



553

549

549-553

HIGHLAND AVENUE

16-Unit Newly Renovated Multifamily Opportunity
Near Ponce City Market

Disclaimer & Limiting Conditions

Bull Realty has been retained as the exclusive listing broker 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 Bull Realty, Inc. or Owner/Seller. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, disks and other information provided in connection therewith.

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BULL REALTY, INC.

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Property Overview

- All units are low-maintenance loft-style units with cinderblock walls and concrete ceilings with exposed ductwork and modern finishes
- All units are renovated to include new kitchens and baths with quartz countertops and stainless appliances
- All units have in-unit stacked washer/dryers and individual front and back patios/balconies
- Centralized location with quick easy access to downtown Atlanta, Ponce City Market, Inman Park and Old 4th Ward neighborhoods
- Walking distance to the eastside Beltline trail and nearby restaurants and retail along Highland Ave
- Gated secured access for tenants with large common area and greenspace
- Adjacent public dog park
- New Publix supermarket with over ±12,000 SF of retail development coming soon adjacent to the property. See link for more details: <https://atlanta.urbanize.city/post/fuqua-development-project-tax-break-old-fourth-ward>
- New redevelopment of Atlanta Medical Center (just down/across the street): <https://roughdraftatlanta.com/2024/10/17/wellstar-integral-redevelopment-atlanta-medical-center/>

Property Information



ADDRESS

549-553 Highland Ave
Atlanta, GA 30312



NUMBER OF UNITS

16



YEAR BUILT

1975



YEAR RENOVATED

2024



BUILDING SIZE

±8,008 SF



ZONING

R-5, Beltline Overlay



NUMBER OF FLOORS

2



PARKING

Off-street
surface spaces

Unit Mix

UNITS	TYPE	CURRENT MONTHLY AVERAGE RENT
16	1 Bed / 1 Bath	\$28,020

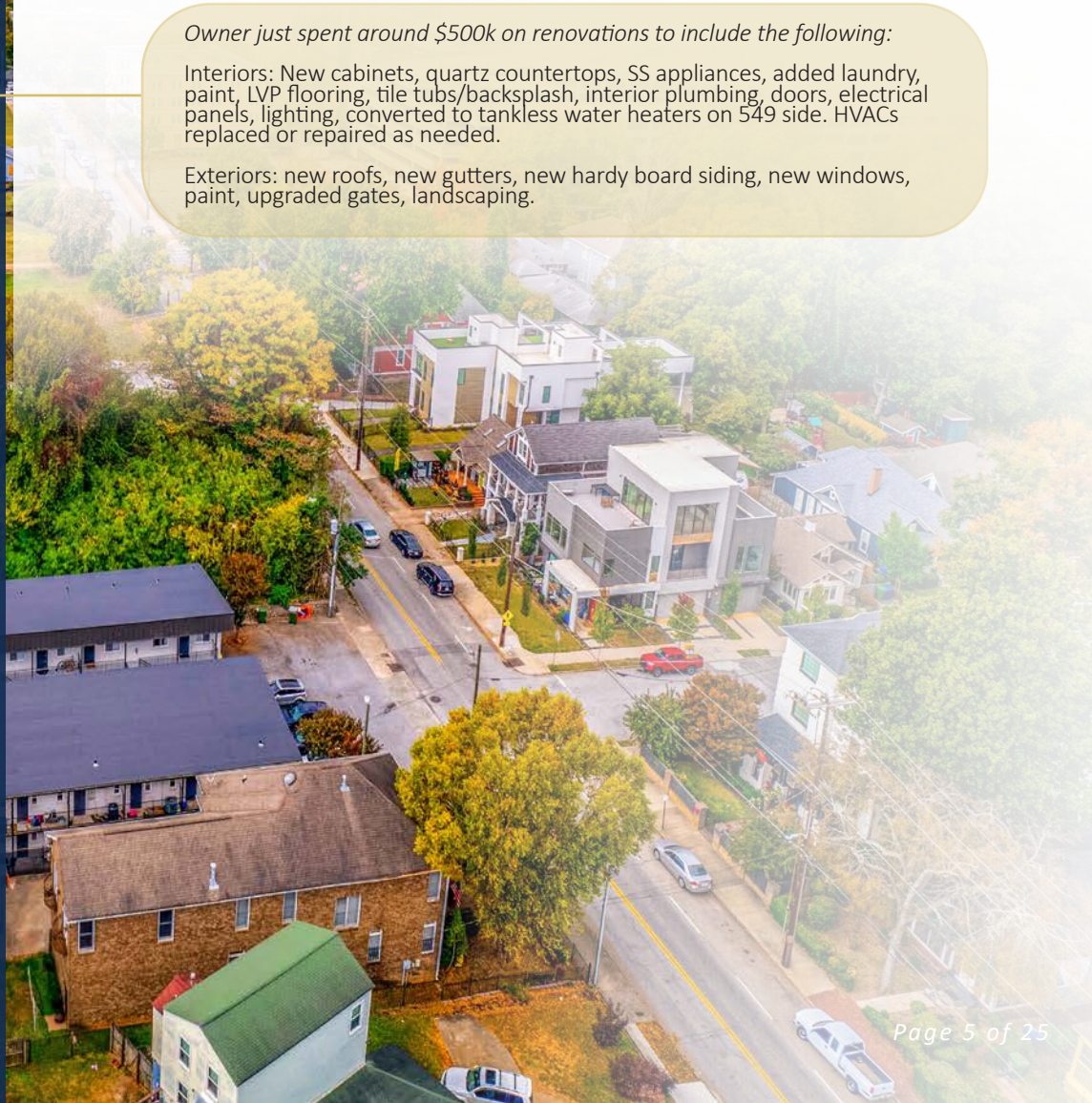
FINANCIAL:

SALE PRICE:	\$3,600,000
PRICE/UNIT:	\$225,000
CAP RATE:	6.5%

Owner just spent around \$500k on renovations to include the following:

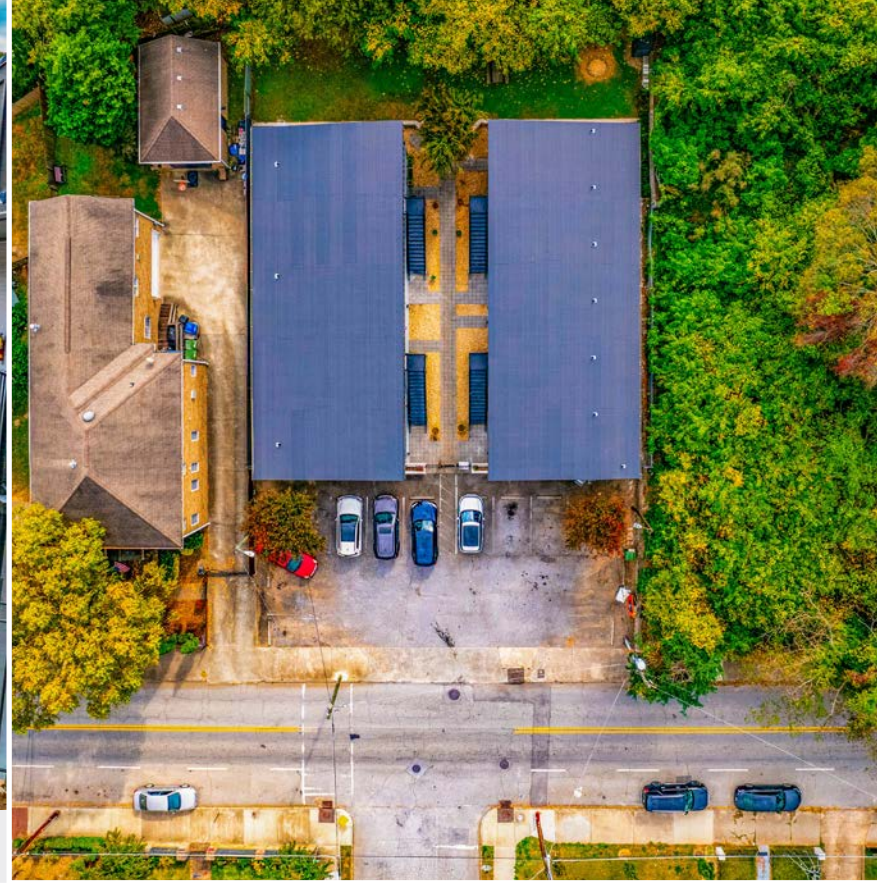
Interiors: New cabinets, quartz countertops, SS appliances, added laundry, paint, LVP flooring, tile tubs/backsplash, interior plumbing, doors, electrical panels, lighting, converted to tankless water heaters on 549 side. HVACs replaced or repaired as needed.

Exteriors: new roofs, new gutters, new hardy board siding, new windows, paint, upgraded gates, landscaping.

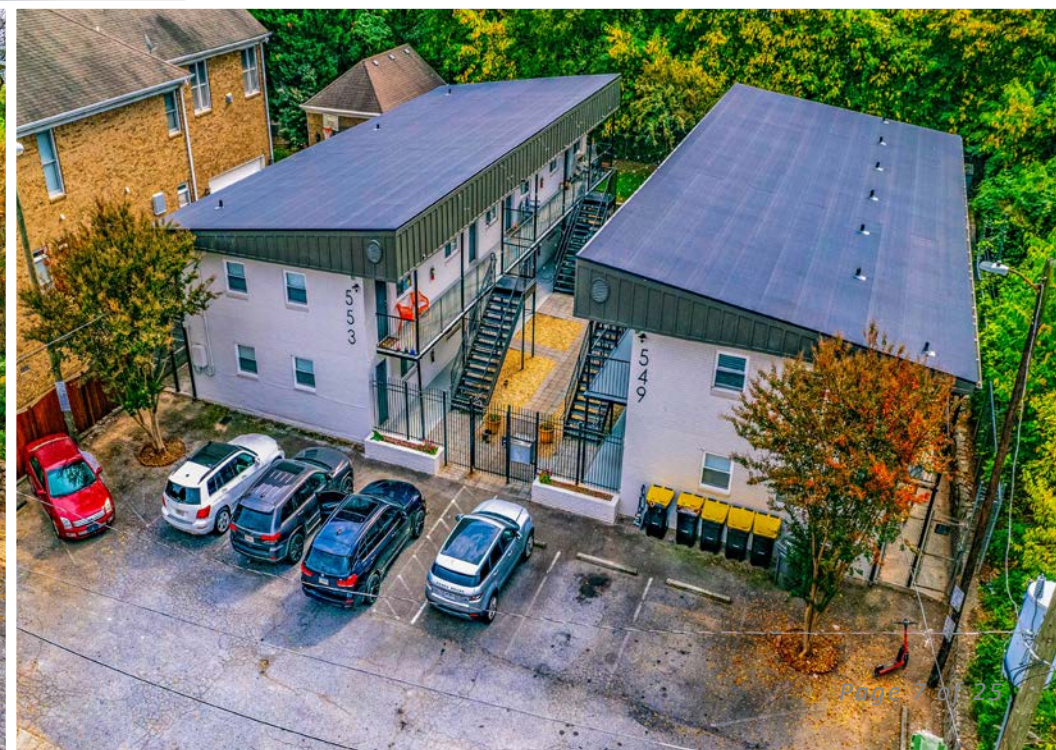


Floor Plan Rendering



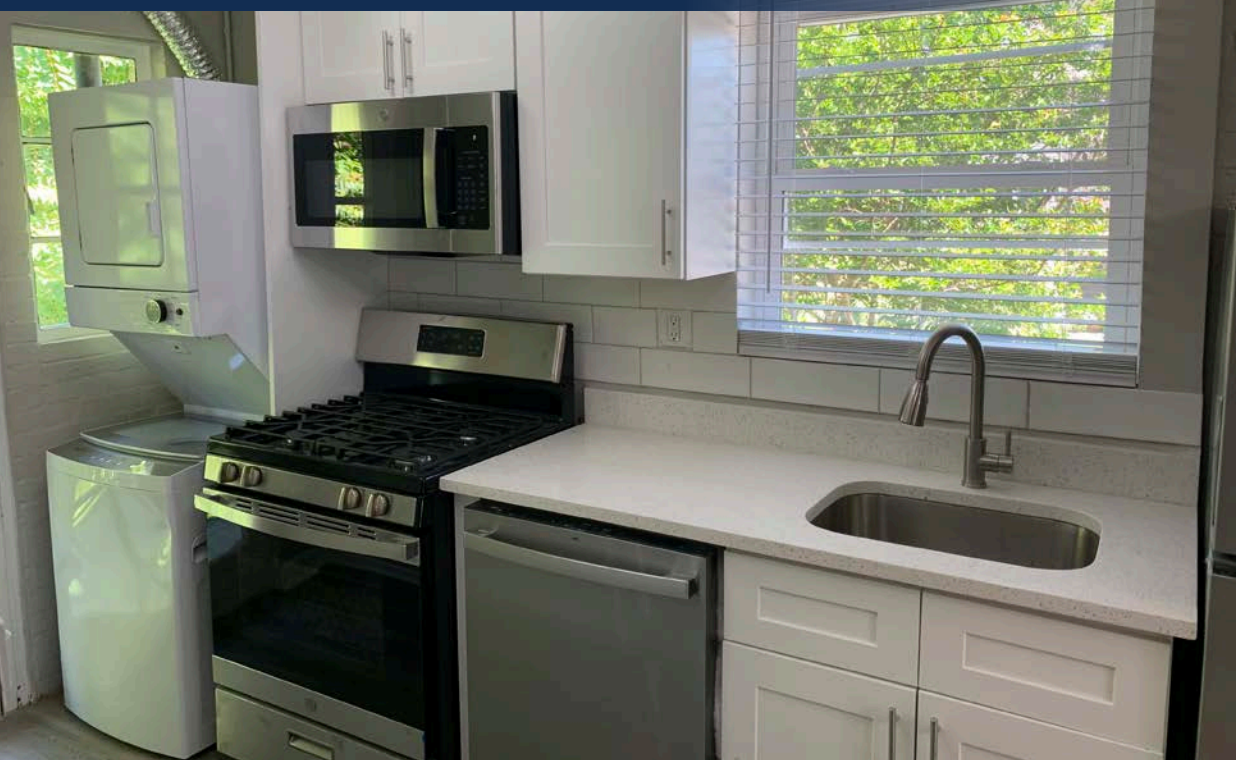


EXTERIOR PHOTOS





INTERIOR PHOTOS



PONCE CITY MARKET

HISTORIC FOURTH WARD PARK

FOURTH WARD SKATE PARK

Atlanta BeltLine

AML Ponce Park

AML Parkside

WINDSOR OLD FOURTH WARD

SUBJECT PROPERTY

HIGHLAND AVENUE

publix NEW DEVELOPMENT

JOHN LEWIS FREEDOM PKWY

FREEDOM PARK TRAIL

two URBAN LICKS, NEW REALM BREWERY COMPANY, OAS CANTINA, BANTAM M

bartaco, VICTORY, Beeble GAY, delbar, SOTTO SOTTO, barcelona



SUBJECT PROPERTY

publix
NEW DEVELOPMENT

ATLANTA MEDICAL CENTER
REDEVELOPMENT

RANDOLPH ST

HIGHLAND AVENUE

GLEN IRIS DR



Area Overview

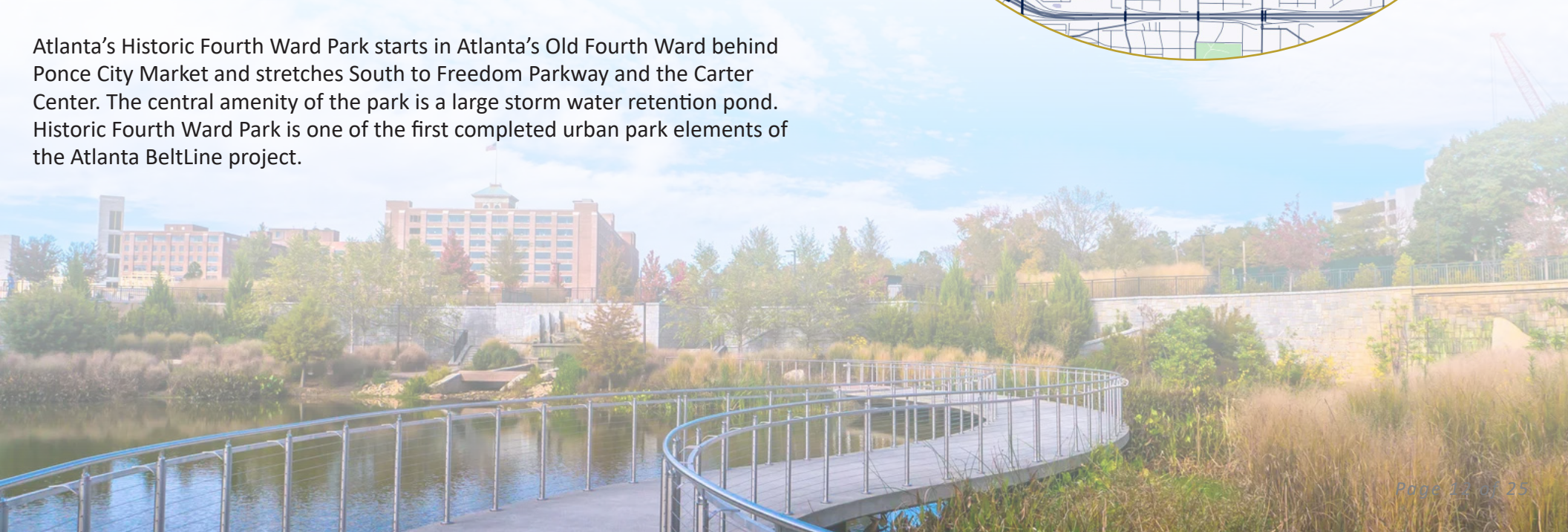
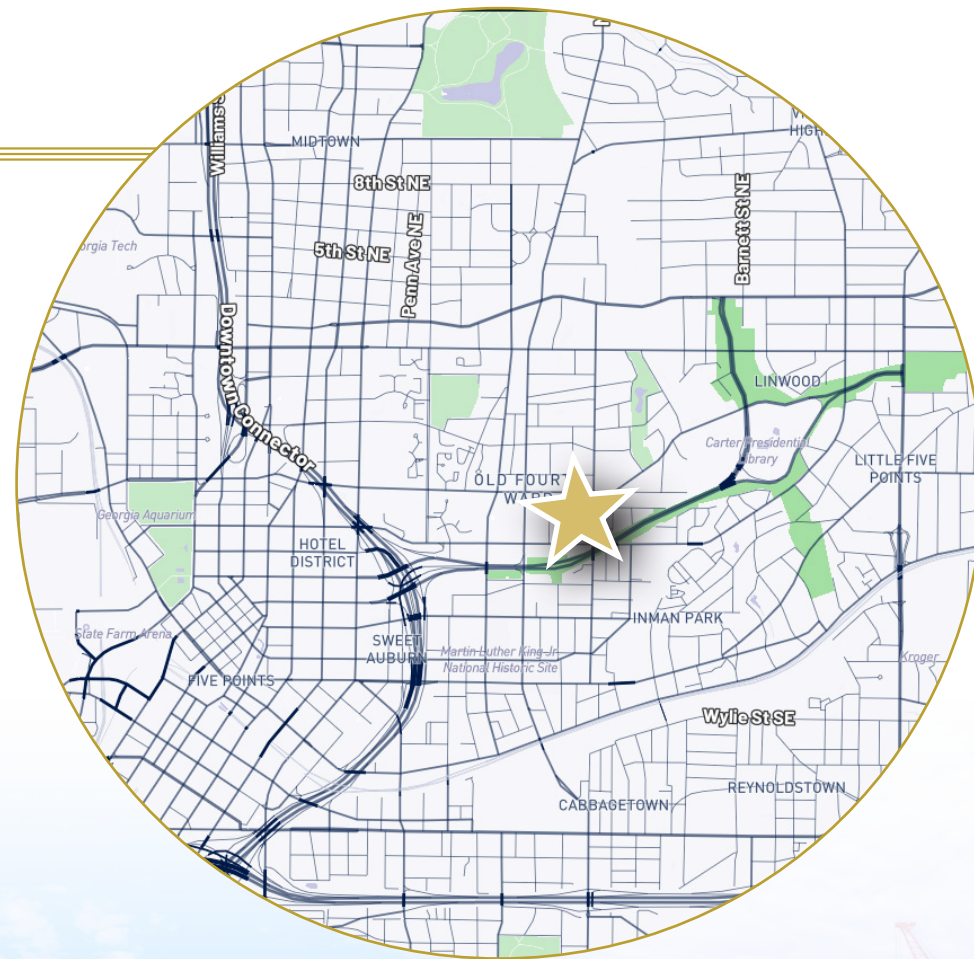
OLD FOURTH WARD

Old Fourth Ward (O4W) is one of Atlanta's most visited and sought-after neighborhoods. Home to Ponce City Market, a large portion of the Eastside BeltLine Trail and Martin Luther King Jr.'s birth home, the area is a bustling community rich with old and new culture.

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.

The Atlanta BeltLine is transforming the city with a combination of rail, trail, greenspace, housing and art. It will ultimately connect 45 intown 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.

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.





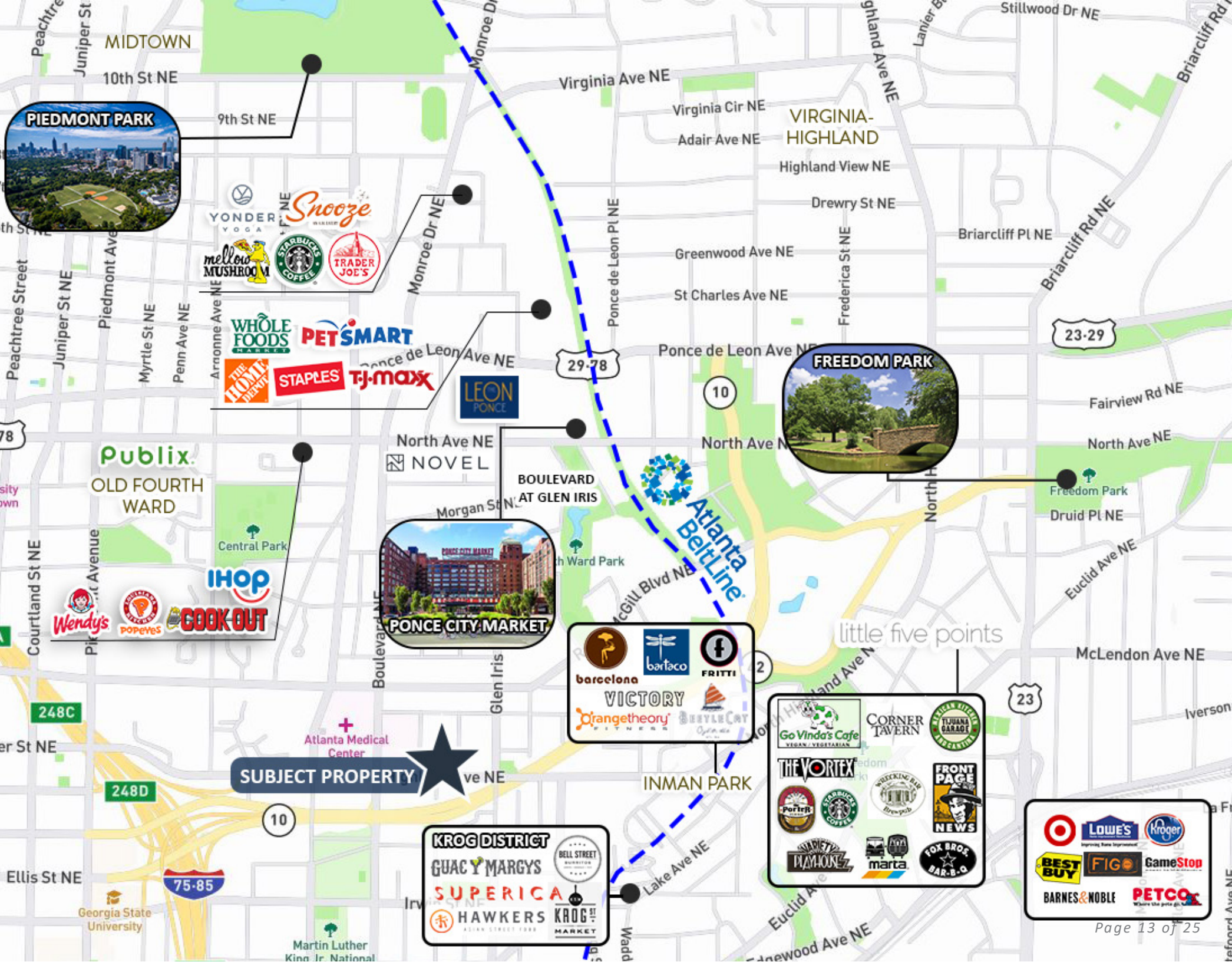
SUBJECT PROPERTY ★

KROG DISTRICT
 GUAC & MARGYS
 SUPERICA
 HAWKERS
 BELL STREET
 KROG MARKET

barcelona
 VICTORY
 Orangetheory
 barfaco
 FRITTI
 BEYBL CITY

Go Vinda's Cafe
 THE VORTEX
 CORNER TAVERN
 WRESTLING BEE
 FRONT PAGE NEWS
 FOX BRO'S BAR-B-Q

Target
 Lowe's
 Kroger
 Best Buy
 FIG
 GameStop
 Barnes & Noble
 Petco



New Area Developments

WALDOS OLD FOURTH WARD

A mixed-use destination anchored by a 119,000 SF mass timber office building connected to a 147-key Hilton MOTTO Hotel, 9 townhomes, and a variety of food and beverage outlets with an outdoor courtyard. Plans call for an underground parking deck with 275 parking spaces, and unlimited street parking throughout the neighborhood.



LARKIN ON MEMORIAL

Originally home to the Larkin Refrigerator Coil Company, this historic 1910s warehouse was redeveloped into a bustling retail hub. The 65,000 SF Larkin project combines the convenience of a practical grocery-anchored shopping center with the warmth and hospitality of family-friendly neighborhood boutiques, restaurants and offices for the burgeoning Grant Park neighborhood.



FOURTH

The historic Fourth Ward area is getting a \$150 million, 16-floor development featuring a boutique hotel, members-only social club, and four restaurants and bars. Created by New City Properties, Forth is located between the Historic Fourth Ward Park and the BeltLine's Eastside Trail. Forth will feature a fitness center with workout classes, a luxury spa, and a 2,300-square-foot pool deck with lounge seating and cabanas. These facilities will be available to both hotel guests and social club members. Co-working and event spaces will also be available.





The Atlanta BeltLine is one of the largest, most wide-ranging urban redevelopment programs in the United States. This network of public parks, multi-use trails, transit, and affordable

housing along a historic 22-mile railroad corridor is enhancing mobility, connecting intown neighborhoods, and improving economic opportunity and sustainability. Meet the organizations moving the Atlanta BeltLine forward. Formed in 2005, Atlanta BeltLine Partnership is the nonprofit organization that helps keep the Atlanta BeltLine vision on track by enabling the construction of more parks and trails; engaging the public through tours, health and fitness programs, and special events; and empowering Atlanta BeltLine residents to connect with affordable housing, economic development and a healthy lifestyle.





PONCE CITY MARKET

Located at the nexus of Atlanta's most established neighborhoods, Ponce City Market is the latest incarnation of a long legacy of community-centered built environments along this iconic stretch of Ponce de Leon Avenue. The National Trust for Historic Preservation recognizes Ponce City Market as "History in the Making," and part of a plan "to move Atlanta forward while maintaining and emphasizing the city's unique history and culture." From ground-floor retail and restaurants, to the Flats' amenity-rich residences, to creative office space, to an amusement park on the Roof, Ponce City Market is the culmination of its history. Located in the Old Fourth Ward neighborhood along the Atlanta BeltLine, across from Historic Fourth Ward Park, and walking or pedaling distance from Virginia-Highland, Poncey-Highland, and Midtown, PCM is a hub for residents, neighbors, and visitors to gather, work, and play.



SHOPS AND RESTAURANTS

ANTHROPOLOGIE

SEPHORA



lululemon

west elm

Madewell



MARRAKESH

J.CREW

sweetgreen

WILLIAMS-SONOMA



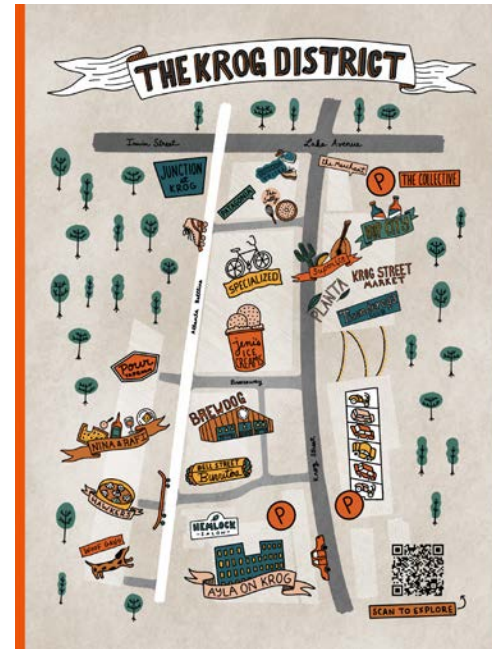


THE
KROG DISTRICT
EST. HISTORIC ATLANTA 1889

The Krog District is a mixed-use collection of landmark properties and gathering spaces adjacent to the BeltLine Eastside Trail, a completed three-mile segment of the planned 22-mile pedestrian greenway that runs through Atlanta's Inman Park and Old Fourth Ward.

Including Krog Street Market, Atlanta Stove Works, and SPX Alley, the comprehensive redevelopment and adaptive re-use project adds more dynamic retail and creative office space to the area, while restoring and enhancing the existing properties.

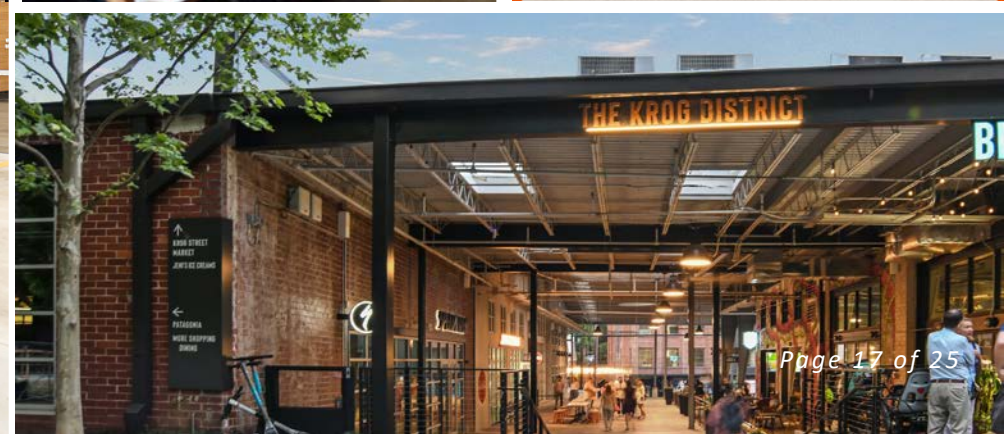
Already a thriving area, The Krog District boasts exceptional dining and retail options in one of the city's hottest historic neighborhoods. The redevelopment's well-crafted, intentional merchandising mix complements and elevates the neighborhood, creating an 18-hour destination for locals and visitors.



SHOPS AND RESTAURANTS

29
Food & Beverage Hot Spots
(Click here for full list)

14
Retailers
(Click here for full list)



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 Theatre, the King Center and the \$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**



**16 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. 2024**

- 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"

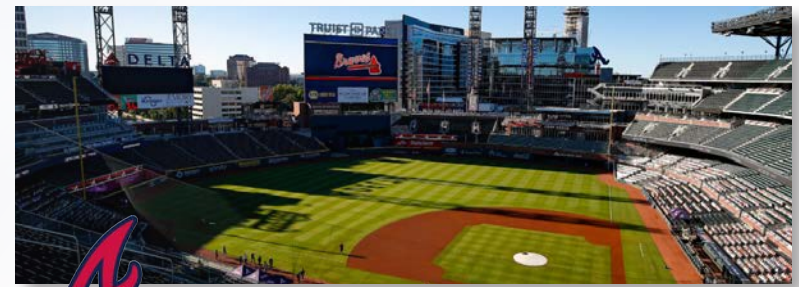
#5 MOVING DESTINATION IN THE NATION

-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

In The Area

KROG STREET MARKET

Krog Street Market is a 9-acre mixed-use development in Atlanta located along the Belt line 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.



THE 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



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. Variety Playhouse, a live music venue in a converted 1940s cinema, hosts an eclectic range of local and national acts.



PONCE CITY MARKET

Formerly a Sears, Roebuck & Co. distribution center and the largest brick building in the Southeastern United States, Ponce City Market is a historic ten story, 2.1 million square foot structure. The property has been restored as a mixed-use development housing best-in-class office, retail and residential spaces.



FREEDOM PARK

Freedom Park is the largest linear passive park in the City of Atlanta at just over 200 acres of pastoral rolling greenspace. With the advent of the Atlanta BeltLine, Freedom Park is a critical connection to movement throughout the city by bike or by foot. The trails connect to Downtown Atlanta and other intown neighborhoods.

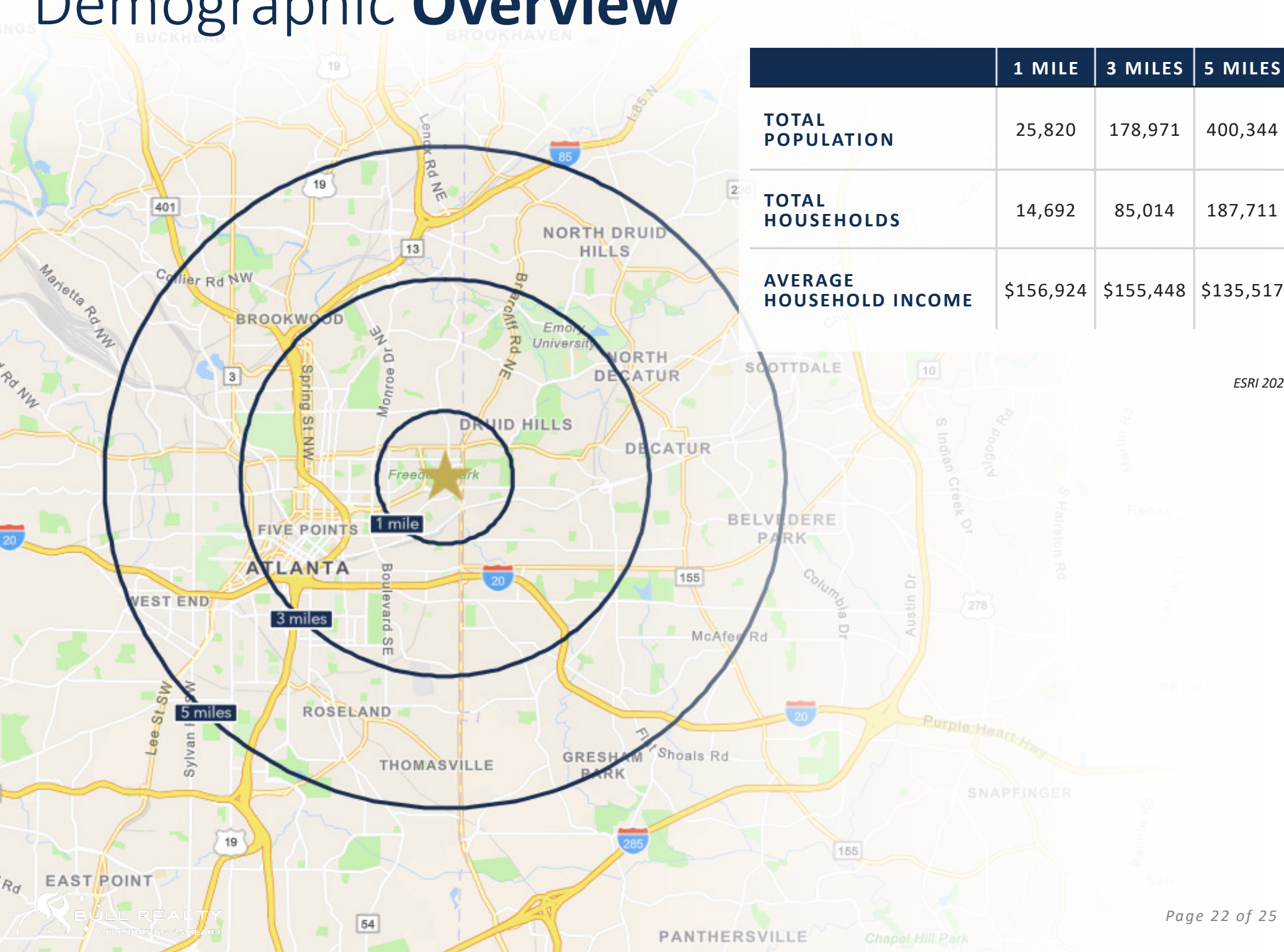


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Demographic Overview



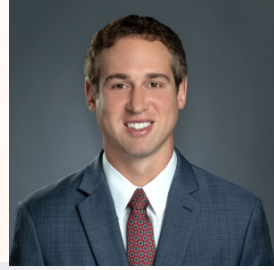
	1 MILE	3 MILES	5 MILES
TOTAL POPULATION	25,820	178,971	400,344
TOTAL HOUSEHOLDS	14,692	85,014	187,711
AVERAGE HOUSEHOLD INCOME	\$156,924	\$155,448	\$135,517

ESRI 2023

Team Profile



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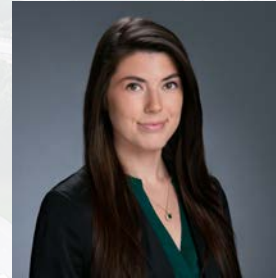
MICHAEL WESS, CCIM
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AUBRI FRANKLIN
MARKETING



KATELYN WESTBROOK
MARKETING



SAM JENIA
MARKETING

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.

CONNECT WITH US:

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



27
YEARS IN
BUSINESS



ATL
HEADQUARTERED IN
ATLANTA, GA



LICENSED IN
8
SOUTHEAST
STATES



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 549 & 553 Highland Avenue, Atlanta, GA. 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 _____

Bull Realty, INC.

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