



OFFERING MEMORANDUM

3293 WEARS VALLEY RD
SEVIERVILLE, TN 37862





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PROPERTY OVERVIEW

EXECUTIVE SUMMARY

SALE PRICE: **\$1,200,000**

LEASE RATE: **\$27/SF/YEAR**



SUMMARY

This property located at 3293 Wears Valley Rd in Sevierville, TN presents an exceptional investment opportunity to establish a landmark attraction in the heart of the Smoky Mountain region. Situated in an area that remains the peaceful side of the Smokies, this commercial-zoned site offers unparalleled access and visibility. The property's versatility allows for a wide range of possibilities to meet the increasing demand for dining, drinking, and experiential destinations in the area. Any plans will require careful consideration to preserve the natural character of the region. Previously this property has been used as an event center for wedding and as an office space. The current zoning allows for versatile use. By thoughtfully integrating local businesses and creating memorable experiences that celebrate the Smokies' unique identity, this site can become a cherished attraction that appeals to both residents and visitors alike.

FEATURES

- **Utilities:** Water/Sewer and Electric
- **Floor Finish:** Hardwood/Parque
- **Restrooms:** Women's and Men's
- **Patio:** Outdoor with Fire Pit
- **Private Suites:** Bride & Groom
- **Year Built:** 2010
- **Grand Foyer:** Reception/Gathering Area
- **Event Hall:** 1400 SF Accommodating 75
- **Kitchen:** Potential for commercial use
- **Square Footage:** 2,932 SF

POTENTIAL USES

COMMERCIAL C-ZONE

The property's Commercial-C zoning in Sevier County provides significant flexibility, allowing for a wide range of potential uses that could thrive in this prime Smoky Mountain location:

Restaurant

- Destination dining option to attract both locals and tourists
- Leverages the property's accessibility and scenic mountain views

Brewery/Winery

- Capitalizes on the region's growing craft beverage scene
- On-site tasting rooms and event spaces create a unique experience

Event Venue

- Spacious indoor and outdoor areas suitable for weddings, conferences, concerts, etc.
- Taps into the strong demand for event spaces in the Smokies

Office Space

- Flexible zoning allows for professional services and commercial businesses
- Opportunity to establish a presence in the thriving Smoky Mountain market

Mixed-Use Development

- Combines hospitality, entertainment, retail, and office components
- Creates a dynamic, multi-purpose destination for residents and visitors



ADDITIONAL PHOTOS





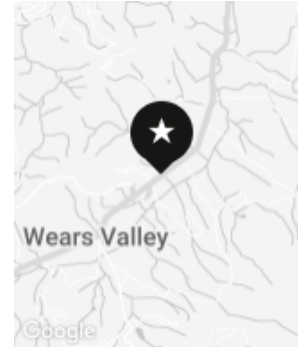
SALE COMPS

★ 3293 Wears Valley Rd

Sevierville, TN 37862

PRICE: \$1,200,000
PRICE/SF: \$409.28

SQAURE FEET: 2,932 SF

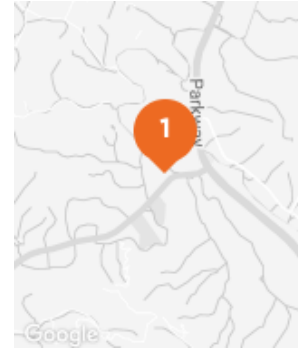


1. 2519 SAND PIKE BLVD

Pigeon Forge, TN 37863

PRICE: \$1,225,000
PRICE/SF: \$430.66

SQUARE FEET: 5,900 SF
STATUS: Sold 12/13/18



CURRENT USE: Office Space for Vacation Rental Group

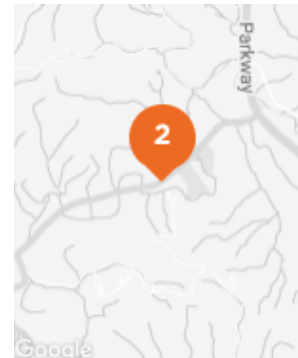
BOUGHT FOR: Real Estate and Land Value

2. 739 WEARS VALLEY RD

Pigeon Forge, TN 37863

PRICE: \$795,000
PRICE/SF: \$430.67

SQAURE FEET: 1,845 SF
STATUS: Listed



CURRENT USE: Office Space for Vacation Rental Group

BOUGHT FOR: Real Estate and Land Value

SALE COMPS

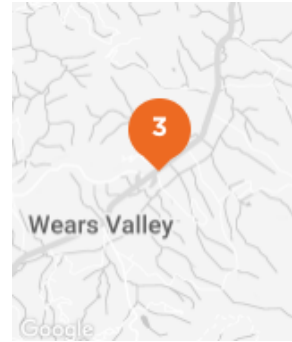
3. 3345 WEARS VALLEY RD

Sevierville, TN 37862

PRICE: \$680,000 **SQUARE FEET:** 3,960 SF
PRICE/SF: \$171.72 **STATUS:** Sold 4/5/2023

CURRENT USE: Leased to Local Winery

BOUGHT FOR: Real Estate and Land Value



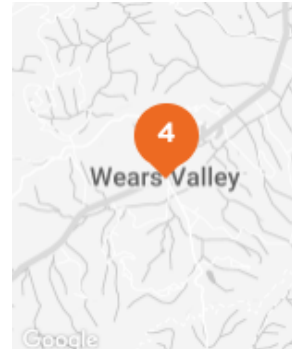
4. 3637 WEARS VALLEY RD

Sevierville, TN 37862

PRICE: \$1,125,000 **SQUARE FEET:** 1,918 SF
PRICE/SF: \$586.55 **STATUS:** Sold 6/8/2021

CURRENT USE: Owner Occupied Coffee Shop

BOUGHT FOR: Real Estate and Land Value



LEASE COMPS

★ 3293 WEARS VALLEY RD

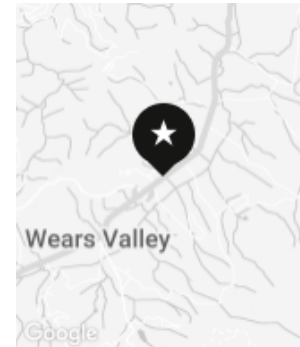
SEVIERVILLE, TN 37862

ASKING LEASE RATE:

\$27.00/SF

SQAURE FEET:

2,932 SF



1. 7971 E LAMAR ALEXANDER PKWY

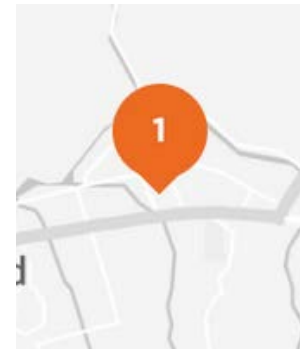
TOWNSEND, TN 37882

LEASE RATE:

\$17.28/SF

SQUARE FEET:

2,080 SF



CURRENT USE:

Genera Medical Office

2. 3234 WEARS VALLEY RD

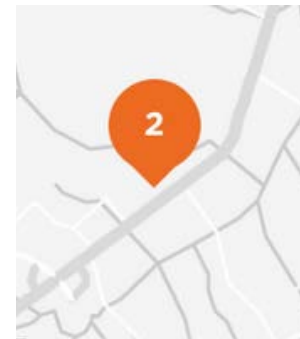
SEVIERVILLE, TN 37862

LEASE RATE:

\$23.95/SF

SQUARE FEET:

12,873 SF



CURRENT USE:

Multi-Tenant Building

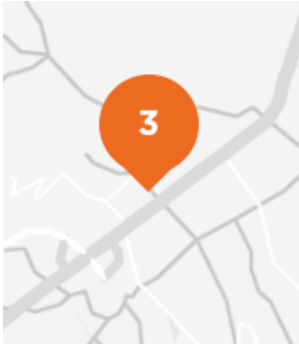
LEASE COMPS

3. 3318 WEARS VALLEY RD

SEVIERVILLE, TN 37862

LEASE RATE: \$23.95/SF **SQUARE FEET:** 11,230 SF

CURRENT USE: Multi-Tenant Building and Adventure Rental Lot

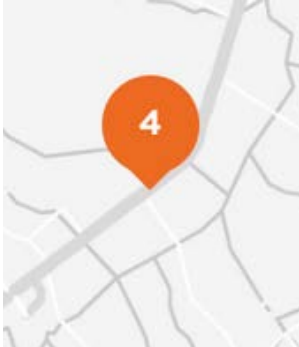


4. 3177 WEARS VALLEY RD

SEVIERVILLE, TN 37862

LEASE RATE: \$25.83/SF **SQUARE FEET:** 5,530 SF

CURRENT USE: Bank



MARKET OVERVIEW



WEARS VALLEY, TN



Wears Valley, Tennessee sits peacefully along the tranquil side of the Great Smoky Mountains, offering a distinct alternative to the commercialized tourism of Pigeon Forge and Gatlinburg.

Positioned strategically between Townsend (known as "The Quiet Side of the Smokies") and the region's busier tourist destinations, this scenic valley attracts visitors seeking authentic mountain experiences and natural beauty. The valley's welcoming atmosphere, combined with breathtaking mountain vistas and pastoral landscapes, creates an ideal setting for businesses that complement the area's commitment to preserving its peaceful character while still benefiting from the region's robust tourism economy.



The area's thoughtful approach to development has maintained its serene mountain charm while supporting sustainable business growth. Unlike the high-density tourist corridors of neighboring cities, Wears Valley and the Townsend area have cultivated a reputation for refined hospitality that appeals to visitors seeking a more genuine mountain experience. This balanced approach to tourism has created opportunities for businesses that value the area's natural beauty and quiet appeal, while still providing access to the millions of annual visitors who explore the Great Smoky Mountains National Park and its surrounding communities.





EMPLOYMENT & ECONOMY

Major Employers:

- Dancing Bear Lodge & Restaurant: 85-100
- Little River Railroad Museum: 15-20
- Blackberry Farm & Blackberry Mountain: 400+
- Great Smoky Mountains Heritage Center: 20-25
- Local cabin rental companies: 150-200
- Independent restaurants and shops: 200-250
- Great Smoky Mountains National Park (Townsend/Wears Valley area): 50-75

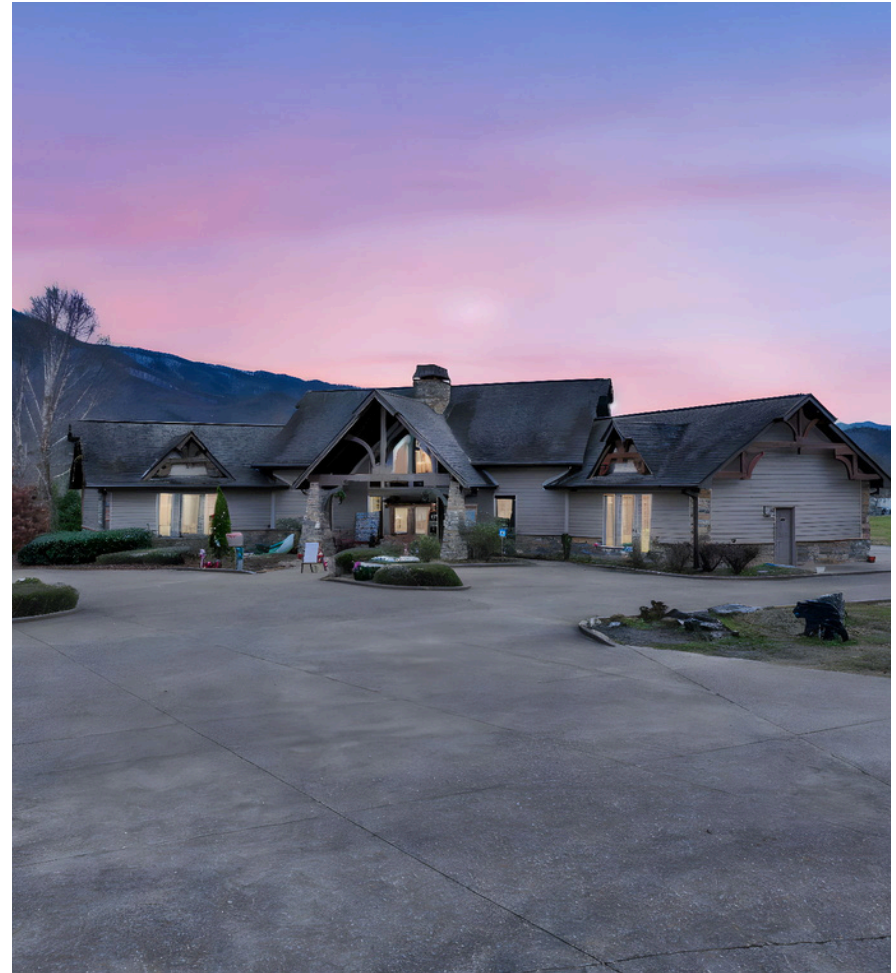


Wears Valley and the Townsend area maintain a distinct economic identity within Sevier County, focusing on sustainable tourism that preserves the peaceful mountain heritage of the region. The workforce in this tranquil area primarily supports locally-owned businesses, family establishments, and hospitality ventures that cater to visitors seeking an authentic Smoky Mountain experience. While tourism remains the economic foundation, employment opportunities reflect the area's commitment to low-impact development, with jobs centered around boutique accommodations, outdoor recreation, local crafts, and nature-based tourism. Unlike the high-volume tourism areas of the county, this region's employment patterns remain more stable throughout the year, with less dramatic seasonal fluctuations. This stability stems from the area's appeal to year-round outdoor enthusiasts, nature photographers, and visitors specifically choosing the peaceful side of the Smokies for their mountain experience.

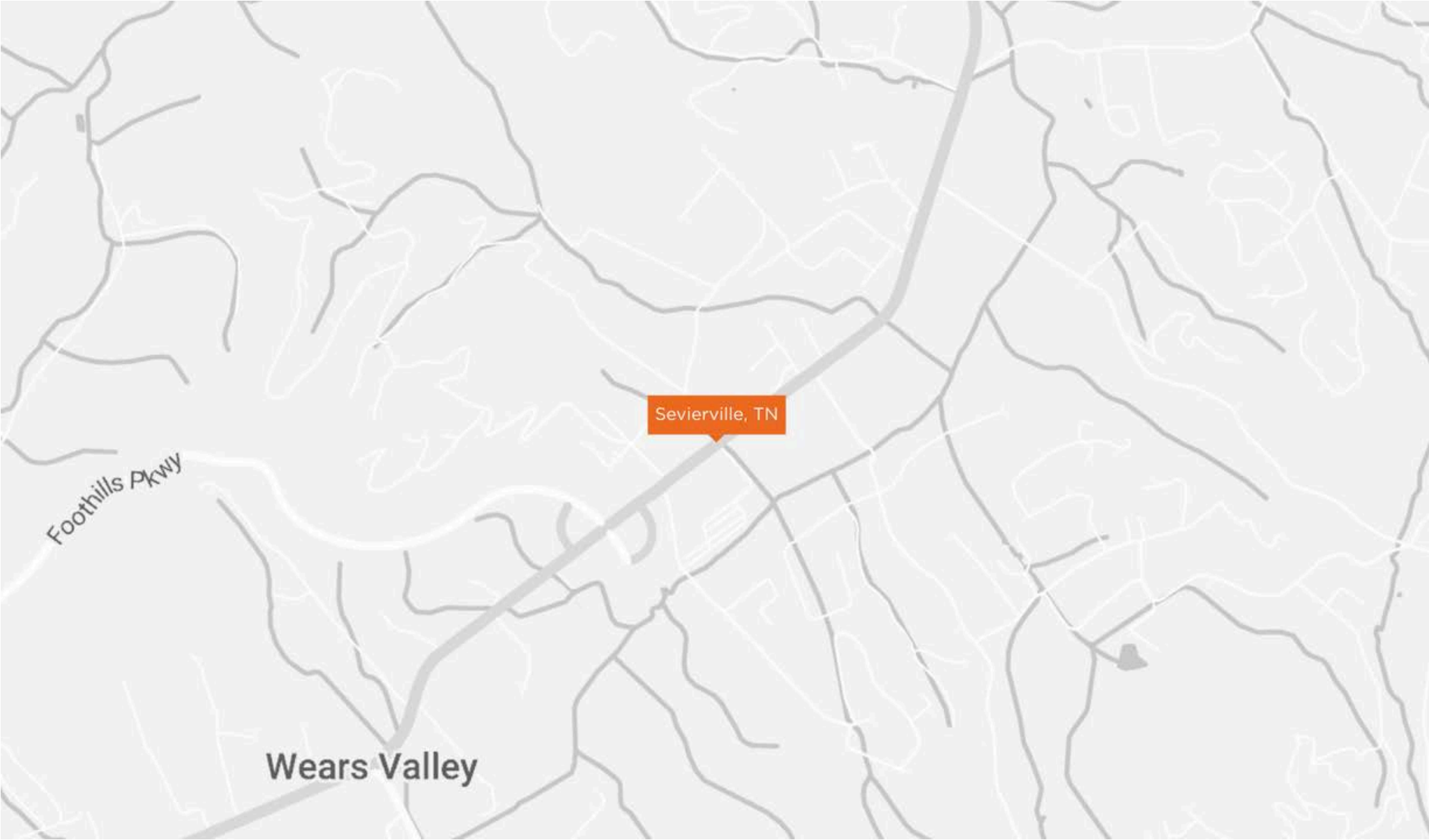
NEARBY AMENITIES

SEVIERVILLE, PIGEON FORGE, TOWNSEND, AND GATLINBURG

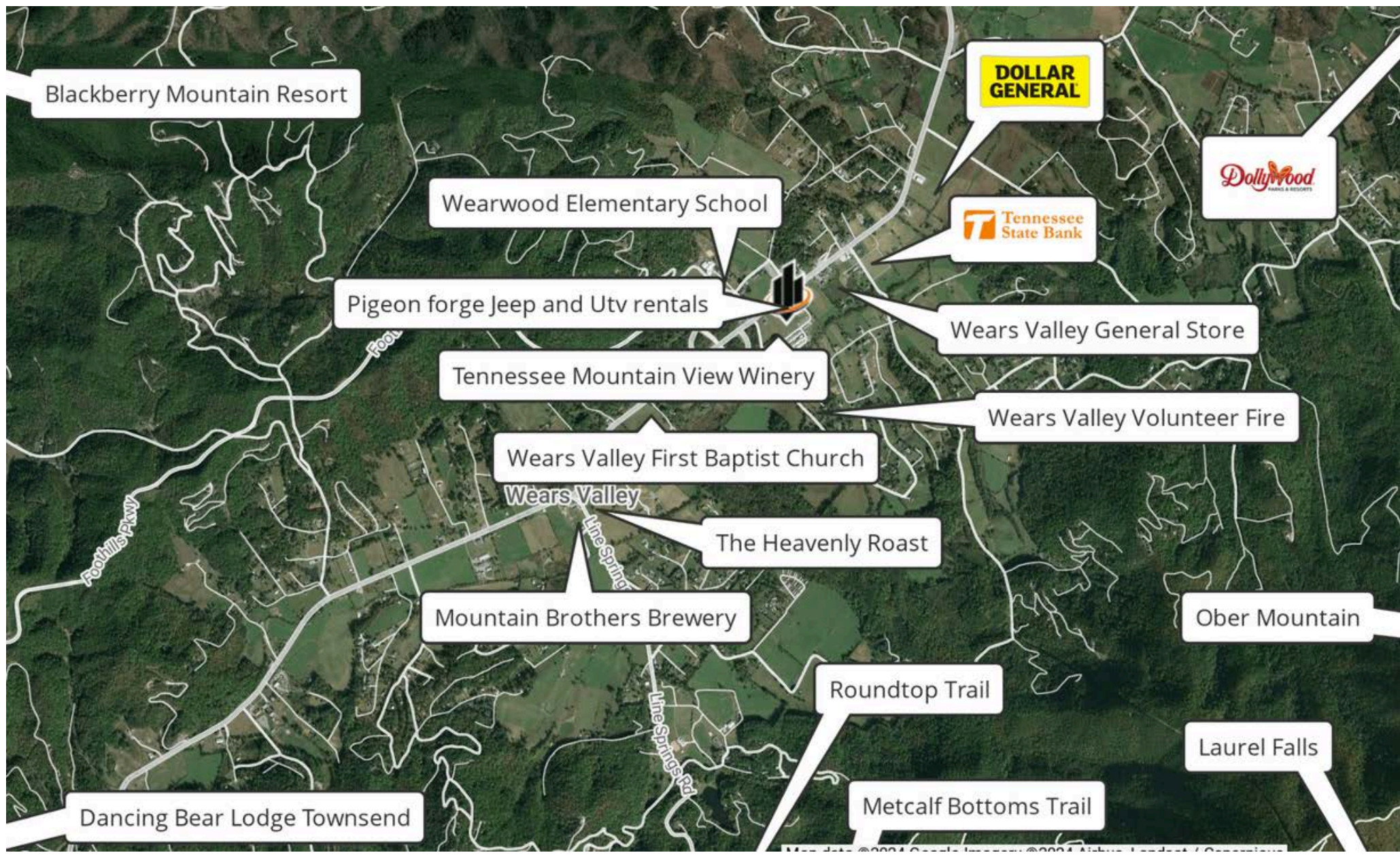
- Great Smoky Mountains National Park
- Cades Cove
- Goats on the Roof
- Dollywood
- The Island in Pigeon Forge
- Alpine Coasters
- Wears Valley Zipline Adventures
- Tuckaleechee Caverns
- Metcalf Bottoms Picnic Area
- Little River Road Scenic Drive
- Smoky Mountain Alpine Coaster
- Sugarlands Visitor Center
- Wears Valley Ranch
- The Coaster at Goats on the Roof
- Pigeon Forge Parkway
- Anakeesta
- Ober Mountain
- Foothills Parkway
- Smoky Mountain Knife Works
- Ripley's Aquarium of the Smokies
- Mountain Farm Museum and Mingus Mill
- Clingmans Dome



REGIONAL MAP



RETAILER MAP





ABOUT US





SVN | Wood Properties is your premier choice for comprehensive commercial real estate solutions in East Tennessee. We are part of the SVN International, a network of more than 2,000 advisors and staff in 200+ offices worldwide. We leverage the power of a global real estate network and local market expertise.

Whether you're a large corporation, a middle-market business, or an individual investor, our team—from seasoned senior advisors to energetic new-to-business agents—is committed to meeting your unique needs and goals. We ensure you're informed every step of the way while we take the burden of worrying about the details off of your shoulders.

With a proven track record of brokering winning deals, providing expert consultation, and managing properties with ease, SVN | Wood Properties is your trusted partner for unlocking the full potential of your commercial real estate.



\$1,771,775,992

VALUE OF PROPERTY SOLD



6,120

TRANSACTIONS COMPLETED



1977

YEAR FOUNDED



Christina Onolfo

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Born and raised in the lively city of Miami Beach, Christina developed a passion for real estate amidst its dynamic market. Seeking new adventure and a community that cherishes historic charm and authenticity, she moved to Knoxville to attend the University of Tennessee. There, Christina studied Classics with a Concentration in Classical Civilizations and a minor in Hospitality and Tourism Management, which gave her a deep appreciation for preserving the essence of a historically rich city like Knoxville. Christina is committed to contributing to the city's future while honoring its past. Christina is dedicated to helping her clients navigate the complexities of the market and achieve their goals, whether they are investing in hospitality, multi-family properties, or land. She believes in fostering growth that respects the character of our city and community. Christina looks forward to helping you create value for your property, your business, and your community.



Scott Szpyrka

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Scott is a dedicated real estate professional and multifamily investor with over 5 years of experience in the commercial real estate industry. Based in Knoxville, Tennessee, he specializes in helping investors build their portfolios through strategic acquisitions and dispositions of multifamily properties. As an active investor, he understands the unique challenges and opportunities in today's real estate market. His expertise spans underwriting, market analysis, capital raising, and relationship building, enabling him to deliver tailored solutions for clients. A former Division I athlete, Scott brings the discipline, perseverance, and teamwork from his athletic career to drive success in real estate. Whether you're starting your investing journey or looking to scale your portfolio, connect with Scott to achieve your real estate investment goals.



Jon Roosen

Advisor
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Jon is a Real Estate Advisor and Investor with SVN | Wood Properties, a leading commercial real estate firm in Knoxville, TN. With over 5 years of experience in the industry, he has a passion for helping clients achieve their real estate goals and build wealth through strategic acquisitions and dispositions of multifamily and senior housing properties. He also has an extensive background in real estate investing, underwriting, capital raising, marketing, and relationship building. As an active investor, he understands the needs and challenges of his clients and offers them tailored solutions and guidance. In addition, he has a Bachelor's degree in Human Biology from Saginaw Valley State University, which gives him a unique perspective and analytical skills in the real estate market.



About SVN®

The SVN® brand was founded in 1987 out of a desire to improve the commercial real estate industry for all stakeholders through cooperation and organized competition.

The SVN organization is comprised of over 2,000 Advisors and staff in over 200 offices across the globe. Expanded geographic coverage and amplified outreach to traditional, cross-market and emerging owners and tenants is how we differentiate ourselves from the competition. Our proactive promotion of properties and fee sharing with the entire commercial real estate industry is our way of putting clients' needs first. This is our unique Shared Value Network® and just one of the many ways that SVN Advisors create amazing value with our clients, colleagues, and communities.

Our robust global platform, combined with the entrepreneurial drive of our business owners and their dedicated SVN Advisors, assures representation that creates maximum value for our clients.

This is the SVN Difference.

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The 9.6% report

A REPORT ON THE PRICING
ADVANTAGE OF COOPERATION

SVN® ADVISORS SHARE FEES BECAUSE IT CREATES MORE DEMAND AND SUPERIOR VALUE FOR OUR CLIENTS.

SVN® economists analyzed 15,000 records of sales between \$2.5 and \$20 million in the four core building types- industrial, multifamily, office and retail.*

The Result?

The average price per square foot was higher in every asset class for transactions involving two separate brokerage firms. In aggregate, **the average selling price was 9.6% higher with brokerage cooperation.**

Think About it.

When a broker says they know all the buyers for a property, do they really? With 65% of buyers coming from out of market, how could they?

250 years ago, Adam Smith wrote down the basic laws of supply and demand: The higher the demand for a product, the higher the sales price.

*Peter Froberg and Viroj Jienwacharamongkhol, Cooperation in Commercial

It's common sense

Marketing a property to the widest possible audience increases the price for an owner. This is how SVN Advisors operate - we share fees and build trust, driving outsized success for our clients and our colleagues.

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The only party authorized to represent the Owner in connection with the sale of the Property is the SVN Advisor listed in this proposal, and no other person is authorized by the Owner to provide any information or to make any representations other than contained in this Offering Memorandum. If the person receiving these materials does not choose to pursue a purchase of the Property, this Offering Memorandum must be returned to the SVN Advisor.

Neither the SVN Advisor nor the Owner make any representation or warranty, express or implied, as to the accuracy or completeness of the information contained herein, and nothing contained herein is or shall be relied upon as a promise or representation as to the future representation of the Property. This Offering Memorandum may include certain statements and estimates with respect to the Property. These Assumptions may or may not be proven to be correct, and there can be no assurance that such estimates will be achieved. Further, the SVN Advisor and the Owner disclaim any and all liability for representations or warranties, expressed or implied, contained in or omitted from this Offering Memorandum, or any other written or oral communication transmitted or made available to the recipient. The recipient shall be entitled to rely solely on those representations and warranties that may be made to it in any final, fully executed and delivered Real Estate Purchase Agreement between it and Owner.

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This Offering Memorandum is a solicitation of interest only and is not an offer to sell the Property. The Owner expressly reserves the right, at its sole discretion, to reject any or all expressions of interest to purchase the Property and expressly reserves the right, at its sole discretion, to terminate negotiations with any entity, for any reason, at any time with or without notice. The Owner shall have no legal commitment or obligation to any entity reviewing the Offering Memorandum or making an offer to purchase the Property unless and until the Owner executes and delivers a signed Real Estate Purchase Agreement on terms acceptable to Owner, in Owner's sole discretion. By submitting an offer, a prospective purchaser will be deemed to have acknowledged the foregoing and agreed to release the Owner and the SVN Advisor from any liability with respect thereto.

To the extent Owner or any agent of Owner corresponds with any prospective purchaser, any prospective purchaser should not rely on any such correspondence or statements as binding Owner. Only a fully executed Real Estate Purchase Agreement shall bind the property and each prospective purchaser proceeds at its own risk.



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