



RADIAL

• AT MoRA POINT

4
2
3
8





RADIAL

● AT MoRA POINT

JLL, as exclusive advisor, is pleased to present for sale Radial at MoRa Point (the “Property”, the “Community”, or “Radial at MoRa Point”), a 58-home, newly built, Class A build-to-rent investment opportunity located in Charlotte, NC. The community offers a mix of two- and three-bedroom residences averaging approximately 1,545 square feet. The property offers premium amenities including stainless steel appliances, quartz countertops, walk-in showers, private entryways, and attached garages. Units feature open-concept floor plans with smart technology and oversized kitchens exceeding typical apartment standards. The thoughtfully designed residences deliver a premium living experience while maintaining competitive positioning within the East Charlotte luxury rental market.

Strategically located just minutes from Uptown Charlotte, Plaza Midwood, SouthPark, and Matthews, Radial provides unmatched connectivity to the region’s largest employment, retail, and entertainment nodes. The MoRa corridor is rapidly transforming with new retail, cultural amenities, and mixed-use development, mirroring the early-stage revitalization of Charlotte’s most successful lifestyle submarkets.

Charlotte continues to rank among the nation’s top markets for in-migration, job creation, and housing demand, while rising for-sale housing costs are pushing households toward high-quality rental alternatives. With limited competitive supply and significant demographic tailwinds, Radial at MoRa Point is uniquely positioned for long-term rent growth and operational stability.

ADDRESS

4009 CONNECTION POINT BLVD,
CHARLOTTE, NC 28212

COUNTY

MECKLENBURG COUNTY

TYPE

TOWNHOMES

UNITS

58

VINTAGE

2025

AVERAGE SQUARE FOOTAGE

1,545

HOMES WITH GARAGES

38

AVERAGE LEASE RENTS

\$2,426 | \$1.57

LEASED (%)

79%



INVESTMENT HIGHLIGHTS

N^o.1

PREMIER BTR PRODUCT IN CHARLOTTE'S NEWEST NODE

N^o.2

FIRST MOVER ADOPTION IN MoRA SUBMARKET

N^o.3

SIGNIFICANT UPSIDE ON SECOND GENERATION LEASES

N^o.4

LIMITED SUPPLY & CONSTRAINED PIPELINE

N^o.5

HIGHLY ACCESSIBLE LOCATION WITH WALKING DISTANCE TO RETAIL

N^o.6

PROXIMITY TO MAJOR CHARLOTTE EMPLOYERS

PREMIER BTR PRODUCT IN CHARLOTTE'S NEWEST NODE

Radial at MoRa Point sets the standard as the first and only purpose-built BTR community in the MoRa submarket, delivering institutional-quality product into a corridor that has not yet seen comparable rental housing. The community's thoughtful design, modern floorplans, and high-end finishes place it at the very top of Charlotte's emerging Eastside rental market.



EXPANSIVE RESIDENT DOG PARK

MUDROOM AREA WITH CUBBIES, BENCHES, AND RACKS – SELECT FLOORPLANS



CUSTOM-LEVEL FINISHES WITH 2 COLOR SCHEME OPTIONS



BUILT-IN PET NOOKS FOR PET OWNERS



PLANNED OUT LITTLE NOOKS WITH NATURAL LIGHT FOR WFH RESIDENTS



WALKABILITY TO SEVERAL DINING, GROCERY, AND RETAIL OPTIONS



NEIGHBORING WALKABLE RETAIL



**CHARLOTTE-DOUGLAS INTERNATIONAL AIRPORT
(18 MIN)**

BOJANGLES COLISEUM

**SOUTH END
(14 MIN DRIVE)**

UPTOWN CHARLOTTE (12 MIN)
Bank of America
Honeywell
Truist
Bank of America Stadium
Spectrum Center

EAST MECKLENBURG HIGH SCHOOL

PLAZA MIDWOOD (10 MIN)

Moo & Brew
Intermezzo
Thirsty Beaver
Legion Brewing
Harris Teeter
DTR Plaza Midwood
milkbread
The Workman's Friend

**SOUTHPARK
(12 MIN)**

OAKHURST NEIGHBORHOOD (3 MIN DRIVE)

Night Swim Coffee
Common Market Oakhurst
The Teal Turnip
The Health Club
Vaulted Oak Brewing
Smokey Joe's Cafe
Oakhurst Commons

ELIZABETH (9 MINUTES)
Midwood Smokehouse
Supperland
Common Market
Catalina Kitchen and Bar
Crunkleton
Puerta
Rosemont
Caswell Station
Flight
Biscuit Belly
Elizabeth on 7th (office space)



MoRa Point

FIVE GUYS

**MATTHEWS
(13 MIN)**

MONROE RD

E INDEPENDENCE BLD



NODA (15 MIN)

Haberdish
Optimist Hall
NoDa Craft Beer Trail
The Goodyear House
Neighborhood Theatre
The Evening Muse

THE COMMONWEALTH (10 MIN)

uchi
bartaco
Harriet's Hamburgers
Sweetgreen
Warby Parker
South Block
Solidcore
Van Leeuwen
Lucchese Bootmaker

12 MIN
FROM UPTOWN
CHARLOTTE

18 MIN
FROM CHARLOTTE DOUGLAS
INTERNATIONAL AIRPORT

12 MIN
MIN FROM I-77
CORRIDOR

10 MIN
FROM THE COMMONWEALTH

<10 MIN
FROM 75+ RESTAURANTS, BARS,
AND ENTERTAINMENT OPTIONS

BOUNDLESS RENTAL UPSIDE AS HOMEOWNERSHIP COSTS RISE

Radial at MoRa Point is strategically positioned to capture substantial rental growth over the next five years, driven by favorable local demographics and a compelling affordability advantage versus homeownership. Within three miles of the asset, the average household income is \$107,593, enabling residents to support monthly housing expenses of up to \$2,988 when applying the standard 30% rent to income threshold. This creates \$563 in rental upside above Radial at MoRa Point's current in-place rents.

Median home values within this same one mile radius are \$456,348, resulting in monthly debt service of \$2,614 (assuming 20% down). When combined with market assumptions for insurance, repairs, maintenance, and taxes, the total monthly cost of homeownership in the immediate area reaches \$3,603. This dynamic provides \$1,177 in monthly rental headroom, positioning the property to capture meaningful rent growth while maintaining a competitive advantage against the buy versus rent decision for area residents.



\$563

RADIAL AT MORA POINT:
RENTAL HEADROOM TO 1/3
RENT-TO-INCOME RATIO

\$107,593

AVERAGE HOUSEHOLD INCOME
(3-MILE)

\$1,177

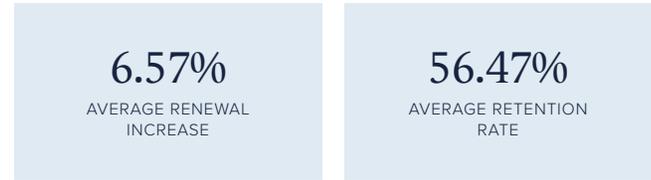
RADIAL AT MORA POINT:
RENTAL HEADROOM
TO MONTHLY COST OF
HOME OWNERSHIP

\$456,348

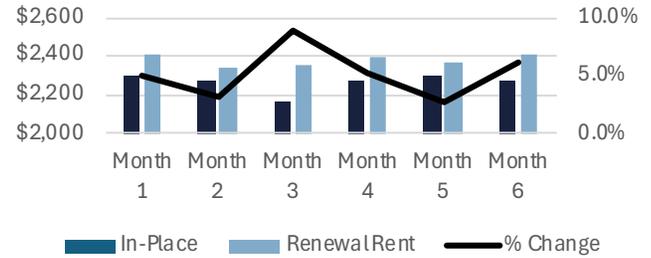
MEDIAN HOME VALUE

SIGNIFICANT UPSIDE ON SECOND GENERATION LEASES | DRIVE REVENUE ON TOWNHOME UNITS THROUGH LEASE EXPIRATIONS AND RENEWALS

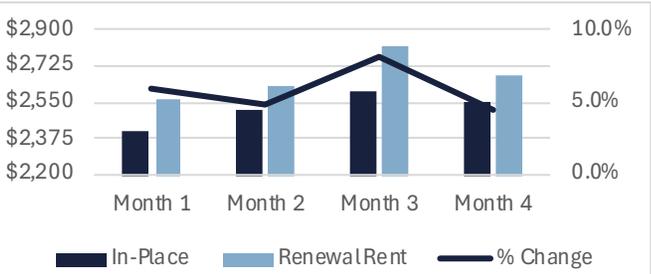
The Carolina's BTR market presents compelling evidence of significant rent growth opportunities for second-generation leases, with recent comparable properties demonstrating consistent 6% -8% pops on renewals and new leases. Strategic initial lease-up approaches that employ competitive rental rates enable rapid stabilization and establish predictable cash flow, positioning assets to capture substantial organic growth through market-rate renewals upon lease expirations. This methodology provides downside protection during the lease-up phase while creating clear value inflection points as tenants transition to market-rate renewals, generating meaningful NOI expansion and supporting long-term value creation.



PROPERTY 1					RENEWALS		
MONTH	TOTAL	RENEWED	RENEWAL %	IN-PLACE	RENT	\$ CHANGE	% CHANGE
Month 1	6	3	50.0%	\$2,295	\$2,410	\$115	5.0%
Month 2	7	4	57.1%	\$2,273	\$2,343	\$71	3.1%
Month 3	12	6	50.0%	\$2,160	\$2,351	\$190	8.8%
Month 4	13	6	46.2%	\$2,278	\$2,398	\$120	5.3%
Month 5	10	4	40.0%	\$2,300	\$2,364	\$64	2.8%
Month 6	13	4	30.8%	\$2,274	\$2,414	\$140	6.2%
TOTAL / AVG	61	27	44.3%	\$2,255	\$2,378	\$122	5.8%



PROPERTY 2					RENEWALS		
MONTH	TOTAL	RENEWED	RENEWAL %	IN-PLACE	RENT	\$ CHANGE	% CHANGE
Month 1	2	1	50.0%	\$2,200	\$2,376	\$176	8.0%
Month 2	8	6	75.0%	\$2,229	\$2,375	\$146	6.5%
Month 3	11	7	63.6%	\$2,250	\$2,448	\$198	8.8%
Month 4	12	9	75.0%	\$2,262	\$2,408	\$146	6.4%
Month 5	14	8	57.1%	\$2,231	\$2,416	\$184	8.3%
Month 6	10	4	40.0%	\$2,294	\$2,449	\$156	6.8%
TOTAL / AVG	57	35	61.4%	\$2,249	\$2,416	\$167	7.6%



PROPERTY 3					RENEWALS		
MONTH	TOTAL	RENEWED	RENEWAL %	IN-PLACE	RENT	\$ CHANGE	% CHANGE
Month 1	12	12	100.0%	\$2,416	\$2,562	\$145	6.0%
Month 2	15	6	40.0%	\$2,513	\$2,636	\$123	4.9%
Month 3	7	6	85.7%	\$2,609	\$2,823	\$214	8.2%
Month 4	13	9	69.2%	\$2,559	\$2,676	\$116	4.5%
TOTAL / AVG	47	33	70.2%	\$2,508	\$2,654	\$146	5.9%



PROPERTY 4					RENEWALS		
MONTH	TOTAL	RENEWED	RENEWAL %	IN-PLACE	RENT	\$ CHANGE	% CHANGE
Month 1	12	12	100.0%	\$2,265	\$2,425	\$160	7.1%
Month 2	15	6	40.0%	\$2,260	\$2,420	\$160	7.1%
Month 3	7	6	85.7%	\$2,365	\$2,530	\$165	7.0%
Month 4	13	9	69.2%	\$2,265	\$2,425	\$160	7.1%
TOTAL / AVG	47	33	70.2%	\$2,282	\$2,443	\$161	7.0%

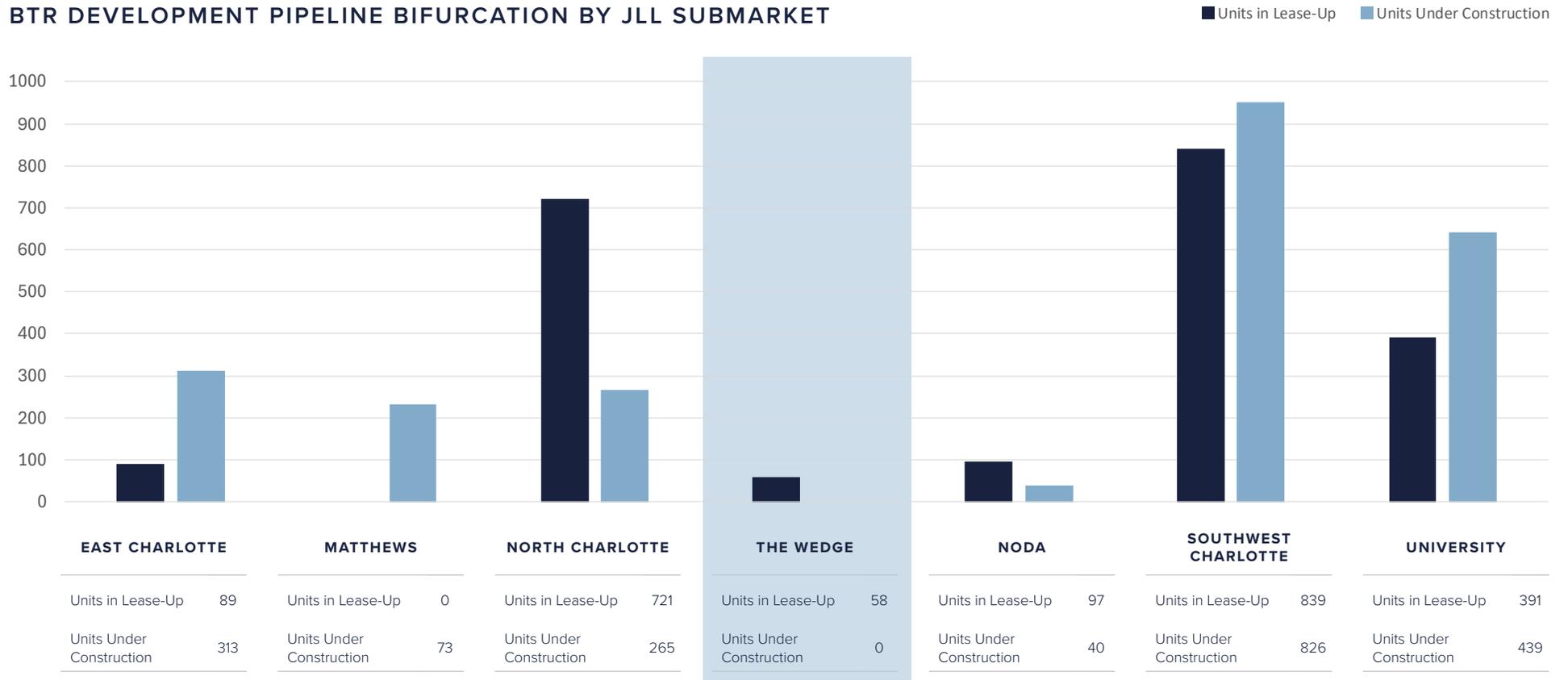


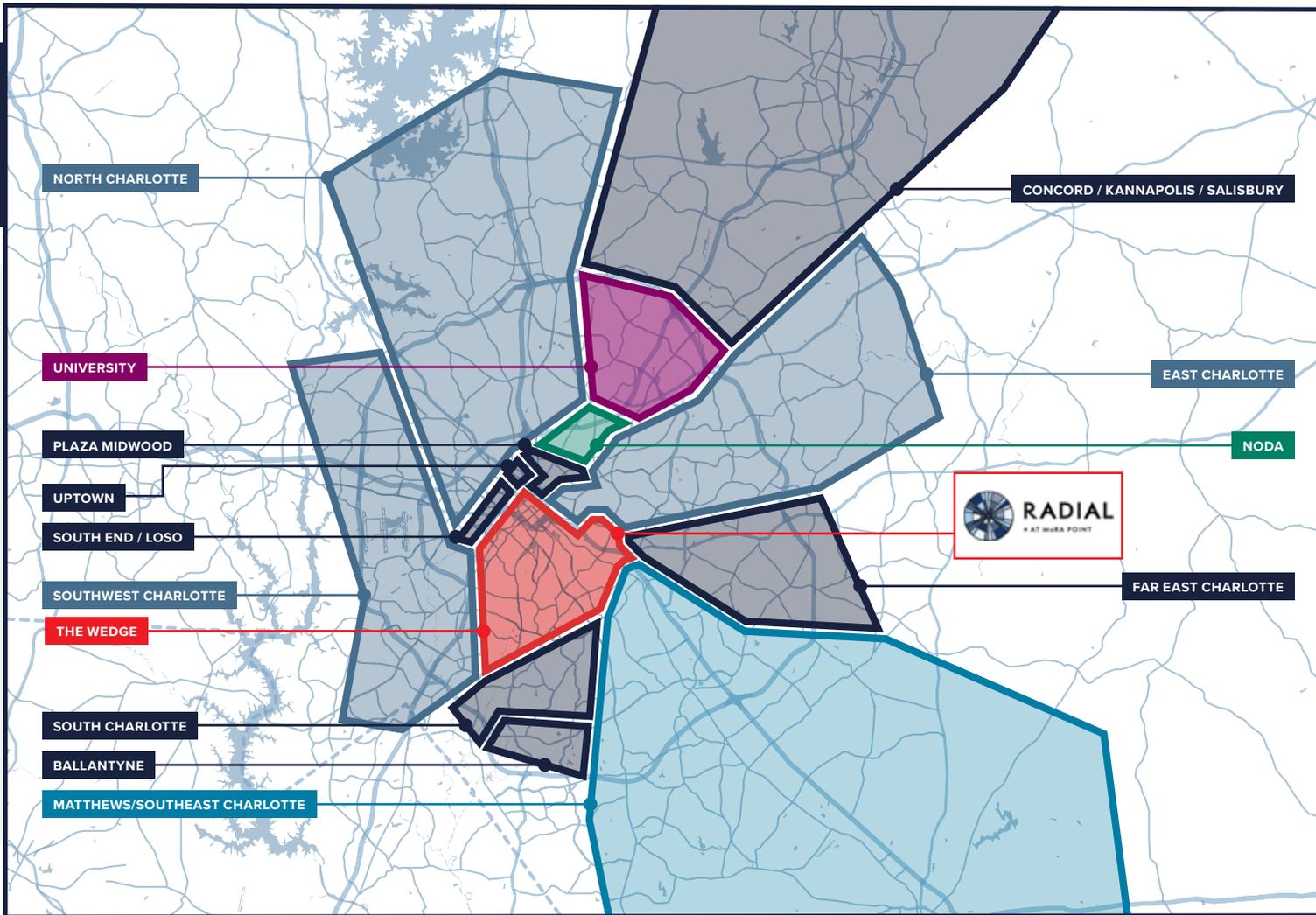
*Percentage growth calculated over leased rents

SUPPLY-CONSTRAINED SUBMARKET WITH SIGNIFICANT BARRIERS TO ENTRY

Radial at MoRa Point is located in the rapidly growing MoRa (Monroe Road corridor) submarket of East Charlotte. MoRa is rapidly transforming into one of Charlotte's most exciting new growth nodes. The area is seeing an influx of mixed-use investments and new retail that mirror the early transformation of Plaza Midwood and NoDa. Positioned at the intersection of affordability, authenticity, and accessibility, MoRa is poised to capture spillover demand from neighboring submarkets while charting its own unique identity.

BTR DEVELOPMENT PIPELINE BIFURCATION BY JLL SUBMARKET





0
UNITS UNDER
CONSTRUCTION

0
UNITS IN LEASE UP

1
STABILIZED DEAL

POISED FOR SUCCESS: THE WEDGE

With accelerating demographic growth, rising housing costs, high barriers to entry, and a limited supply of institutional rental housing, The Wedge is positioned as Charlotte's most affluent and high-demand submarket. Radial at MoRa Point is one of the only BTR communities in this submarket, with slim to no opportunity of future build for rent development. Thus the Asset is uniquely placed to capture long-term demand and sustained rental growth.

ACCESSIBLE LOCATION TO SURROUNDING AMENITIES

MORA SUBMARKET LIVE-WORK-PLAY

MoRa benefits from strong connectivity to surrounding retail corridors, providing residents with immediate access to daily conveniences, dining, and entertainment options. This accessibility enhances the appeal of the area, fostering a live-work-play environment that attracts renters. The proximity to high-quality retail amenities further supports long-term demand, positioning the submarket as a highly desirable residential destination.

The property is located in a clear path of growth, that will continue to grow southward all the way to Matthews, making this a unique opportunity to invest as an early mover into the future epicenter of the Independence Corridor.

COMMONWEALTH

1. uchi
2. Lucchese
3. Van Leeuwen
4. solidcore
5. Harriet's Hamburgers
6. Bartaco
7. Sweetgreen
8. Warby Parker
9. South Block

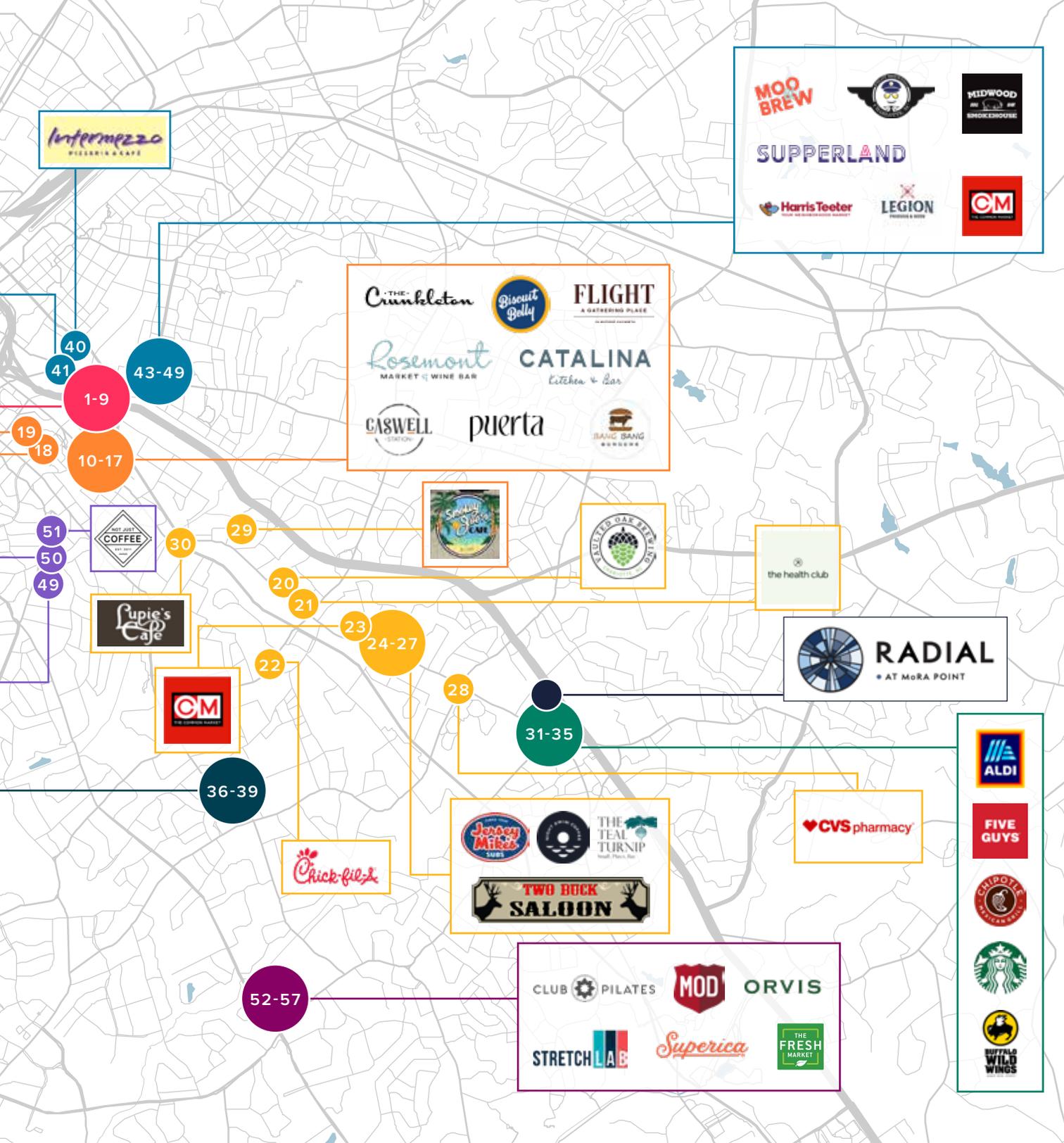
ELIZABETH

10. The Crunkleton
11. Bang Bang Burgers
12. Rosemont
13. Caswell Station
14. Catalina Kitchen and Bar
15. Biscuit Belly - Elizabeth
16. Puerta
17. Flight
18. The People's Market Elizabeth
19. Big Ben Pub

OAKHURST

20. Vaulted Oak Brewing
21. The Health Club
22. Chick-fil-A
23. Common Market Oakwold
24. Jersey Mike's
25. Night Swim Coffee Oakhurst
26. The Teal Turnip
27. Two Buck Saloon
28. CVS
29. Smokey Joe's Cafe
30. Lupie's Cafe





● **MoRA POINT RETAIL**

- 31. ALDI
- 32. Five Guys
- 33. Chipotle
- 34. Starbucks
- 35. Buffalo Wild Wings

● **COTSWOLD**

- 36. Publix Super Market at Cotswold
- 37. Harris Teeter
- 38. Chick-fil-A
- 39. Cotswold Village

● **PLAZA MIDWOOD**

- 40. Intermezzo
- 41. Central Coffee Co
- 42. Moo & Brew
- 43. Pilot Brewing
- 44. Midwood Smokehouse
- 45. Supperland
- 46. Harris Teeter
- 47. Common Market
- 48. Legion Brewing Plaza Midwood

● **PROVIDENCE RD**

- 49. RuRu's Tacos & Tequila
- 50. Laurel Market
- 51. Not Just Coffee

● **STRAWBERRY HILL**

- 52. Club Pilates
- 53. MOD Pizza
- 54. Orvis
- 55. Stretch Lab
- 56. Superica
- 57. The Fresh Market

MORA SUBMARKET

STERLING SURROUNDING DEMOGRAPHICS

MoRa is on the same revitalization path that transformed Plaza Midwood and NoDa from overlooked neighborhoods into Charlotte’s most desirable lifestyle hubs. With strong demographics, authentic retail activation, and proximity to Uptown, MoRa is in the early innings of a similar transformation — offering investors a rare first-mover opportunity.

RADIAL AT MORA POINT 1 MILE 3 MILE 5 MILE CHARLOTTE-CONCORD-GASTONIA MSA

AVERAGE HOUSEHOLD INCOME

2025 Estimate	\$88,586	\$106,636	\$147,138	\$124,554
Historical Annual Growth (2000-2025)	3.80%	4.20%	4.80%	4.50%

POPULATION

2025 Estimate	12,452	113,611	273,452	2.89M
2020 Census	11,477	110,022	260,764	2.66M
Median Age	33.0	34.4	35.7	37.0

HOUSEHOLDS

2025 Estimate	5,064	46,858	116,479	1.15M
2020 Census	4,688	45,001	109,399	1.03M
Annual Growth (2010-2025)	0.7%	0.7%	1.4%	2.2%

12-MINUTE DRIVE

7-MINUTE DRIVE

14-MINUTE DRIVE

12-MINUTE DRIVE

13-MINUTE DRIVE

22-MINUTE DRIVE

ACCESS TO MAJOR EMPLOYERS

BANK OF AMERICA **Honeywell**

DUKE ENERGY **TRUIST** **WELLS FARGO**

Allspring Global Investments **Atrium Health**

lendingtree **LOWE'S**

Albemarle **AMWINS**

BANK OF AMERICA **Coca-Cola**

Jefferies **J.P.Morgan**

NEW YORK LIFE **PNC**

CMCO **B&W**

INTELLIGENT MOTION **BARBOCK & WILCOX**

TENTENTIAL **PREMIER**

- BALLANTYNE**
- MATTHEWS**
- PLAZA MIDWOOD**
- SOUTH END**
- SOUTHPARK**
- UPTOWN**

Scout

RADIAL
AT MoRA POINT

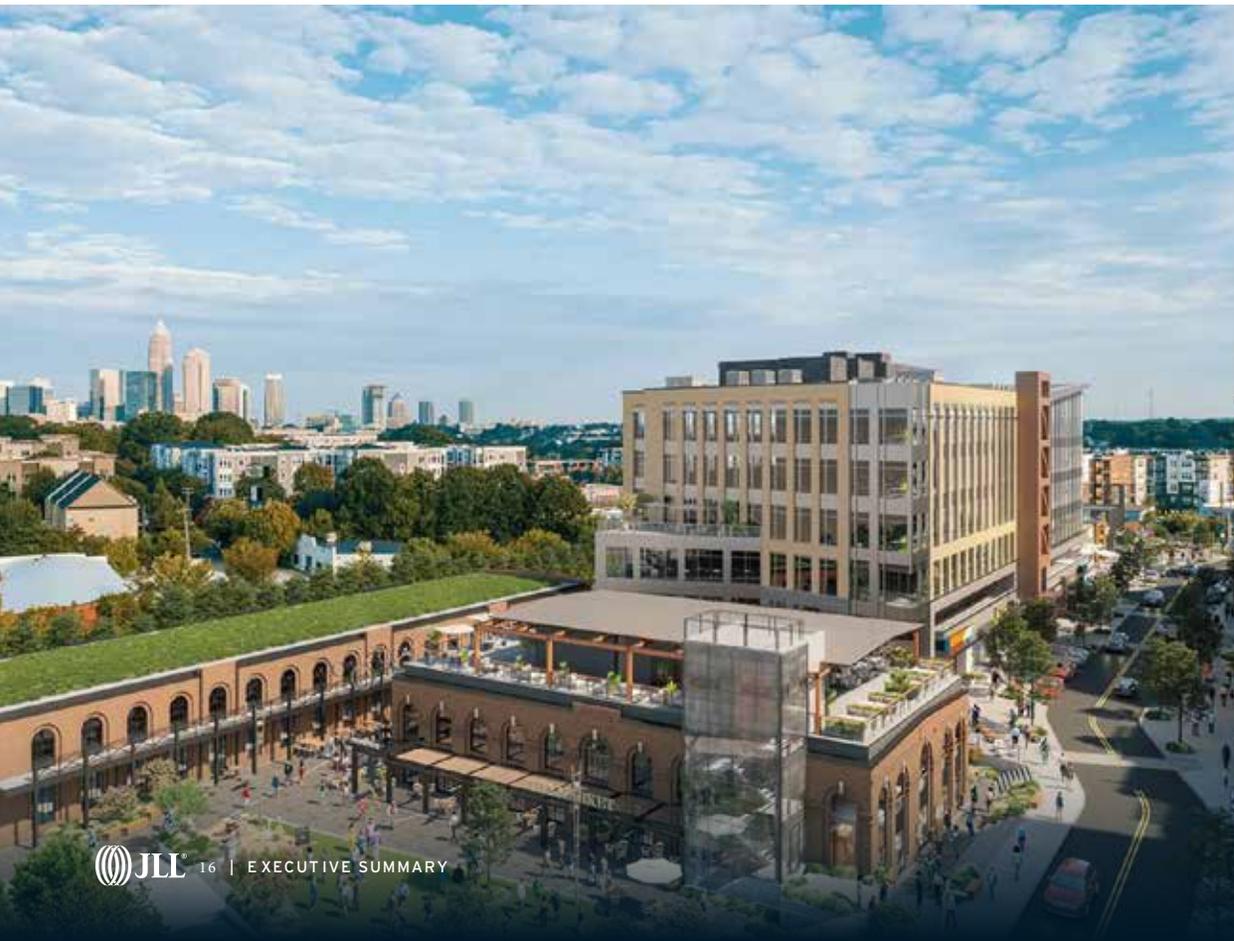
PCA **Atrium Health**

CONBRACO **NOVANT HEALTH**

PLAZA MIDWOOD: COMMONWEALTH

RADIAL AT MORA POINT'S IDYLIC LOCATION PROXIMATE TO
VIBRANT HISTORIC REDEVELOPMENT

The Property is located close to the new Commonwealth Development which will bring over 1,500 jobs. The Commonwealth is only 8-minutes from the Asset and will be home to numerous retail, dining, and office spaces. With significant commercial development, along with major capital investment from global corporations, the Commonwealth will become one of the most sought after spaces in East Charlotte.



SCOUT MOTORS JOB ANNOUNCEMENT

Scout Motors, an emerging automotive manufacturer revitalizing a legacy American brand, will locate its headquarters in Charlotte employing 1,200 workers by 2030. This is one of the largest job announcements in Charlotte over the past decade with nearly \$207 million of capital investment. The Charlotte HQ will serve as the home for executive leadership, R&D, finance, IT, sales, and marketing. The headquarters will be located at the Commonwealth Development in Plaza Midwood

1,200

JOBS

8-MINUTES

FROM RADIAL AT MORA POINT

\$207 MILLION

OF CAPITAL INVESTMENT

\$153,978

AVERAGE SALARY



COMMONWEALTH DEVELOPMENT FEATURES

145,000 SF

of Class A Office Space

20,000 SF

of Entertainment Space

12,000 SF

of Food + Beverage Space

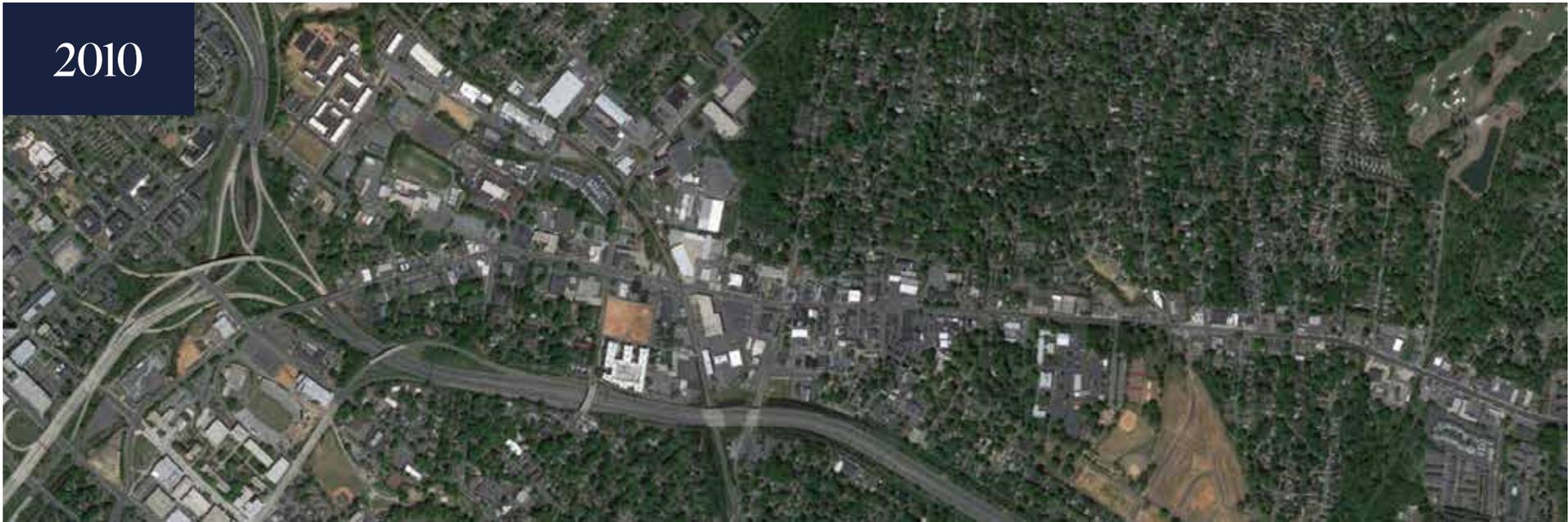
60,000 SF

of Retail

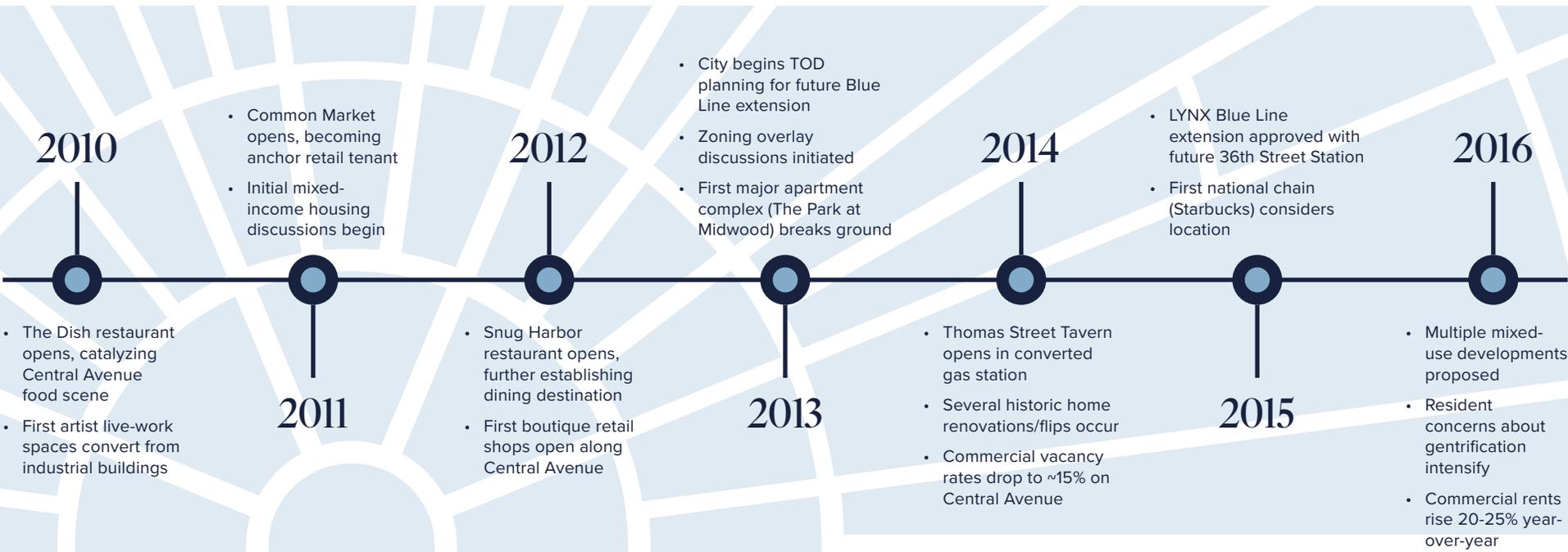


PHASE II
WILL INCLUDE A
150,000 SF
BUILD-TO-SUIT
FOR STOUT, AND A
LUXURIOUS HOTEL

THE TRANSFORMATION OF PLAZA MIDWOOD



2010



2025



- Major apartment completions: several 200+ unit complexes
- Central Avenue retail occupancy reaches ~90%
- Home sale prices reach \$250-350K average

2018

- LYNX Blue Line extension opens - game changer
- 36th Street Station becomes major catalyst
- TOD zoning implemented

2017

- First luxury apartment complexes completed near transit
- National retailers enter: Target Express considered
- Commercial triple net rents reach \$25-35/sq ft

2019

2020

- COVID impact: temporary restaurant closures
- Residential market remains strong despite pandemic

2021

- Post-COVID recovery stronger than expected
- New apartment deliveries: 800+ units
- Home prices surge to \$400-500K average

2022

- Luxury mixed-use projects break ground
- Class A apartment rents: \$1,600-2,200 for 1BR
- Central Avenue retail rents reach \$35-50/sq ft

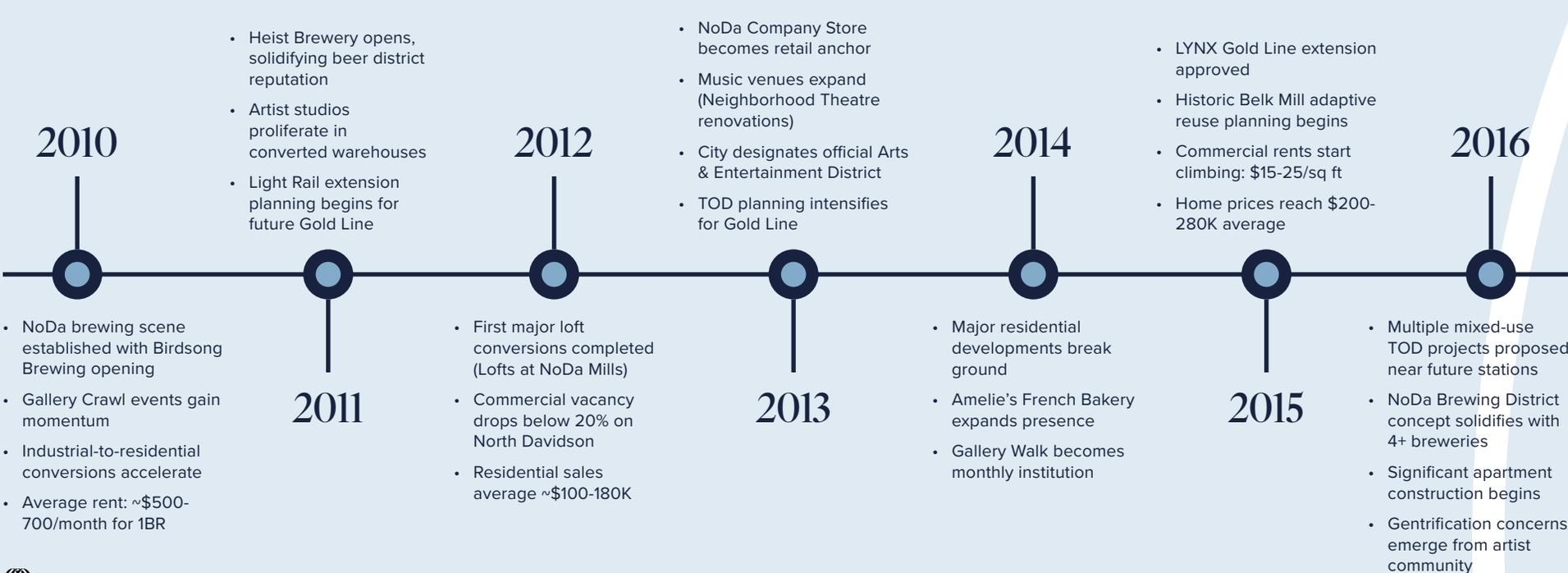
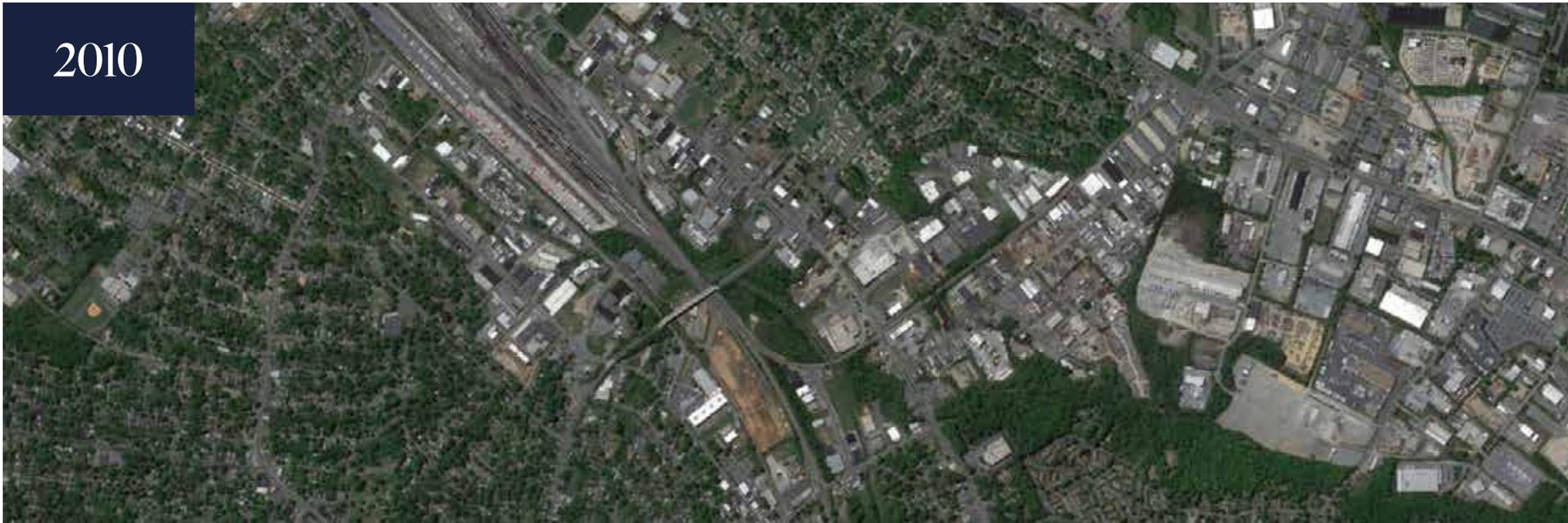
2023

- Multiple high-end restaurant openings
- First boutique hotel proposed
- Gentrification displacement concerns peak
- New zoning allows up to 8-story buildings

2024

- Considered one of Charlotte's top 3 emerging submarkets
- Transit ridership among highest for Blue Line
- Premium retail waiting lists for Central Avenue space
- Average home sales now \$500-700K

THE TRANSFORMATION OF NODA



2025



- City LYNX Gold Line opens with 36th Street and Parkwood stations
- Transit-oriented development accelerates dramatically
- Major apartment deliveries: 500+ units

2018

- NoDa recognized as premier entertainment district
- National food/beverage brands enter market
- Commercial rents reach \$30-45/sq ft prime locations
- Apartment occupancy consistently >95%

2020

- Recovery exceeds expectations; entertainment sector thrives
- Camp North End opens Phase 1, adding regional draw
- New apartment deliveries: 600+ units
- Home prices surge to \$450-600K average

2022

- Boutique hotel opens (Graduate Charlotte nearby)
- NoDa becomes regional destination beyond Charlotte
- Commercial rents peak at \$45-65/sq ft prime retail
- Major corporate relocations to Camp North End area

2024

2017

- Camp North End (massive mixed-use) breaks ground nearby
- Retail vacancy hits historic low <8% on North Davidson
- First luxury apartment complexes completed
- Average home sales: \$300-450K

2019

- COVID severely impacts entertainment venues initially
- Outdoor dining/brewery spaces adapt successfully
- Residential demand remains strong throughout pandemic
- Several mixed-use projects delayed but not cancelled

2021

- Luxury mixed-use projects complete near Gold Line stations
- Class A apartment rents: \$1,500-2,300 for 1BR
- Premium restaurant/retail waiting lists for North Davidson
- Historic mill conversions reach luxury pricing

2023

- Recognized as Charlotte's premier live-work-play district
- Gold Line ridership among system's highest
- Development pipeline: 2,000+ residential units planned
- Average home sales now \$600-850K+

AVERAGE HOME SALE PRICE



MORA SUBMARKET

WHERE MOMENTUM MEETS OPPORTUNITY

MoRa is on the same revitalization path that transformed Plaza Midwood and NoDa from overlooked neighborhoods into Charlotte's most desirable lifestyle hubs. With strong demographics, authentic retail activation, and proximity to Uptown, MoRa is in the early innings of a similar transformation — offering investors a rare first-mover opportunity.

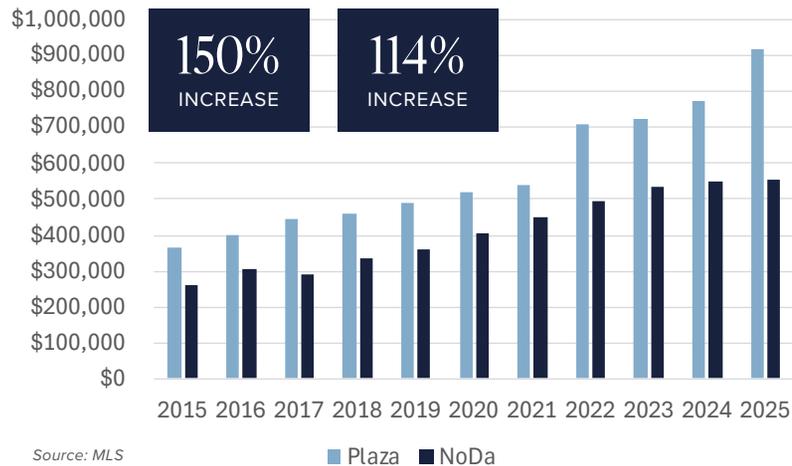
DRIVERS OF GROWTH

- **CONNECTIVITY:** 10–15 minutes to Uptown, Plaza Midwood, SouthPark, and Matthews
- **RETAIL ACTIVATION:** Growing lineup of restaurants, breweries, and creative concepts — replicating the cultural identity that drove demand in Plaza Midwood/NoDa
- **DEMOGRAPHICS:** Above-average population growth, rising household incomes, and a deep renter pool priced out of nearby homeownership
- **LIMITED SUPPLY:** Few purpose-built rental communities; Radial delivers a unique product into a constrained market

FOLLOWING THE PATH AS PLAZA MIDWOOD AND NODA

MoRa today mirrors Plaza Midwood and NoDa at the start of their transformation cycles. Both Plaza Midwood and NoDa experienced significant rent growth, rapid home value appreciation, and strong population gains as cultural momentum and retail investment reshaped their identities and attracted new residents. MoRa is now positioned for the same trajectory, with demographic tailwinds, improving retail and lifestyle offerings, and a central location driving demand. For first movers like Radial at MoRa Point, this creates a rare opportunity to capture outsized rent growth, long-term appreciation, and value creation as MoRa follows the proven path of Charlotte's most successful submarkets.

HOME SALES APPRECIATION



Since 2015, Plaza Midwood and NoDa have seen an average 132%+ increase with current home values as these submarkets have continued to grow

45+

SHOPS, BARS, RESTAURANTS OPENED SINCE 2015

PLAZA MIDWOOD

30+

SHOPS, BARS, RESTAURANTS OPENED SINCE 2015

NODA

COPPER BUILDERS

BUILT ON TRUST

ABOUT THE BUILDER

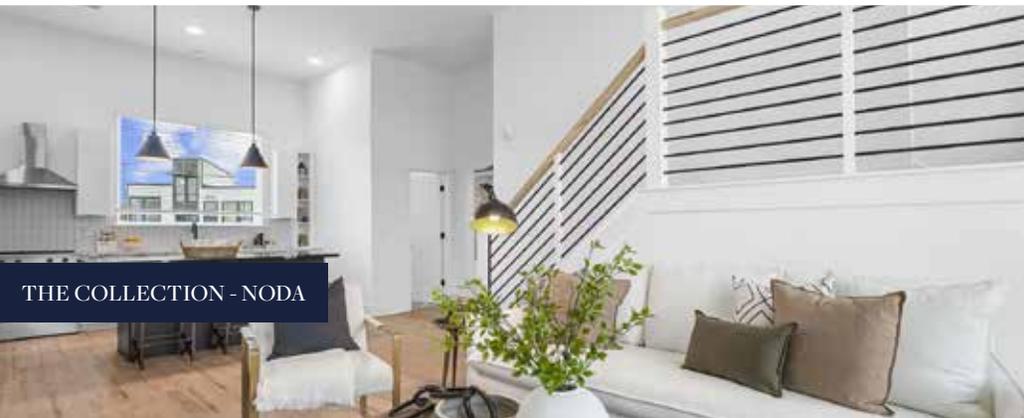
Copper Builders leads Charlotte's residential and BTR construction market with award winning designs and exceptional quality. Named "Builder of the Year" by the Home Builders Association of Charlotte in 2023, 2024, and 2025, their homes deliver both value and craftsmanship. Copper Builders' rental communities feature premium amenities, smart-home technology, and maintenance-free living that commands almost 150% higher rents than competitive build-for-rent product. With a proven track record and reputation for tenant satisfaction, Copper Builders luxury finishes and first class features positions Radial at MoRa Point at the top of its class in the rapidly growing MoRa submarket.



THE COLLECTION - NODA



TOWNES AT SOUTHPARK



THE COLLECTION - NODA



TOWNES AT SOUTHPARK

14TH
RANKED BUILDER
NATIONALLY
2024 MAME Awards

#1
BUILDER OF THE YEAR
2025 MAME
Awards

6
BTR COMMUNITIES
DEVELOPED



SKYLINE TOWNES



GLADWEN WENDELL FALLS



SKYLINE TOWNES

THE COPPER EFFECT: A REPUTATION FOR OUTPERFORMING COMPETITORS

160%+

PREMIUM ACHIEVED BY
COPPER BUILT PRODUCT

\$2,426

RADIAL AT MORA POINT
IN-PLACE LEASE RENT

THE TOWNES AT SOUTH PARK
AVG. EFFECTIVE RENTS: \$7,341
CURRENT SUBMARKET AVERAGE: \$1,405



CASCADIA AT HIGHLAND CREEK
AVG. EFFECTIVE RENTS: \$2,484
CURRENT SUBMARKET AVERAGE: \$2,280



THE COLLECTION AT NORTH DAVIDSON
AVG. EFFECTIVE RENTS: \$2,981
CURRENT SUBMARKET AVERAGE: \$1,801





PROPERTY	RADIAL AT MORA POINT	CROSSINGS AT NODA	LOSO WALK
Builder	Copper Builders	Hopper Communities	Dan Ryan Builders
Year Built	2024	2022	2021

FINISHES COMPARISONS

Smart Home Technology	✓	-	✓
Two Car Garage	✓	✓	-
Private Balcony	✓	-	-
Quartz Countertops	✓	-	-
Built in Dog Beds	✓	-	-
Walk-In Showers	✓	-	-
Entry Way Drop Zone	✓	-	-



QUEEN

2,805,115

2024
POPULATION

50,690

TRAILING 5-YEAR ANNUAL
NET MIGRATION

1,399,500

TOTAL EMPLOYMENT

92,064

YOY JOB GROWTH

157

NEW RESIDENTS PER DAY

17.3%

GROWTH IN 20-34 YEAR
OLD POPULATION

18

FORTUNE 1000 HQ'S

2.95%

GAGR
2015-PRESENT



CITY

CHARLOTTE METROPOLITAN OVERVIEW

The Charlotte metropolitan area is comprised of ten counties across portions of both North and South Carolina and is home to over 2.6 million residents, a 15.9% increase over population levels observed during the 2010 census. Affectionately referred to as the “Queen City” in a nod to the city’s noble namesake, Queen Charlotte, the area has transformed from a reliance on the financial sector to a thriving economy with a diverse business foundation.

The region’s attractive business climate, established infrastructure, and unparalleled quality of life has generated unprecedented growth in the urban and suburban cores, and Charlotte currently enjoys the distinction of being the second largest city in the Southeast and the 16th largest city in the United States.

Recognized as a global hub for banking, energy, healthcare, and transportation, Charlotte is home to nine Fortune 500 headquarters and 18 Fortune 1,000 headquarters. As a result, Charlotte continues to attract businesses and residents alike, garnering recognition as the top Tech Momentum Market in the US and the top Millennial Destination City in the US. Charlotte’s rapid expansion has created a vibrant culture featuring one of the nation’s leading scenes for arts, sports, and entertainment. Local population is expected to swell by more than 16.8% by 2030, fueling a bullish outlook for Charlotte’s business and cultural scene in the coming years.

TOP EMPLOYMENT SECTORS



BANKING/FINANCE



MANUFACTURING



TECHNOLOGY



SERVICES

WHY COMPANIES ARE CHOOSING CHARLOTTE

BEST FOR BUSINESS

The Charlotte MSA offers businesses the opportunity to capitalize on the exceptional growth that is occurring in the Southeastern United States. With a diverse employment base, many companies are choosing Charlotte as their corporate or regional headquarters. The pro-business nature of the Carolinas continues to drive organic growth and relocations.



Dimensional Fund Advisors

"We are energized by Charlotte's vibrancy and believe our business is well matched for the community. We believe being in Charlotte and the region will also help us attract talented individuals to the firm."

- *David Booth, co-CEO and co-founder*



AvidXchange

"Charlotte has been an incredible place for us to attract and maintain top talent and continue to drive our record-breaking year-over-year growth, and provide a world class experience for our more than 5,000 customers."

- *Michael Praeger, CEO and co-founder*



Red Ventures

"Our continued investment in the Charlotte region centers around attracting and retaining the best talent"

- *Ric Elias, CEO and co-founder*



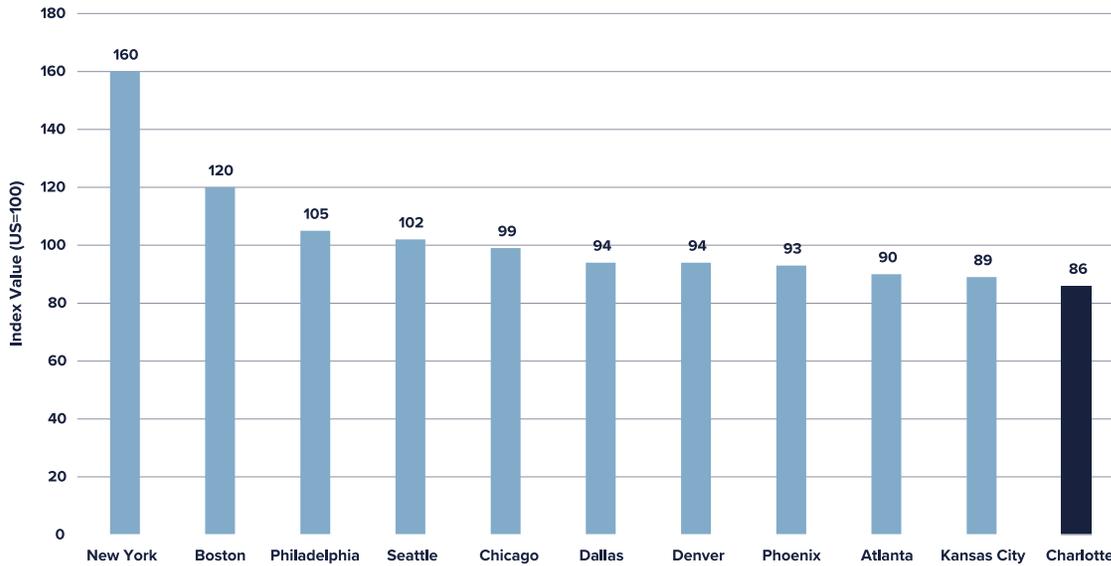
Lash Group/ AmerisourceBergen

"We are delighted that we were able to find the ideal site for our new headquarters right here in the greater Charlotte region, and the Lash Group looks forward to enjoying continued growth and success here in South Carolina."

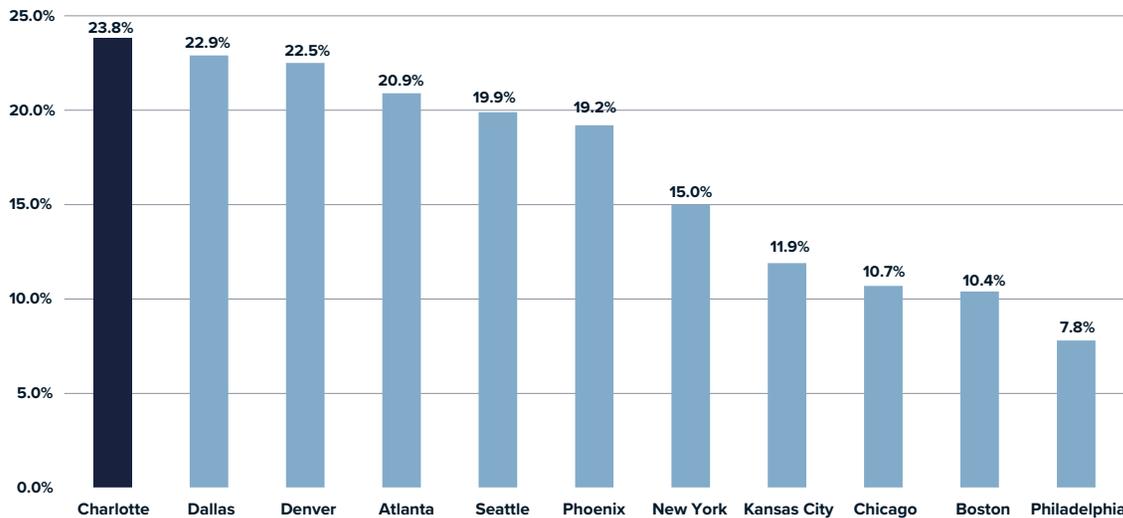
- *Tracy Foster, President for our more than 5,000 customers.*

When it comes to cost of doing business, you can't get much more affordable than Charlotte, thanks to the region's business-friendly tax approach. The largest corporate expenses, labor and rent, are well below other major metro markets, making the region an attractive place to expand or relocate major operations.

COST OF DOING BUSINESS



EMPLOYMENT GROWTH



10TH

HIGHEST HEADQUARTER
CONCENTRATION IN
THE U.S.

950+

FOREIGN OWNED
COMPANIES IN
CHARLOTTE METRO

3RD

LARGEST FINANCIAL HUB
IN THE UNITED STATES

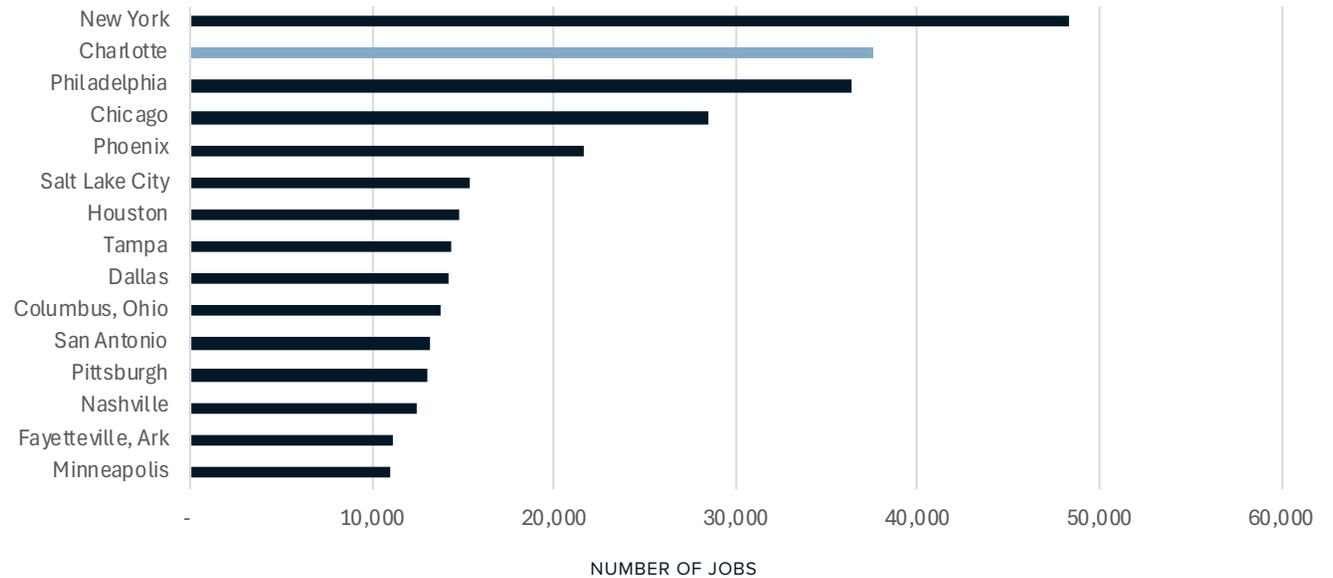


EMPLOYMENT

Charlotte has seen a 23% increase in jobs over the last seven years, resulting in the region now having over 1.2 million employees.

PROJECTED JOB GROWTH

THE 15 U.S. METRO AREAS WITH THE BIGGEST JOB INCREASE IN 2025

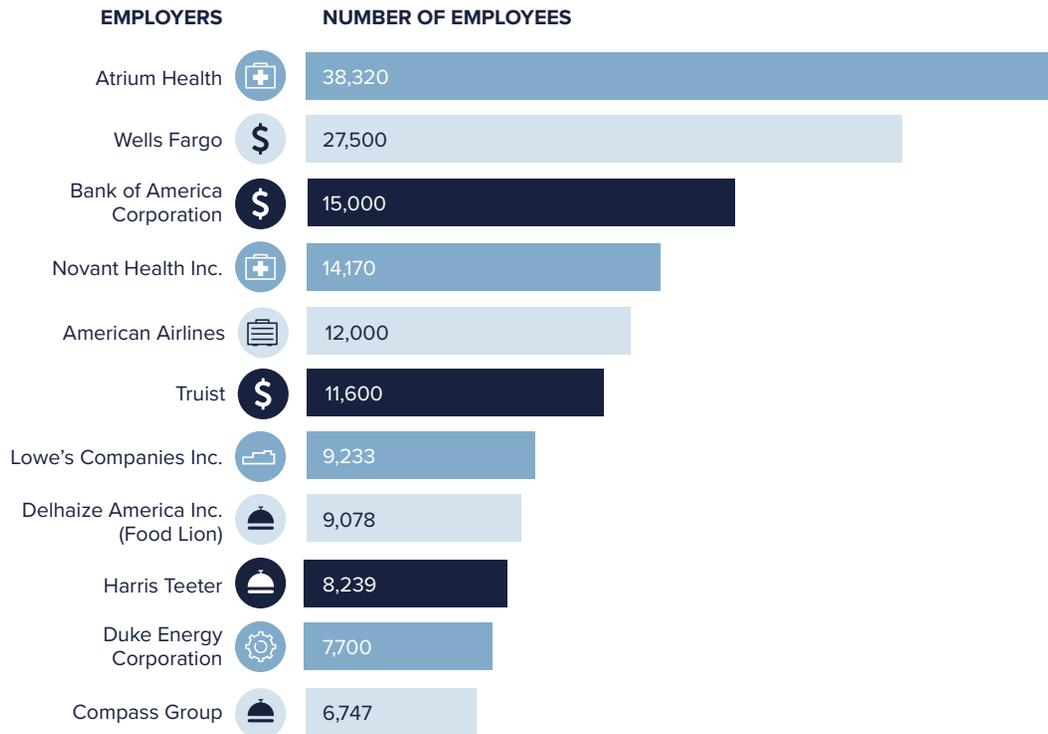


DIVERSE EMPLOYMENT GROWTH

Charlotte, long known for being a banking and financial hub, is continuing to see diversity in its employment mix. Longstanding Charlotte based giants, such as Bank of America and Wells Fargo, are now competing with the healthcare, technology and manufacturing industries.

3.7% — Forbes projects that job growth in Charlotte will average 3.7% annually over the next three years

CHARLOTTE MSA'S LARGEST EMPLOYERS



JOB ANNOUNCEMENTS SINCE 2018

 <p>11,600 JOBS AVERAGE SALARY \$100K+</p>	 <p>2,200 JOBS</p>
 <p>2,000 EMPLOYEES AVERAGE SALARIES GREATER THAN \$117K</p>	 <p>1,200 EMPLOYEES</p>
 <p>1,500 EMPLOYEES</p>	 <p>1,200 EMPLOYEES</p>
 <p>1,000 JOBS</p>	 <p>750 JOBS AVERAGE SALARY \$340K</p>
 <p>600 JOBS</p>	 <p>520 EMPLOYEES</p>
 <p>510 EMPLOYEES</p>	 <p>500 JOBS.</p>



UPTOWN CHARLOTTE

THE “CITY CENTER”

813
RESIDENTIAL UNITS UNDER
CONSTRUCTION OR COMPLETED IN
LAST 24 MONTHS

93
NEW RESTAURANTS SINCE 2014

30 MILLION
VISITORS ANNUALLY

55K
SF OF RETAIL UNDER
CONSTRUCTION OR PROPOSED



UPTOWN BY THE NUMBERS

30M
VISITORS ANNUALLY

1,000+
SHARED BIKES AND
SCOOTERS

170+
RESTAURANTS

165+
UNIQUE SHOPS

125+
SPORTING
EVENTS PER YEAR

32
CULTURAL VENUES

7 OF THE 10
MOST POPULAR UBER
DESTINATIONS IN CHARLOTTE
ARE LOCATED IN UPTOWN




CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT - CLT



**CLT IS ONE OF AMERICAN AIRLINE'S
LARGEST AND MOST PROFITABLE HUBS**

6TH

BUSIEST AIRPORT IN THE
WORLD

\$40B

ANNUAL ECONOMIC
IMPACT

161K

DAILY PASSENGERS

114

GATES



DESTINATION CLT

GAME-CHANGING ECONOMIC DEVELOPMENT MOVING TOWARDS THE AIRPORT

Destination CLT is the first phase of the Master Plan to expand Charlotte Douglas International Airport. This partnership between CLT's airlines and the FAA represents a \$2.5 - \$3.1B commitment to undergo major capacity enhancement projects to keep up with the airport's growth.

Since 2005, Charlotte has seen incredible growth going from 28 million total passengers to boasting over 50 million total passengers annually. This surge in passengers has vaulted Charlotte from a "middle pack" national airport to one of the busiest airports in the world.

Charlotte Douglas International Airport served 43M passengers in 2021, 86% of the record-breaking 50.2M passengers who flew to, from, and through CLT in 2019.



700+ DAILY FLIGHTS



**NONSTOP SERVICE TO 189 DESTINATIONS,
INCLUDING 36 INTERNATIONAL DESTINATIONS**



9 MAJOR AIRLINES

CHARLOTTE'S EXPONENTIAL GROWTH OVER THE LAST 30 YEARS



1994



2024

MAJOR INDUSTRIES AND EMPLOYERS

TOP LOCAL FINANCIAL EMPLOYERS

 WELLS FARGO 25,100+ employees	 Bank of America 15,000+ employees	 TIAA 3,000+ employees	 LPL Financial 2,850+ employees	 TRUIST 2,065+ employees
--	--	--	---	--

FINANCIAL SERVICES

Charlotte has long been a powerhouse in the financial industry, and currently serves as the headquarters location for more than 70 financial institutions employing more than 70,000 employees - including Bank of America and Wells Fargo's East Coast Division. While Charlotte's many existing firms are the driving force of the economy, the area has emerged as a FinTech Hub with a proliferating entrepreneurial environment.

TOP LOCAL ENERGY AND POWER EMPLOYERS

 DUKE ENERGY 6,000+ employees	 IR Ingersoll Rand 2,250+ employees	 SIEMENS 1,600+ employees	 CONBRACO 760+ employees	 Atlas Copco 600+ employees
---	---	---	--	---

ENERGY AND POWER

Charlotte serves as the home to 200+ energy companies employing 36,500+ residents and creating an aggregate economic impact of approximately \$17.8 billion. The Queen City is also the proud headquarters of Duke Energy, the largest electric power company in the United States and parent of Piedmont Natural Gas. Beyond traditional energy and power suppliers, the region is at the forefront of sustainability and clean energy. The state ranks #3 in the nation for total amount of installed solar panels.

TOP INFORMATION TECHNOLOGY EMPLOYERS

 RED VENTURES 3,250+ employees	 IBM 2,500+ employees	 avidxchange 1,200+ employees	 accenture 1,600+ employees	 Microsoft 1,100+ employees
--	---	---	---	---

INFORMATION TECHNOLOGY

Charlotte has seen tech employment rise drastically over the past ten years, with talent distributed evenly across a diverse mix of high tech, consulting, finance, and a plethora of other industries. The burgeoning startup community has catalyzed growth in the local technology industry, and is supplemented by a pipeline of experienced local professionals, recent graduates, and savvy millennials.



GAME CHANGING

JOB ANNOUNCEMENTS

TRUIST

BB&T (NYSE: BBT) and SunTrust Banks Inc. (NYSE: STI) completed a merger of equals to become Truist in December 2019. The bank's headquarters is now located in Charlotte.

The \$66B merger created the 6th largest bank in the US.

A new corporate headquarters has been established in Uptown Charlotte, including an Innovation and Technology Center to drive digital transformation.

Honeywell

Honeywell has invested more than \$248M in its new HQ in Charlotte

As part of the investment, Honeywell is creating create more than 750 jobs

"We selected Charlotte because it offers a great business environment along with access to a workforce that has the skillset Honeywell will need to be competitive over the coming decades"

DARIUS ADAMCZYK,
HONEYWELL CHAIRMAN & CEO



Lowe's invested \$153 million in their new global technology center in Charlotte. The Lowe's tech hub brings a new 23-story office tower in South End.

As part of the investment, the company is creating more than 1,900 new jobs.

"Today's announcement is a tremendous victory for our city and a validation of our work to continue growth in the tech industry. Lowe's is once again investing in the Charlotte region and this entire community will benefit from the commitment to create a tech pipeline with local schools and organizations."

CHARLOTTE MAYOR VI LYLES

INVESTMENT ADVISORS

CASEY SHERMAN

Senior Director
704.777.2488
Casey.Sherman@jll.com

CHASE MONROE

Director
704.575.7748
Chase.Monroe1@jll.com

JOHN GAVIGAN

Managing Director
704.526.2809
John.Gavigan@jll.com

WILLIAM MARTIN

Associate
980.226.6466
William.Martin@jll.com

DEBT & STRUCTURED FINANCE

BRAD WOOLARD

Director
740.814.7888
Brad.Woolard@jll.com

TAYLOR ALLISON

Managing Director
704.530.6402
taylor.allison@jll.com

ANALYTICAL SUPPORT

MCCULLOUGH CAMPBELL

Analyst
804.363.7912
McCullough.Campbell@jll.com



650 SOUTH TRYON STREET | SUITE 600 | CHARLOTTE, NORTH CAROLINA | 28202
4509 CREEDMOOR RD | SUITE 300 | RALEIGH, NORTH CAROLINA | 27609

Jones Lang LaSalle Americas, Inc. ("JLL") has been engaged by the owner of the property [Latitude34] to market for sale Information concerning the property described herein has been obtained from sources other than JLL, and neither Owner nor JLL, nor their respective equity holders, officers, directors, employees and agents makes any representations or warranties, express or implied, as to the accuracy or completeness of such information. Any and all reference to age, square footage, income, expenses and any other property specific information are approximate. Any opinions, assumptions, or estimates contained herein are projections only and used for illustrative purposes and may be based on assumptions or due diligence criteria different from that used by a purchaser. JLL and owner disclaim any liability that may be based upon or related to the information contained herein. Prospective purchasers should conduct their own independent investigation and rely on those results. The information contained herein is subject to change. The Property may be withdrawn without notice. If the recipient of this information has signed a confidentiality agreement regarding this matter, this information is subject to the terms of that agreement. ©2025. Jones Lang LaSalle IP, Inc. All rights reserved.

**The outbreak of the COVID-19 virus (novel coronavirus) since the end of January 2020 has resulted in market uncertainty and volatility. While the economic impact of a contagion disease generally arises from the uncertainty and loss of consumer confidence, its impact on real estate values is unknown at this stage.