

SMOKE RISE PLAZA

5950 HUGH HOWELL RD, TUCKER, GA 30087



FOR SALE



\$1,290,000 | 6.37% CAP Rate | \$246/SF

5,250 SF, 3-unit neighborhood shopping center

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- **23.9% NOI Upside:** Subject property features rents significantly below submarket averages, providing a clear path to immediate value-add stabilization.
- **100% Occupancy | NNN Leases:** A stabilized, diversified neighborhood center with a historically high retention rate and "hands-off" management structure.
- **Elite Smoke Rise Demographics:** Ideally situated within an affluent enclave boasting a **\$184,128 Average HH Income** and a **\$503,390 Median Home Value**.

WALT	3.26 YEARS
Occupancy	100%
Traffic Count	24,100 VPD
In-Place Stabilized NOI	\$ 82,237
Market Stabilized NOI	\$ 105,143

SMOKE RISE PLAZA

THE SMOKE RISE ENCLAVE



SMOKE RISE COUNTRY CLUB

2 MILES TO DOWNTOWN TUCKER



LOCATION HIGHLIGHTS

- **Strategic Connectivity:** Located 0.5 miles from **US-78 (Exit 7)**, providing seamless regional access and a direct link to the greater Atlanta MSA.
- **Premier Demographics:** Directly serves the affluent Smoke Rise community, featuring a **\$503,390 Median Home Value** (1-mile radius).
- **Unmatched Regional Draw:** Situated 1 mile from **Stone Mountain Park**, Georgia's #1 tourist destination with **4M+ annual visitors**, ensuring high-volume, recession-resistant traffic.
- **Traffic Counts:**
 - **US-78:** 106,000 VPD (2024)
 - **Hugh Howell RD:** 24,100 VPD (2024)



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INVESTMENT OVERVIEW



HIGHLIGHTS

- **Value-Add Opportunity**
 - Rents below market value by **\$3.22/SF**
 - **23.9%** upside when stabilized to market rates
- **No deferred maintenance**
 - Fresh paint-job 03/2025
 - Roof replaced 09/2024
 - Suites A and C renovated in 2025
 - Suite B renovated 2018
- **Regional Tourism Draw**
 - 1 mile from Stone Mountain Park
 - Georgia's #1 attraction with 4M+ annual visitors
- **Suite A has wrap-around drive-thru**
- **Triple Net (NNN) investment**
- NS (Neighborhood Shopping) zoning
- **Structured 5% Annual Rent Increases across all leases**

DEMOGRAPHICS

Radius	1-mile	3-miles	5-miles
Population	1,688	53,572	29,050
Households	646	19,832	11,241
Median Age	55.50	39.30	41.20
Average HH Income	\$184,128	\$95,141	\$98,189
Daytime Employees	391	20,187	14,421

SOURCE: COSTAR / US CENSUS BUREAU 2026 ESTIMATES.

NUMBERS

Price	\$ 1,290,000
CAP Rate	6.37%
Price / SF	\$ 246
Parking Ratio	9.6
Street Frontage	180 ft
Occupancy	100%
Lot Size	0.95 acres
Roof Age	2024
Year Renovated	2025
Year Built	1976
Parcel ID	18 174 02 044
Class	B

Year	Annual NOI	Yield (at \$1.29M)
Year 1	\$82,237.	6.37%
Year 2	\$83,776	6.69%
Year 3	\$87,964	7.03%

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FINANCIAL ANALYSIS

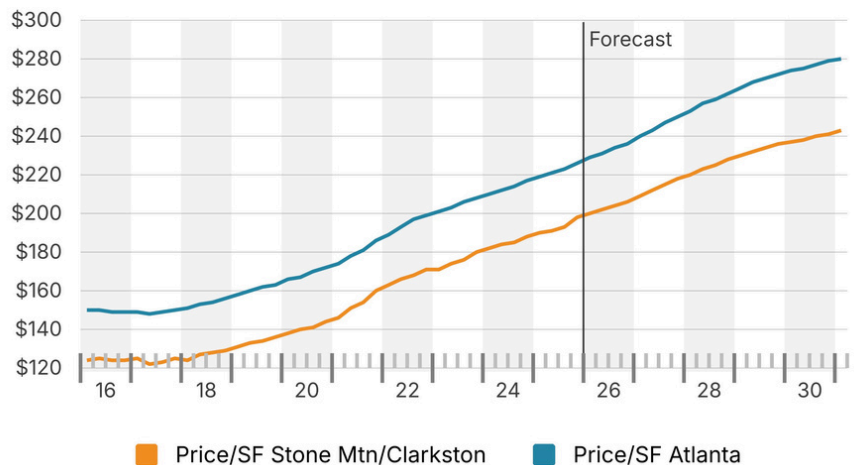


Suite	Tenant	Size (SF)	Base Rent	ABR	Rent/SF
A	Nuttopia	1,600	\$ 2,100	\$ 25,200	\$ 15.75
B	Allstate Insurance	1,050	\$ 1,715	\$ 20,580	\$ 19.60
C	Prosthetic One	2,600	\$ 3,250	\$ 39,000	\$ 15.00
SUMMARY		5,250	\$ 7,065	\$ 84,780	\$ 16.78
Market Vacancy Factor			-3.0%	\$ (2,543)	
In-Place Stabilized NOI				\$ 82,237	

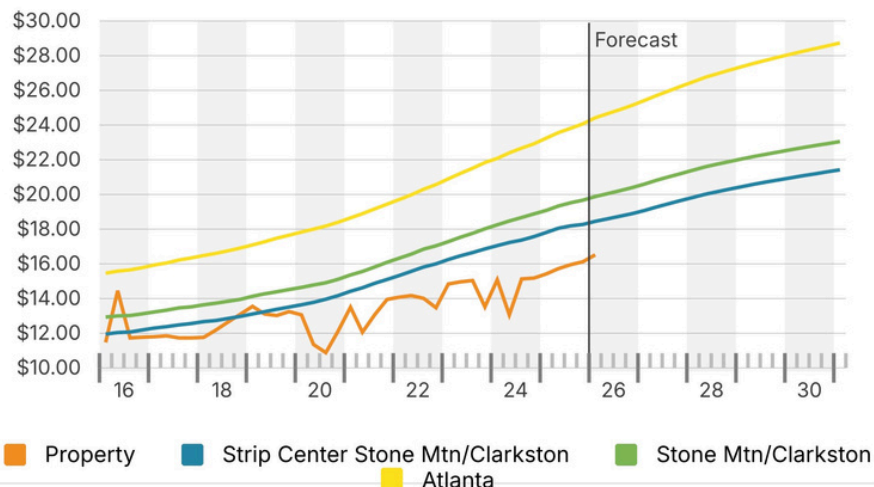
INVESTMENT ANALYSIS

- **Value-Add Opportunity**
 - **Rent Arbitrage:** Current average of **\$16.78/SF** is **\$3.22/SF** below market.
 - **NOI Growth:** Stabilizing to market rates (\$20/SF) yields a **23.9% upside**.
- **Expense Breakdown (Recoverable)**
 - **Total: \$3.73/SF**
 - **Taxes: \$2.17/SF**
 - **CAM: \$1.08/SF**
 - **Insurance: \$0.48/SF**
- **Market Outlook**
 - **Asset Appreciation:** Market value is forecasted to reach \$280/SF by 2030.
 - **Enclave Security:** Strategic location in the Smoke Rise community ensures high barriers to entry and long-term demand.

Market Sale Price Per SF



Market Asking Rent Per SF



SOURCE: COSTAR ANALYTICS



