

# RH

RESTORATION HARDWARE  
ATLANTA

*TROPHY NET LEASE INVESTMENT OPPORTUNITY*



EXECUTIVE SUMMARY

# OPPORTUNITY OVERVIEW

## ADDRESS

3030 PEACHTREE RD NW,  
ATLANTA, GA 30305

## GLA & LAND SIZE

63,831 SF / 1.58 ACRES

## 10+ YEARS

TERM REMAINING

## ABSOLUTE NET

NO LANDLORD  
RESPONSIBILITIES

## NOI

\$2,691,000

## CAGR/NOI GROWTH

SIGNIFICANT CAGR / NOI  
GROWTH OF NEARLY 4.0%

<b>Demographics</b>	<b>0.5 Mile</b>	<b>1-Mile</b>	<b>3-Mile</b>	<b>5-Mile</b>
<b>Population</b>				
2020 Estimate	9,339	19,494	126,886	331,354
2025 Estimate	10,148	20,979	135,706	351,864
<b>Pop. Growth</b>				
Growth 2000-2020	105%	53%	41%	33%
Projected Growth 2020-2025	9%	8%	7%	6%
<b>Education</b>				
Bachelors Degree or Higher	75%	79%	76%	73%
<b>Average HH Income</b>				
2020 Estimate	\$147,397	\$170,515	\$157,486	\$149,230
<b>Daytime Population</b>				
2020 Estimate	118,668 within a 3 mile radius of RH Atlanta			



# ICONIC SOUTHEAST ASSET

RH Atlanta is a generational asset entrenched in the heart of Buckhead Atlanta, one of the densest and fastest growing submarkets in the Southeast. The Property offers Investors the rare opportunity to acquire a core, in-fill asset with strong income security, exceptional growth & value potential, a captive consumer base, and no landlord responsibilities.



**ICONIC ASSET IN THE HEART OF BUCKHEAD ATLANTA - ONE OF THE MOST AFFLUENT SUBMARKETS IN THE SOUTHEAST**



**UNPARALLELED ACCESS TO THE IDEAL RESTORATION HARDWARE SHOPPER**



**FRONTAGE & SIGNALIZED ACCESS ON PEACHTREE RD. - THE MOST PROMINENT THOROUGHFARE IN ATLANTA**



**FLAGSHIP ATLANTA LOCATION WITH EXPERIENTIAL ELEMENT**



# EXCEPTIONAL NOI / CASH FLOW GROWTH OPPORTUNITIES

1

## **CONTRACTUAL RENT GROWTH**

Contractual rent bumps during RH's initial term of nearly **30% INCREASE**, lead to strong NOI Growth / CAGR.

2

## **ROBUST SALES GROWTH LEADING TO HIGHER % RENT**

RH Atlanta has experienced robust sales growth **THAT SIGNIFICANTLY EXCEEDS THE PERCENTAGE RENT BREAKPOINT**, which offers Ownership **FUTURE UPSIDE** to participate in the success of the business.

3

## **RH ADDITIONAL REVENUE DRIVERS**

RH Atlanta has the potential to **ADD A RESTAURANT OR RESIDENTIAL COMPONENT**, which could result in significant revenue growth for Ownership.

4

## **RE-DEVELOPMENT POTENTIAL**

RH Atlanta offers the potential for **FURTHER DENSIFICATION & VALUE CREATION FROM 0.5 - 1.0 ACRES OF THE BACK PORTION OF THE SITE.**

# RH

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## THE MOST SOUGHT-AFTER ASSET IN THE SOUTHEAST



CORE, GENERATIONAL  
OFFERING WITH  
**SUBSTANTIAL**  
TERM REMAINING



2014 CONSTRUCTION &  
**ABSOLUTE NNN**  
LEASE WITH  
NO LANDLORD  
RESPONSIBILITIES



**EXPLOSIVE**  
**SALES GROWTH** THAT  
SIGNIFICANTLY EXCEEDS  
THE TENANT'S PERCENTAGE  
BREAKPOINT



**ROBUST COMPANY  
PERFORMANCE**  
2ND QUARTER 2020

Earnings per Share	Operating Margin	Adj. Net Income
<b>53% ↑</b>	<b>690 bps ↑</b>	<b>72% ↑</b>

FREE CASH FLOW DOUBLED

<b>\$109MM</b>	<b>→</b>	<b>\$218MM</b>
Q2'19		Q2'20

# BUCKHEAD ATLANTA

THE MOST HIGHLY SOUGHT AFTER SUBMARKET IN THE SOUTHEAST

GA-400 & PATHWAY 400

## BUCKHEAD ATLANTA - RESIDENTIAL BOOM

**2,000+** Residential Units have been delivered since 2018 within a 0.5 mile radius of RH ATL  
**700+** Residential Units are currently under construction within a 0.5 mile radius of RH ATL

## SIGNIFICANT DAYTIME POPULATION

**118,668** DAYTIME EMPLOYEES  
 (3-MILE RADIUS OF RH)

**Camden Buckhead**  
 365 Apartments  
 Under Construction

**The Gentry**  
 291 Luxurious Apartments  
 Built in 2020

**Hanover Buckhead Village**  
 353 Luxurious Apartments  
 Built in 2018

**The Irby**  
 227 Luxurious Apartments  
 Built in 2020

**ST REGIS**  
 150 Rooms | \$368 ADR  
 53 Penthouse Condos  
 +/- \$4M Condo Price

**WHOLE FOODS MARKET**

**THE CHARLES**  
 BUCKHEAD VILLAGE ATLANTA  
 57 Condos  
 \$1.5M - \$4M  
 Built in 2019

**THE THOMPSON HOTEL**  
 \$90M Hotel Development  
 201 Rooms | 1H-2021

**Buckhead Village District**  
 One of the most luxurious, high-end shopping destinations in Atlanta

**RH**  
 RESTORATION HARDWARE

**Modera Buckhead**  
 399 Luxurious Apartments  
 Built in 2019

**Alexan Buckhead Village**  
 249 Apartments  
 Built in 2018

**The Sutton**  
 151 Luxurious Apartments  
 Built in 2019

PEACHTREE RD. | 57,000 VPD

**Lenox Mall & Phipps Plaza**  
 Phipps Plaza (left) and Lenox Mall (below) are two of the most highest performing, luxury malls in the Southeast.

# SURROUNDED BY AFFLUENCE

RH ATLANTA IS SURROUNDED BY HIGHLY CONCENTRATED POCKETS OF WEALTH

\$223K 82%

\$246K 87%

\$235K 89%

\$240K 85%

GEORGIA GOVERNOR'S MANSION

\$133K 73%

PEACHTREE RD. | 57,000 VPD

WEST PACES FERRY RD.



AVG. HOME VALUES  
ON THE WEST PACES  
FERRY RD. CORRIDOR

**\$2M - \$5M**

## LEGEND

- AVERAGE HOUSEHOLD INCOME
- BACHELOR'S DEGREE OR MORE
- CENSUS TRACT BOUNDARY
- PEACHTREE RD.
- WEST PACES FERRY RD.



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