

**Avg. Household  
Income \$130K+  
Within 1 Mile**



**Big Blue  
Marble  
Academy**



Offering Memorandum

# Big Blue Marble Academy

3375 Florence Road, Powder Springs, GA 30127

In Association with Scott Reid & ParaSell, Inc. | A Licensed Georgia Broker #77666



**EDUCATION  
PROPERTIES  
GROUP**

ESSENTIAL CAPITAL ADVISORS

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The information contained herein is not a substitute for a thorough due diligence investigation. Essential Capital Advisors and ParaSell, Inc. has not made any investigation, and makes no warranty or representation with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCBs or asbestos, the compliance with local, state and federal regulations, the physical condition of the improvements thereon, or financial condition or business prospects of any tenant, or any tenant's plans or intentions to continue its occupancy of the subject property.

The information contained in this offering memorandum has been obtained from sources we believe reliable; however, Essential Capital Advisors and ParaSell, Inc. has not verified, and will not verify, any of the information contained herein, nor has Essential Capital Advisors and ParaSell, Inc. conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein. Prospective buyers shall be responsible for their costs and expenses of investigating the subject property.

Exclusively Offered By:

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## Big Blue Marble Academy

3375 Florence Road, Powder Springs, GA 30127

LISTING PRICE  
**\$3,699,200**

CAP RATE  
**6.75%**

### INVESTMENT HIGHLIGHTS

- Long Term Absolute NNN Lease with No Landlord Responsibilities & 2% Annual Increases
- Corporate Lease with a Corporate Guaranty for the Full Duration of the Lease
- This Center Features a Very Standardized Building Format for Early Education

### LOCATION HIGHLIGHTS

- Population Counts Exceed 103K in a 5-Mile Radius and Are Projected to Grow 3.42% % by '30
- Excellent Average HH Income of \$131K+ in a 1-mile Radius
- High Concentration of Young Families and Dual-Income Households, Fueling Stable Daycare Demand
- Nearby National Brands Include Walmart, Sam's Club, Target, Best Buy, The Home Depot, Publix, Kroger, and More
- Feeder School for Compton Elementary School, Powder Springs Elementary School, and Hiram Elementary School
- \$366M+ Million Spent on Education & Day Care in a 10-Mile Radius

### TENANT HIGHLIGHTS

- Big Blue Marble Academy Provides a Research-Based, Play-Focused Experience that Nurtures Student's Growth and Development to 93 Locations Nationally and is Rapidly Expanding
- 100% Corporate, No Franchising
- Leeds Equity Partners Invested in Big Blue Marble Academy to Accelerate Growth, at the Time of Investment Leeds Managed Approximately \$5 Billion Across a Broad Spectrum of Companies with the Knowledge Industries.



**Big Blue  
Marble  
Academy**

## Advantages of Early Childcare/Education Real Estate

### HIGHER CAP RATES WITHOUT SACRIFICE

Over the last 5 years we have seen an 86-basis point spread on average between single-tenant net-leased retail & early education/childcare despite attractive locations & solid tenants due to a lack of knowledge about the property type

### HIGH GROWTH BUSINESS

\$60B+ Industry with projected growth to \$83B+ by 2030

### RECESSION & E-COMMERCE RESISTANT

Early education is considered recession-resistant because working parents continue to rely on childcare regardless of economic conditions, making it an essential, non-discretionary service as well as "Amazon proof"

### EASY TO RE-TENANT

Early education properties are easy to re-tenant, with high demand from other childcare operators and flexible layouts that also appeal to medical and service-based users

### "STICKY" BUSINESS MODEL

Parents don't typically switch schools once enrolling, often enroll all their children & recommend other families

### RECOGNIZED AS AN "ESSENTIAL BUSINESS"

Early education and childcare are recognized by both federal and state governments as essential services, especially during emergencies, due to their critical role in supporting working families and child development.

### INSTITUTIONAL INVESTMENT

Institutional investors are heavily invested in early education businesses and are the predominant owners of early education/childcare real estate

### APPRECIATION POTENTIAL

Early education properties offer strong upside potential, with cap rate compression at market peak and added value if a smaller tenant improves credit or gets acquired

# PROPERTY OVERVIEW

## PROPERTY DETAILS

Address	3375 Florence Road, Powder Springs, GA 30127
Building Size (SF)	10,851
Lot Size (AC)	2.73
Year Built	2000

## LEASE ABSTRACT

Tenant	Big Blue Marble Academy
Guarantor/Signator	Big Blue Marble Academy Holdings, LLC
Base Lease Term	15 Years
Remaining Term	13 Years
Rent Commencement	2/16/2024
Lease Expiration	2/28/2039
Net Operating Income	\$249,696
Increases	2% Annually
Options	3, 5 Year
Lease Type	Absolute NNN
Taxes	Tenant
Maintenance	Tenant
Insurance	Tenant

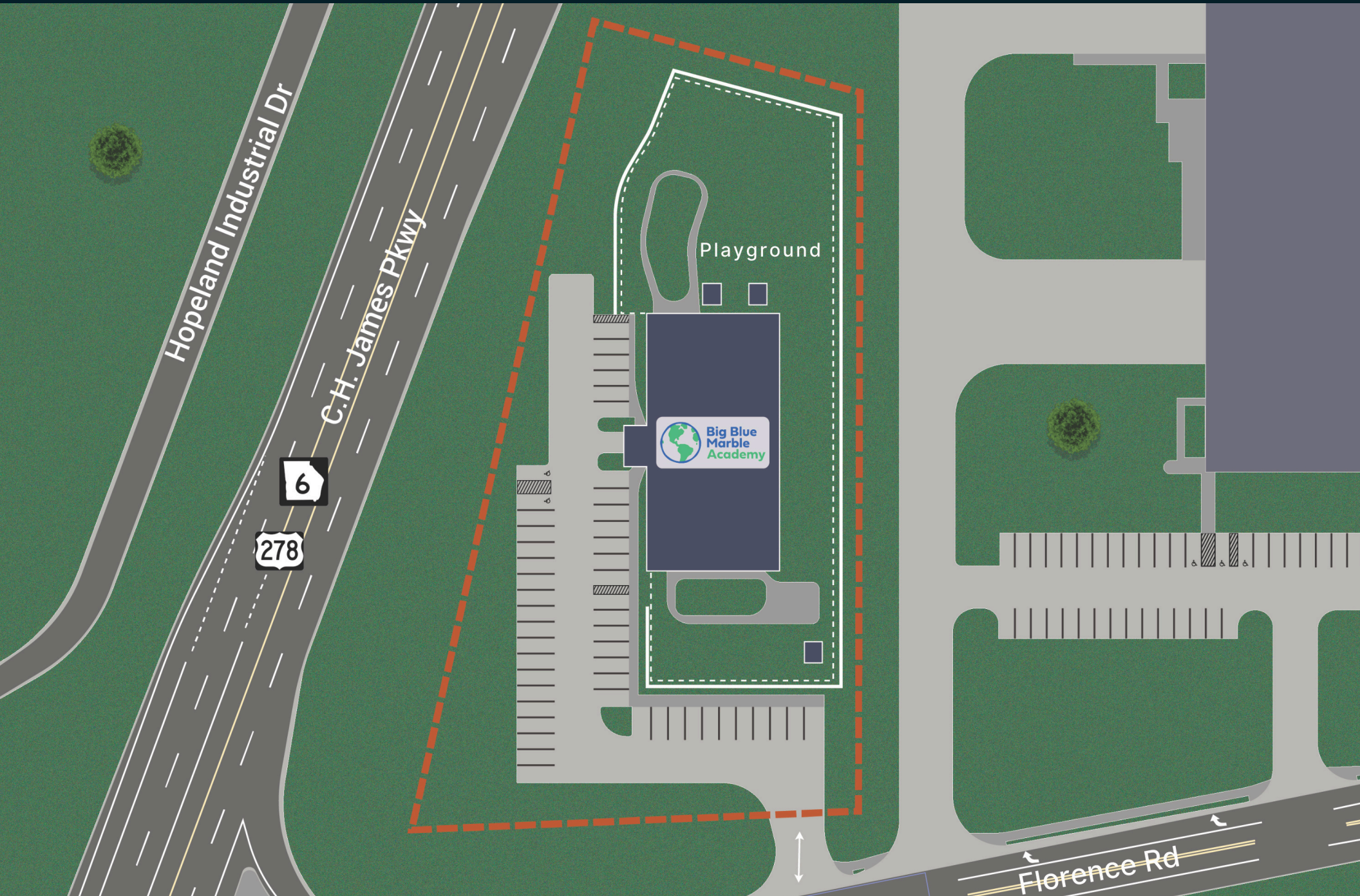
\*NOI is based on 2/16/2026 Rental Escalation

## RENT SCHEDULE

Year	Annual Rent	Rent PSF	Rental Increases
1	\$240,000	\$22.12	-
2	\$244,800	\$22.56	2%
3	\$249,696	\$23.01	2%
4	\$254,690	\$23.47	2%
5	\$259,784	\$23.94	2%
6	\$264,979	\$24.42	2%
7	\$270,279	\$24.91	2%
8	\$275,685	\$25.41	2%
9	\$281,198	\$25.91	2%
10	\$286,822	\$26.43	2%
11	\$292,559	\$26.96	2%
12	\$298,410	\$27.50	2%
13	\$304,378	\$28.05	2%
14	\$310,466	\$28.61	2%
15	\$316,675	\$29.18	2%



# SITE PLAN



# EXTERIOR PHOTOS



# SURROUNDING PHOTOS








**Big Blue  
Marble  
Academy**

<b>TRADE NAME</b>	Big Blue Marble Academy
<b>COMPANY TYPE</b>	Private
<b>LOCATIONS</b>	93 +/-
<b>FOUNDED</b>	2012
<b>HEADQUARTERED</b>	Auburn, AL
<b>WEBSITE</b>	<a href="http://www.bbmacademy.com">www.bbmacademy.com</a>

## PARENT COMPANY

**LEEDS** | Equity Partners

### LEEDS EQUITY PARTNERS ACQUIRES BIG BLUE MARBLE ACADEMY

 [Click Here for Full Article](#)

**Big Blue Marble Academy** has 93 corporately operated US locations and is growing quickly. As of Jan 2024, the company was acquired by Leeds Equity Partners, a private equity firm. With an emphasis on broadening perspectives and creative expression, Big Blue Marble helps its students obtain social skills, positive character traits, and global awareness. Graduates are both eager and well prepared to take on the next chapter of their educational journeys. Big Blue Marble teaches children the importance of giving back and helping those in need through hands-on activities and "Heart Projects." The school provides students with needed structure while encouraging natural curiosity, which culminates in a love for learning. All the programs at Big Blue Marble are developmentally and age-suitable so that each child's specific needs are thoroughly met. The school strives to be a true home away from home for its students so they can grow to the best of their abilities in an exceptionally familiar and fun environment.

**Leeds Equity** is a New York-based private equity firm dedicated exclusively to partnering with management teams in the education, training, and information services industries (the "Knowledge Industries"). The firm was founded in 1993 and currently manages approximately \$5 billion of capital across a broad spectrum of companies within the Knowledge Industries. Leeds Equity seeks to leverage its sector-focused expertise and market insights to create long-term value for its partner companies and investors.

**Leeds Equity Partners ("Leeds Equity")** announced today that it has acquired Big Blue Marble Academy ("BBMA" or the "Company"), a leading provider of early childhood education across the Southeast United States. Terms of the transaction were not disclosed.

# LOCATION OVERVIEW



## POWDER SPRINGS, GA

- Powder Springs, located in southwest Cobb County, is the fastest growing city in Cobb County.
- Powder Springs has a 2025 population of 20,310.
- Powder Springs is currently growing at a rate of 3.46% annually
- Its population has increased by 20.11% since the most recent census,
- It is approximately 24 miles west of Downtown Atlanta and approximately 23 miles northwest of Hartsfield-Jackson International Airport.
- Powder Springs is located in Cobb County which has the highest educated residents in the state of Georgia. In Cobb, 29 percent of residents (138,291) have a bachelor's degree and 15 percent of residents have a graduate or professional degree.
- Its beautiful historic downtown and new Thurman Springs Park is host to numerous events, concerts, shopping, and has connecting trails and routes to the popular Silver Comet Trail.

## ECONOMIC OVERVIEW

- The local economy employs around 8,660 people, with the largest employment sectors being healthcare & social assistance, retail trade, and construction.
- The Cobb County School District is the second-largest school system in Georgia and is ranked one of the best in the nation.
- Cobb County is home to Dobbins Air Reserve Base, which supports more than 5700 personnel.
- Powder Springs is near eleven colleges and universities and a technical college producing a highly trained skilled workforce for area employers.
- The Downtown also includes unique businesses for shopping and development opportunities for residential and commercial builders.
- There are 11 colleges and universities in close proximity to Powder Springs.
- Principal employers of the city are PS Operator, LLC (PS Center for Nursing & Healing), Gorman Construction, Inc, Hussmann Services Corporation, Jim Luca Electrical Cont, Inc., Caldwell Insulation, Inc., Georgia Firestop, Inc., MCM Leasing, Inc., The Kroger Company Publix Supermarkets and The Home Depot.

## NOTABLE DEVELOPMENTS/UPCOMING PROJECTS

- **Springside – Town Center Mixed-Use Project:** A major downtown initiative delivering 226 apartment units across eight buildings - comprising carriage-style homes and three- to four-story apartments—completed in phases between late 2023 and early 2024.
- Powder Springs is transforming its downtown through public-private collaboration to activate underused parcels with mixed-use housing, retail, and new civic infrastructure.



## ATLANTA MSA

- The Atlanta Metropolitan Statistical Area (MSA), also known as Metro Atlanta, is a large metropolitan region centered around the city of Atlanta, Georgia. It is officially designated as the "Atlanta-Sandy Springs-Roswell, GA Metropolitan Statistical Area" by the US Office of Management and Budget.
- The Atlanta metro area's population in 2025 is estimated to be around 6.2 million people.
- The Atlanta Metropolitan Statistical Area (MSA) is the business capital of the Southeastern United States and a global business hub.

## ECONOMIC OVERVIEW

- Atlanta MSA - GDP: \$570,662.834 as of 2023.
- Metro Atlanta is one of the fastest-growing MSAs and has the 11th largest economy in the country.
- The current metro area population of Atlanta in 2024 was 6,411,149, a 1.19% increase from 2024.
- Atlanta is considered a top business city and continues to attract a talented workforce.
- Georgia has been named the #1 State for Doing Business for the last ten years and the #1 State for Business Climate for the previous nine years.
- It is in the Top 10 U.S. cities with the most Fortune 500 headquarters
- It is home to Coca-Cola, Delta, Home Depot, CNN, Mercedes-Benz, Global Payments, and UPS
- It is home to Hartsfield-Jackson Atlanta International Airport, world's busiest airport serving more than 93.7 million passengers annually (more than 300,000 passengers daily) and with non-stop service to more than 228 worldwide destinations.

## NOTABLE DEVELOPMENTS/UPCOMING PROJECTS

- Centennial Yards: A \$5 billion, 50-acre transformational, mixed-use development, Centennial Yards will deliver around 3,000 apartment units and approximately 1,500 hotel rooms, along with a dynamic mix of retail, entertainment and gathering spaces for the millions of people. Anchored by Mercedes-Benz Stadium, home to the Atlanta Falcons and Atlanta United FC, and State Farm Arena, home to the Atlanta Hawks, Centennial Yards will be the Southeast's largest sports and entertainment district, complete with bars, a live music venue and other hospitality destinations.
- The Rowan: An 800-acre innovation hub along Georgia 316, partnering with the University System of Georgia and Technical College of Georgia.

# CLOSE AERIAL



# CLOSE AERIAL



U.S. HWY-278 & GA-6  
40,600 VPD

Florence Rd  
39,900 VPD

SUBJECT PROPERTY  
Big Blue Marble  
Academy

LEEMAN CO  
COREGISTICS

Kennesaw  
LANDSCAPING  
BADGER  
German CONSTRUCTION, INC.

CARTER  
Lumber

PRIME  
CONTRACTORS  
Excellence At Every Level

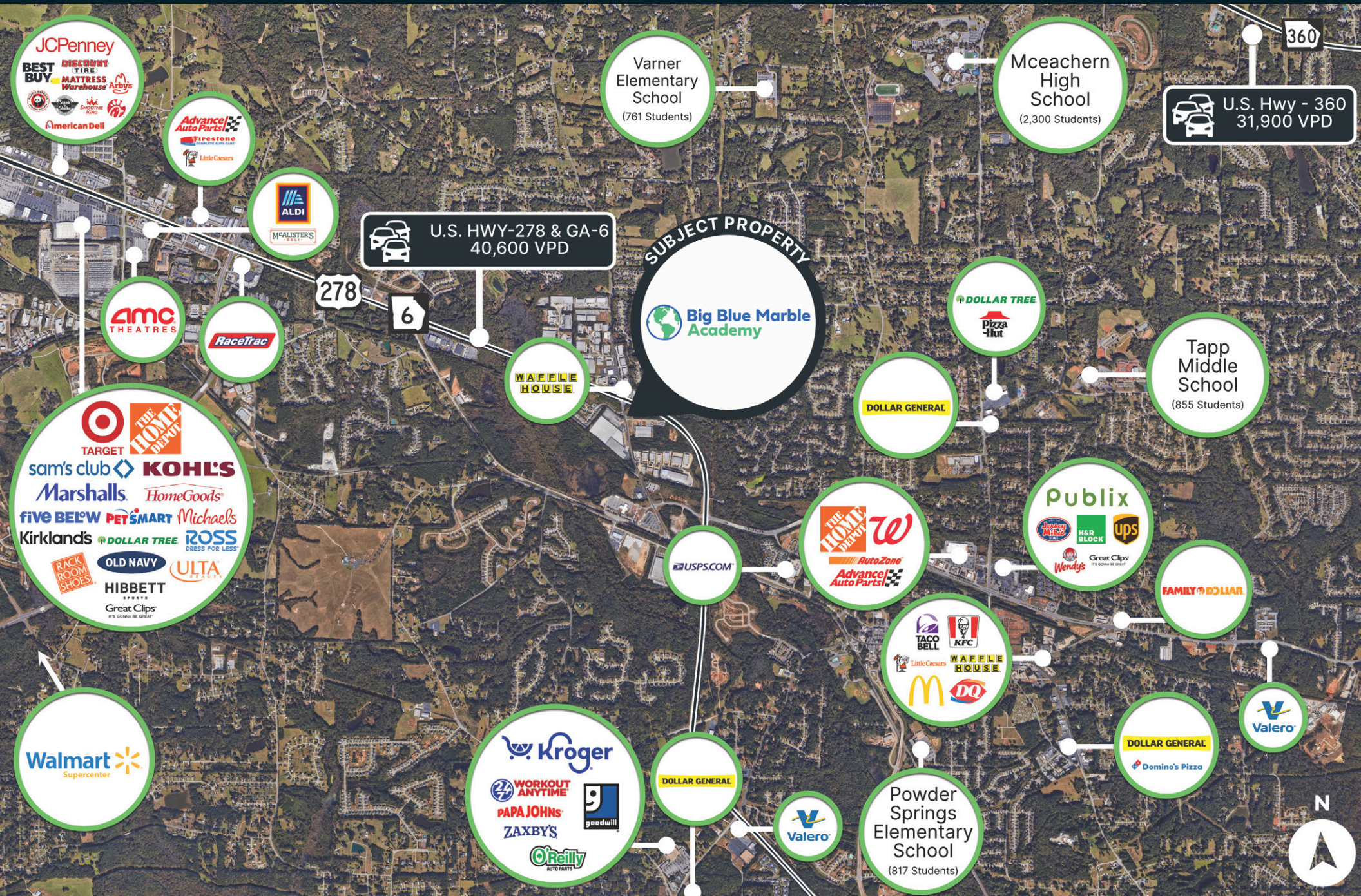
NDS  
We put water in its place

PODS

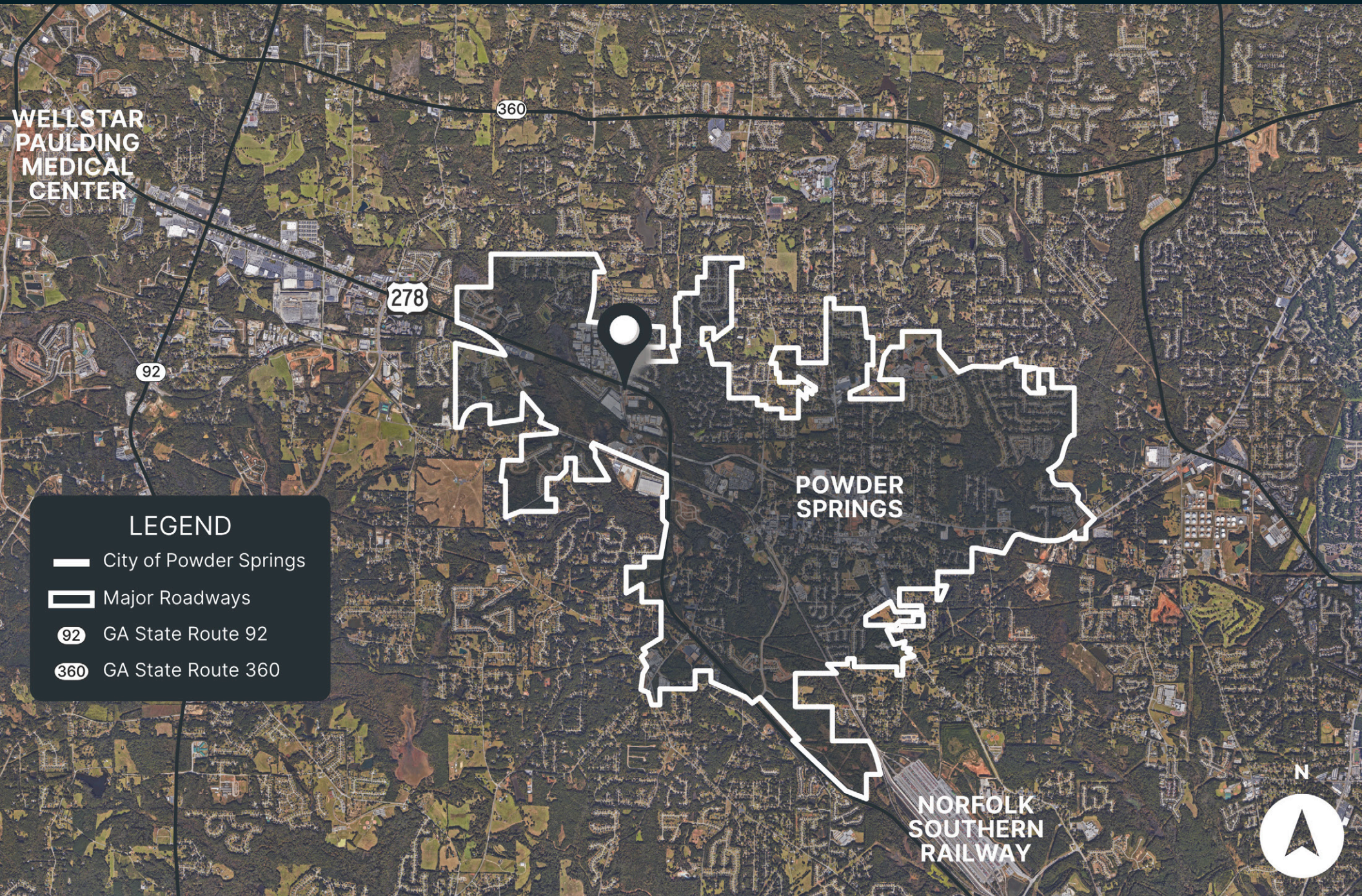
EPS  
DRIVER  
SOURCE

ATLANTA  
23.4 MILES

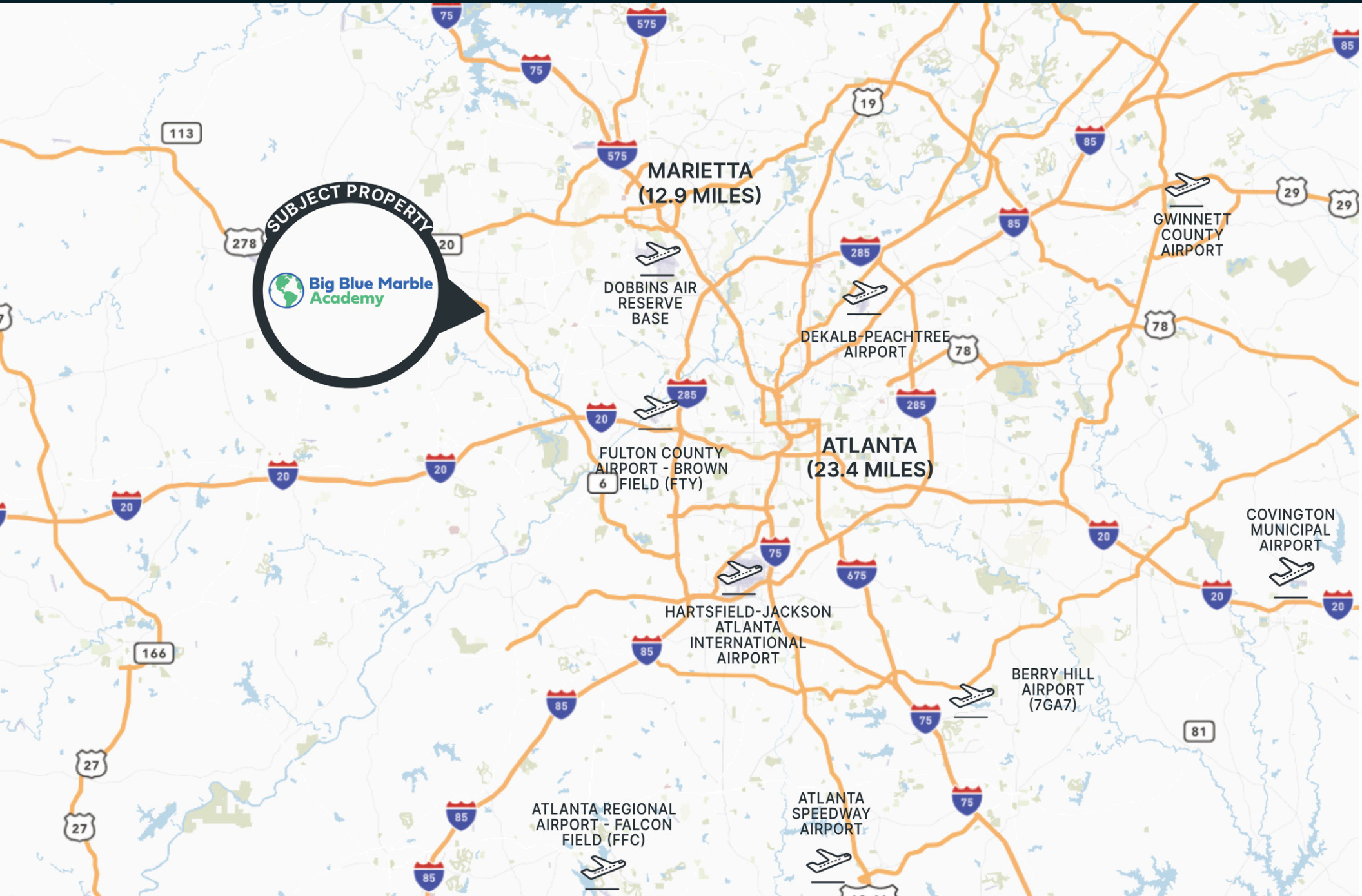
# WIDE AERIAL



# LOCATION MAP

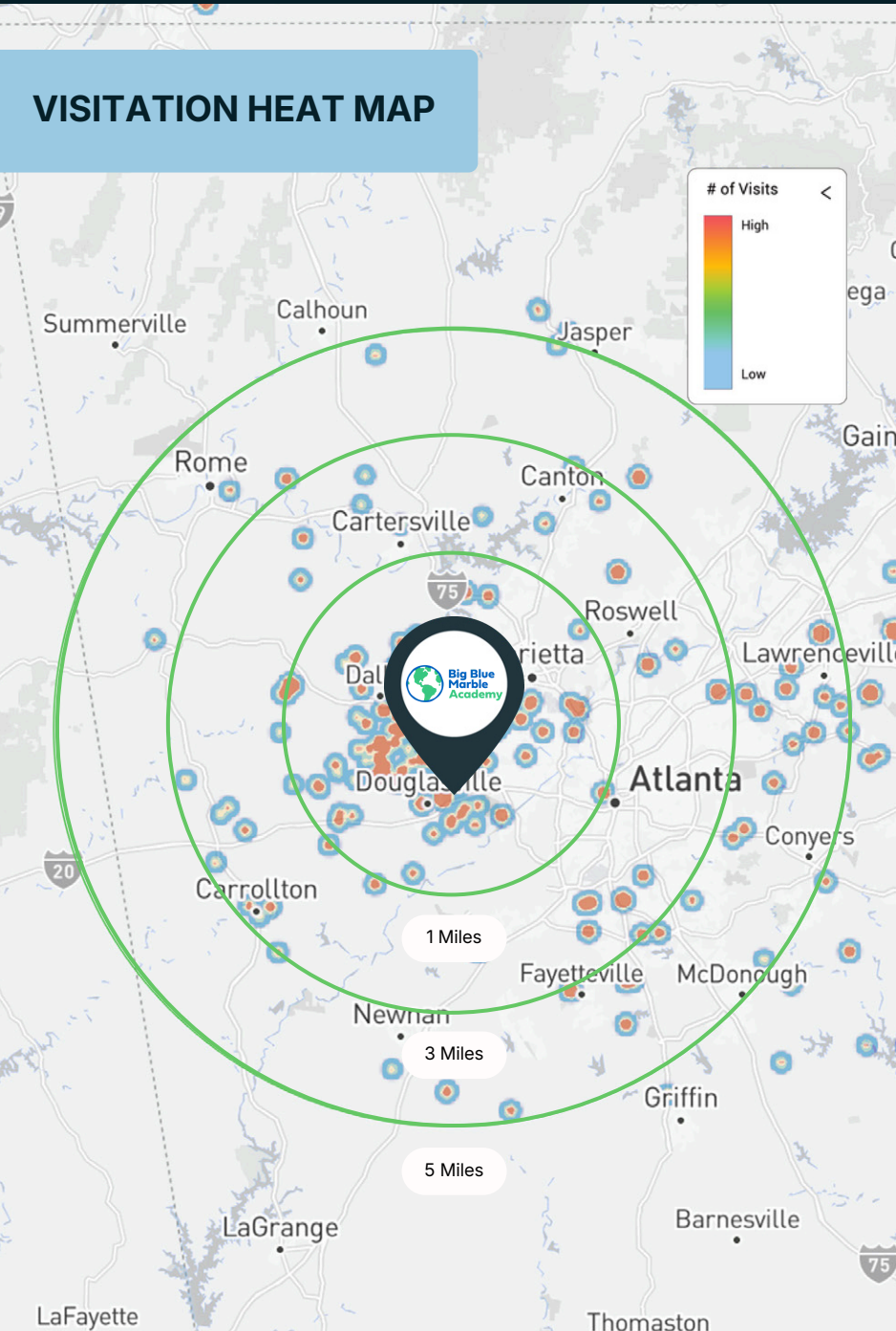


# REGIONAL MAP





VISITATION HEAT MAP



# Demographics

3375 Florence Road, Powder Springs, GA 30127



POPULATION	1 MILES	3 MILES	5 MILES
2025 Population	5,470	40,955	103,593
2030 Population	5,622	43,590	107,141
% Change	2.78%	6.43%	3.42%



AVERAGE HOUSEHOLD INCOME	1 MILES	3 MILES	5 MILES
2025 Average HH Income	\$131,081	\$120,606	\$122,026
2030 Average HH Income	\$145,647	\$135,203	\$136,787
% Change	11.11%	12.10%	12.10%



HOUSEHOLDS	1 MILES	3 MILES	5 MILES
2025 Households	2,282	14,727	36,419
2030 Households	2,327	15,334	37,567
% Change	1.97%	4.12%	3.15%

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