



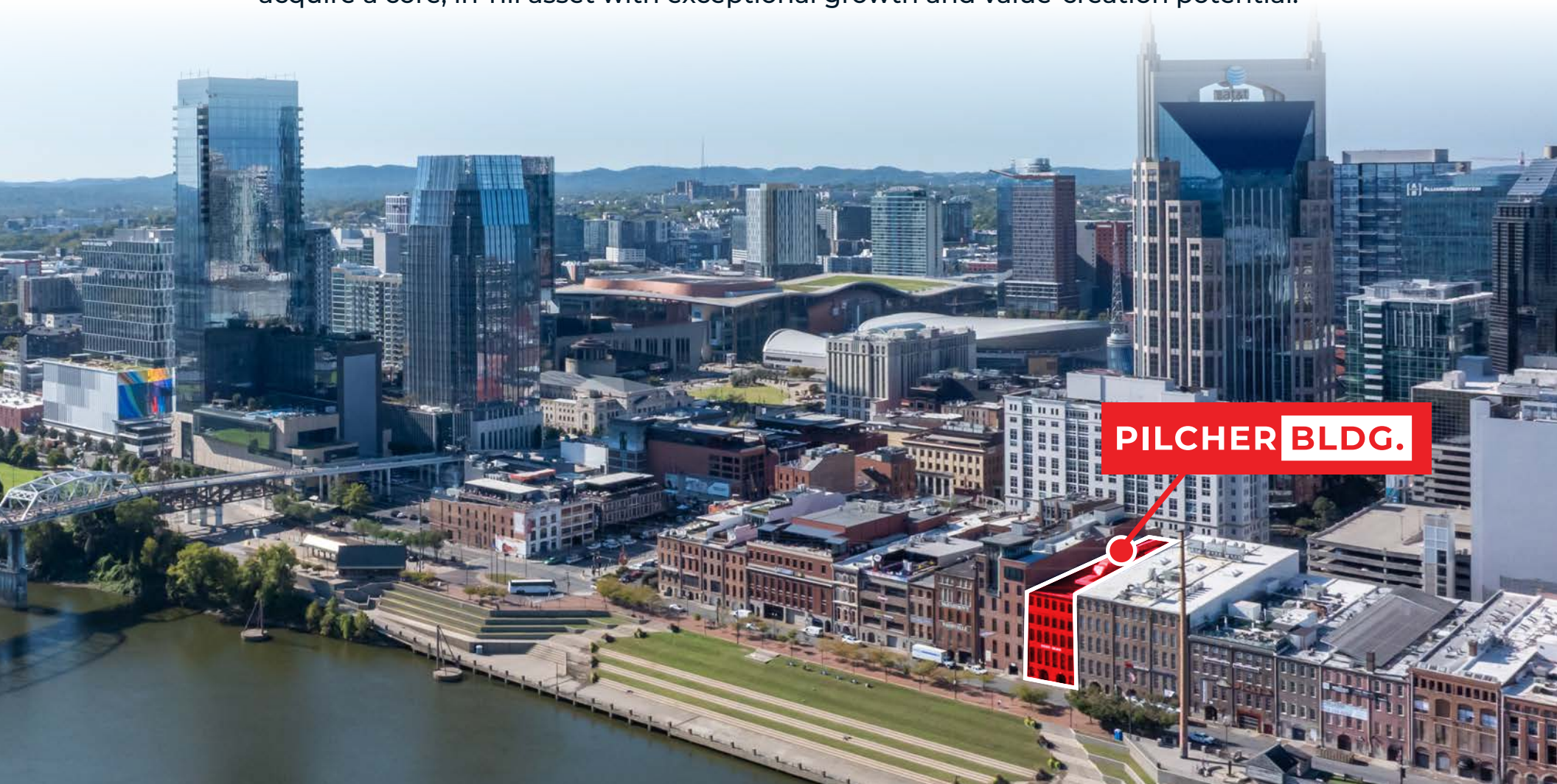
PILCHER BLDG.

NASHVILLE, TENNESSEE

 JLL | OFFERING SUMMARY

PILCHER BLDG. AN ICONIC NASHVILLE ASSET

The Pilcher Building is a generational asset entrenched in the heart of one of the most dynamic and highly sought after submarkets in the entire United States. The Property will offer Investors a rare opportunity to acquire a core, in-fill asset with exceptional growth and value-creation potential.



PROPERTY OVERVIEW

Address

144 2nd Avenue North, Nashville, TN, 37201

Occupancy

Commercial: 83%
Short Term Rental: 56% (2025 Avg.)

Financials

As-Is NOI: \$1,134,341
10 Year NOI Growth: 79%
10 Year CAGR: 5.4%

Year Built / Renovated

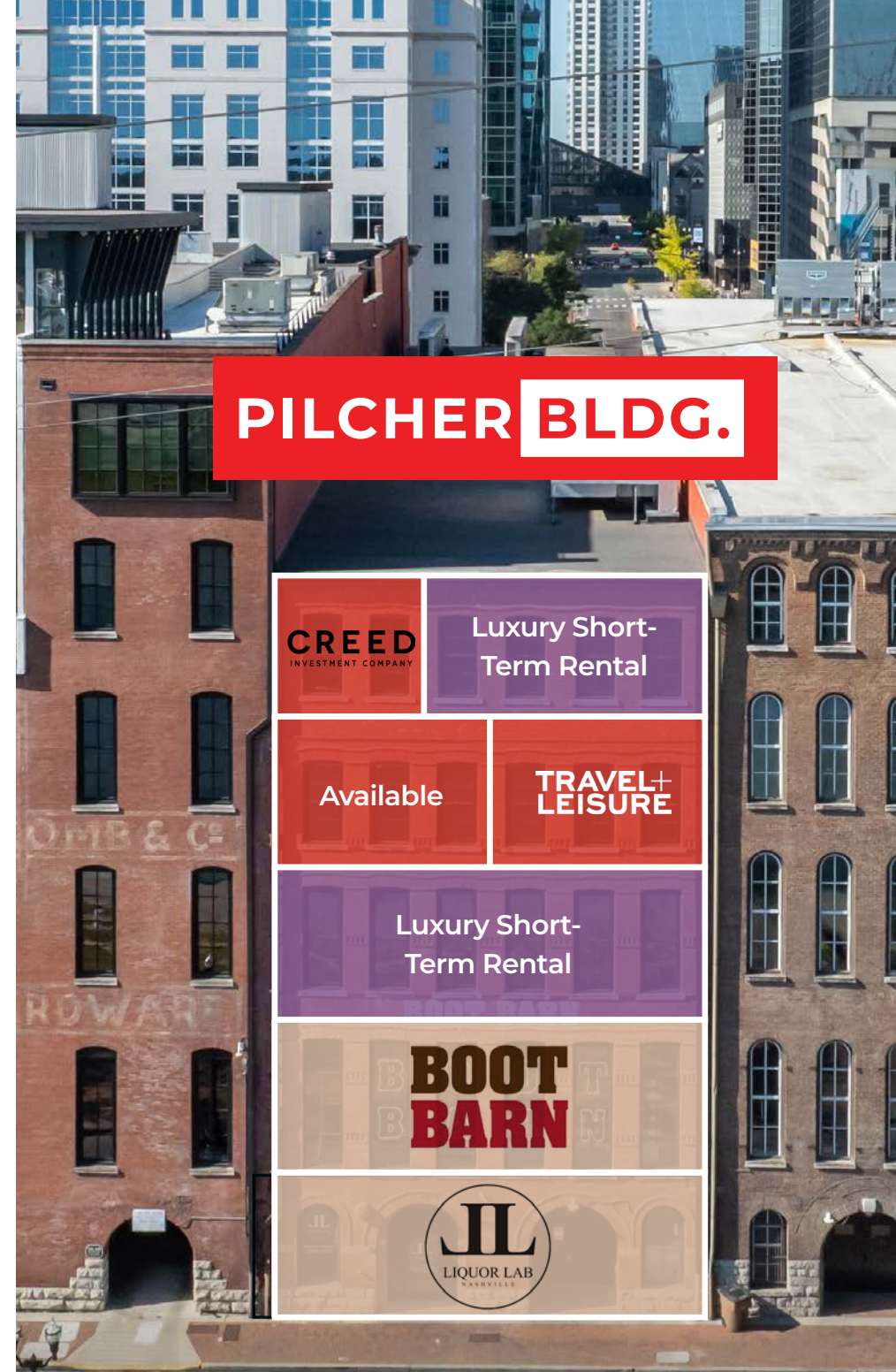
1900 / 2018

Asset Composition Breakdown

Use	SF	Est. Gross Rent	% of GLA	% of Income
Airbnb	13,587	\$786,000	35%	43%
Office	11,033	\$230,000	29%	13%
Retail	14,064	\$815,000	36%	45%
Total	38,684	\$1,831,000	100%	100%

Demographics

	1 Mile	3 Mile	5 Mile
Population			
2025 Total Population	18,908	131,592	259,717
2025 Daytime Population	65,854	311,691	462,001
Est. 5-Year Population Growth	48%	20%	13%
Annual Nashville Tourists	17,000,000+		
Average Household Income			
Average Household Income	\$128,276	\$123,612	\$127,330





INVESTMENT HIGHLIGHTS



Nashville - one of the most sought after investment markets in the U.S.



Located in an **explosive submarket** and proximate to numerous **economic drivers**



Repositioning and favorable zoning with ability to repurpose the building for other uses
(multi-family, hotel, restaurant, bar / nightclub, brewery, etc..)



Value-Add Potential via lease up of vacancy, re-tenanting spaces and increasing short-term rental income



Immediately **proximate to** one of **the most iconic entertainment districts in the U.S.**



Income Diversification with Highly Rated Airbnb, Office, and Retail



Recently reconstructed building in the heart of Broadway / 2nd Avenue with **limited future deferred maintenance**

NASHVILLE - THE NEWEST GATEWAY CITY

TOP 5

INVESTMENT MARKET
IN THE NATION
(2025)

ULI & PWC

COMPANIES THAT HAVE NATIONAL OR INTERNATIONAL
HEADQUARTERS LOCATED IN NASHVILLE



2M+

NASHVILLE
POPULATION

US CENSUS BUREAU

2.7%

UNEMPLOYMENT
RATE (2025)

US CENSUS BUREAU

#4

FASTEST GROWING
MSA LAST 3 YEARS

US CENSUS BUREAU

NOTABLE ACCOLADES AND RANKINGS

#1

HOTTEST
JOB MARKET

WSJ

#2

TOP MEETING
DESTINATION

CVENT

#1

BEST CITY TO LIVE
AFTER PANDEMIC

TODAY

#1

MARKET TO WATCH
IN 2023

PWC

#1

BEST MARKET
TO BUY A HOME

PWC

IRREPLACEABLE IN-FILL LOCATION

Pilcher Building is centrally located at the epicenter of an exploding Nashville Core, characterized by corporate relocations, an affluent and expanding population, private and public capital investments, and significant recent development.

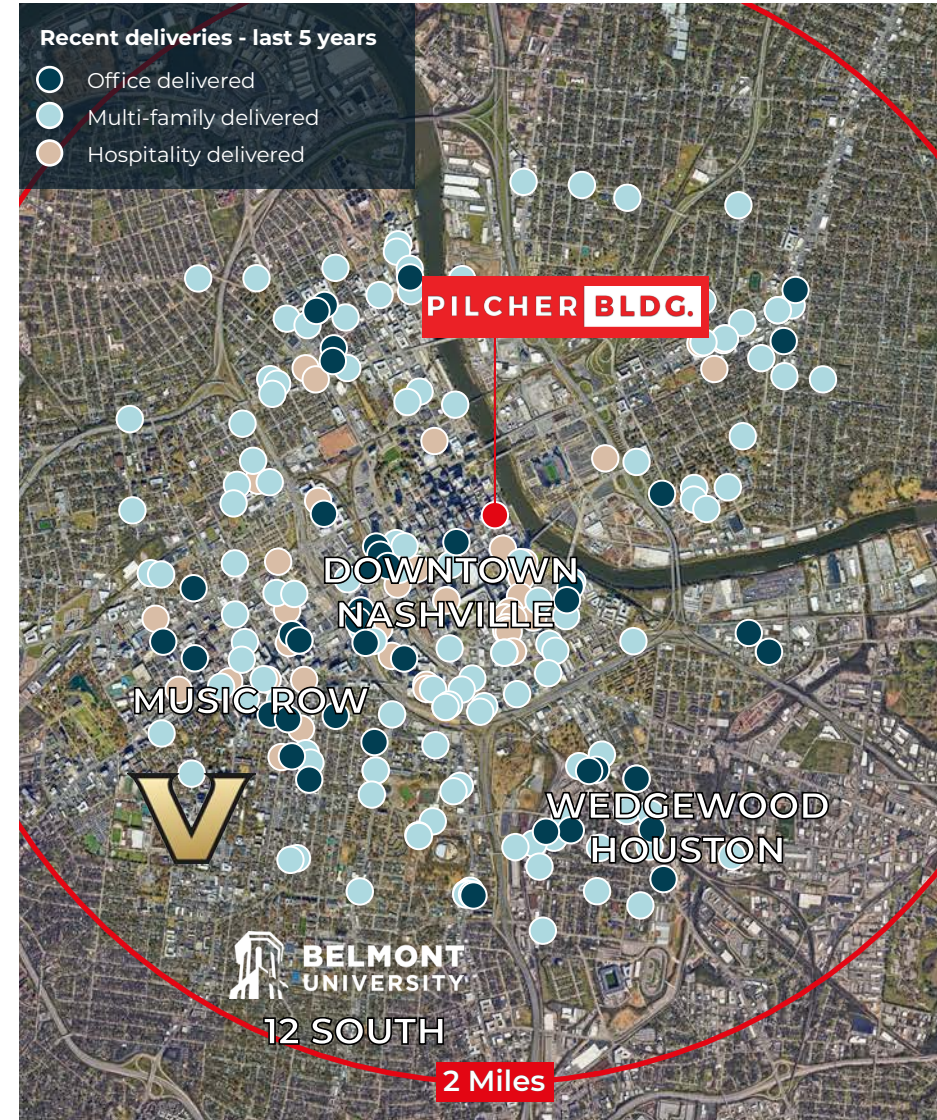


UNPRECEDENTED SUBMARKET TRANSFORMATION

Over the past 5 years, the immediate submarket has experienced transformative growth, with a rise in population, employment, and increase in tourism.

Pilcher Building (2-Mile Radius)	5 Year Market Trend		Growth
Population	117,941	➔ 131,592	12%
Multi-Family Units	27,886	➔ 46,643	67%
Hotel Keys (2-Mile Radius)	15,077	➔ 19,818	31%
Office Square Footage	28,361,897	➔ 32,644,810	15%

Nashville MSA	5 Year Market Trend		Growth
MSA Population	2.03 Million	➔ 2.15 Million	6%
Labor Force	1,134,732	➔ 1,194,506	5%
MSA GDP (Gross Domestic Product)	\$130.5 Billion	➔ \$187.8 Billion	44%
Corporate Relocations / Expansions	169 Individual Expansions / Relocations		43,038 New Jobs



ICONIC BROADWAY LOCATION

The Pilcher Building is strategically positioned adjacent to Lower Broadway, Nashville's most vibrant and trafficked tourist destination.

90
Walk Score

Broadway
3 Minutes

Country Music Hall of Fame
10 Minutes

Bridgestone Arena
15 Minutes

Nissan Stadium
15 Minutes



Lower Broadway is one of the most desirable submarkets in the entire country, with a significant amount of recent capital investments.

1. Jon Bon Jovi \$130M / \$3,500 PSF
listed

2. Jelly Roll's \$100M / \$3,200 PSF
listed

3. Margaritaville \$75M / \$3,000 PSF
closed

PILCHER BLDG.

STRATEGIC SHORT TERM RENTAL LOCATION & REVENUE DRIVERS

Pilcher Lofts are exceptionally positioned within walking distance of Nashville's major tourist and financial destinations. Given Nashville's dominant business climate and projected increases in travel due to the increasingly popular music scene, new Titan's stadium, and more, Pilcher Building's short-term rental units are poised for future growth.

PILCHER ACCOLADES

#1 Airbnb

Time Out #1 Airbnb Downtown Nashville

Guest Favorite

One of the most loving homes on Airbnb according to guests

4.96
★★★★★

243
Reviews

One of the Best Airbnbs in Nashville

Architectural Digest

Top 10% of Homes

This home is highly ranked based on ratings, reviews, and reliability.



IMMEDIATE NEAR-TERM REPOSITIONING AND VALUE-ADD OPPORTUNITIES

Below Market In-Place Rents

Tenant		Mark-to-Market
Creed Investment Co	→	61%+
Travel + Leisure	→	52%+
Boot Barn	→	40%+
Liquor Lab	→	40%+

Immediate Lease Up

4,366 SF

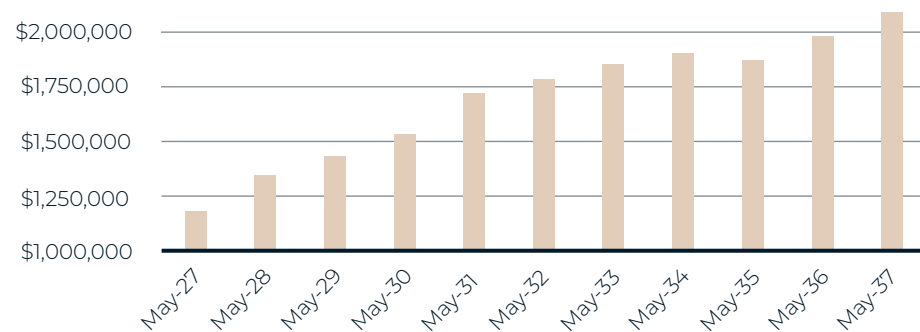
Available for immediate lease up



\$220K+

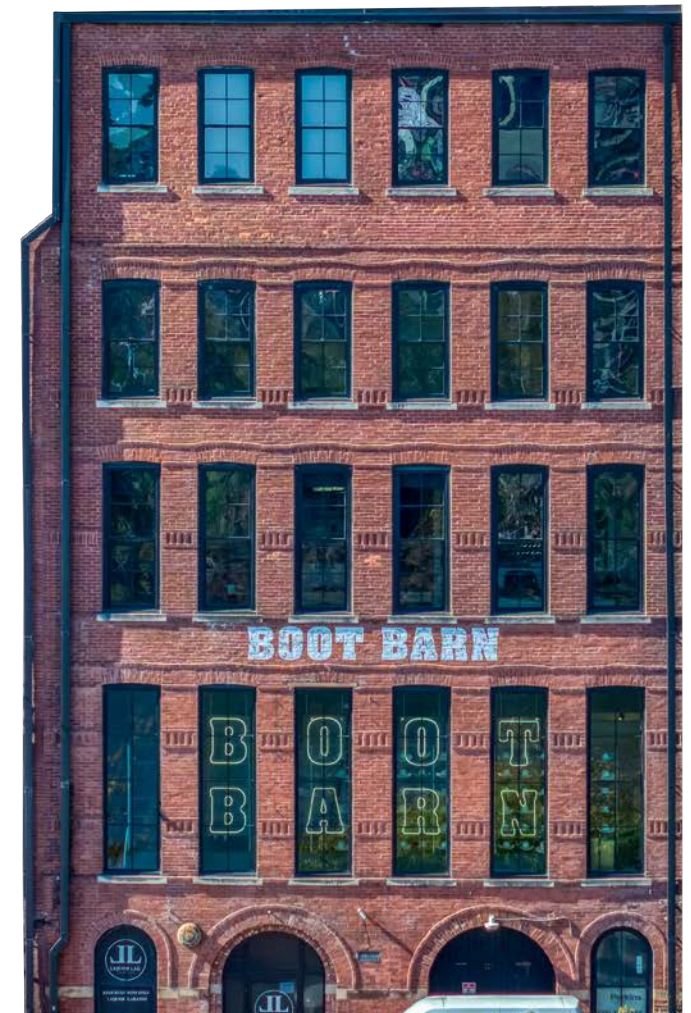
Potential NOI Increase

79% NOI Growth / 5.4% CAGR

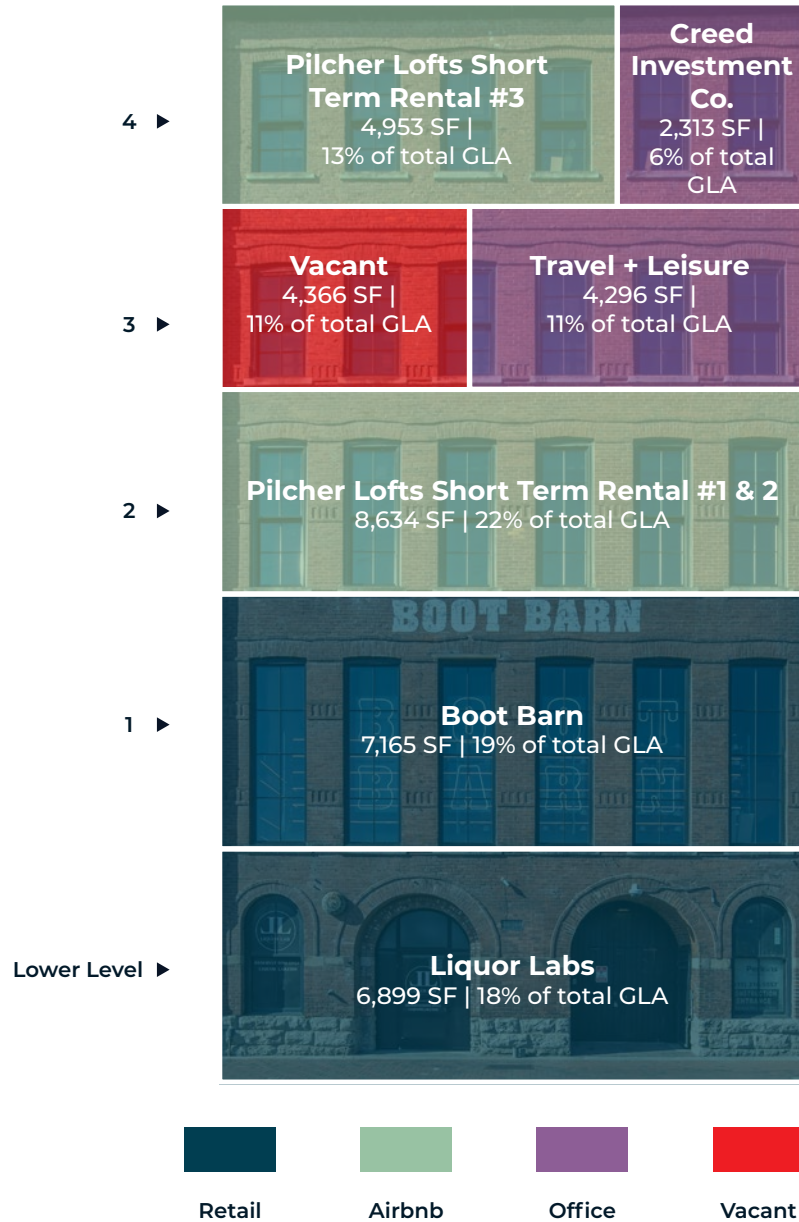


Repositioning Potential

Future Ownership will have maximum optionality to re-purpose the top 3 floors of the Pilcher building totaling 24,562 SF.

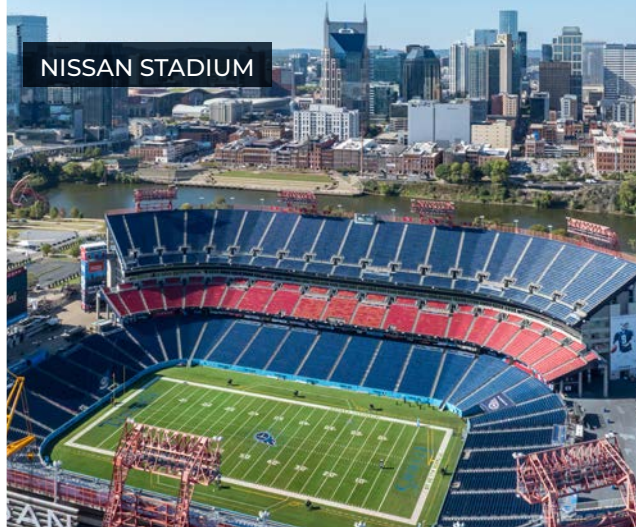


STACKING PLAN





BRIDGESTONE ARENA



NISSAN STADIUM



MUSIC CITY CENTER



COUNTRY MUSIC HALL OF FAME



BROADWAY



2ND AVENUE

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