550 PHARR

9 STORY OFFICE / MIXED USE BUILDING
±108,309 SF | BUCKHEAD | METRO ATLANTA

BULL REALTY
Asset & Occupancy Solutions

TCN
WORLDWIDE
REAL ESTATE SERVICES

CONTENTS

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Executive Summary

Buckhead
Atlanta

$16M
$148 PSF

9 Story
±108,243 PSF

550 Pharr is a highly recognizable, architecturally distinctive asset featuring multiple outdoor amenity spaces, an on-site restaurant, and a fitness center tenant. The building's small suite sizes, abundant parking, unique design, and premier Buckhead location position it to capitalize on multiple investment strategies, including continued office operation, office condominium conversion, hospitality redevelopment, multifamily rental conversion, or residential condominium development.

The rare combination of architectural character, functional flexibility, and market positioning create a compelling opportunity to unlock value through both traditional office ownership and alternative use scenarios.

The building's architecture includes unique outdoor amenity areas for events, entertaining, and tenant use, including two large 7th floor outdoor spaces, two expansive first-floor patios, an intriguing penthouse with wraparound outdoor space and private balconies for most all suites.

Another exciting feature of the property is the 9th-floor penthouse suite, offering a **full 360-degree** wraparound outdoor terrace with expansive skyline views. The penthouse provides a compelling opportunity for an inspiring signature office, or with proper approvals a private club, event venue, or spectacular penthouse residence.

Acquiring the asset substantially below replacement cost provides investors tremendous upside potential. The lobby, restrooms and most of the suites are in great condition. The next phase of improvements including activating the outdoor amenities will help 550 Pharr continue to soar as Buckhead popularity continues to flourish.

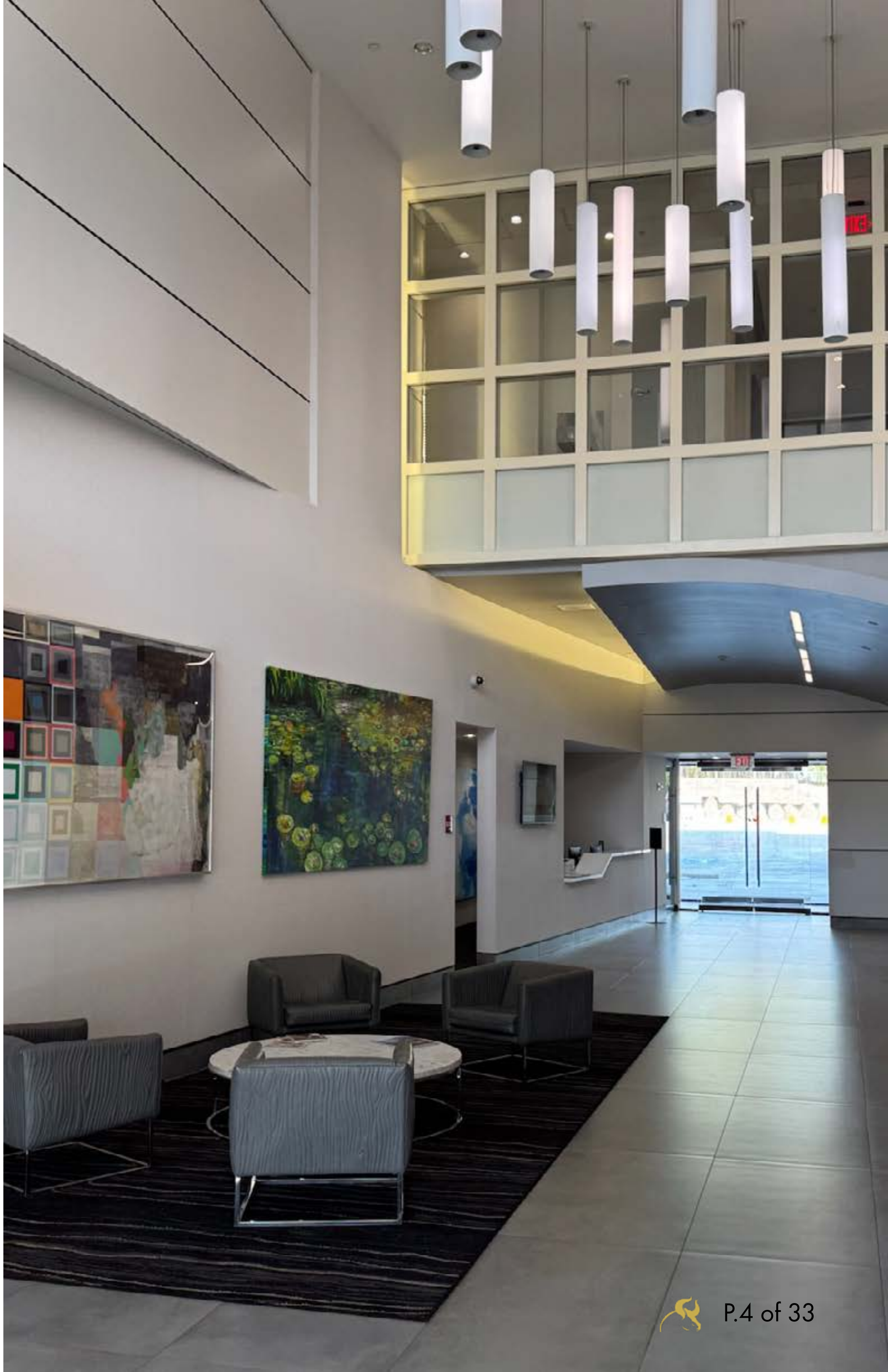
The property is well located in Buckhead between Piedmont Road and Peachtree Street, with exceptional walkability to premier dining, retail, entertainment, parks and residential options. The location also offers immediate access to GA 400 and I-85, ensuring excellent regional connectivity.

Property Overview

NAME	550 Pharr
ADDRESS	550 Pharr Road, Atlanta 30305
COUNTY	Fulton
SITE	±1.13 Acres
ZONING	SPI-9 SA3 (Buckhead Village)
FLOORS & SUITES	9 / 40
BUILDING SF	±108,681 RSF
TYPICAL FLOOR PLATE	±12,027
ELEVATOR	2
PARKING DECK	365 spaces (40 shared with hotel)
YEAR BUILT	1974
ROOF	Low slope single ply TPO (elastomeric coating in 2015)
A/C	Closed loop, chilled water system w/ chiller, cooling tower & air handlers
SPRINKLER	Wet sprinkler system
WALK SCORE	90 Walkers paradise
TRANSIT SCORE	47 - Rail Station 1 mile away

Financial Overview

OCCUPANCY	Currently 60%
2026 CAP RATE	8.5% cap at 60% occupancy
HOTEL / RESIDENTIAL	100 Units - See page 10

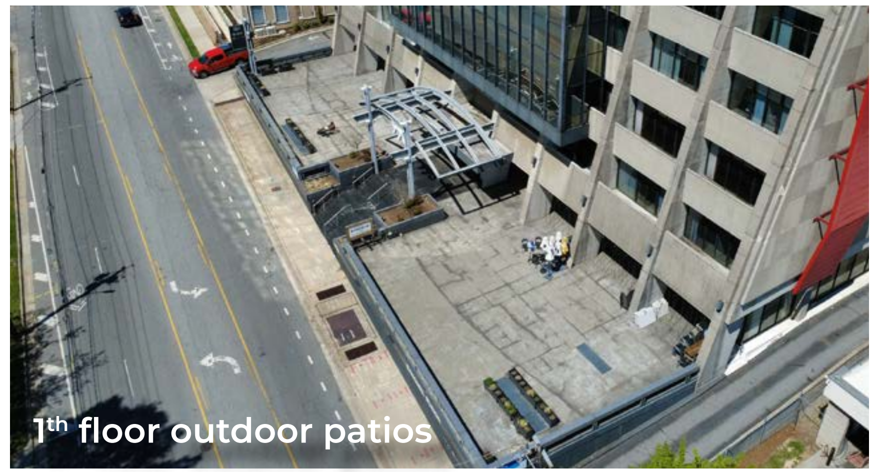


Aerial Views

Outdoor Amenities

7th floor East outdoor amentity

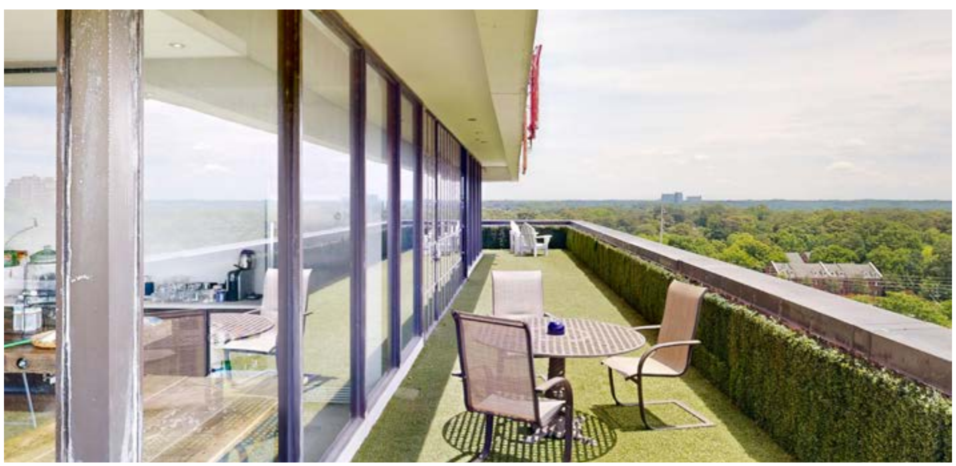

Penthouse 360 wraparound terrace


1th floor outdoor patios

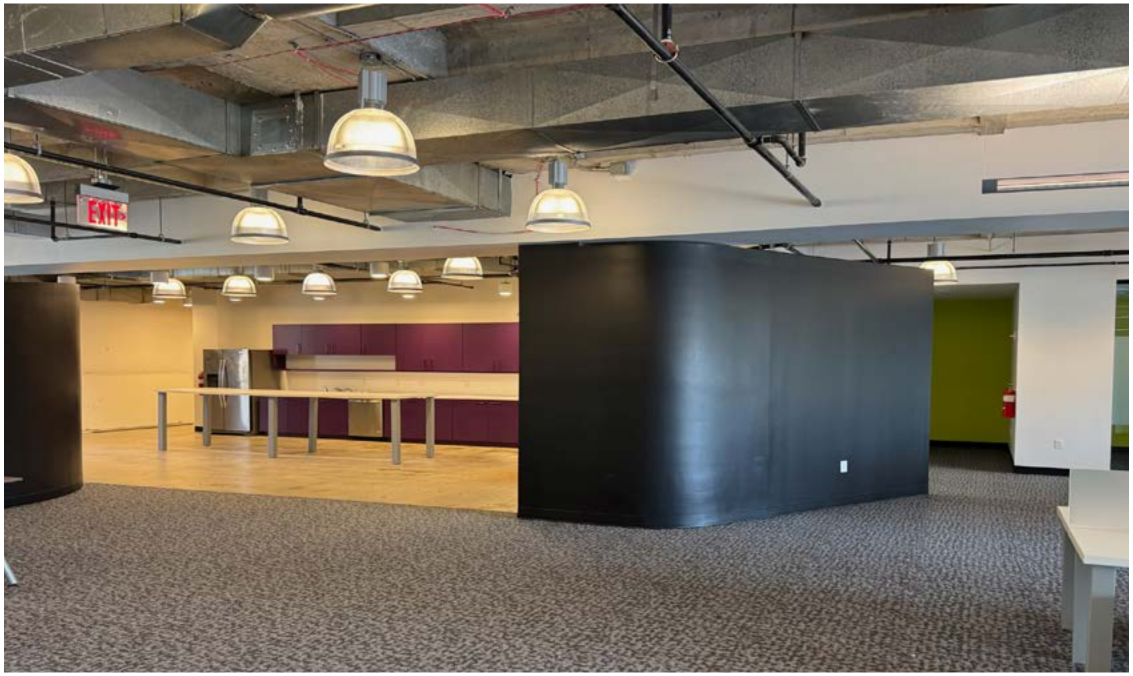

7th floor West outdoor amentity

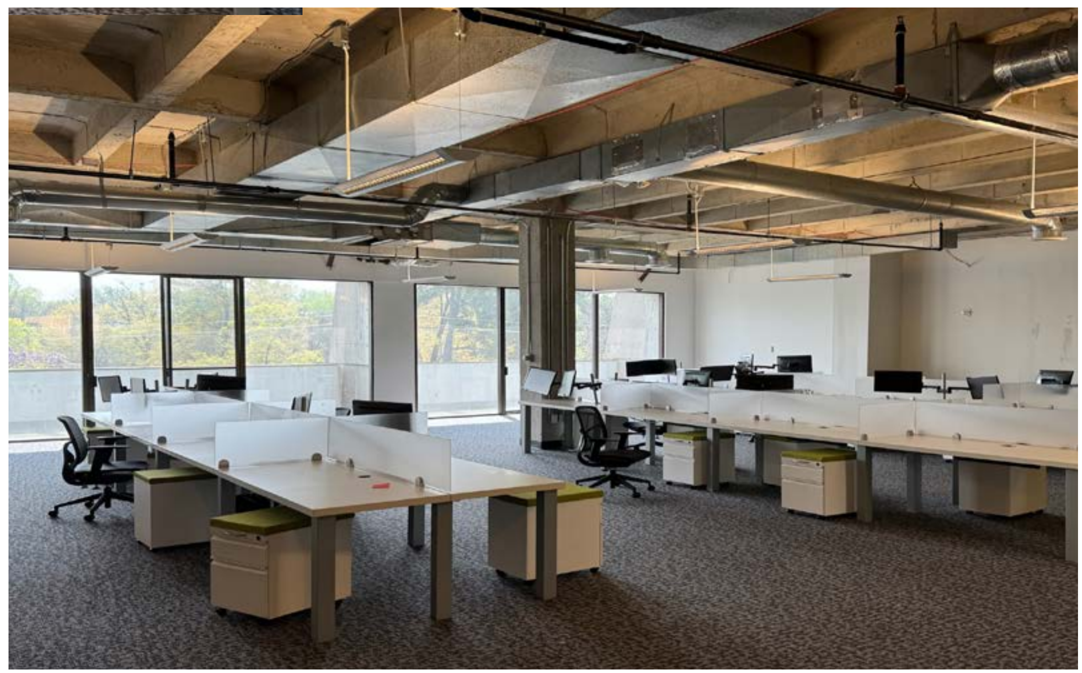

Private balconies for most suites

Penthouse - Wraparound Terrace with 360° Views



Sample Suites





Hotel / Residential Conversion

Contingent on appropriate approvals 550 Pharr might be converted to a hotel or 100 apartments or condominiums.

COE Architecture International
Christopher Coe, FAIA
M: 213.458.6332

UNIT AREA SUMMARY					
LEVEL	STUDIO	1BR	2BR	5BR	TOTAL
1	5,703 SF	1,672 SF	N/A	N/A	7,375 SF
2	9,138 SF	4,520 SF	N/A	N/A	13,658 SF
3	8,989 SF	4,404 SF	N/A	N/A	13,393 SF
4	5,042 SF	4,174 SF	1,974 SF	N/A	11,190 SF
5	5,796 SF	4,108 SF	1,772 SF	N/A	11,676 SF
6	6,817 SF	4,428 SF	N/A	N/A	11,245 SF
7	N/A	1,776 SF	3,611 SF	N/A	5,387 SF
8	N/A	N/A	5,974 SF	N/A	5,974 SF
9	N/A	N/A	N/A	3,940 SF	3,940 SF
TOTAL	41,485 SF	25,082 SF	13,331 SF	3,940 SF	83,838 SF

UNIT SUMMARY					
LEVEL	STUDIO	1BR	2BR	5BR	TOTAL
1	8	2	N/A	N/A	10
2	11	6	N/A	N/A	17
3	11	6	N/A	N/A	17
4	7	6	2	N/A	15
5	7	6	2	N/A	15
6	9	6	N/A	N/A	15
7	N/A	3	2	N/A	5
8	N/A	N/A	5	N/A	5
9	N/A	N/A	N/A	1	1
TOTAL	53	35	11	1	100

FLOOR AREA	
LEVEL 1:	14,603 SF
LEVEL 2:	17,211 SF
LEVEL 3:	17,559 SF
LEVEL 4:	16,920 SF
LEVEL 5:	16,294 SF
LEVEL 6:	15,646 SF
LEVEL 7:	7,559 SF
LEVEL 8:	7,559 SF
LEVEL 9:	4,781 SF
TOTAL:	118,132 SF

Office Condominium Conversion

550 Pharr presents a compelling value-creation opportunity through the conversion of the property from a single fee simple office asset into individually owned office condominium units. This strategy capitalizes on the persistent pricing premium that smaller owner-occupant office spaces have maintained relative to larger, investor-owned office properties.

While institutional office assets experienced significant pricing declines during and following the COVID-19 pandemic, smaller owner-user office properties have demonstrated substantially greater resilience. Comparable sales data consistently show small office suites purchased by owner-occupants command materially higher price-per-square-foot values than larger investment-grade office buildings.

Several factors contribute to this pricing disparity. Owner-occupants eliminate vacancy risk, avoid brokerage commissions and leasing costs, and can access financing with lower interest rates, higher leverage, and more favorable terms than traditional real estate investors. As a result, lease-versus-purchase analyses frequently demonstrate a meaningful economic advantage for small business owners to purchase their office space rather than lease.

The unique valuation disparity in the current market, coupled with 550 Pharr's architectural character and premier location, presents a compelling opportunity to capitalize on a market inefficiency.

Recent sales comparables and current market offerings throughout Buckhead and surrounding submarkets indicate that office condominium suites at 550 Pharr could achieve sales prices of $400 per square foot or greater. Given a potential acquisition basis of approximately $150 per square foot, the condominium conversion strategy may provide outsized returns.

Office Condominium Conversion

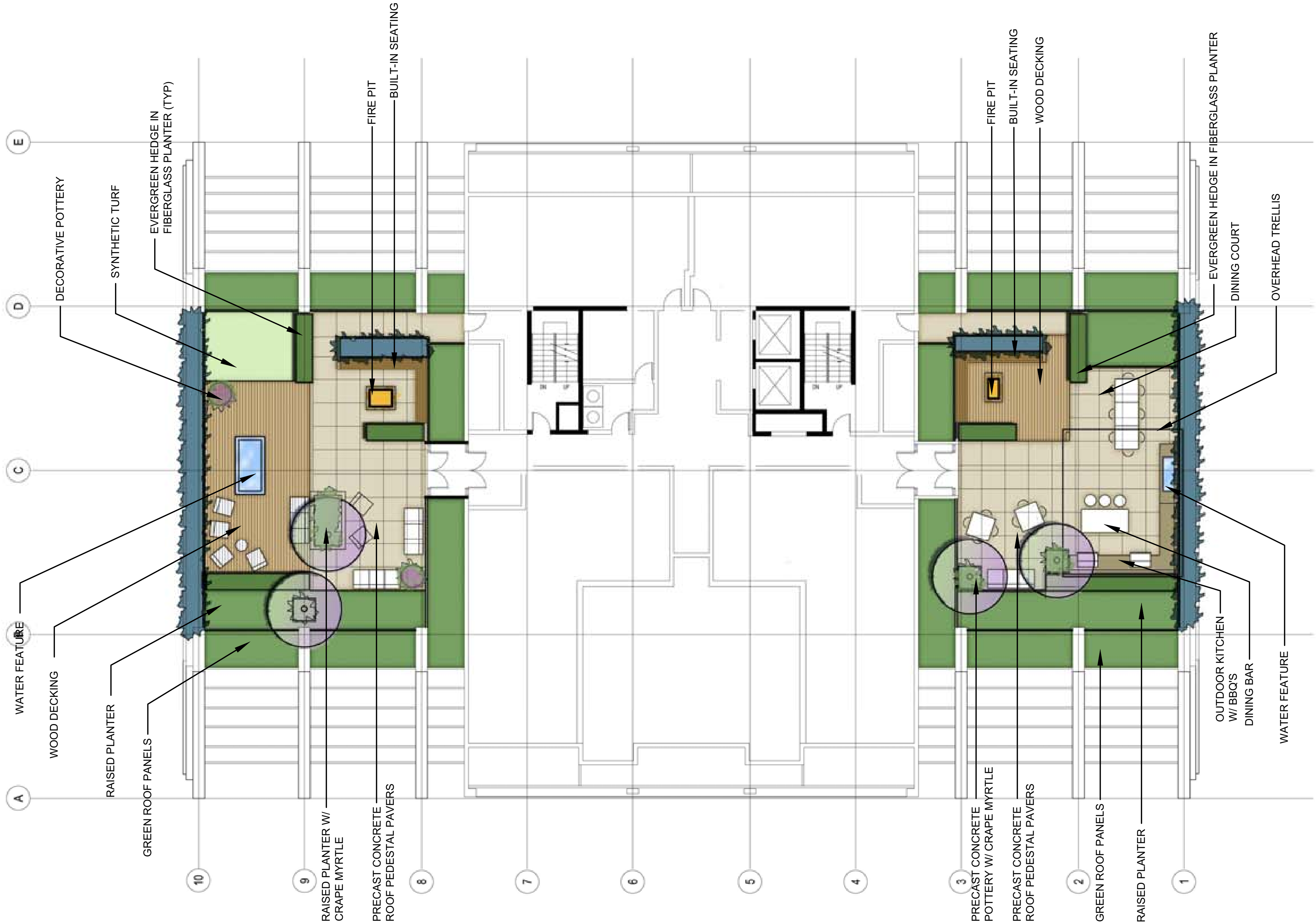
Description	Total	Per SF
Gross Condo Sales	$43,333,200	$400.00
Less: Condo Sales Commissions	($2,599,992)	($24.00)
Less: Renovation Costs	($7,000,000)	($64.62)
Less: Condominium Conversion Costs	($60,000)	($0.55)
Less: Acquisition Cost	($16,000,000)	($147.69)
Potential Profit	$17,673,208	($163.14)

Potential Activation of 1st Floor Patio Areas

South Podium Looking NE

South Podium Looking NW

Potential Activation of 7st Floor /Outdoor Areas



Property Plat

Retail Tenant - 1st Floor

BANGKOK STATION

Suite 110

5,495 USF / 5,430 RSF

bangkokstationthaifood.com

A high-end casual dining and Thai artisan-focused restaurant serving authentic, heirloom Thai method and recipes, in an elegant setting reminiscent of the Thai cusisine history. Nithidol Nithitanawut or Chef Terry is the chef-owner and founder of Bangkok Station Restaurant in Atlanta, Georgia. He began cooking at an early age, helping his mother prepare traditional Thai foods for her merit to the temple every Sunday morning. In 1999, He and his mother launched the acclaimed Thai restaurant 'Bann-Khun-Mae', and Chef Terry began to cook in a professional kitchen.

After the births of his second son, Chef Terry dreamed of bringing their sense of family business experience to the United States. Since Chef Terry's sister had long lived in Atlanta and they had been impressed by the charm of the city during their visits here, this seemed like the perfect place to begin

Occupancy since April, 2015 Google Reviews 4.4 ★★★★½

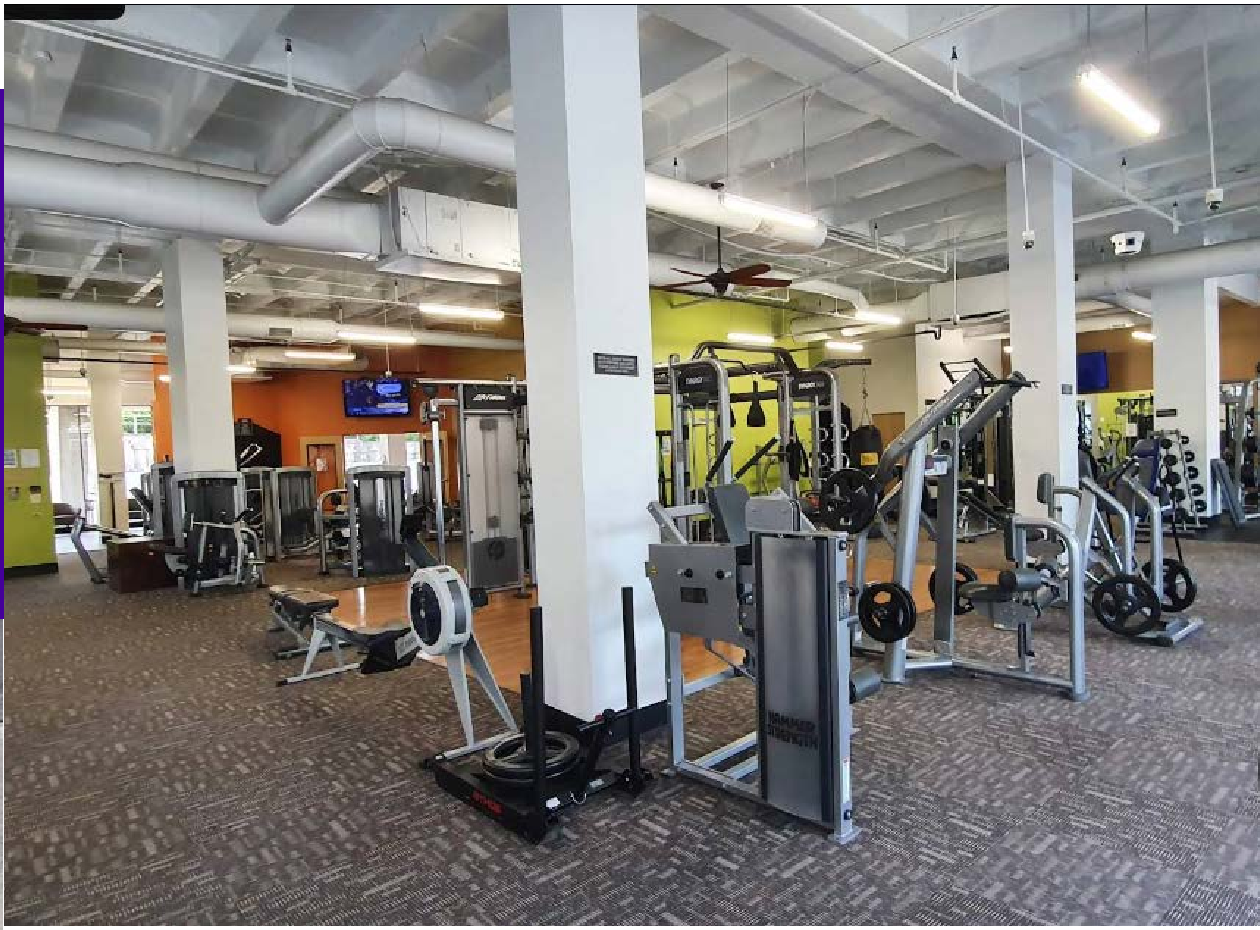
Retail Tenant - 1st Floor

ANYTIME FITNESS

Suite 100

5,709 USF / 5,678 RSF

anytimefitness.com



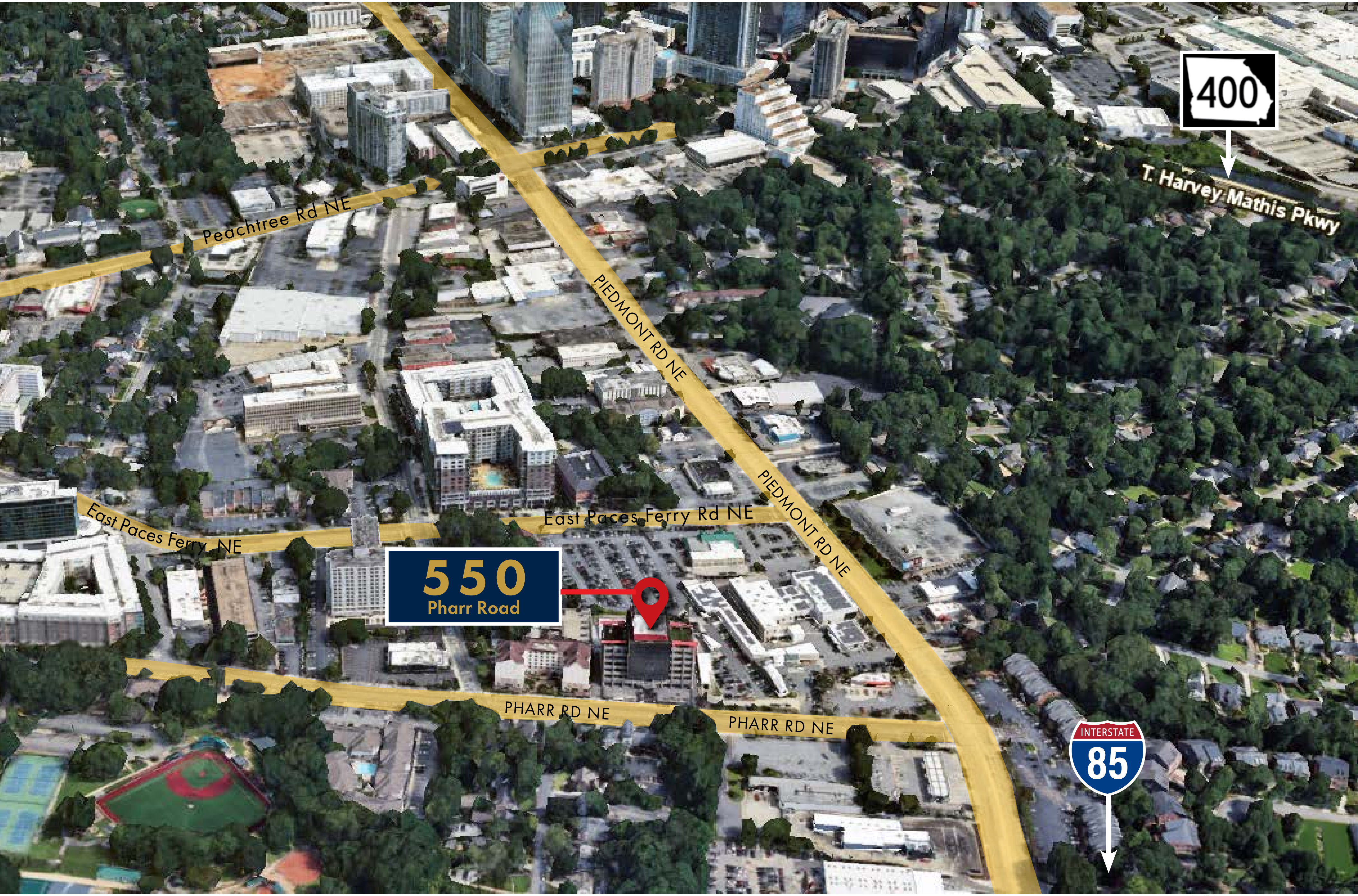
Anytime Fitness Franchisor, LLC, doing business as Anytime Fitness, is an American franchise of 24 hour health and fitness clubs that is based in Woodbury, Minnesota, United States. The company operates over 5,000 franchised locations in 50 countries.[3] In 2014, Anytime Fitness was named the top franchise of 2014 by Entrepreneur magazine

Occupancy since March, 2015

In the Area

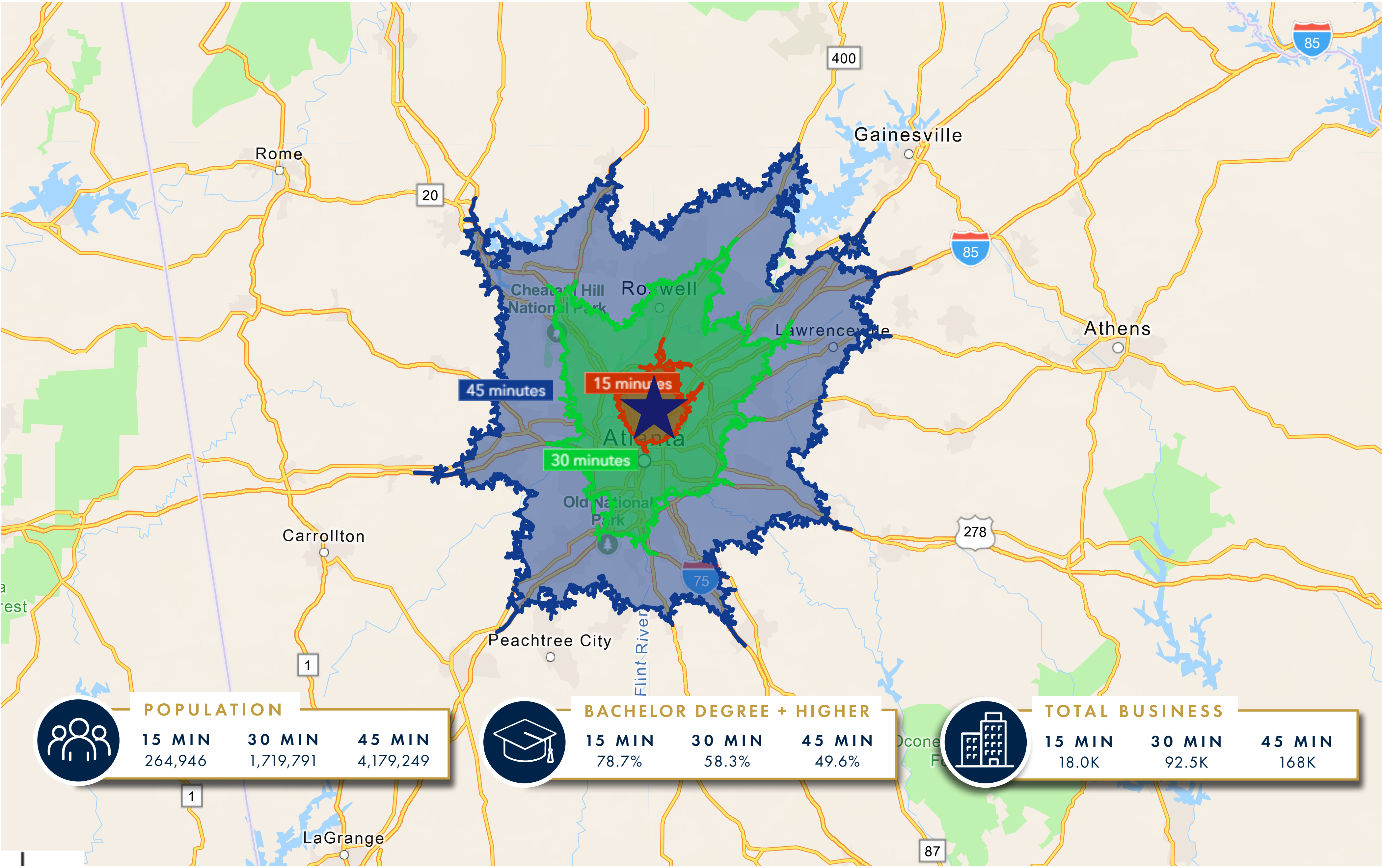
Bagley Park
27 acres green space with picnic spots and paved walkways.
Room to explore beyond the baseball facilities and tennis courts.

Map



400
T. Harvey Mathis Pkwy
Peachtree Rd NE
PIEDMONT RD NE
PIEDMONT RD NE
East Paces Ferry Rd NE
East Paces Ferry NE
550
Pharr Road
PHARR RD NE
PHARR RD NE
INTERSTATE
85

Demographics



POPULATION

15 MIN	30 MIN	45 MIN
264,946	1,719,791	4,179,249

BACHELOR DEGREE + HIGHER

15 MIN	30 MIN	45 MIN
78.7%	58.3%	49.6%

TOTAL BUSINESS

15 MIN	30 MIN	45 MIN
18.0K	92.5K	168K

Stacking Plan

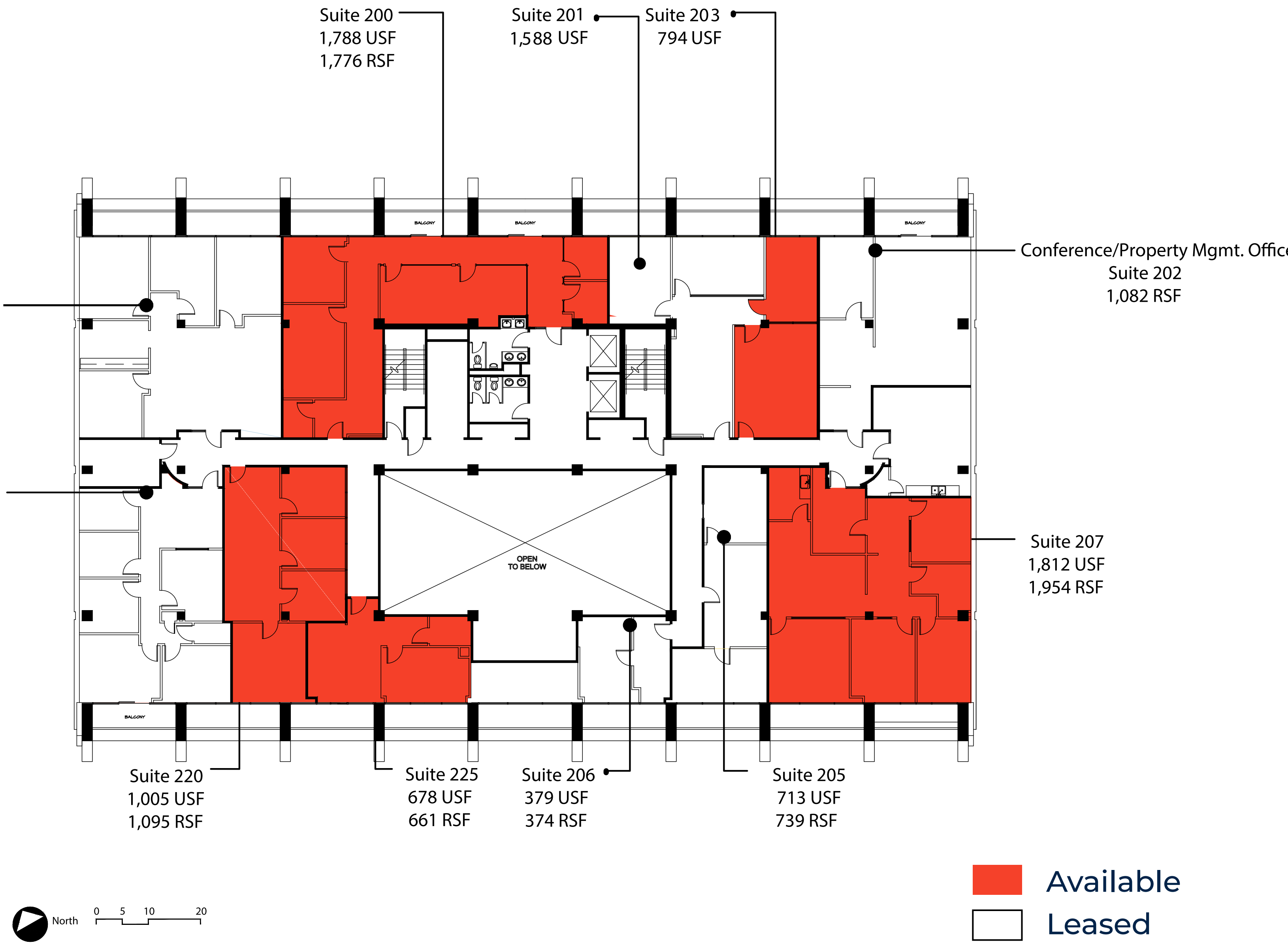
9	Available Suite 900 4,450 RSF
8	Suite 800 3,256 RSF; Available Suite 850 5,001 RSF
7	Suite 700 4,830 RSF; Available Suite 710 3,179 RSF
6	#605 3,089 RSF; #620 * 5,713 RSF; Available #630 3,702 RSF; #640 * 648 RSF; #642 1,058 RSF; Available #645 936 RSF
5	#500 2,974 RSF; #505 1,526 RSF; #525 * 2,046 RSF; Available #540 1,444 RSF; Available #550 3,349 RSF; Available #560 2,323 RSF; #575 1,907 RSF
4	#400/#450 7,926 RSF; #410 * 2,217 RSF; Available #420 1,852 RSF; Available #440 3,923 RSF
3	Available #300 6,405 RSF; #340 2,394 RSF; Available #305 1,327 RSF; #315 2,152 RSF; #325 4,590 RSF
2	Available #200 1,776 RSF; #201 1,588 RSF; #202 1,082 RSF; Available #203 794 RSF; #205 * 739 RSF; #206 374 RSF; Available #207 1,954 RSF; #209 * 1,777 RSF; #215 1,435 RSF; #220 1,095 RSF; Available #225 661 RSF
1	Anytime Fitness #100 | 5,678 RSF; Bangkok Station #110 | 5,430 RSF

Available | Leased

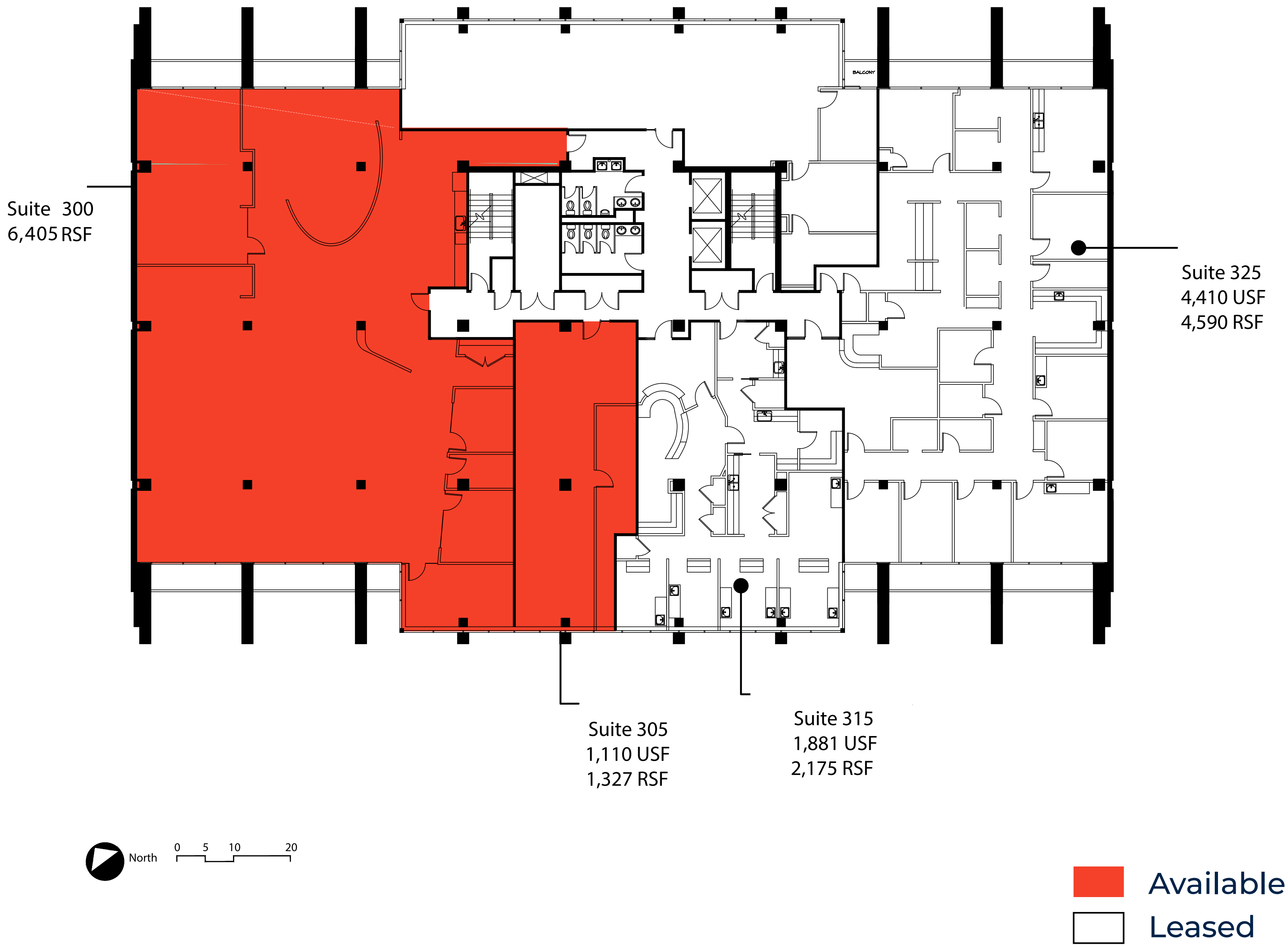
* Landlord relocation rights - The Landlord can relocate the tenent in these suites.

Floor Plan — 1st Floor

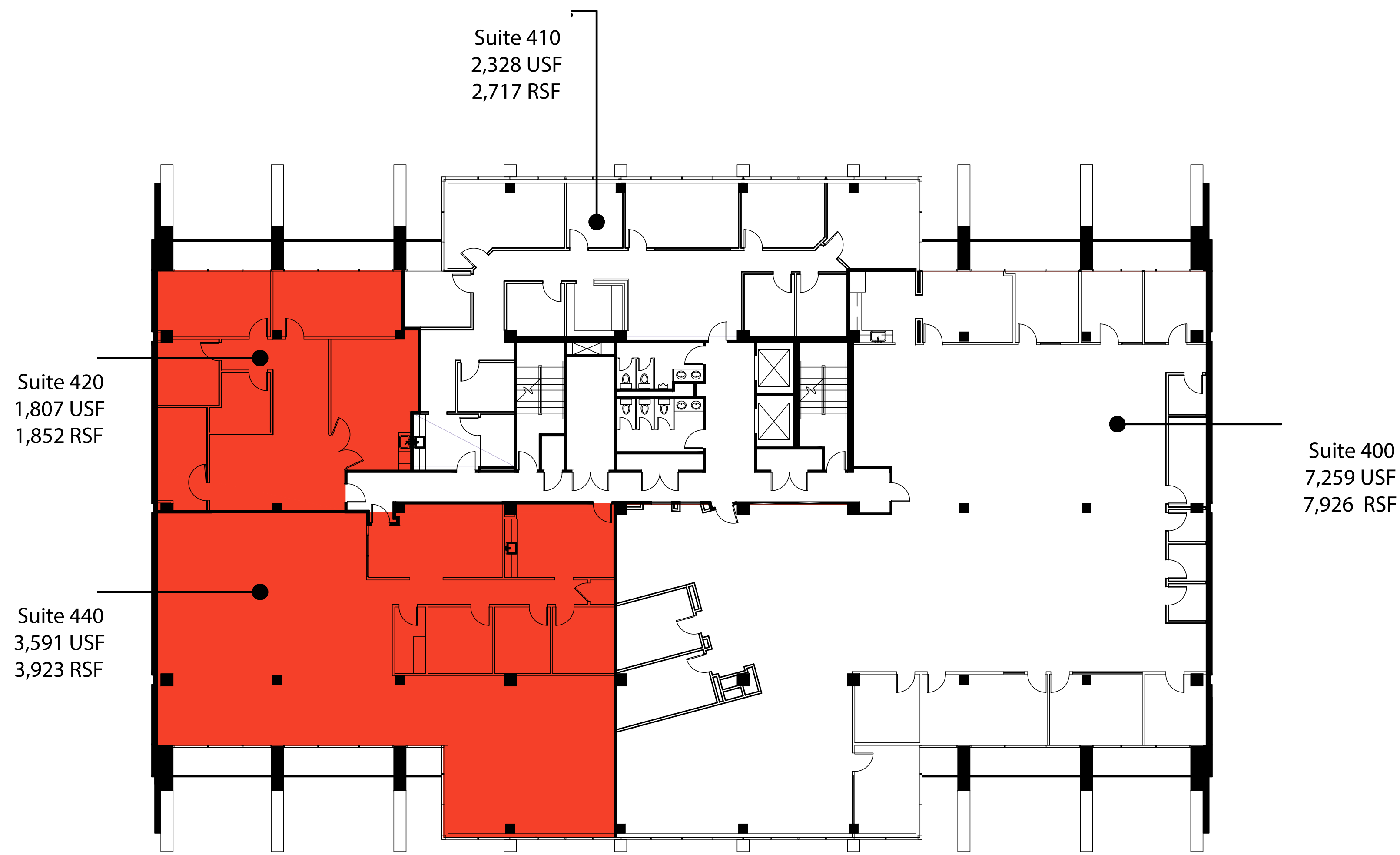
Floor Plan — 2nd Floor



Floor Plan — 3rd Floor



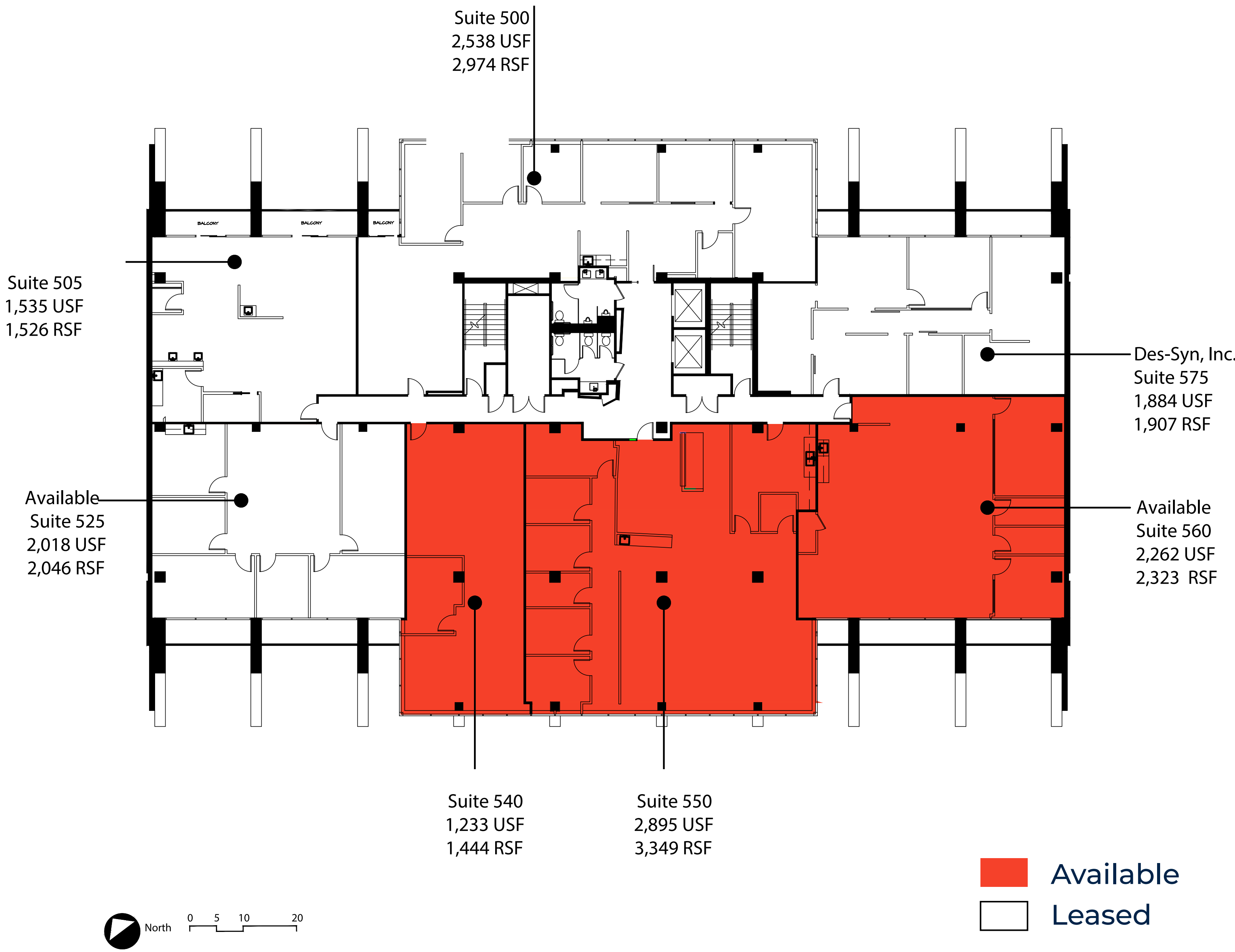
Floor Plan — 4th Floor



Available

Leased

Floor Plan — 5th Floor

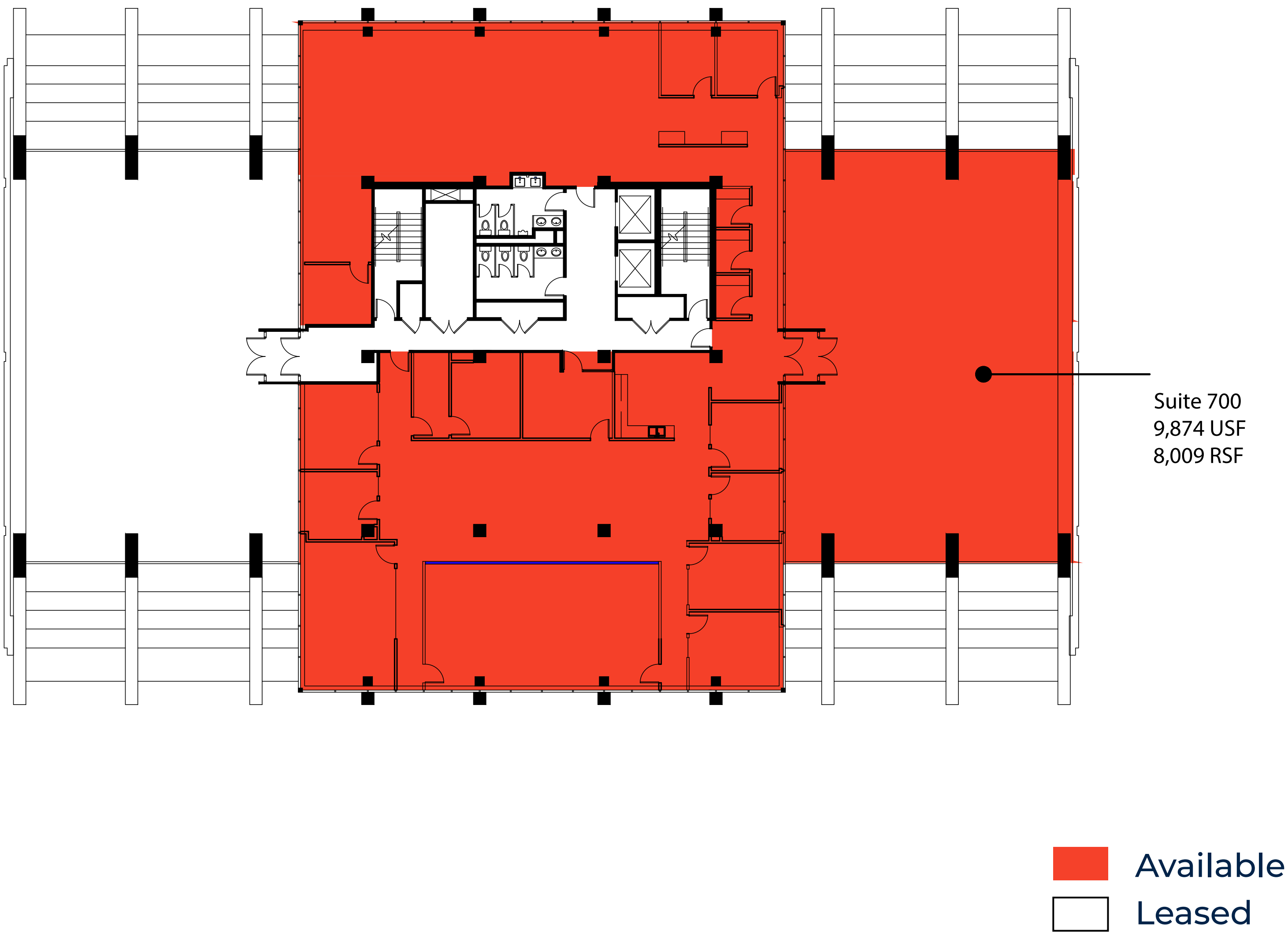


Available

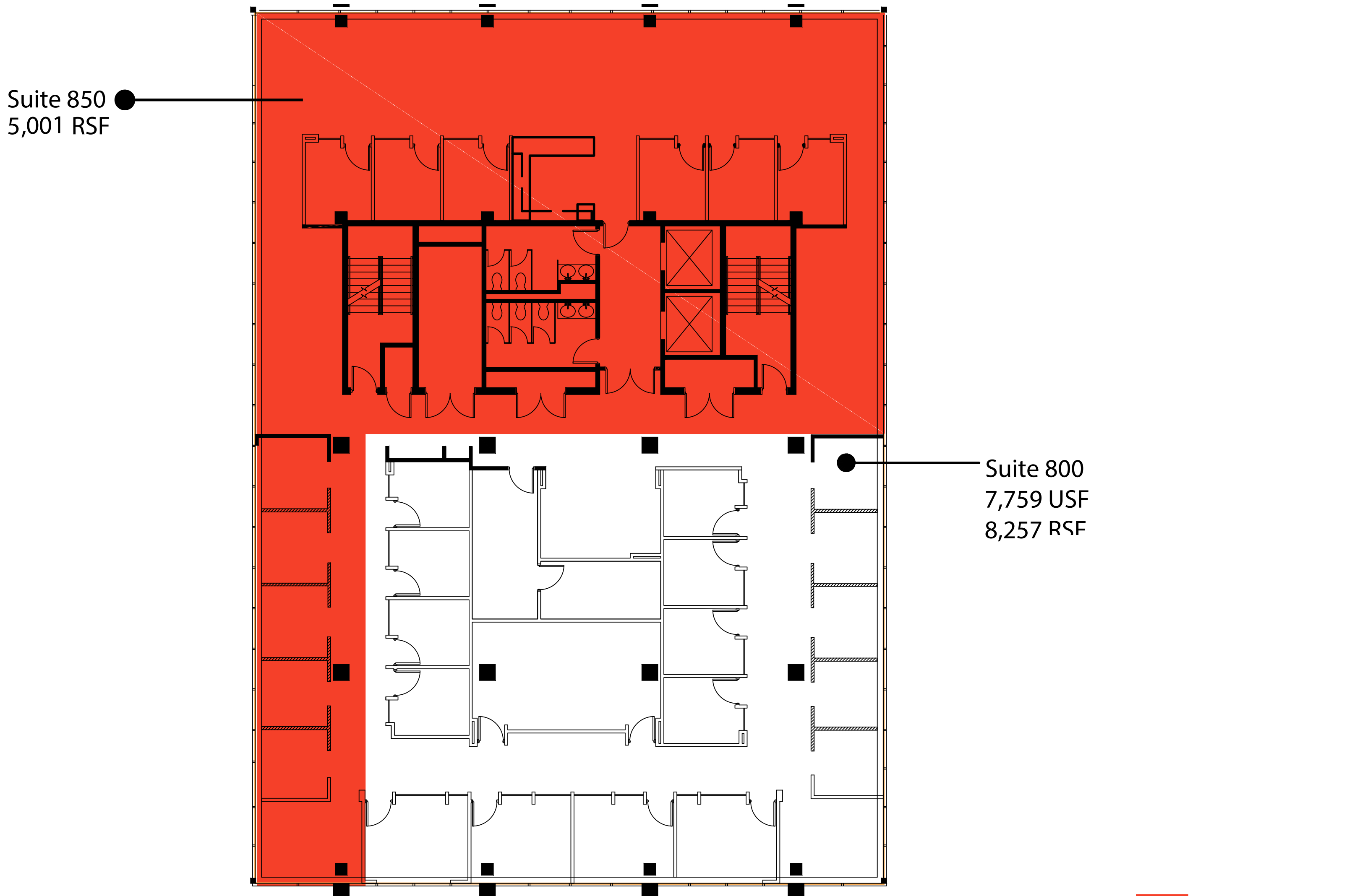
Leased

Floor Plan — 6th Floor

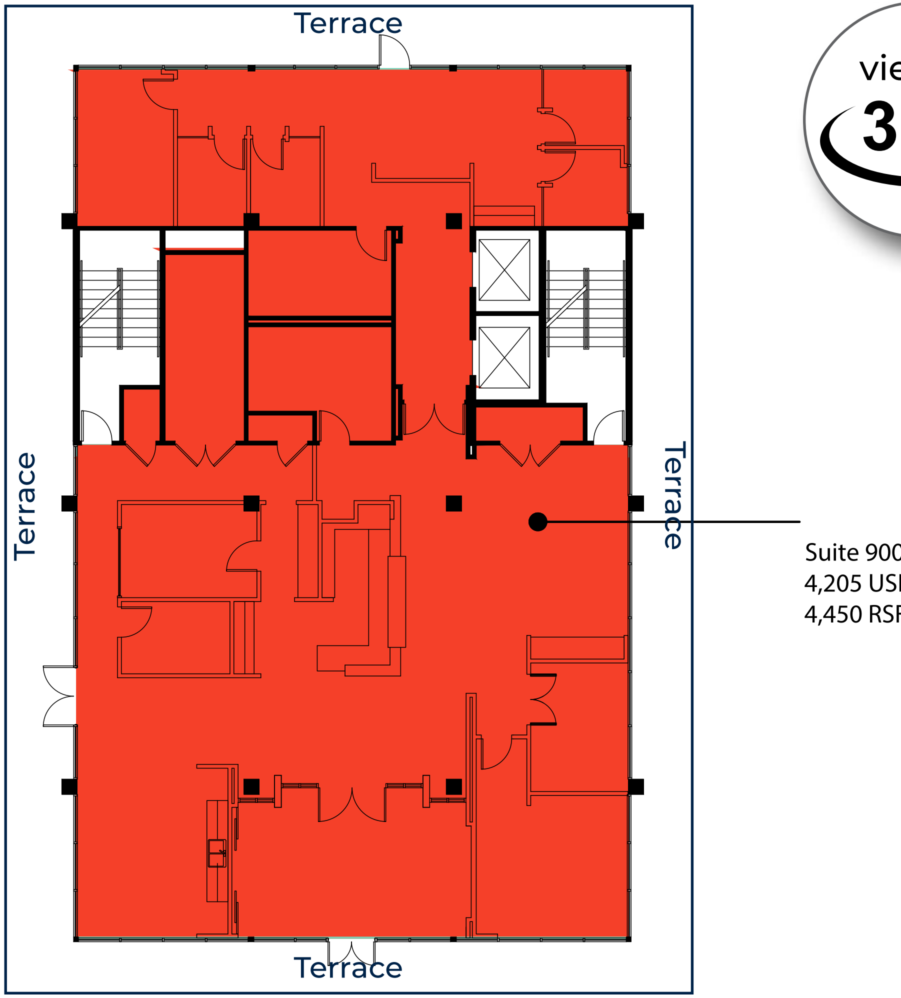
Floor Plan — 7th Floor

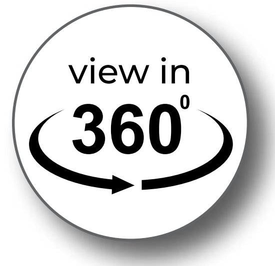


Floor Plan — 8th Floor



Floor Plan — 9th Floor with 360° Wraparound Terrace





Available

Leased

BUCKHEAD

Why Buckhead is a Value-Add Office Play

Temporary Office Dislocation

Post-COVID dynamics have softened perception and rents

- Buckhead remains a core, irreplaceable submarket
- High-income tenant base hasn't left and demand is increasing

This is exactly where leasing + capital improvements + upside

Limited New Office Supply

- Buckhead is relatively built out compared to other areas in Atlanta new construction is constrained, especially for large sites
- Office conversions and demolition add to the upside

Existing building—especially well-located—have leverage

Mixed-Use & Lifestyle Appeal

Buckhead offers:

- 300+ restaurants, 1,500 retail locations
- Luxury retail and hospitality concentration
- Strong live-work-play environment

Office tenants increasingly demand amenity-rich environments, place, not just space

Infrastructure, Parks & Public Investment

While Buckhead is already established, incremental improvements are enhancing walkability and livability, including:

- Continued investment in streetscapes and pedestrian connectivity
- Expansion of PATH trails and greenway connections (linking to regional trail systems)
- Ongoing improvements along key corridors like Peachtree Road

Organizations like Livable Buckhead are actively driving:

- New park development
- Bike infrastructure
- Urban green space expansion

These improvements increase tenant demand and rent growth

Transportation & Access

- Direct access to GA-400 and I-85
- Served by MARTA rail (critical for workforce access)
- Major northside commuter hub

ATLANTA

Atlanta is a premier business hub due to its unmatched logistics infrastructure, including the world's busiest airport (ATL), a low cost of doing business, and a highly skilled, diverse talent pool supported by numerous universities. It boasts a thriving startup ecosystem, robust corporate innovation, and serves as a major hub for Fortune 500 companies.

DEMOGRAPHICS

Atlanta has consistently grown by roughly 80,000 people per year. With no signs of slowing, the metro is expected to exceed 8.6 million people by 2050.

POPULATION GROWTH

Not only is Atlanta in the top 10 markets for absolute net migration, the pace of growth is the 4th highest in the nation, and we expect to keep up that momentum. And over the next 30 years, the population of the metro area is forecasted to grow by 2.4 million, and the city of Atlanta is projected to grow by nearly 50% in the same time frame - from 500,000 to nearly 800,000 residents.

ALL ROADS LEAD TO ATLANTA

Interestate connectivity: Atlanta sits at the intersection of three major interstates, serving as a major logistics hub for the Southeast and U.S.

#1
- State for leading workforce development programs
- Busiest airport in the World
- Moving destination in the Nation

#7 Metro in the Nation for the most net migration

46 Fortune 1000 headquarters:
- 16 Fortune 500 HQ Locations
- 30 Fortune 1000 HQ Locations

Broker Profiles

Austin Bull
V.P. The Office Group
404-876-1640 x175
Austin@BullRealty.com

Austin Bull specializes assisting clients in the acquisition and disposition of office properties in the Southeast U.S. He helps clients maximize value through strategic sales and targeted marketing, leveraging a deep understanding of market trends and buyer behavior. Austin utilizes Bull Realty's cutting-edge marketing platforms, extensive national buyer databases, and research-driven strategies to deliver exceptional results.

He works alongside Michael Bull, CCIM—an industry veteran with over $8 billion in transactions and 35 years of experience—providing clients with unmatched insight, execution, and offering credibility.

Austin holds a degree in Business Administration from the University of North Georgia. Outside of work, he enjoys motorcycles and road course racing.

Michael Bull
President, The Office Group
404-876-1640 x101
Michael@BullRealty.com

Michael Bull, CCIM is the founder and CEO of Bull Realty. He is an active commercial real estate broker licensed in eight states and has assisted clients with over 8 billion dollars of transactions over his 40-year career. Mr. Bull founded Bull Realty in 1998 with two primary missions: to provide a company of brokers known for integrity and to provide the best disposition marketing in the nation. While still well known for effective disposition services, the firm also provides acquisition, project leasing, and site selection/tenant representation in all major property sectors and he leads a team focused on office investment sales.

You may know Michael as host of America's Commercial Real Estate Show. The popular weekly show began broadcasting in 2010 and today is heard by millions of people around the country. Michael and other respected industry leaders, analysts, and economists share market intel, forecasts, and strategies. New shows are available every week on-demand wherever you get your podcasts, YouTube, and the show website, www.CREshow.com. If you get a chance, see Michael speak at commercial real estate events in Atlanta or around the country. He speaks at national and state level events on topics related to commercial real estate.

Michael is the creator of Commercial Agent Success Strategies. An online cloud accessible video training series for commercial brokers. Experienced brokers rave about the quality of these 21 videos, forms, activities calculator, and slide deck action notes. Learn more at www.CommercialAgentSuccess.com.

Michael's involvement with professional organizations includes CCIM Institute, National Association of REALTORS, Atlanta Leaders Group, Real Estate Group Atlanta, and the Georgia Bankers Association.

Michael lives in Atlanta and has a home on Lake Lanier. He enjoys spending time with his two adult children, music, stand-up comedy, street motorcycles, off-road performance vehicles, and high-performance boating.

ABOUT BULL REALTY

28
YEARS IN BUSINESS

LICENSED IN
8
SOUTHEAST STATES

ATL
HEADQUARTER

SERVICES
Services include disposition, acquisition, project leasing, tenant representation, and consulting across a wide range of sectors, including office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality, and single-tenant net lease properties.

GLOBAL ALLIANCE
Bull Realty is a member of TCN Worldwide, an alliance of 60+ offices and 1,500 commercial real estate professionals serving more than 200 markets globally. This partnership expands the firm's reach, client access and investor relationships across the U.S. and internationally.

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, CCIM — share market intel, forecasts and strategies. The weekly show is available to stream wherever you get your podcasts or at **www.CREshow.com.**

JOIN OUR TEAM
Bull Realty continues to expand through merger, acquisition and by welcoming experienced agents. The firm recently celebrated 28 years in business and, through its TCN Worldwide alliance, actively works with clients and brokers across the country.

CONNECT WITH US:
https://www.bullrealty.com

OUR MISSION

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

BULL REALTY
Asset & Occupancy Solutions

TCN
WORLDWIDE REAL ESTATE SERVICES

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 550 Pharr Road NE, Atlanta, GA 30305. 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 in 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 purchase the property, in whole or in part, as a lender, partner, in buy, 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 ____

CONTACT INFORMATION

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Atlanta, GA 30328
BullRealty.com

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.