square - 0.8 mi (biotech/life sciences hub)
- Spelman College - 1.2 mi
- Morehouse College - 1.5 mi
- Atlanta University Center - 1.1 mi

## TRANSIT & CONNECTIVITY:

- Bus stop: Out front (Route 50 Donald Lee Hollowell Parkway)
- Additional routes: 1, 26 within 0.3-1.0 mi
- MARTA Bankhead Station - 1.1 mi (Green Line)
- I-20 Access - 0.9 mi
- Downtown Atlanta - 2.0 mi
- Hartsfield-Jackson Airport - 11.1 mi



## PARKS & RECREATION:

- Westside Park (Rodney Cook Sr. Park) - 0.6 mi (280-acre greenspace)
- Westside Beltline Connector - 0.4 mi (trail access)
- William T. Knight Park - 0.3 mi

## EVERYDAY CONVENIENCES:

- Grocery & shopping - 0.4-1.3 mi
- Banking - Multiple locations within 1 mi
- Pharmacies - CVS, Walgreens nearby

# AREA DEVELOPMENT PIPELINE - \$5.5B+ TRANSFORMATION

Why Timing is Everything: Record Investment Surrounds This Property

PROJECT	STATUS	UNITS	INVESTMENT	DISTANCE	COMPLETION
646 Echo St	LEASING NOW	24	\$8.5M	0.4 mi	Jan 2026
839 Joseph E Boone	LEASING NOW	33	\$12M	0.5 mi	Jan 2026
The Proctor	UNDER CONST	137	\$55.6M	0.5 mi	Q2 2026
Science Square Phase 2	EXPANDING	200+	\$150M+	0.8 mi	2026–27
Microsoft Land Gift 2026	TRANSFER	TBD	\$150M	1.0 mi	Summer 2026
Westside TAD Projects	ONGOING	1000s	\$5.1B	Region	2026–2050
FIFA World Cup Upgrades	UNDERWAY	N/A	\$500M	1.2 mi	June 2026
<b>TOTAL PIPELINE</b>		1,500+ units	\$5.5B+	15,000+ jobs	

"690 Cameron M Alexander sits at the physical and economic epicenter of the largest urban transformation in Atlanta since the 1996 Olympics. You're buying at the inflection point."

## 646 Echo & 839 Boone (Jan 2026):

57 new deeply affordable units NOW LEASING blocks from 690 Cameron. Westside Future Fund projects funded by Robert W Woodruff Foundation, Arthur M Blank Family Foundation. Ribbon cutting completed January 2026.

## The Proctor (Q2 2026):

\$55.6M mixed-use: 137 apartments + 10k SF retail (health/wellness tenants). 8-story building with pool, fitness, dog spa. 1 block south of Westside Beltline Connector. Opens April-June 2026.

## Georgia Tech Science Square:

Phase 1 OPEN (13-story lab tower + 280 apts). Phase 2: Georgia Tech + Emory expanding with 7 new labs. Goal: Make Atlanta Top 5 U.S. tech hub. 46% increase in GT research funding 2018-2024.

## Microsoft Westside Investment:

Microsoft donating 22.5 acres (of 90-acre Quarry Yards) for affordable housing + community development. Transfer finalizes Summer 2026. Direct MARTA access.

## FIFA World Cup 2026:

Mercedes-Benz Stadium hosts 8 matches including 1 SEMIFINAL. 250k+ visitors. \$500M+ economic impact. International spotlight on Atlanta's Westside.

## \$5.1B TAD Westside Extension:

Mayor's neighborhood reinvestment plan: TAD extension through 2050. \$1.3B specifically for affordable housing. English Avenue designated priority area. \$8.5M already approved for English Avenue projects (May 2025).

# INVESTMENT SUMMARY

List Price: \$899,999

Price/Unit: \$128,571

Price/SF: \$274

Occupancy: 85.7% current | 100% in 3 weeks (tenant onboards 3/1/26)

Current NOI: \$46,152/yr (5.13% cap)

Stabilized NOI: \$58,152/yr (6.46% cap)

Market Potential NOI: \$80,952-\$97,752/yr (9-10% cap post-renovation)

Lot Size: 0.27 acres | Corner lot

Building: 3,290 SF brick | 7 units (470 SF each)

Roof: Replaced 2017

Parking: 6 spaces

Financing: Buyer to arrange conventional or portfolio financing

Earnest Money: Negotiable

Due Diligence Period: 30 days (negotiable)

Closing: 45-60 days from contract (flexible)



# CONFIDENTIALITY & DISCLAIMER:

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