



Offering Memorandum



Absolute Auction of 0.6 Acres Residential Land in Atlanta, Ga

1591 MCPHERSON AVE SE, ATLANTA, GA 30316

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The Team



MEET THE TEAM



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Property Information



PROPERTY SUMMARY

ABSOLUTE AUCTION OF 0.6 ACRES RESIDENTIAL LAND IN ATLANTA, GA

1591 MCPHERSON AVE SE
ATLANTA, GA 30316

OFFERING SUMMARY

STARTING BID:	Subject To Offer
AVAILABLE SF:	
LOT SIZE:	25,020 SF
PRICE / ACRE:	-



PROPERTY SUMMARY

Online Absolute Auction for 1591 McPherson Ave which offers 0.6 acres of residential land ready for your next project or investment. This Absolute Auction means the property will sell to the highest bidder regardless of price! It opens October 16th, 2025 at 9:00 AM and begins to close October 22nd, 2025 at 4:00 PM. Don't miss this rare chance to secure land in a desirable location

PROPERTY HIGHLIGHTS

- Absolute Auction
- Zoned R-4
- 0.6 Acres
- October 16th-22nd



KEY FEATURE



KEY FEATURE



KEY FEATURE

PROPERTY PHOTOS





Location Information

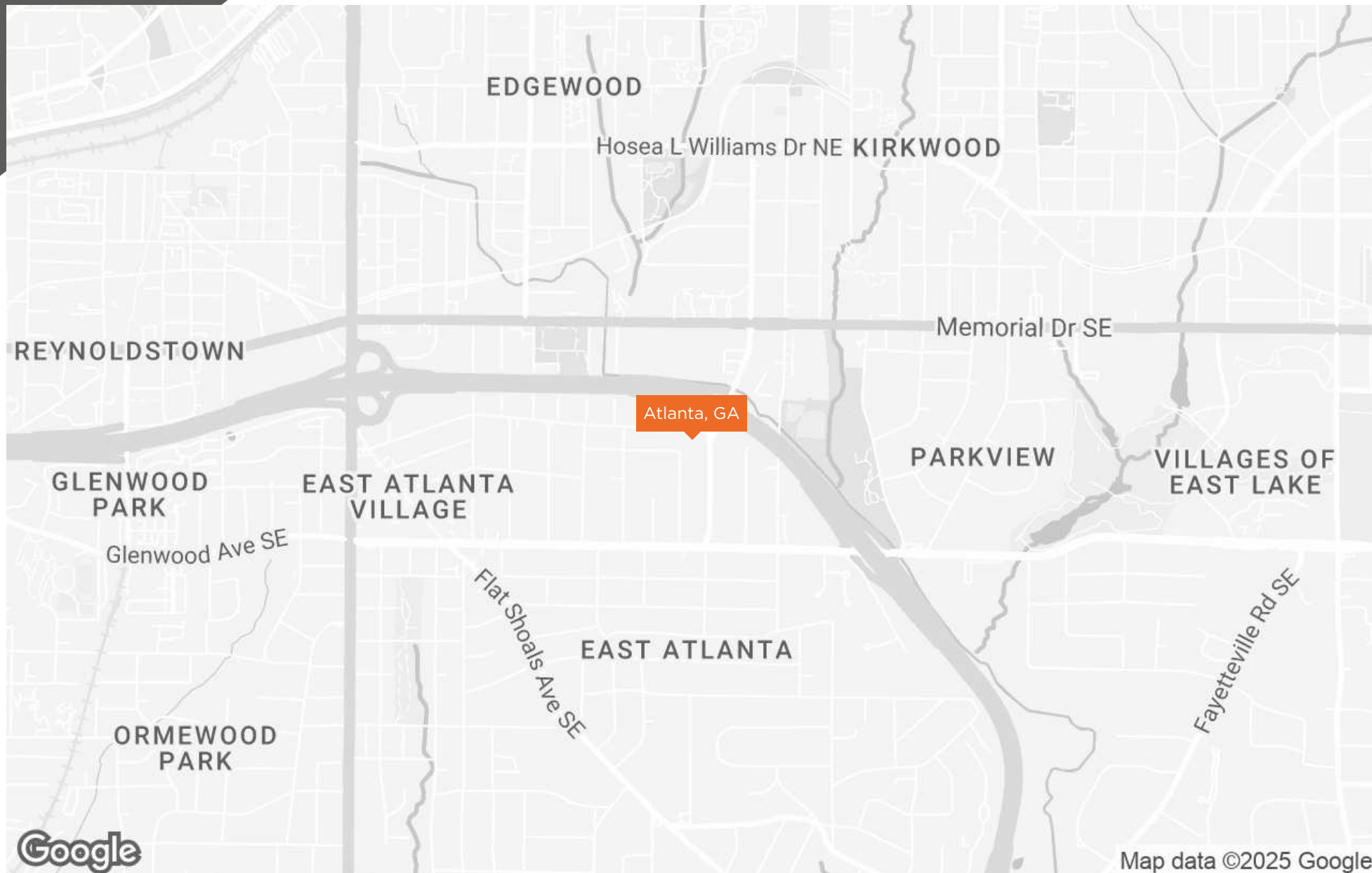


LOCATION DESCRIPTION

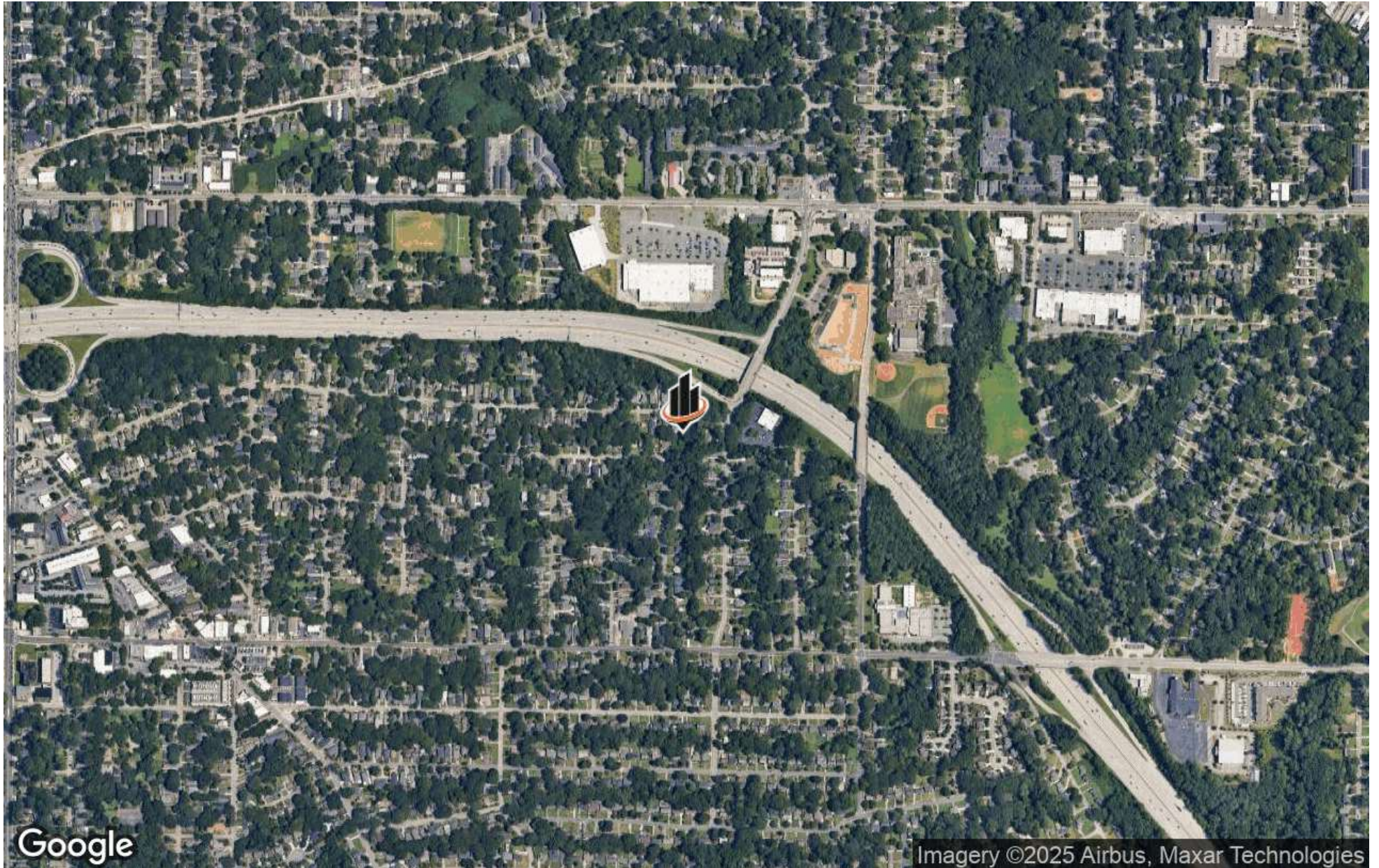


Explore the vibrant neighborhood surrounding this Atlanta property, offering easy access to dining, entertainment, and major business hubs. Enjoy nearby attractions like the Atlanta BeltLine, Ponce City Market, and Grant Park, providing a perfect blend of urban convenience and green spaces. With a dynamic mix of businesses, dining options, and cultural venues, this area presents an enticing opportunity for buyers seeking a strategic and thriving location in Atlanta, GA.

REGIONAL MAP



AERIAL MAP





Demographics

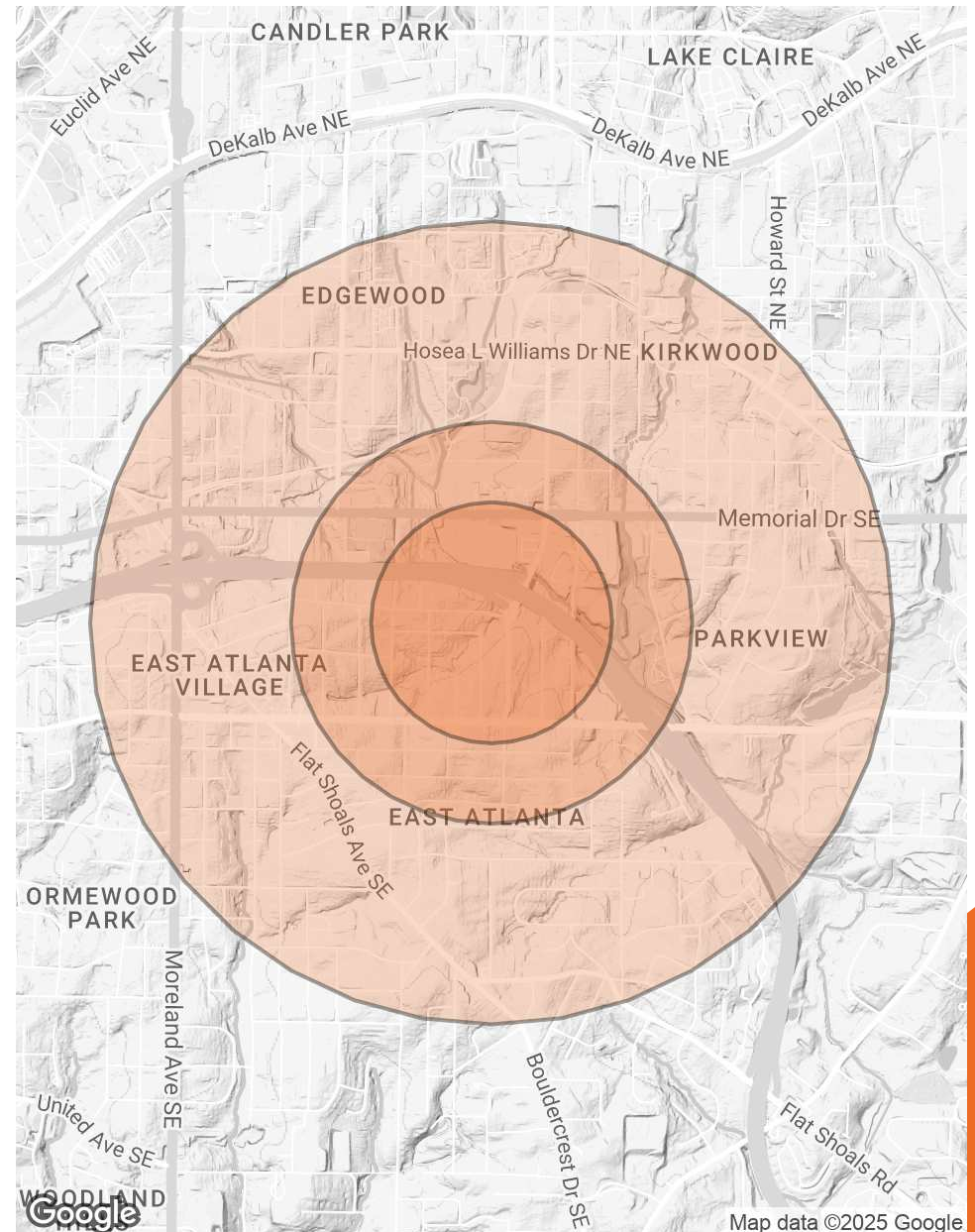


DEMOGRAPHICS MAP & REPORT

POPULATION	0.3 MILES	0.5 MILES	1 MILE
TOTAL POPULATION	819	2,706	13,905
AVERAGE AGE	40	39	37
AVERAGE AGE (MALE)	40	38	37
AVERAGE AGE (FEMALE)	40	39	38

HOUSEHOLDS & INCOME	0.3 MILES	0.5 MILES	1 MILE
TOTAL HOUSEHOLDS	421	1,314	6,735
# OF PERSONS PER HH	1.9	2.1	2.1
AVERAGE HH INCOME	\$113,888	\$120,958	\$133,095
AVERAGE HOUSE VALUE	\$603,118	\$559,645	\$566,507

Demographics data derived from AlphaMap



THE SVN BRAND

Founded in 1987

A **globally** recognized brand

Local **independent ownership** combined with a **global support** network

225+ Offices across the globe (and expanding)

Accelerated growth through the collective strength of our network

Proactive **promotion of properties and fee sharing** with the entire commercial real estate industry

Robust **global platform**

Advancing commercial real estate through **cooperation, collaboration, and organized competition**

A franchise business model that supports entrepreneurial growth and autonomy

Over **2,000 Advisors** and staff

7+7 Core Services & Specialty Practice Areas

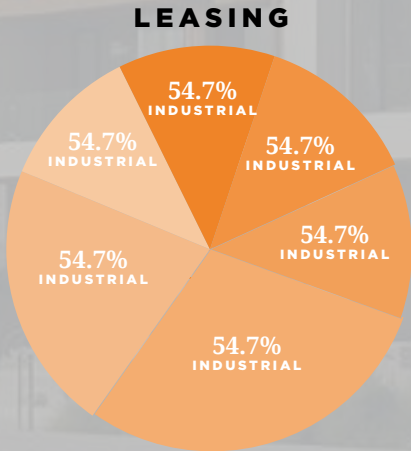
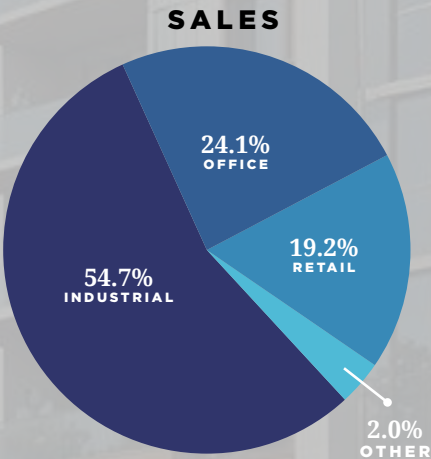
More offices in the US than any other CRE company.

Comprehensive **training & support**

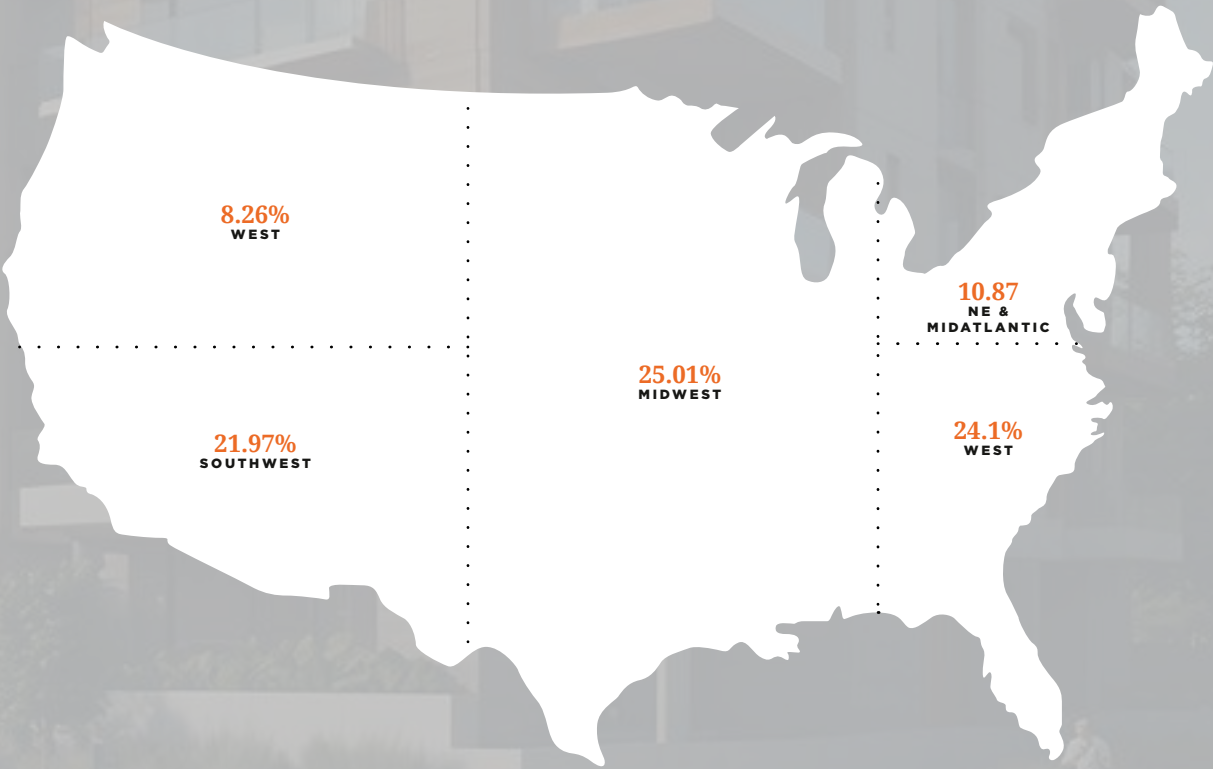
Commitment to **working together to create amazing value** with our clients, colleagues, and our communities.

THE SHARED VALUE NETWORK®

SVN was founded on the belief that **proactively cooperating and collaborating** with the global commercial real estate community is the right thing to do for our clients and the best way to ensure **maximum value** for a property. When a client chooses SVN, they **mobilize the entire SVN organization** of experts and all our trusted relationships to act on their behalf. We **share data, knowledge, and opportunities** with the entire brokerage community. This model ensures gives our offices and Advisors an **opportunity for exponential growth** and **unmatched earning potential**. This belief in a **Shared Value Network®** is what forms the foundation of the SVN Difference.



TRANSACTION VOLUME
UNITED STATES NATIONAL DISTRIBUTION



CORE SERVICES:

- SALES
- LEASING
- PROPERTY MANAGEMENT
- CORPORATE SERVICES
- TENANT REPRESENTATION
- ACCELERATED SALES
- CAPITAL MARKETS

SPECIALITY PRACTICES:

- HOSPITALITY
- INDUSTRIAL
- LAND
- MULTIFAMILY
- OFFICE
- RETAIL
- SPECIAL PURPOSES

MARKETING PLATFORM

- ✓ PROPERTY SIGNAGE
- ✓ PROPERTY POSTCARDS
- ✓ REGIONAL EMAIL BLAST
- ✓ CRE FEATURED PROPERTY BLAST
- ✓ SVN NATIONAL BLAST EMAIL
- ✓ BUILDOUT PROPERTY & MARKETING PLATFORM
- ✓ DIRECT EMAIL, MAIL & PHONE CALLS
- ✓ MARKETING & SOCIAL MEDIA TEMPLATES
- ✓ SOCIAL MEDIA & PROMOTION
- ✓ INTERACTIVE APPS
- ✓ WEEKLY FEATURED PROPERTIES

PROPERTY MANAGEMENT

SVN is a **full-service commercial real estate firm** helping investors and property owners **grow their portfolios**. Our Advisors leverage the **strength and expertise of a network** of SVN professionals across the US and the world to assist you with buying, selling, and managing your investment real estate property.

As experts in your local market, our **leasing, capital markets, and property management** services make your ownership experience simpler, more productive, and more profitable.

We address each client's individual needs and build a **property-specific strategy**, harnessing the power of **collaboration to drive success**.

LEASE ADMINISTRATION

REPAIRS & MAINTENANCE

COLLECTIONS & BILL PAYMENTS

TENANT RELATIONS & OVERSIGHT



Property Management Services

Our Commercial Property Management Services are designed to take the stress out of property ownership. We manage everything from **lease administration and maintenance to collections and tenant relations**, ensuring your property runs smoothly. Our team is dedicated to providing a **seamless and positive experience** for both you and your tenants, allowing you to **focus on what matters most—your investment**.

PROPERTY MANAGEMENT

At SVN, we redefine commercial property management by offering a **comprehensive, asset-focused approach** that ensures your investments not only perform but **thrive**. Our mission is to provide **unparalleled service** through an integrated suite of offerings, encompassing **brokerage, leasing, maintenance,** and strategic asset management.

FINANCIAL TRANSPARENCY

Transparency is at the core of our financial management practices. We provide detailed, real-time financial reporting, enabling you to make informed decisions. Our strategic financial services include budgeting, expense tracking, and revenue optimization, ensuring your investments achieve their full potential.

TECHNOLOGY- DRIVEN

SVN harnesses cutting-edge technologies to enhance efficiency and engagement. Our online portals offer real-time access to property data, maintenance requests, and financial reports, keeping you informed and in control.

HOLISTIC ASSET MANAGEMENT

SVN isn't just a property management firm; we are your strategic partner in asset management. Our services are designed to maximize your property's value and performance. We combine industry expertise, innovative technologies, and a deep understanding of market dynamics to deliver customized solutions tailored to your investment goals.

FULL SERVICE

Our end-to-end services streamline operations and enhance property value. From leasing and tenant relations to maintenance and financial oversight, we cover all aspects of property management, allowing you to focus on expanding your portfolio.

PROACTIVE MAINTENANCE

Our proactive approach to property management ensures potential issues are swiftly identified and addressed, saving you money and preventing costly repairs. Through regular evaluations, stringent safety protocols, and strategic capital expenditure plans, we protect your assets, ensuring they remain in excellent condition.

SUSTAINABLE AND INNOVATIVE

We are committed to sustainable practices and innovative solutions that not only enhance property value but also reduce environmental impact. Our green initiatives and energy-efficient practices offer significant cost savings and reflect our dedication to responsible asset management.

EXPERTISE ACROSS SECTORS

Specializing in office, retail, and medical spaces, SVN leverages its extensive knowledge and experience to manage diverse commercial properties. Our team of seasoned professionals stays ahead of industry trends, ensuring your assets are always competitive and compliant.

VALUE PROPOSITION

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DISCLAIMER

The material contained in this Offering Brochure is furnished solely for the purpose of considering the purchase of the property within and is not to be used for any other purpose. This information should not, under any circumstances, be photocopied or disclosed to any third party without the written consent of the SVN® Advisor or Property Owner, or used for any purpose whatsoever other than to evaluate the possible purchase of the Property.

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 Brochure. If the person receiving these materials does not choose to pursue a purchase of the Property, this Offering Brochure 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 Brochure 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 Brochure, 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.

The information contained herein is subject to change without notice and the recipient of these materials shall not look to Owner or the SVN Advisor nor any of their officers, employees, representatives, independent contractors or affiliates, for the accuracy or completeness thereof. Recipients of this Offering Brochure are advised and encouraged to conduct their own comprehensive review and analysis of the Property.

This Offering Brochure 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 Brochure 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



Collective Strength, Accelerated Growth

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