



OFFERING MEMORANDUM

FULL-SERVICE RESTAURANT & BAR + PATIO

420 EDGEWOOD AVENUE SE, ATLANTA, GA 30312

DISCLAIMER & LIMITING CONDITIONS

Bull Realty has been retained as the exclusive brokers 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 Listing Brokers. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, and other information provided in connection therewith.

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EXECUTIVE SUMMARY

PROPERTY HIGHLIGHTS

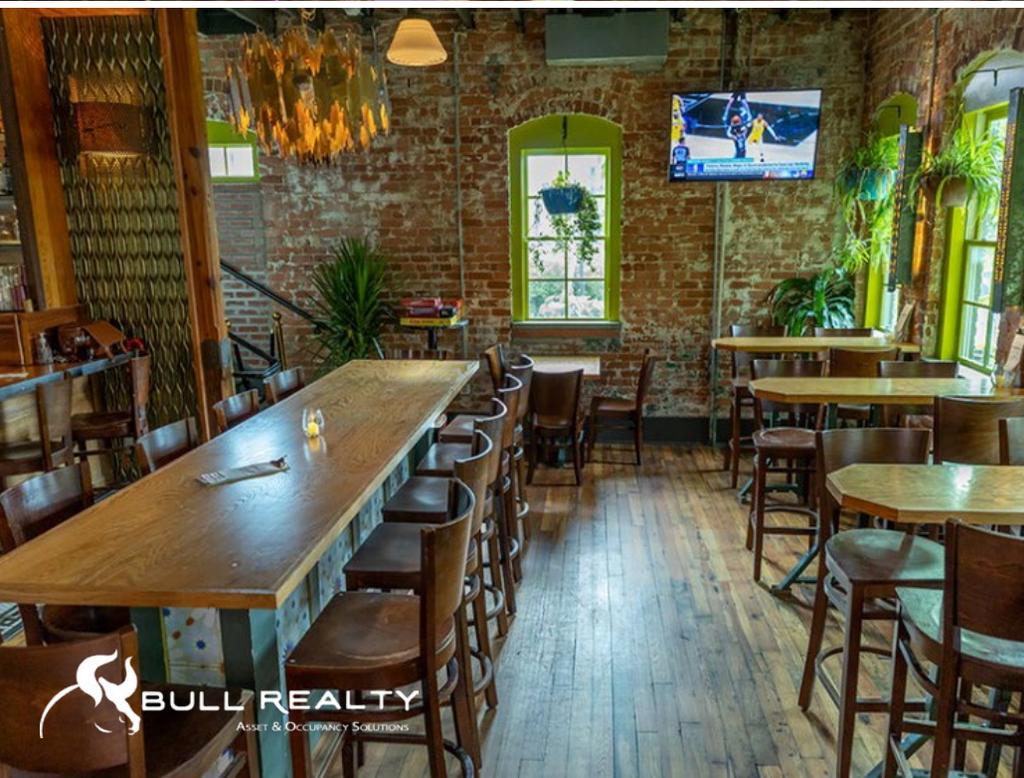
- ± 5,015 SF full-service restaurant and bar with large patio
- Located in heart of Edgewood Ave's bustling retail, restaurant, and nightlife area
- Three-level building with acclaimed 50-seat lounge Mambo Zombi on top
- Popular, long-standing bar Georgia Beer Garden on main level
- Building can be sold vacant or with month-to-month tenants
- Minutes from Downtown Atlanta, Georgia State University and the Eastside BeltLine
- Easy access to I-85 & I-20 | Located on the Atlanta MARTA trolley line



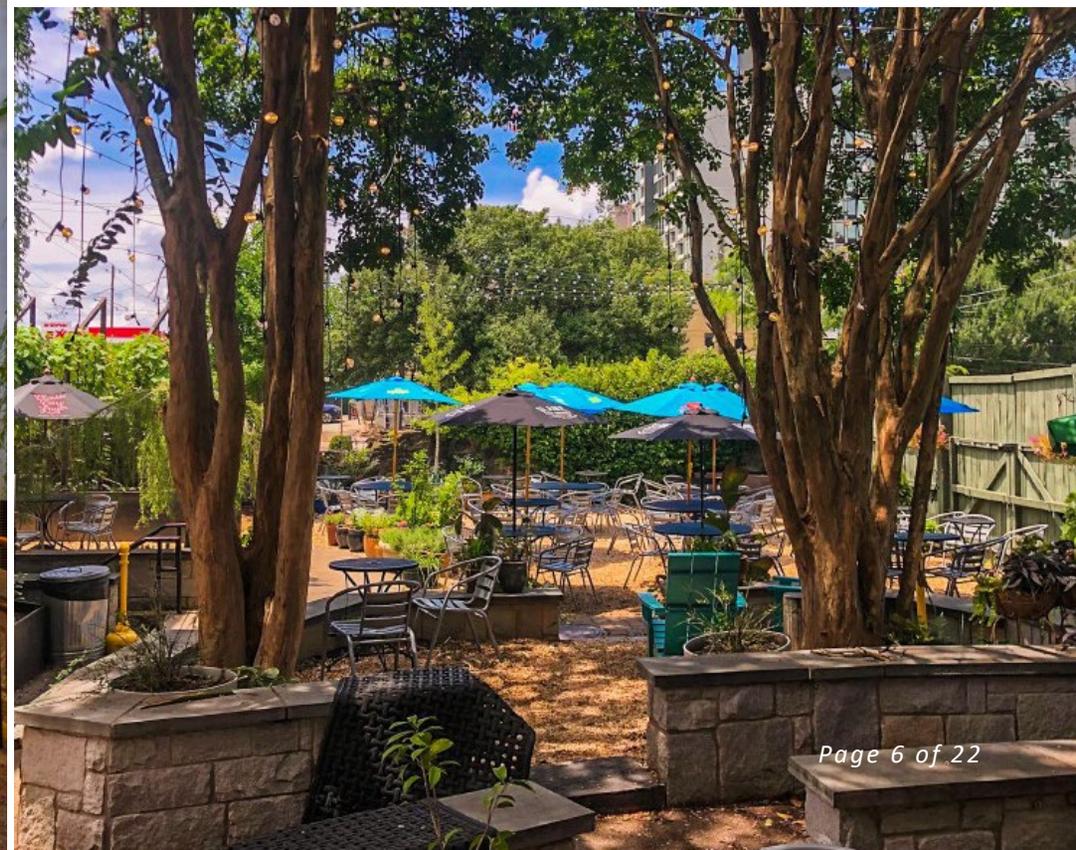
SALE PRICE: \$1,950,000



PHOTOS



PHOTOS



AERIALS



Georgia State University
0.7 MILES | 4 MIN. DRIVE

Mercedes-Benz Stadium
1.6 MILES | 10 MIN. DRIVE

Grady
0.5 MILES | 3 MIN. DRIVE

Children's Healthcare of Atlanta
0.4 MILES | 3 MIN. DRIVE

MIDTOWN Atlanta

INTERSTATE 85 GEORGIA

SUBJECT PROPERTY

MLK JR. NATIONAL HISTORIC PARK

BOULEVARD NE

EDGEWOOD AVE

BOULEVARD SE

WALDO'S FOURTH WARD MIXED-USE DEVELOPMENT

noni's CRU
Harold's Chicken

BE EDGEWOOD
Purpose Pops All

JOYSTICK BARBAR
YUM!

ESCOBARTO XC

EXXON FOX

CAPE CIRCA
ILLEGAL FOOD
Super Hero's CHURCH
CIVIL BIKES

AERIALS

THE KROG DISTRICT
1843 HISTORIC ATLANTA 1928

Logos for businesses in the Krog District: JUIC, Little Tart Bakeshop, YALLA!, HOP CITY BEER & WINE, PAPI'S CUBAN GRILL, BAR MERCADO, Fred's MEAT & BREAD, VARUNI NAPOLI, SUPERICA, jenie's, KWHG, Ticonderoga Club, and RECESS.

Logos for businesses: AMMAZZA, Slabtown PUBLIC HOUSE, SHAKE SHACK, BIGGERSTAFF, COOKIES, 040, CHROME YELLOW ATLANTA, GA, ADELE'S, and STAPLEHOUSE.



KROG STREET TUNNEL

WALDO'S FOURTH WARD MIXED-USE DEVELOPMENT



MLK JR. BIRTH HOME

HULSEY YARD

SUBJECT PROPERTY 

JOYSTICK GAMEBAR



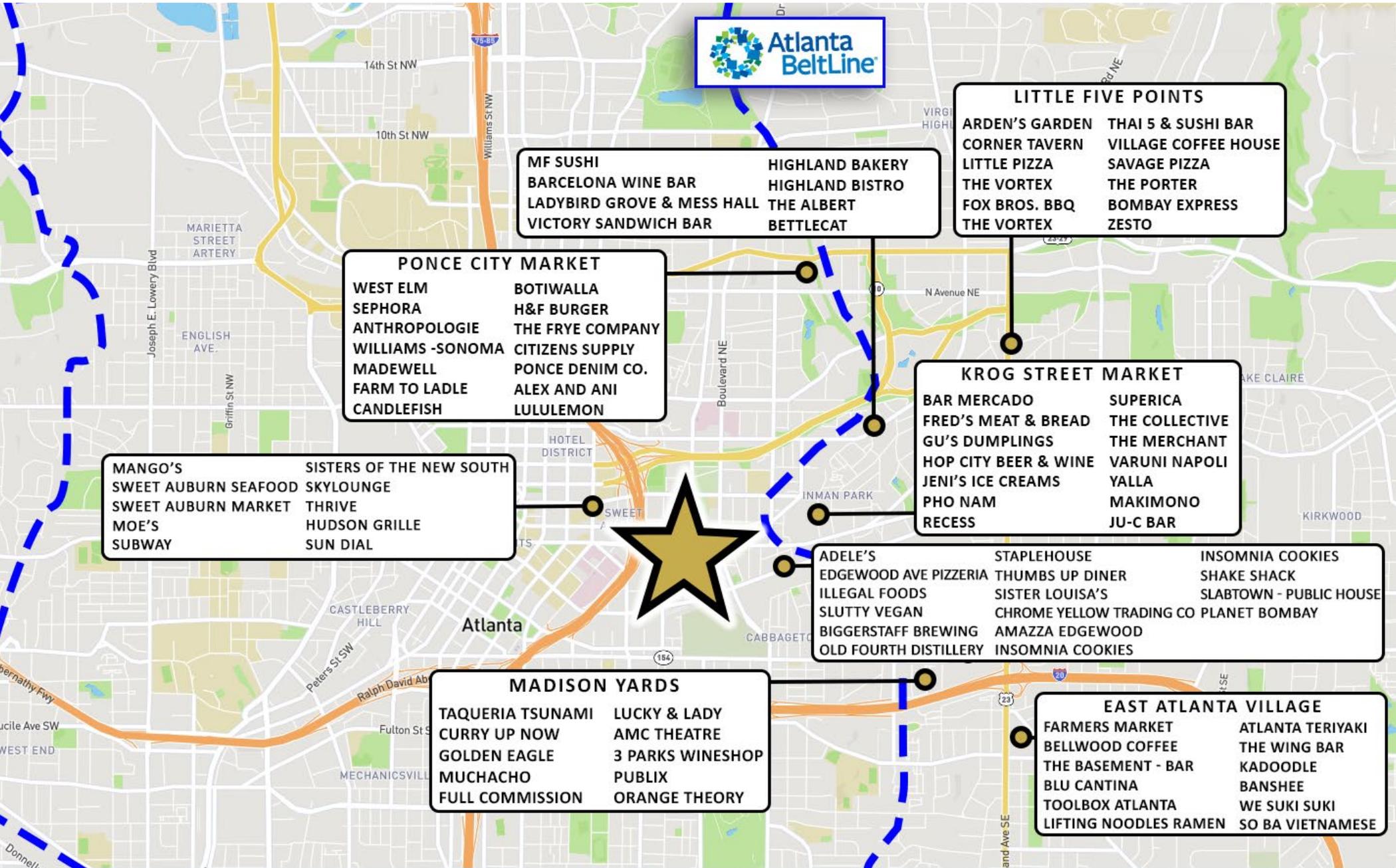
NONNI'S ITALIAN RESTAURANT

OUR BAR ATL.

SLUSH

EDGEWOOD AVE

IN THE AREA



MF SUSHI
BARCELONA WINE BAR
LADYBIRD GROVE & MESS HALL
VICTORY SANDWICH BAR

HIGHLAND BAKERY
HIGHLAND BISTRO
THE ALBERT
BETTLECAT

LITTLE FIVE POINTS

ARDEN'S GARDEN
CORNER TAVERN
LITTLE PIZZA
THE VORTEX
FOX BROS. BBQ
THE VORTEX

THAI 5 & SUSHI BAR
VILLAGE COFFEE HOUSE
SAVAGE PIZZA
THE PORTER
BOMBAY EXPRESS
ZESTO

PONCE CITY MARKET

WEST ELM
SEPHORA
ANTHROPOLOGIE
WILLIAMS -SONOMA
MADEWELL
FARM TO LADLE
CANDLEFISH

BOTIWALLA
H&F BURGER
THE FRYE COMPANY
CITIZENS SUPPLY
PONCE DENIM CO.
ALEX AND ANI
LULULEMON

MANGO'S
SWEET AUBURN SEAFOOD
SWEET AUBURN MARKET
MOE'S
SUBWAY

SISTERS OF THE NEW SOUTH
SKYLOUNGE
THRIVE
HUDSON GRILLE
SUN DIAL

KROG STREET MARKET

BAR MERCADO
FRED'S MEAT & BREAD
GU'S DUMPLINGS
HOP CITY BEER & WINE
JENI'S ICE CREAMS
PHO NAM
RECESS

SUPERICA
THE COLLECTIVE
THE MERCHANT
VARUNI NAPOLI
YALLA
MAKIMONO
JU-C BAR

ADELE'S
EDGEWOOD AVE PIZZERIA
ILLEGAL FOODS
SLUTTY VEGAN
BIGGERSTAFF BREWING
OLD FOURTH DISTILLERY

STAPLEHOUSE
THUMBS UP DINER
SISTER LOUISA'S
CHROME YELLOW TRADING CO
AMAZZA EDGEWOOD
INSOMNIA COOKIES

INSOMNIA COOKIES
SHAKE SHACK
SLABTOWN - PUBLIC HOUSE
PLANET BOMBAY

MADISON YARDS

TAQUERIA TSUNAMI
CURRY UP NOW
GOLDEN EAGLE
MUCHACHO
FULL COMMISSION

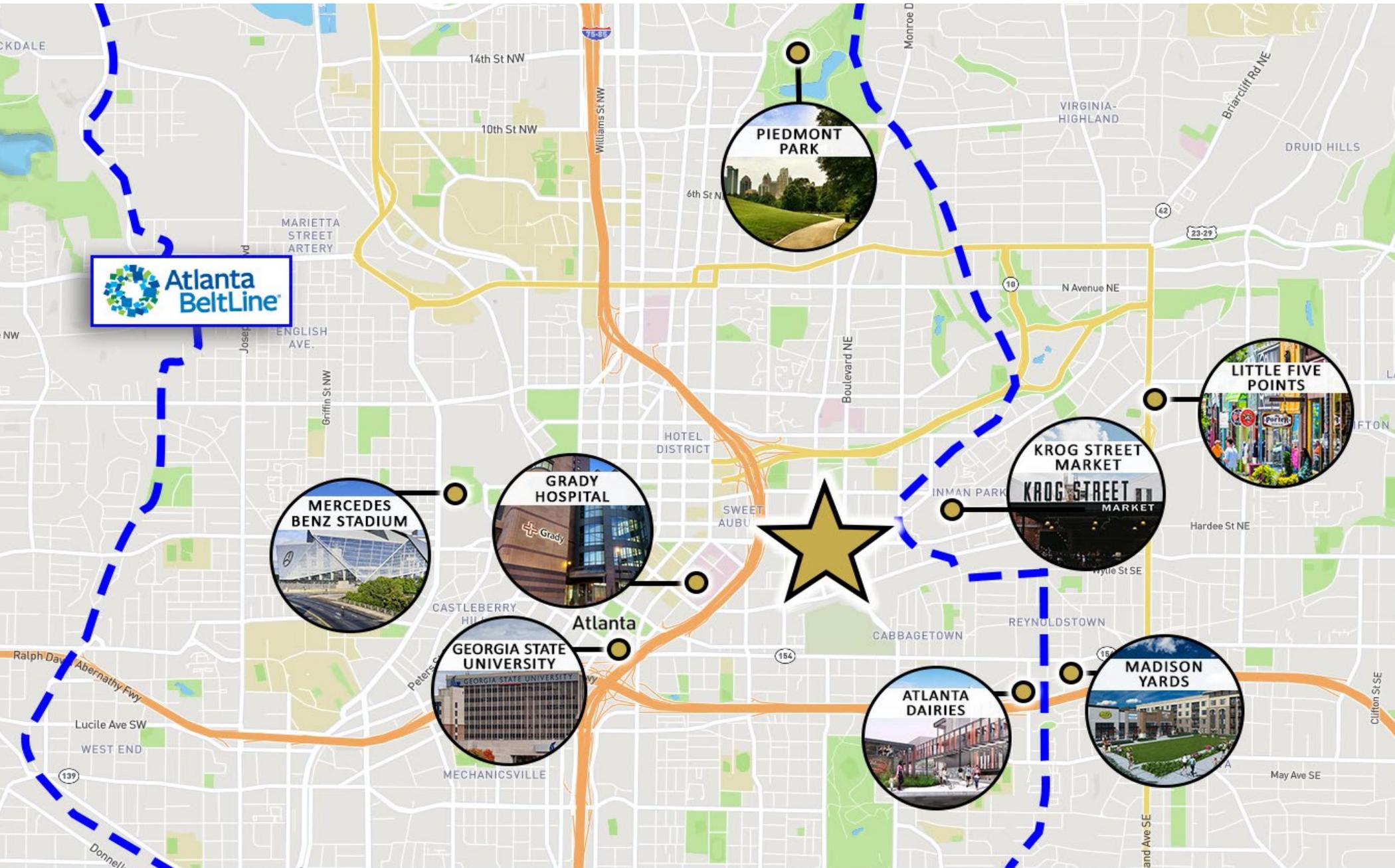
LUCKY & LADY
AMC THEATRE
3 PARKS WINESHOP
PUBLIX
ORANGE THEORY

EAST ATLANTA VILLAGE

FARMERS MARKET
BELLWOOD COFFEE
THE BASEMENT - BAR
BLU CANTINA
TOOLBOX ATLANTA
LIFTING NOODLES RAMEN

ATLANTA TERIYAKI
THE WING BAR
KADOODLE
BANSHEE
WE SUKI SUKI
SO BA VIETNAMESE

IN THE AREA



IN THE AREA

KROG STREET MARKET

Krog Street Market is a 9-acre mixed-use development in Atlanta located along the BeltLine trail at Edgewood Avenue in Inman Park. Since its opening in 2014 the complex has centered on a 12,000 SF west coast-style market with restaurants and includes approximately 300 apartments.



ATLANTA BELTLINE

The Atlanta BeltLine is a sustainable redevelopment project that provides 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.



MADISON YARDS

Madison Yards is an 17-acre mixed-use development designed to serve as a turnkey lifestyle community for its residents as well as functions as a destination for visitors. With the Atlanta BeltLine Eastside Trail just around the corner, the assorted retail and dining establishments are easily accessible by foot, bike or scooter. Additionally, the accessibility provided by the Beltline has proven to further connect the communities of East Atlanta Village, Ponce City Market & Krog Street Market.



GEORGIA STATE UNIVERSITY

With 7 campuses in metro-Atlanta, the university provides its world-class faculty and 53,000+ students with unsurpassed connections to the opportunities available in one of the 21st century's great global cities. A national leader in graduating students from diverse backgrounds, Georgia State provides a rich experience with award-winning housing, hundreds of student clubs and organizations, and one of the most diverse student bodies in the country.



IN THE AREA

LITTLE FIVE POINTS

Little Five Points is one of Atlanta's hippest neighborhoods. Shoppers head to Moreland Avenue's indie stores for offbeat vintage clothing, vinyl and cool gifts, while young locals hang out at the dive bars, burger joints and Ethiopian and vegan eateries that line the surrounding streets. The Variety Playhouse, a live music venue in a converted 1940s cinema, hosts an eclectic range of local and national acts.



PIEDMONT PARK

Piedmont Park is a 211-acre park located in Midtown. It draws more than 3 million annual visitors who enjoy the park's many amenities including fitness areas, walking trails, dog parks, farmer's markets and green spaces. The park also hosts many annual events and music festivals that bring visitors from all over the country.



ATLANTA DAIRIES

Developed by Paces Properties, Atlanta Dairies is an urban renewal project focused on the adaptive re-use of a former food & dairy cooperative. With rich historic roots in Reynoldstown, Atlanta Dairies serves the modern needs of today's residents while preserving its proud legacy. Connected by green space, the complex currently offers a carefully-curated mix of shops, dining and entertainment venues.



GRADY HOSPITAL

Grady's mission is to improve the health of the community by providing quality, comprehensive healthcare in a compassionate, culturally competent, ethical and fiscally responsible manner. Grady maintains its commitment to the underserved of Fulton and DeKalb counties, while also providing care for residents of metro Atlanta and Georgia. Grady leads through its clinical excellence, innovative research and progressive medical education and training.



ABOUT THE AREA

EDGEWOOD AVENUE

When thinking about Atlanta nightlife, one destination always comes to mind – Edgewood Avenue. The vibe. The culture. This storied strip is a melting pot of excitement, and with a surge of bars and music venues setting up shop in Old Fourth Ward on Atlanta’s Eastside, Edgewood has become an essential part of the ATL experience. It’s a place to dive into a sea of good times emblazoned with amazing cuisine, lively entertainment and signature art that define the city, all built in a neighborhood steeped in history and legacy.

SWEET AUBURN

Located just east of Downtown Atlanta, the Sweet Auburn district is steeped in history. Famously the birthplace of civil rights pioneer Dr. Martin Luther King Jr., Sweet Auburn is the best place on Earth to connect with his enduring legacy. Not only does the Martin Luther King Jr. National Historic Site engage visitors with an interactive center that explores King’s extensive legacy, in Sweet Auburn, you can even tour King’s birth home, as well as Ebenezer Baptist Church; the burial sites of King and his wife, Coretta Scott King; and the International Walk of Fame - an interactive memorial made of shoe prints from influential civil rights activists.

Designated a National Historic Landmark in 1976, Sweet Auburn is experiencing a major upswing, investing in connectivity-boosting initiatives like the Atlanta Streetcar, which runs from the King Center to downtown’s Centennial Olympic Park. The annual Sweet Auburn Festival celebrates the past and the future of this neighborhood, attracting thousands of visitors annually. And the Sweet Auburn Curb Market has become a fun anchor for the neighborhood, providing a bustling and varied lunch option for nearby workers. Originally opened in 1918 and filled with a rich history of its own, the market has something for every palate, offering fresh produce, meats, and dairy from local and organic farms, as well as the wares of artisan shops and eateries.



AREA DEVELOPMENTS

ASANA PARTNERS EDGEWOOD

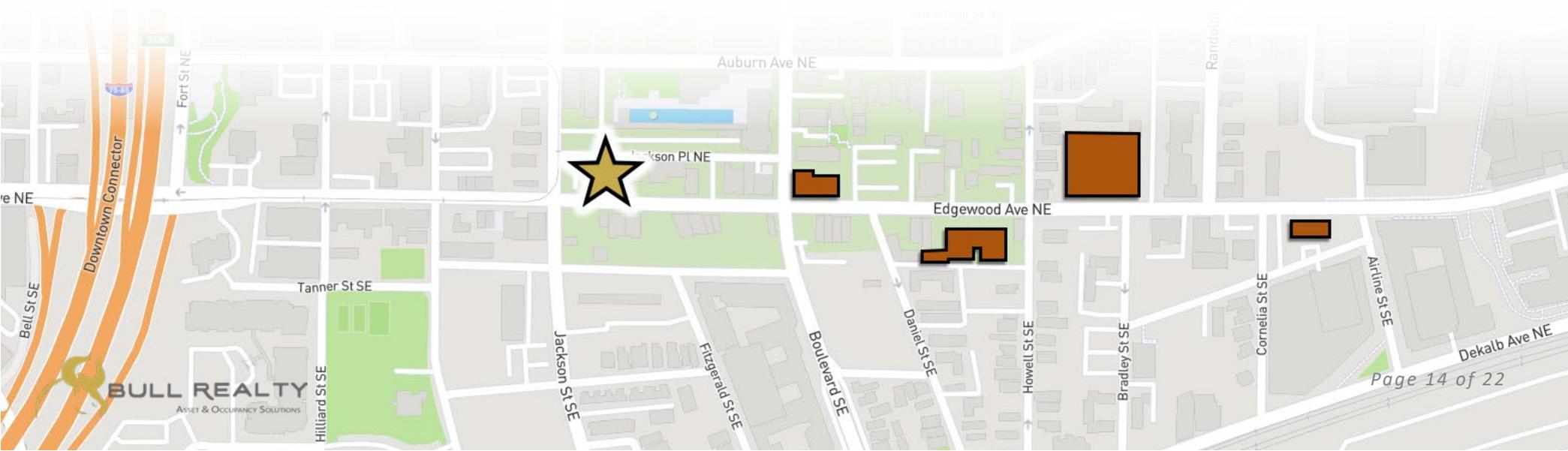
Charlotte, N.C. - based Asana Partners purchased a strip of industrial property on Edgewood Avenue SE in May of 2018 for roughly \$3.1 million. The roughly 28,000 SF property is a collection of buildings next to the Staplehouse restaurant and a block from the BeltLine's Eastside Trail. The 4,530 SF building at 525 Edgewood Ave has been transformed by Nashville-based Red Pebbles Hospitality to Adele's - an Italian inspired modern American restaurant. The 5,800 SF building at 537 Edgewood Ave has also seen great change over the last few years with the opening of Biggerstaff Brewing Company. Asana's plans for the 6,591 SF building at 521 Edgewood Ave as well as the new occupant have not been made public as of yet.

Purchased by Asana Partners in September of 2019 for \$5.6 million, 619 Edgewood Avenue SE sits directly adjacent to the BeltLine's Eastside Trail. The 16,400 SF mid-rise building located on this property was developed over 20 years prior to this recent purchase. A total of seven tenants currently occupy the space, including nation-wide retailers such as Insomnia Cookies and Farmer's Insurance. Across Edgewood Avenue, Asana ownership continues with 476 Edgewood Avenue SE - home to Atlanta's renowned Slutty Vegan eatery, decade-long tenant Edgewood Pizzeria and as of recent years, Handlebar ATL. The 0.24-acre corner lot is located at the heavily trafficked intersection Edgewood Ave and Boulevard SE.

In 2019, Asana and local leasing partner, Capital Real Estate Group, announced their plans for a creative office development on Edgewood Avenue in the Old Fourth Ward. Asana purchased the 1.7-acre former Coca-Cola bottling plant for \$12 million. Located at 560 Edgewood Avenue, the re-development of this facility will create 57,000 SF of Class A+ office space.

Just beyond the BeltLine's Eastside Trail, construction is underway for one of Asana's most recent projects, Krog District. After purchasing the popular food hall, Krog Street Market, and adjacent Atlanta Stove Works for \$45.8 million in April of 2018, Asana has been working to combine these popular sites, alongside new mixed-use construction, to create the Krog District. As a result of this project, the Eastside BeltLine Trail will become more easily accessible and a more fluid connection between Inman Park and SPX Alley will be established. The new mixed-use construction within the existing property layout will provide an additional 59,000 SF of office/retail space in the form of two mid-rise buildings. This expansion project opened up summer of 2022.

* [Source](#), [Source](#), [Source](#), [Source](#)



AREA DEVELOPMENTS

WALDO'S OLD FOURTH WARD

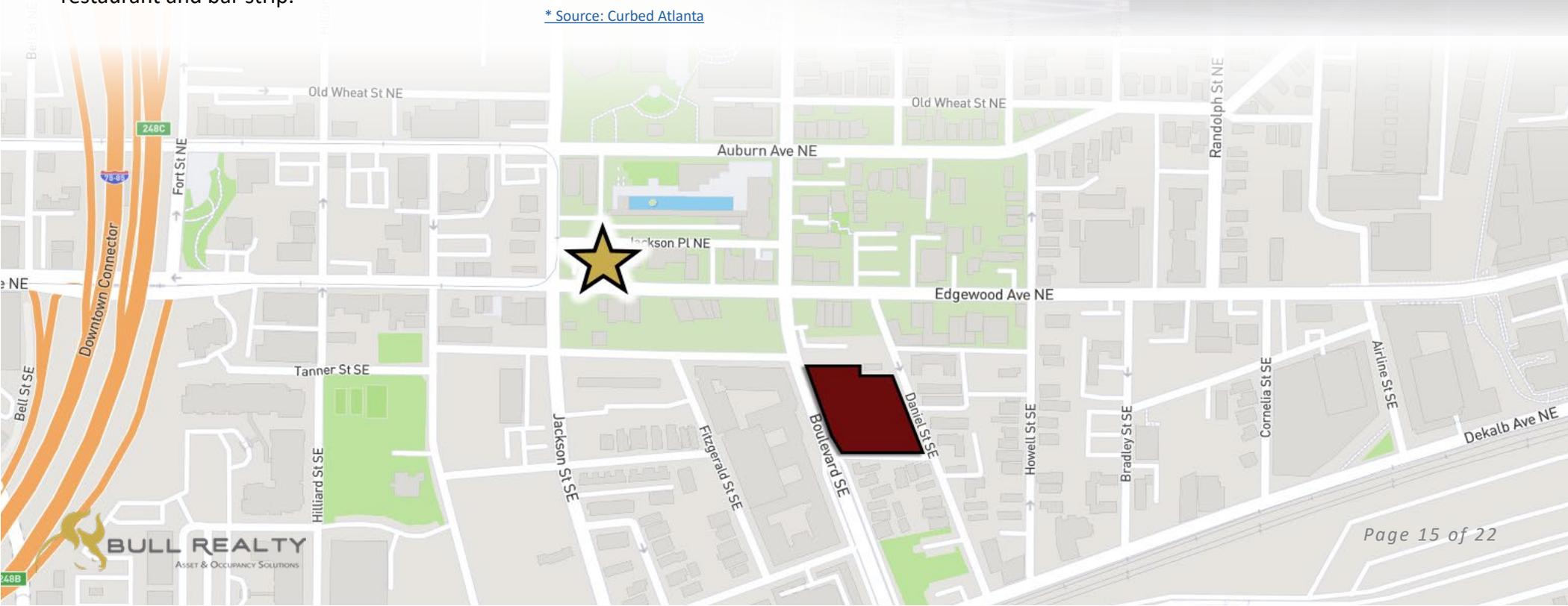
The \$80 million mixed-use community, “Waldo’s Old Fourth Ward,” promises residences, retail, office space and a hotel site on the neighborhood’s Boulevard corridor, just south of Edgewood Avenue.

Waldo’s, projected to span some 200,000 square feet, is slated to feature an 80-key hotel, 10 townhomes and about 10,000 square feet of restaurants and retail near the popular neighborhood bar strip.

Debuted in the first quarter of 2023, the development features 10,000 square feet of restaurants and retail, 146 hotel rooms—up from the 125-key boutique lodge announced this past summer—and three stories of residences, all near the corner of Edgewood Avenue and Boulevard.

Less than a mile from the Beltline’s Eastside Trail, the 1.5-acre site is poised to stand relatively tall over Edgewood Avenue’s bustling restaurant and bar strip.

** Source: Curbed Atlanta*



DEMOGRAPHIC OVERVIEW

DEMOGRAPHICS	1 MILE	3 MILES	5 MILES
TOTAL POPULATION	32,781	205,762	391,875
TOTAL HOUSEHOLDS	16,966	101,004	183,479
AVERAGE HOUSEHOLD INCOME	\$129,809	\$138,162	\$137,293

ESRI 2024

ATLANTA

AT A GLANCE

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.”

WORLD-CLASS EDUCATION

Atlanta colleges and universities are numerous, spanning from historically black colleges, technical colleges, top research institutions and schools of art, medicine and theology. The region ranks in the top 10 among U.S. metros in students enrolled, research spending and degrees earned. Colleges and universities in the Atlanta region create 130,000 jobs across all industries in Georgia. Colleges and Universities in the Atlanta region include Georgia Institute of Technology, Emory University, Georgia State University, Agnes Scott College, Oglethorpe University, Clark Atlanta University (HBCU), Morehouse College (HBCU) and Spellman College (HBCU).

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.



**#1 TOP TRAVELED
AIRPORT IN THE WORLD**



**\$270 BILLION GDP
IN METRO-ATLANTA**



**13 FORTUNE 500
HQ IN ATLANTA**



**TOP U.S. METRO
WITH #1 LOWEST COST
OF DOING BUSINESS**

**TOP 10 AMONG U.S. METROS IN
STUDENTS ENROLLED, RESEARCH
SPENDING AND DEGREES EARNED.”**

- DISCOVER ATLANTA



**#9 LARGEST METRO AREA IN
THE U.S. 2020**

- U.S. CENSUS BUREAU
POPULATION DIVISION

HOME TO 16 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.

9TH
LARGEST U.S. METRO
2024 U.S. Census

1.8%
PROJECTED 5-YEAR
POPULATION GROWTH (2023-2028)
ESRI 2024

#6
BEST CITIES FOR JOBS IN U.S.
WalletHub 2024

#3
FASTEST GROWING
U.S. METRO
Freddie Mac 2024

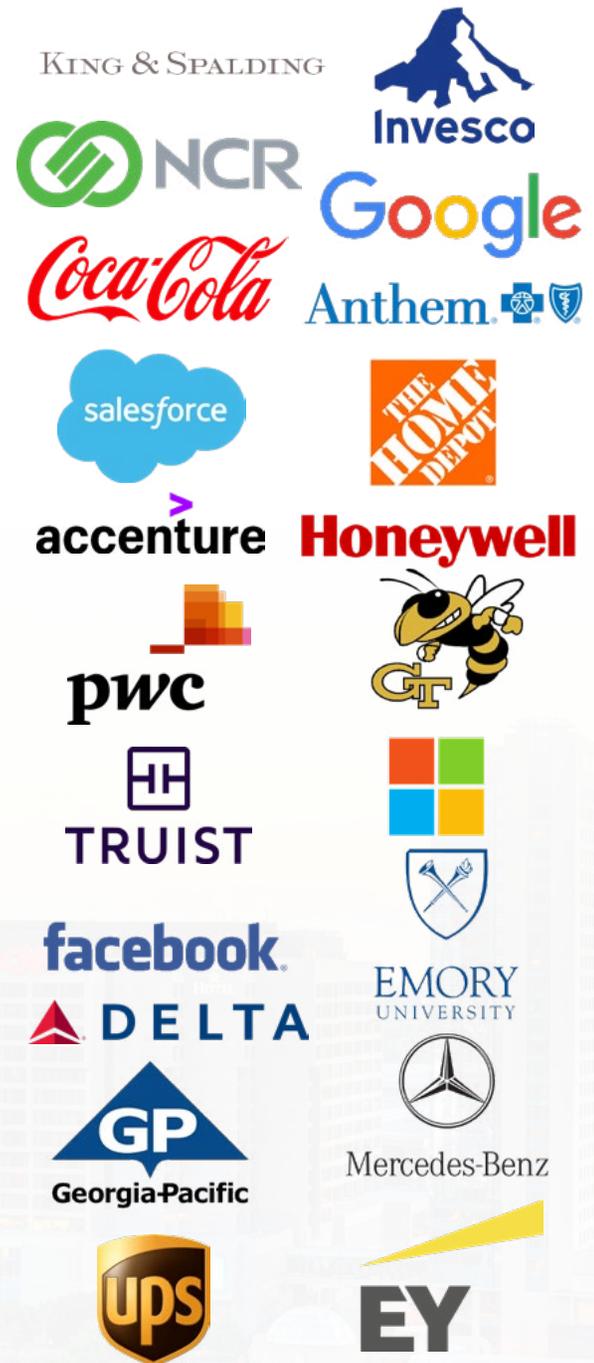
46%
Gen Z
Population

34%
Millennial
Population

3.9%
Unemployment
Rate

(Data based on 1 mile radius of Downtown- ESRI 2024)

MAJOR EMPLOYERS



#1 TOP EMERGING TECH HUB

-Business Facilities magazine, GA Dept. of Economic Growth 2024

#3 BEST CITY IN THE SOUTH

-Southern Living, "The South's Best Cities, 2024"

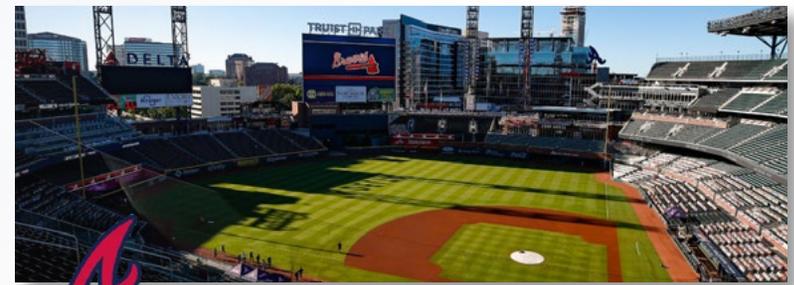
#5 MOVING DESTINATION IN THE NATION

-Penske, "Annual Top Moving Destinations List, 2024"

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, Truist Bank, Mercedes Benz USA, Newell-Rubbermaid and is home to the world renowned Center for Disease Control.



ATLANTA BRAVES | TRUIST PARK



ATLANTA FALCONS | MERCEDES-BENZ STADIUM



ATLANTA HAWKS | STATE FARM ARENA



ATLANTA UNITED FC | MERCEDES-BENZ STADIUM

TEAM PROFILE



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SAM JENIA
MARKETING



TORI ROBB
MARKETING

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 420 Edgewood Avenue, Atlanta, GA 30312. 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 _____

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ABOUT BULL REALTY

MISSION:

To provide a company of advisors known for integrity and the best disposition marketing in the nation

SERVICES:

Disposition, acquisition, project leasing, tenant representation and consulting services

SECTORS OF FOCUS:

Office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality and single tenant net lease properties

AMERICA'S COMMERCIAL REAL ESTATE SHOW:

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 intel, forecasts and strategies. The weekly show is available to stream wherever you get your podcasts or on the show website: www.CREshow.com.

JOIN OUR TEAM

Bull Realty is continuing to expand by merger, acquisition and attracting agents with proven experience. As a regional commercial brokerage firm doing business across the country, the firm recently celebrated 27 years in business.

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<https://www.bullrealty.com/>



27
YEARS IN
BUSINESS



ATL
HEADQUARTERED IN
ATLANTA, GA

LICENSED IN
8
SOUTHEAST
STATES

