

OFFERING MEMORANDUM

200 PEACHTREE STREET – HISTORIC MIXED USE

200 Peachtree Street NW, Atlanta, GA 30303



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800 Mt. Vernon Highway NE Suite 425
Atlanta, GA 30328

Executive Summary

Sale Price

\$58,000,000

Offering Summary

| | |
|------------------------|-------------|
| Occupancy: | 76% |
| Current NOI: | \$2,160,616 |
| Current Cap: | 3.73% |
| Fully Leased NOI: | \$3,244,528 |
| Fully Leased Cap Rate: | 6.60% |
| Building Size: | 165,848 SF |
| Lot Size: | 4.07 Acres |
| Year Built: | 1927 |

Property Highlights

- Lower three floors of the former Macy's department store - top floors are separately owned by a data center company
- Ideally positioned in the heart of downtown Atlanta—one of the Southeast's most densely populated urban cores.
- Generates strong income from existing event operations, multiple restaurants on Peachtree Street, along with value-add lease-up potential.
- Popular for both movie and television production films with the grand ballroom
- Versatile layout suitable for event, office, retail, or showroom use
- Direct MARTA train access and walkable to 5,000+ hotel rooms, convention centers, and major attractions
- Built-out spa/salon space for lease directly adjacent to the 1,000+ room Westin Hotel, an ideal opportunity as the hotel does not offer an on-site spa.
- Iconic historic architecture complemented by modern infrastructure upgrades



Property Description

200 Peachtree is a landmark mixed-use property located in the heart of Downtown Atlanta. This historically significant asset offers investors a rare opportunity to acquire a stabilized income-producing property with long-term value-add potential. Originally the flagship Davison's/Macy's department store, the building has been meticulously restored, blending iconic Beaux-Arts architecture with modern infrastructure and functionality.

The property features a mix of high-end event venues, street level restaurants directly on Peachtree Street, creative office suites, and a vacant spa, creating a wide ranges of tenants and uses. Positioned along the high-visibility Peachtree Street corridor, with MARTA train access across the street, the Southern Exchange benefits with unmatched walkability to major demand drivers including the Westin Peachtree Plaza, Mercedes-Benz stadium, Centennial Olympic Park, and Georgia State University. With increasing demand driven by Downtown Atlanta's growth in tourism, residential, and commercial sectors, Southern Exchange represent the opportunity to own a unique legacy asset.

Atlanta, Georgia



#1

Busiest Airport in the World



16

Fortune 500 Headquarters



Top 5

U.S. Convention & Tourism Market



#1

Largest Public University in Georgia

Atlanta, Georgia is the Southeast's economic powerhouse, home to the world's busiest airport, 16 Fortune 500 headquarters, and one of the most diverse, high-growth economies in the U.S. A top-tier destination for global business, Atlanta offers exceptional connectivity, a skilled workforce, and pro-growth fundamentals that continue to attract Fortune companies, investors, and innovators alike.

Corporate Headquarters & Major Employers



Federal Reserve Bank of Atlanta



Mercedes-Benz



Peachtree Level - Left Side



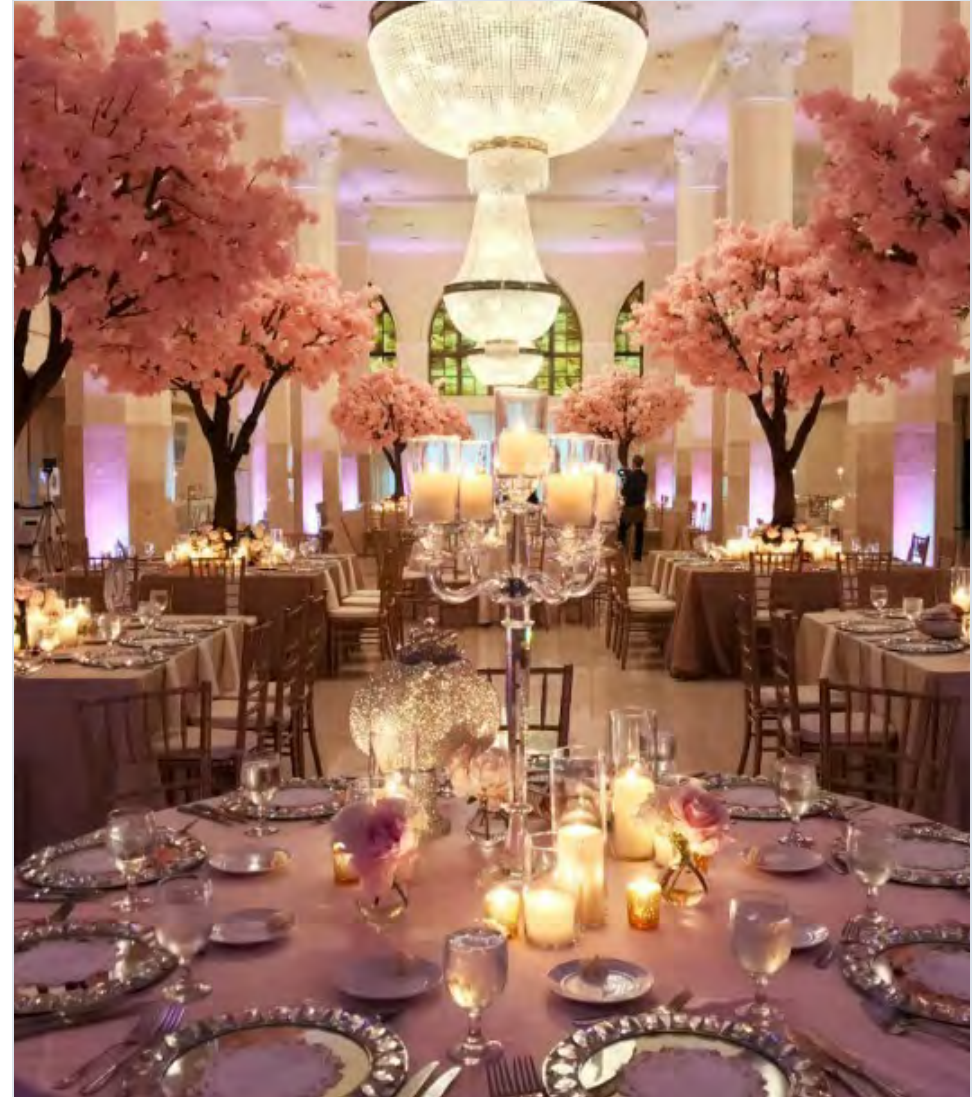
Peachtree Level - Center



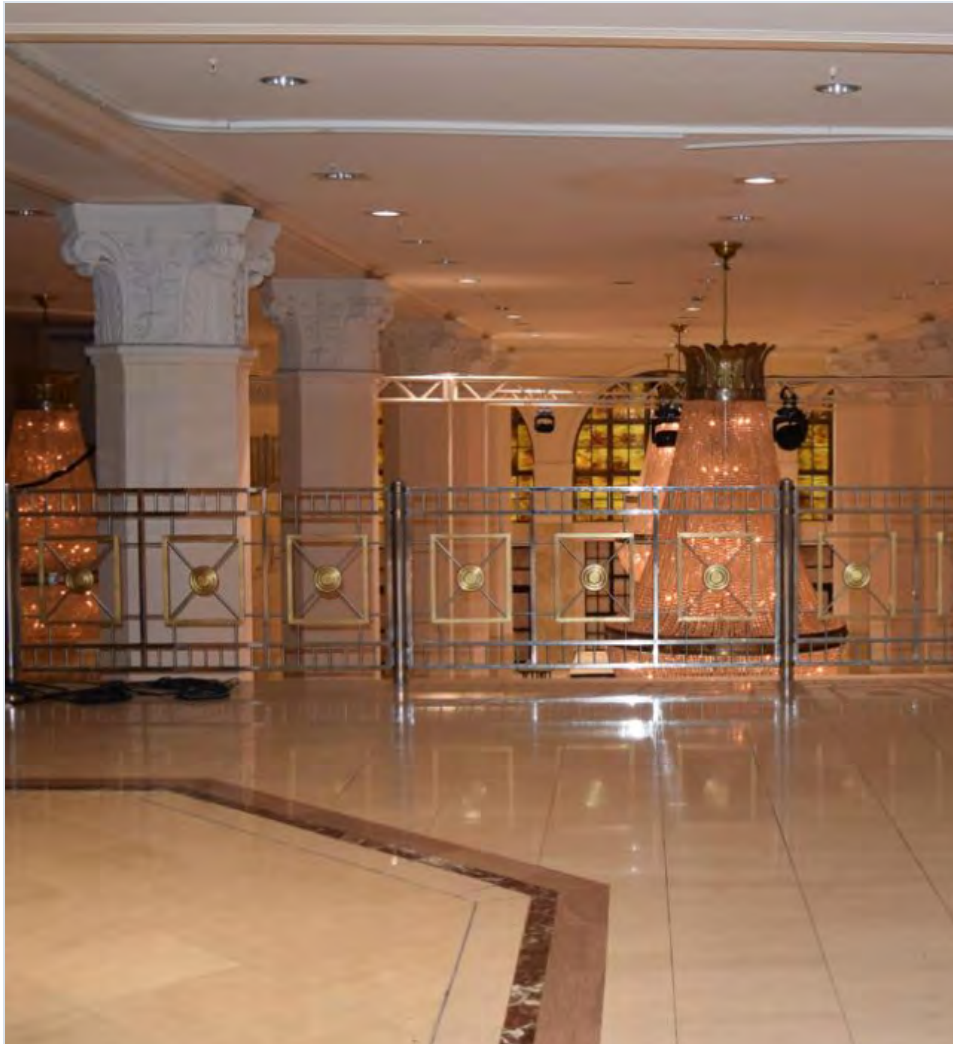
Peachtree Level - Right Side



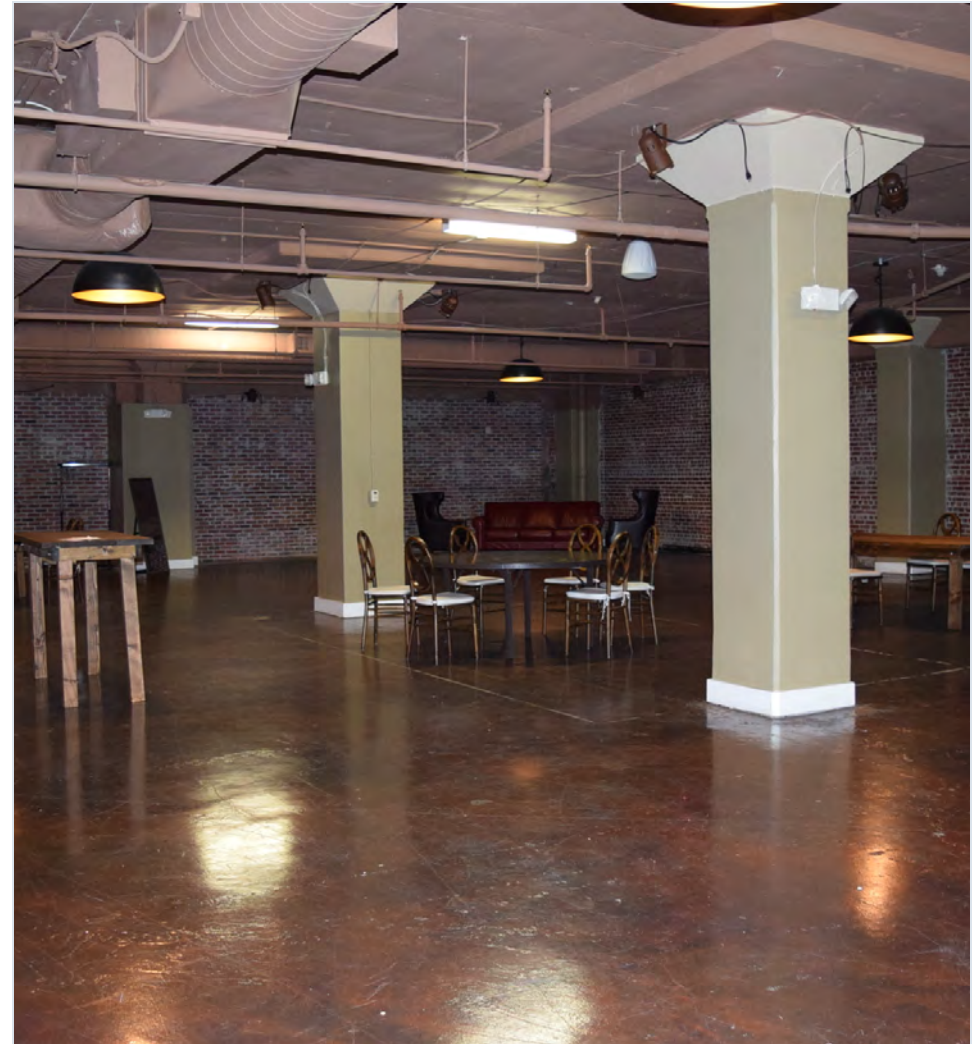
Peachtree Street Level – Event Spaces



Top Floor



Top Floor Terrace - Looking Down into Main Event Space on Peachtree Street



Event Space

Top Floor



Conferences Rooms - Movable Walls

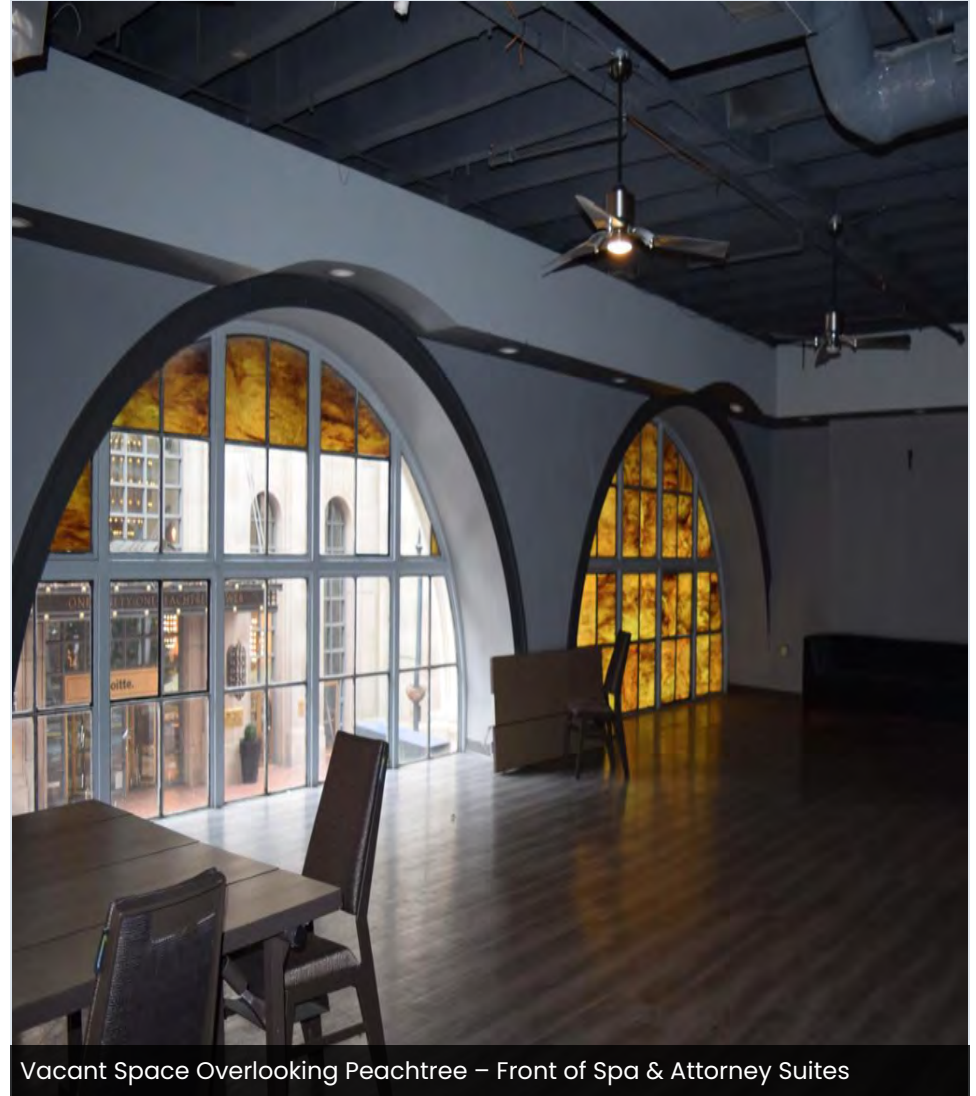


Hall with Meeting Rooms - bridge to the parking deck

Top Floor



Direct Access to Westin Peachtree Plaza Hotel

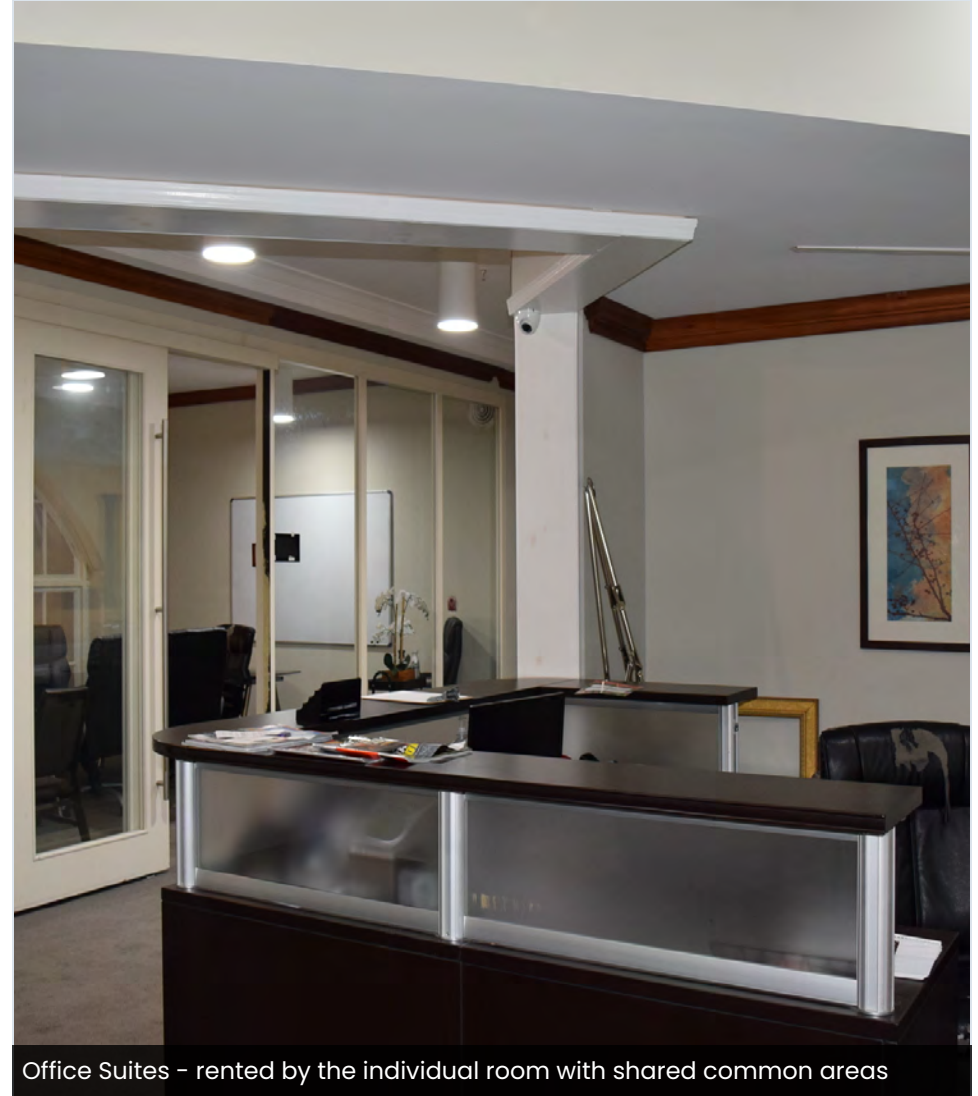


Vacant Space Overlooking Peachtree – Front of Spa & Attorney Suites

Top Floor



Area built out for a Spa - Vacant now



Office Suites - rented by the individual room with shared common areas

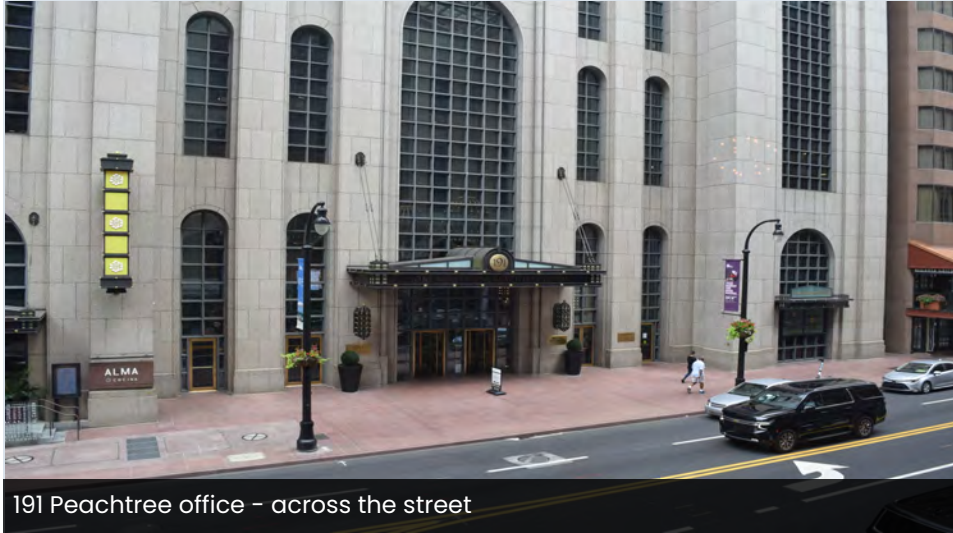
Ground Floor – SKOL Brewing Entrance



Ground Floor – SKOL Brewing & Gaming



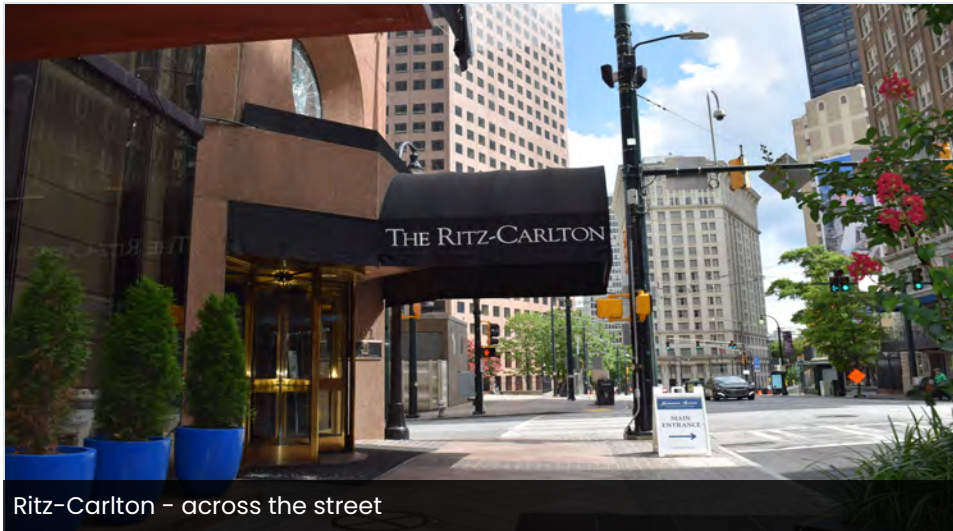
Surrounding Area



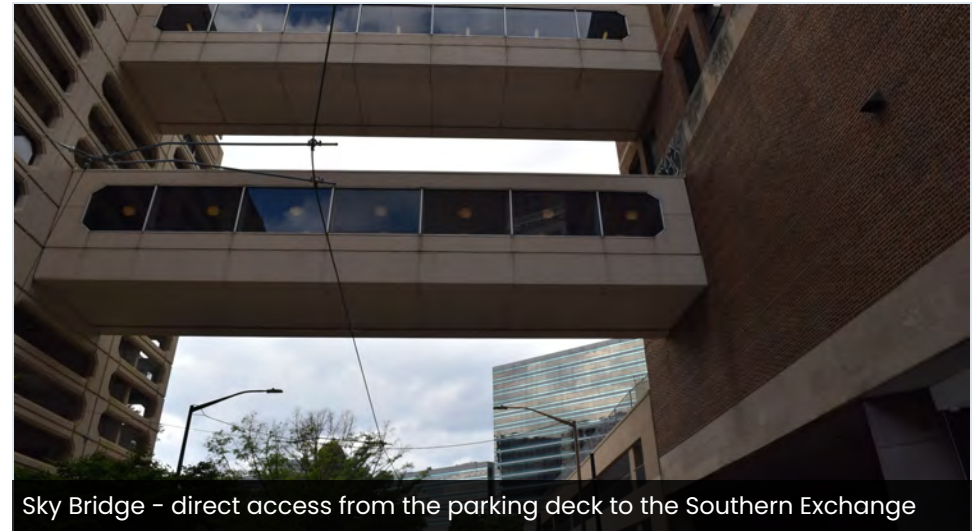
191 Peachtree office - across the street



Westin Peachtree Plaza - next door



Ritz-Carlton - across the street



Sky Bridge - direct access from the parking deck to the Southern Exchange

Rent Roll



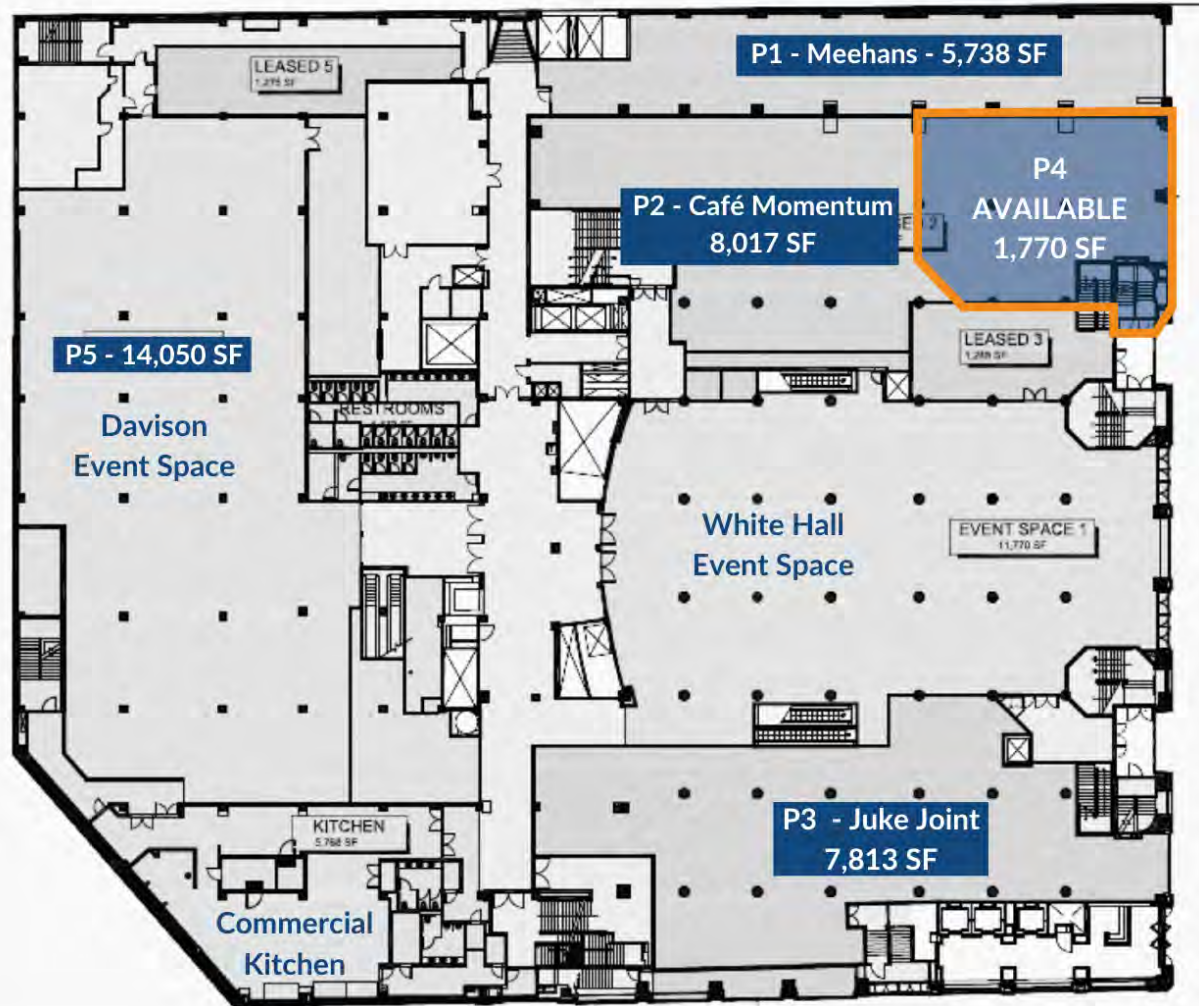
| Unit | Tenant Name | SQ. FT. | % Of Building | Lease Start | Lease End | Annual Rent | Rent PSF | Estimated Recapture | PSF Recapture |
|------------------------|--|----------------|---------------|-------------|------------|--------------------|----------------|---------------------|---------------|
| P-1 | Meehans Restaurant | 5,738 | 3.46% | 12/31/2008 | 09/30/2035 | \$156,359 | \$27.25 | \$42,967 | \$7.49 |
| P-2 | Café Momentum Restaurant | 8,017 | 4.83% | 02/01/2024 | 08/31/2034 | \$264,561 | \$33.00 | \$45,696 | \$5.70 |
| P-3 | Juke Joint Restaurant | 7,813 | 4.71% | 03/04/2009 | 12/31/2025 | \$241,462 | \$30.91 | \$49,493 | \$6.33 |
| P-4 | Vacant | 1,770 | 1.07% | | | \$106,200 | \$60.00 | \$8,850 | \$5.00 |
| P-5 | 200P Special Events (Davison & White Hall) | 14,050 | 8.47% | 08/01/2009 | 12/31/2028 | \$0 | \$0.00 | \$0 | - |
| T-1 | Vacant | 10,512 | 6.34% | | | \$262,800 | \$25.00 | \$52,560 | \$5.00 |
| T-2 | Peachtree Legal Suites | 7,951 | 4.79% | 09/01/2016 | | \$82,440 | \$10.37 | \$27,327 | \$3.44 |
| T-3 | Vacant | 2,754 | 1.66% | | | \$55,080 | \$20.00 | \$13,770 | \$5.00 |
| T-4 | 200 Special Events | 55,363 | 33.38% | 08/01/2009 | 12/31/2028 | \$1,174,200 | \$21.21 | \$212,776 | \$3.84 |
| B-1 | SKOL Brewery Terrace Level | 7,153 | 4.31% | 05/01/2026 | 04/30/2036 | \$258,009 | \$36.07 | \$40,776 | \$5.70 |
| B-2 | SKOL Gaming | 20,000 | 12.06% | 06/01/2026 | 05/01/2036 | \$500,000 | \$25.00 | \$114,000 | \$5.70 |
| B-3 | Vacant | 24,727 | 14.91% | | | \$494,540 | \$20.00 | \$123,635 | \$5.00 |
| Totals/Averages | | 165,848 | | | | \$3,595,651 | \$21.68 | \$731,850 | \$4.41 |
| Occupied | | 126,085 | | | | \$2,677,031 | | \$533,035 | |
| Vacant | | 39,763 | | | | \$918,620 | | \$198,815 | |

Net Operating Income

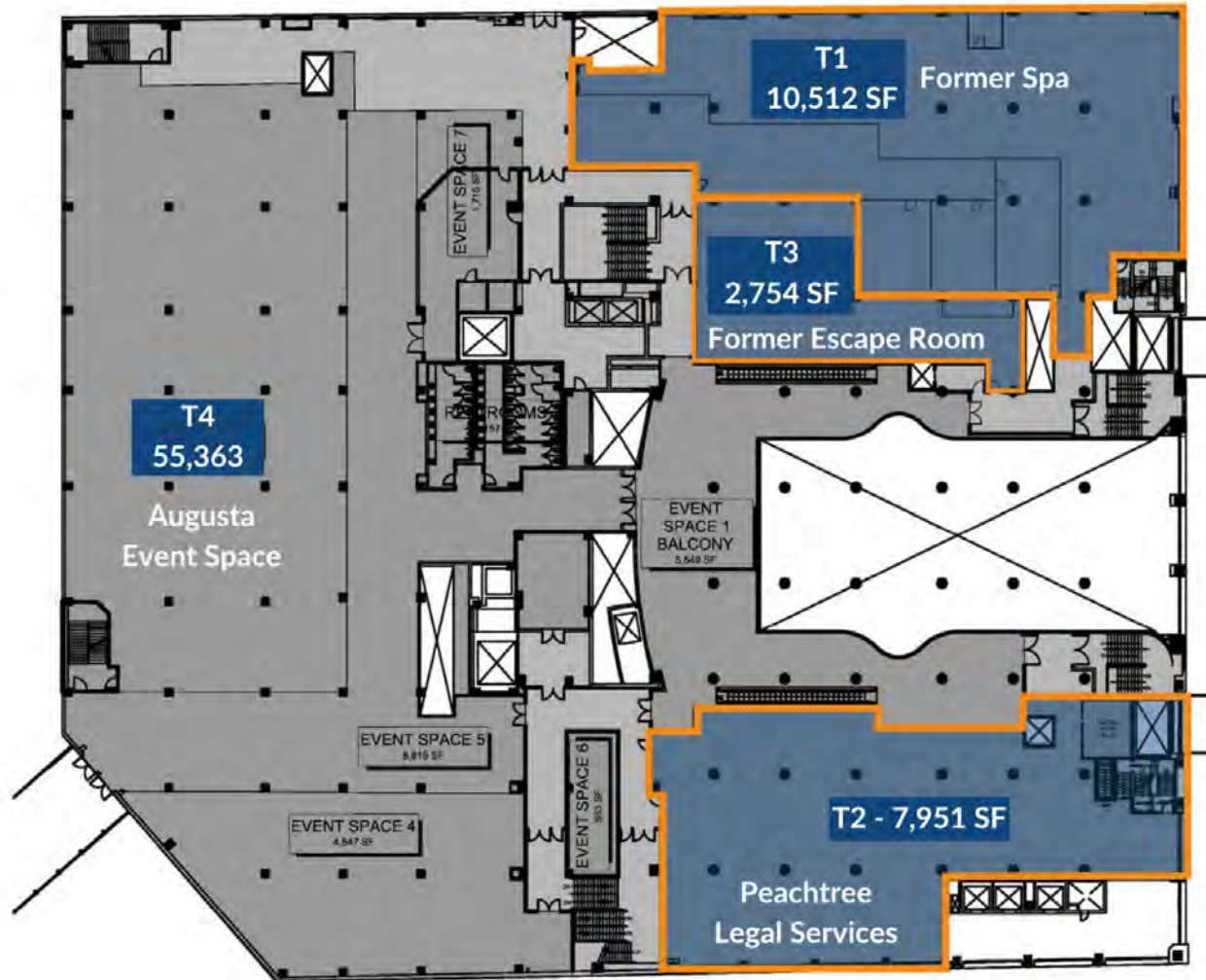


| Income Summary | Current | Fully Leased |
|-----------------------------|--------------------|--------------------|
| Gross Scheduled Income | \$3,595,651 | \$3,595,651 |
| Other Income | \$731,850 | \$731,850 |
| Total Scheduled Income | \$4,327,501 | \$4,327,501 |
| Vacancy Cost | \$1,117,435 | \$0 |
| Gross Income | \$3,210,066 | \$4,327,501 |
| Expense Summary | | Fully Leased |
| Property Taxes | \$230,660 | \$230,660 |
| Insurance | \$55,252 | \$55,252 |
| Telephone / Fire Alarm | \$6,500 | \$6,500 |
| Utilities | \$400,000 | \$400,000 |
| Condominium Dues | \$50,736 | \$50,736 |
| Maintenance and Repairs | \$50,000 | \$50,000 |
| Management (3%) | \$96,302 | \$129,825 |
| Salaries & Wages | \$80,000 | \$80,000 |
| Recycling & Trash | \$80,000 | \$80,000 |
| Gross Expenses | \$1,049,450 | \$1,082,973 |
| Net Operating Income | \$2,160,616 | \$3,244,528 |

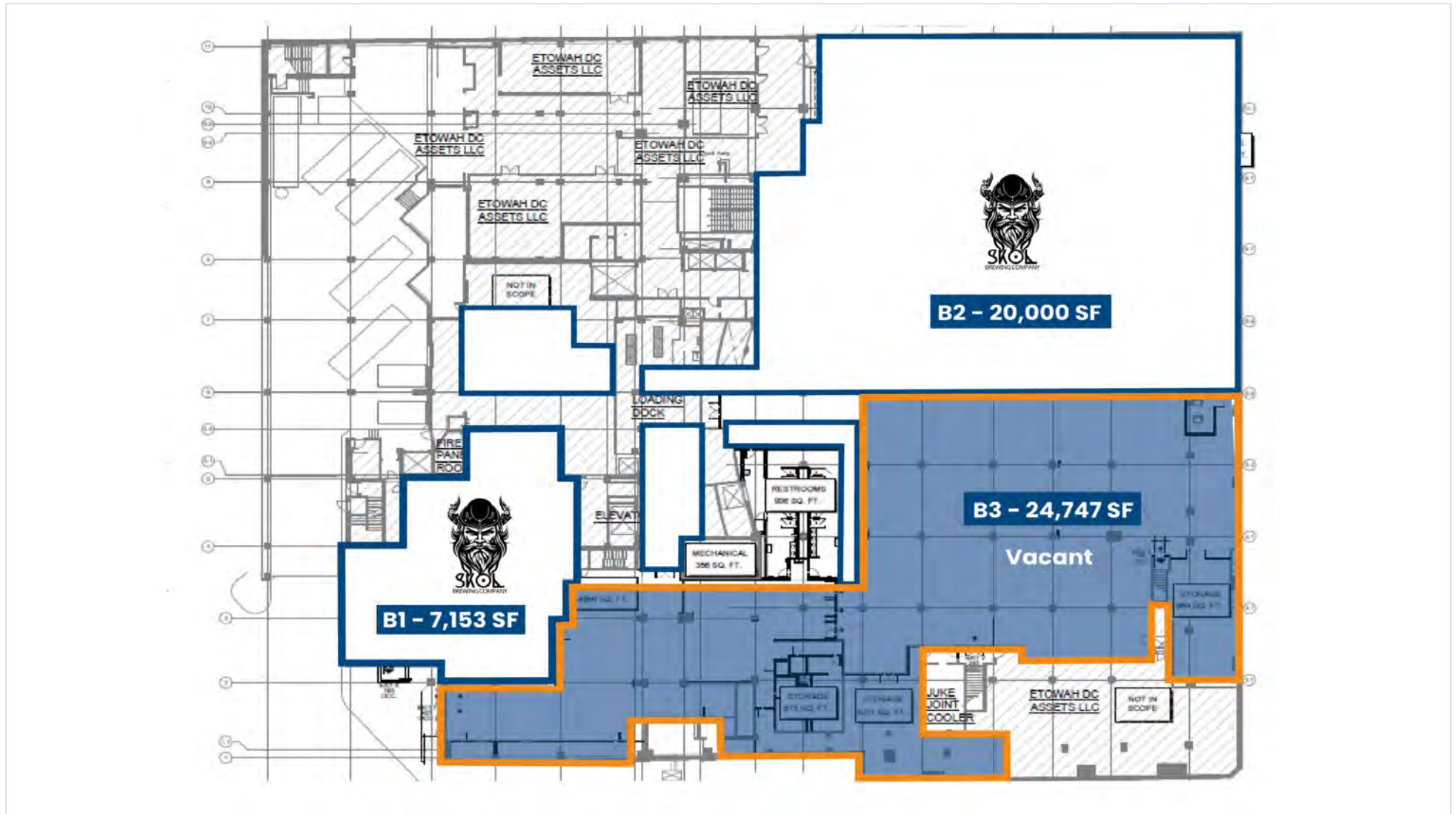
Peachtree Level



Top Floor



Ground Floor - SKOL Brewing & Gaming



Lease Abstract



Tenant Overview – Suite P-1

| | |
|------------------------|---------------------|
| Tenant: | Meehan's Restaurant |
| Square Feet: | 5,738 SF |
| Lease Start Date: | December 31, 2008 |
| Lease Expiration Date: | September 30, 2035 |
| Annual Base Rent: | \$156,359 |
| Current Reimbursement: | \$42,967 |

| Lease Term | Annual Base Rent | Rent Per SF/YR |
|-------------------|------------------|----------------|
| 10/01/24-09/30/25 | \$156,359 | \$27.25 |
| 10/01/25-09/30/26 | \$161,032 | \$28.06 |
| 10/01/26-09/30/27 | \$165,832 | \$28.90 |
| 10/01/27-09/30/28 | \$170,800 | \$29.77 |
| 10/01/28-09/30/29 | \$175,894 | \$30.65 |
| 10/01/29-09/30/30 | \$181,156 | \$31.57 |
| 10/01/30-09/30/31 | \$186,573 | \$32.52 |
| 10/01/31-09/30/32 | \$192,151 | \$33.49 |
| 10/01/32-09/30/33 | \$197,897 | \$34.49 |
| 10/01/33-09/30/34 | \$203,814 | \$35.52 |
| 10/01/34-09/30/35 | \$209,908 | \$36.58 |



Meehan's
 • PUBLIC HOUSE •

Irish Customs. Neighborhood Charm.

Tenant is responsible for maintaining the Premises, including all systems, equipment, and interior elements such as HVAC, plumbing, electrical, lighting, and fire protection, in clean, safe, and working condition through licensed contractors. If HVAC serves only the Premises, Tenant must maintain a service contract for the lease term, and failure to comply may result in Landlord repairs at Tenant's expense.

Lease Abstract



Tenant Overview – Suite P-2

| | |
|------------------------|--------------------------|
| Tenant: | Café Momentum Restaurant |
| Square Feet: | 8,017 SF |
| Lease Start Date: | February 1, 2024 |
| Lease Expiration Date: | August 31, 2034 |
| Annual Base Rent: | \$120,255 |
| Current Reimbursement: | \$45,696 |

| Lease Term | Annual Base Rent | Rent Per SF/YR |
|-------------------|------------------|----------------|
| 09/01/24-08/31/25 | \$120,255 | \$30.00 |
| 09/01/25-08/31/26 | \$264,561 | \$33.00 |
| 09/01/26-08/31/27 | \$272,578 | \$34.00 |
| 09/01/27-08/31/28 | \$280,755 | \$35.02 |
| 09/01/28-08/31/29 | \$289,178 | \$36.07 |
| 09/01/29-08/31/30 | \$297,853 | \$37.15 |
| 09/01/30-08/31/31 | \$306,789 | \$38.27 |
| 09/01/31-08/31/32 | \$315,993 | \$39.42 |
| 09/01/32-08/31/33 | \$325,472 | \$40.60 |
| 09/01/33-08/31/34 | \$335,237 | \$41.82 |

CAFE MOMENTUM

Tenant is responsible for maintaining the interior of the Premises in good condition, including the floors, walls, ceilings, doors, fixtures, and all electrical, plumbing, and mechanical systems within the Premises, replacing any damaged glass, signage, and lighting, and complying with all applicable codes and ordinances, including those related to health, fire, and safety.

Lease Abstract



Tenant Overview – Suite P-3

| | |
|------------------------|-----------------------|
| Tenant: | Juke Joint Restaurant |
| Square Feet: | 7,813 SF |
| Lease Start Date: | March 4, 2009 |
| Lease Expiration Date: | December 31, 2025 |
| Annual Base Rent: | \$241,462 |
| Current Reimbursement: | \$49,493 |

| Lease Term | Annual Base Rent | Rent Per SF/YR |
|-------------------|------------------|----------------|
| 03/01/25-12/31/25 | \$241,462 | \$30.91 |

Tenant is responsible for keeping the Premises, including all installations, equipment, and systems not maintained by Landlord, in good working order, clean and sanitary condition, and in compliance with all applicable laws. This includes maintaining and repairing trade fixtures, security gates, ceilings, walls, doors, signs, plumbing, electrical, HVAC, lighting, fire protection systems, and any other mechanical systems serving the Premises. Tenant must also engage licensed contractors for periodic maintenance as required by warranties, service manuals, or insurance.



Lease Abstract



Tenant Overview – Suite B-1

| | |
|------------------------|----------------|
| Tenant: | SKOL Brewery |
| Square Feet: | 7,153 SF |
| Lease Start Date: | May 01, 2026 |
| Lease Expiration Date: | April 30, 2036 |
| Annual Base Rent: | \$258,009 |
| Current Reimbursement: | \$40,776 |

| Lease Term | Annual Base Rent | Rent Per SF/YR |
|-----------------------------|------------------|----------------|
| 05/01/26-04/30/27 - Current | \$258,009 | \$36.07 |
| 05/01/27-04/30/28 | \$265,749 | \$37.15 |
| 05/01/28-04/30/29 | \$273,721 | \$38.27 |
| 05/01/29-04/30/30 | \$281,929 | \$39.41 |
| 05/01/30-04/30/31 | \$290,391 | \$40.60 |
| 05/01/31-04/30/32 | \$299,103 | \$41.82 |
| 05/01/32-04/30/33 | \$308,076 | \$43.07 |
| 05/01/33-04/30/34 | \$317,318 | \$44.36 |
| 05/01/34-04/30/35 | \$326,838 | \$45.69 |
| 05/01/35-04/30/36 | \$336,643 | \$47.06 |



SKOL
 BREWING COMPANY
 SKOLBREW.COM | @SKOLBREWATL

Tenant shall keep the Premises, including any installations, equipment, or facilities, in good condition. Tenant's obligations include, but shall not be limited to, the repair of Tenant's trade fixtures and equipment, Tenant's security gates, if any, ceilings, walls, entrances, signs, interior decorations, floor coverings, wall coverings, entry and interior doors, interior glass, plumbing fixtures, light fixtures and bulbs, keys and locks, fire extinguishers and fire protection systems, and lines and facilities for water, sewer, heating, ventilating, air conditioning, electrical, gas, steam, sprinkler, and mechanical systems, as well as any alterations to the Premises.

Lease Abstract



Tenant Overview - Suite B - 2

| | |
|-------------------------------|---------------|
| Tenant: | SKOL Gaming |
| Square Feet: | 20,000 SF |
| Lease Start Date: | June 01, 2026 |
| Lease Expiration Date: | May 01, 2036 |
| Annual Base Rent: | \$500,000 |
| Current Reimbursement: | \$114,000 |

| Lease Term | Annual Base Rent | Rent Per SF/YR |
|-------------------|------------------|----------------|
| 06/01/26-05/31/27 | \$500,000 | \$25.00 |
| 06/01/27-05/31/28 | \$560,000 | \$28.00 |
| 06/01/28-05/31/29 | \$576,800 | \$28.84 |
| 06/01/29-05/31/30 | \$594,200 | \$29.71 |
| 06/01/30-05/31/31 | \$612,000 | \$30.60 |
| 06/01/31-05/31/32 | \$630,200 | \$31.51 |
| 06/01/32-05/31/33 | \$649,200 | \$32.46 |
| 06/01/33-05/31/34 | \$668,600 | \$33.43 |
| 06/01/34-05/31/35 | \$688,600 | \$34.43 |
| 06/01/35-05/31/36 | \$709,200 | \$35.46 |



Tenant shall keep the Premises, including any installations and equipments. Tenant's obligations shall include, but not be limited to, repair of Tenant's trade fixtures and equipment, Tenant's security gates, if any, ceilings, walls, entrances, signs, interior decorations, floor-coverings, wall-coverings, entry and interior doors, interior glass, plumbing fixtures, light fixtures and bulbs, keys and locks, fire extinguishers and fire protection systems, and equipment, lines for water and sewer, the heating, ventilating and air conditioning system, electrical, gas, steam, sprinkler and mechanical facilities and alterations to the Premises.

Retailer Map



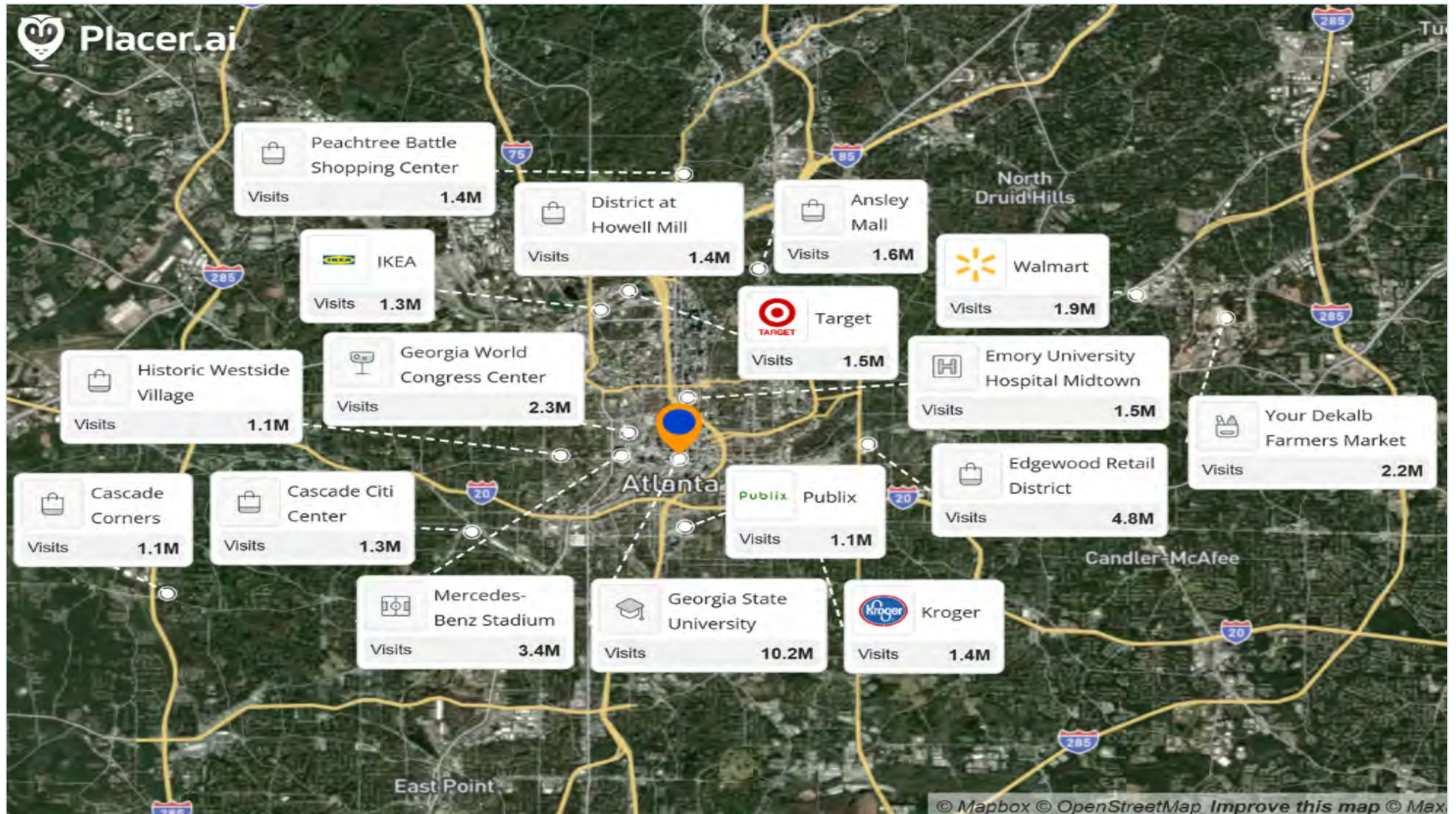
Retailer Map



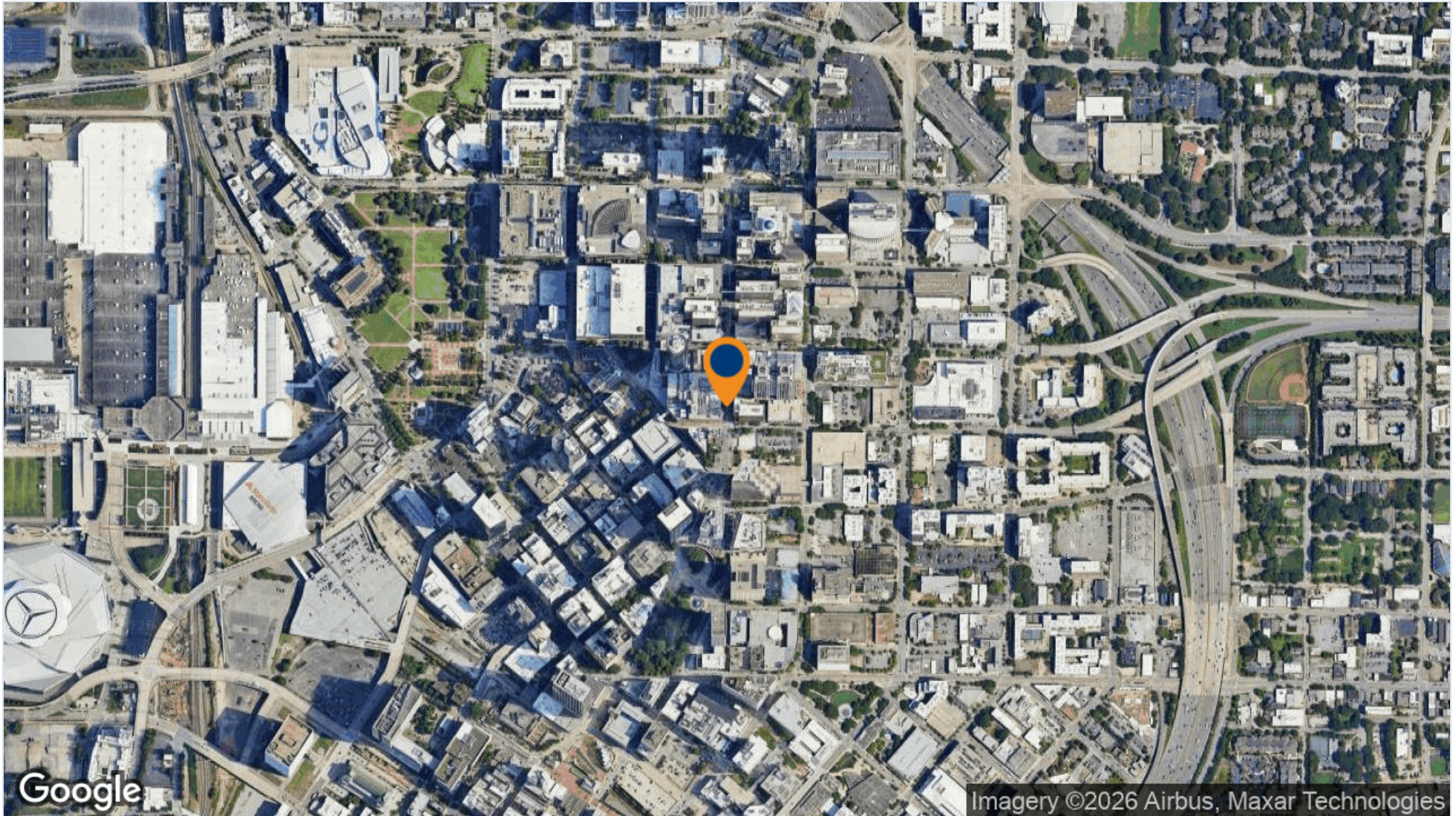
Retailer Map



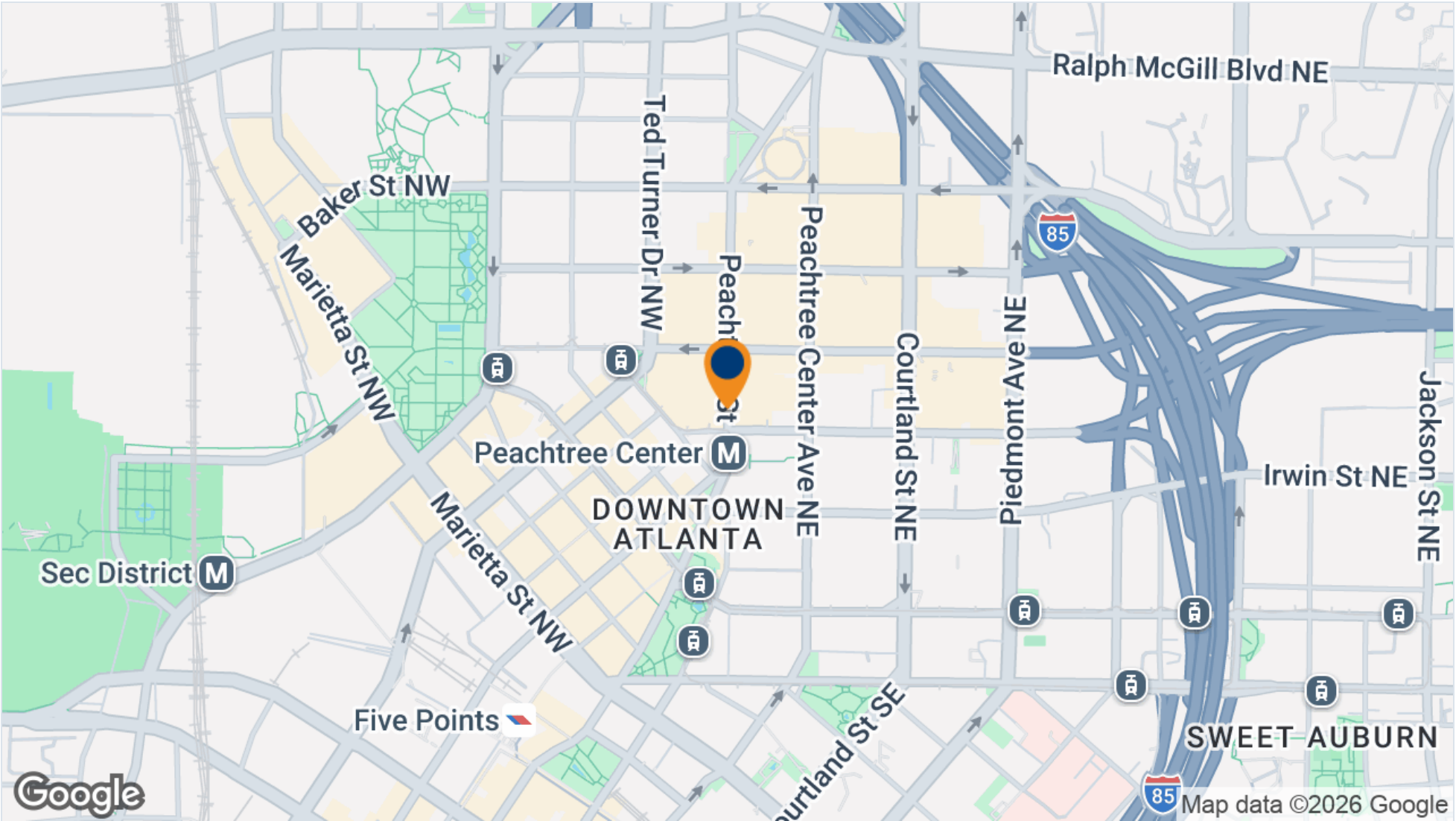
Market Landscape



Aerial Map

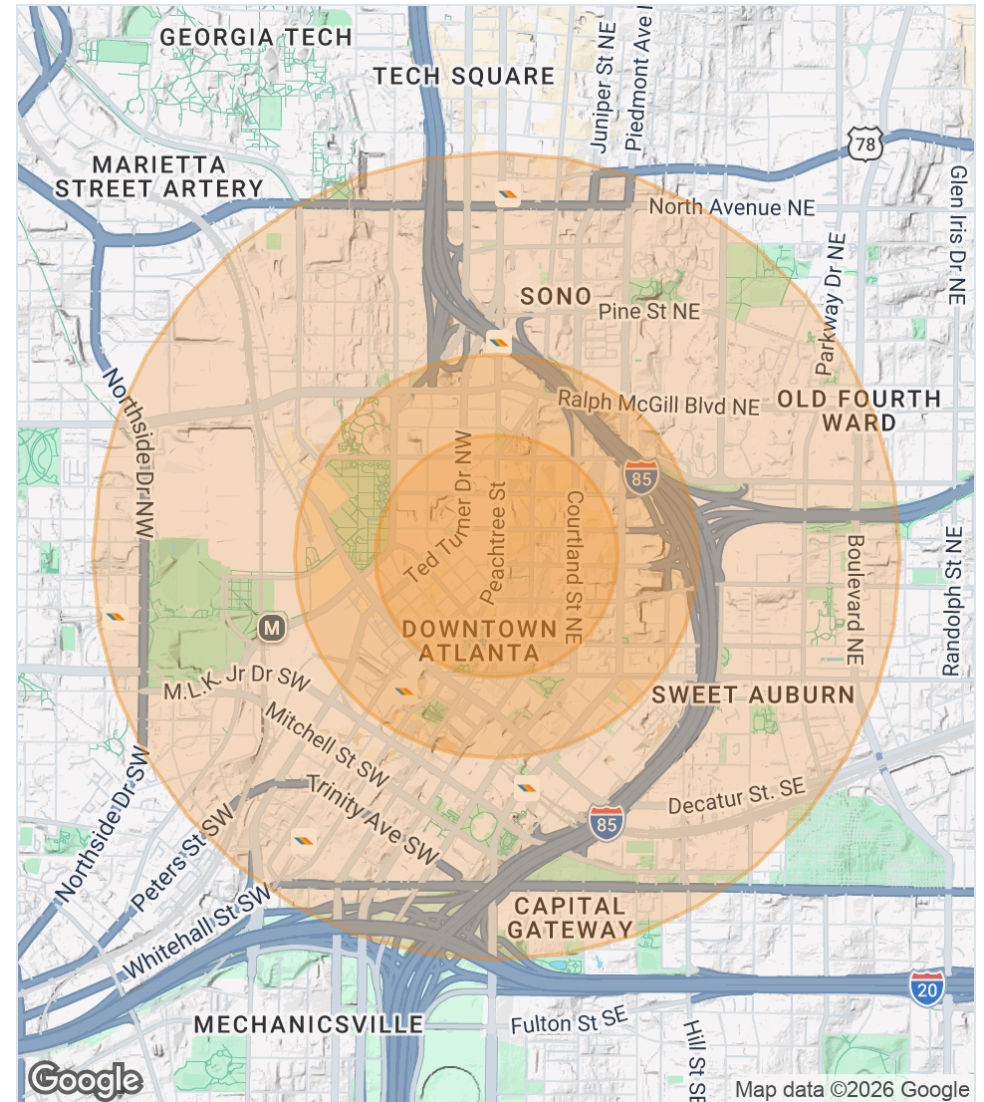


Location Map



Demographics

| Population | One-Mile | Three-Mile | Five-Mile |
|--------------------------------------|-----------|------------|-----------|
| 2024 Population | 31,288 | 211,879 | 382,967 |
| 2020 Population | 25,777 | 188,867 | 352,293 |
| 5 Year Projected | 35,137 | 238,915 | 425,433 |
| Households | | | |
| 2024 Population | 13,136 | 102,813 | 179,268 |
| 2020 Population | 11,226 | 84,435 | 154,969 |
| 5 Year Projected | 15,549 | 118,261 | 202,050 |
| Income | | | |
| 2024 Average Household Income | \$94,506 | \$135,449 | \$136,978 |
| 5 Year Projected | \$119,569 | \$172,167 | \$174,688 |



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Advisor Biographies Page



Elliott Kyle

SVP | Partner

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404.812.8927

Elliott Kyle is responsible for Skyline Seven's Investment Sales Division and is one of Atlanta's top sale producers. Elliott offers a breadth of brokerage experience having represented private investors, institutions and lenders/ special services. Over the last 16 years alone, Elliott closed real estate transactions in excess of \$750,000,000.

Previously, Elliott was Vice President for Shane Investment Property Group, an Atlanta-based investment sales brokerage firm. In his capacity at Shane, Elliott transacted various property types and was instrumental in the training of new agents. Elliott also held previous senior management positions with Rock-Tenn Company and Manhattan Associates, a multi-national firm. Elliott attended Tulane University and the University of Georgia, earning a degree in Economics. Following his undergraduate studies, Elliott attended Georgia State University, earning his MBA. Elliott lives in Atlanta with his wife, Mary, and son, Charles. Elliott, is a native of Atlanta, and enjoys a number of hobbies, one being an avid golfer and a member of Druid Hills Golf Club. In addition, Elliott has been involved in a number of not-for-profit organizations, such as Senior Warden of the Vestry at St. Luke's Episcopal Church, President of the Board of Trustees at Canterbury Court (CCRC), Vice President with the Druid Hills Civic Association, Courtland Street Mission, and more.



Chase Murphy

SVP | Partner

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404.812.8925

Chase Murphy is a Senior Vice President of Investment Sales and Partner at Skyline Seven Real Estate. Chase represents buyers and sellers and has a vast knowledge of transactional real estate. With a tremendous breadth of experience and contacts, Chase successfully transacts single and multi-tenant retail and office assets throughout the United States. Whether representing developers, institutions or private investors, Chase is committed to profitable and seamless sales for his clients. In the last 10 years alone, Chase has sold in excess of \$750,000,000 of commercial property making him one of the most respected advisors within the capital markets.

Prior to joining Skyline Seven, Chase was an asset manager for Altisource and oversaw a real estate portfolio in excess of \$35,000,000. While under Chase's direction, the company impressively removed \$70,000,000 of distressed real estate assets from their client's balance sheets. Additionally, Chase specialized in building relationships with high touch clients while advising as well as executing loss-mitigation strategies for his client's real estate assets. Chase attended Valdosta State University, earning a degree in finance. A long-time Atlanta resident, Chase lives in Dunwoody with his wife, Kris, son, Patrick, and daughter Merritt. In his free time, he enjoys spending time with his family, playing golf, and attending sporting events whenever possible.

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Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants and governmental agencies. All properties and services are marketed by Skyline Seven Real Estate in compliance with all applicable fair housing and equal opportunity laws.