

Beacon Heights

Madison, GA



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Parking lot renovation in progress



Parking lot renovation in progress



Cap Rate
8.25%



Price
\$9,300,000



Price Per SF
\$88



NOI
\$766,576



Square Footage
105,849 SF



Acreage
17.61 acres







Occupancy
100%






Year Built/Ren.
1989/2011



The Opportunity

Address  1462 Eatonton Road Madison, GA 30650	Parcel Number  037E-010
Gross Leasable Area and Land Area  105,849 SF 17.61 AC	Occupancy  100% occupied
Year Built/Ren.  1989/2011	NOI  \$766,576
Cap Rate  8.25%	Price  \$9,300,000

Summary of Anchor Tenants

	Size	Expiration	Annual Rent
	24,000	2028	\$152,640
	23,360	2028	\$123,808
	20,744	2032	\$85,673

INVESTMENT HIGHLIGHTS

Stable, 100% Leased Center with Proven Tenant Demand

Beacon Heights is a fully occupied value-oriented center anchored by a strong mix of national and regional tenants. Recent activity, including Dollar Tree's renewal with zero landlord incentives, reinforces tenant demand.

Embedded NOI Growth Through Below-Market Rents

Several anchors operate below market rents, creating a clear path to NOI growth through renewals and mark-to-market opportunities without requiring repositioning.

Limited Near-Term CapEx Requirements

Over 70% of the roofs have been replaced, and a full parking lot renovation is underway, significantly reducing near-term capital needs.

Strong In-Place Yield with Durable Cash Flow

The Property offers an attractive going-in yield supported by a necessity-based tenant mix and consistent occupancy.

Major Economic Growth Driver – Rivian EV Plant

Nearby Rivian's \$5B manufacturing facility is expected to create **thousands of construction jobs** and **~7,500 permanent jobs**, driving long-term population and retail demand.

LOCATION HIGHLIGHTS

Regional Retail Hub for Lake Oconee

Beacon Heights serves as a primary shopping destination for Madison and the broader Lake Oconee region, with limited nearby competition.

Strategic Access to Growth Markets

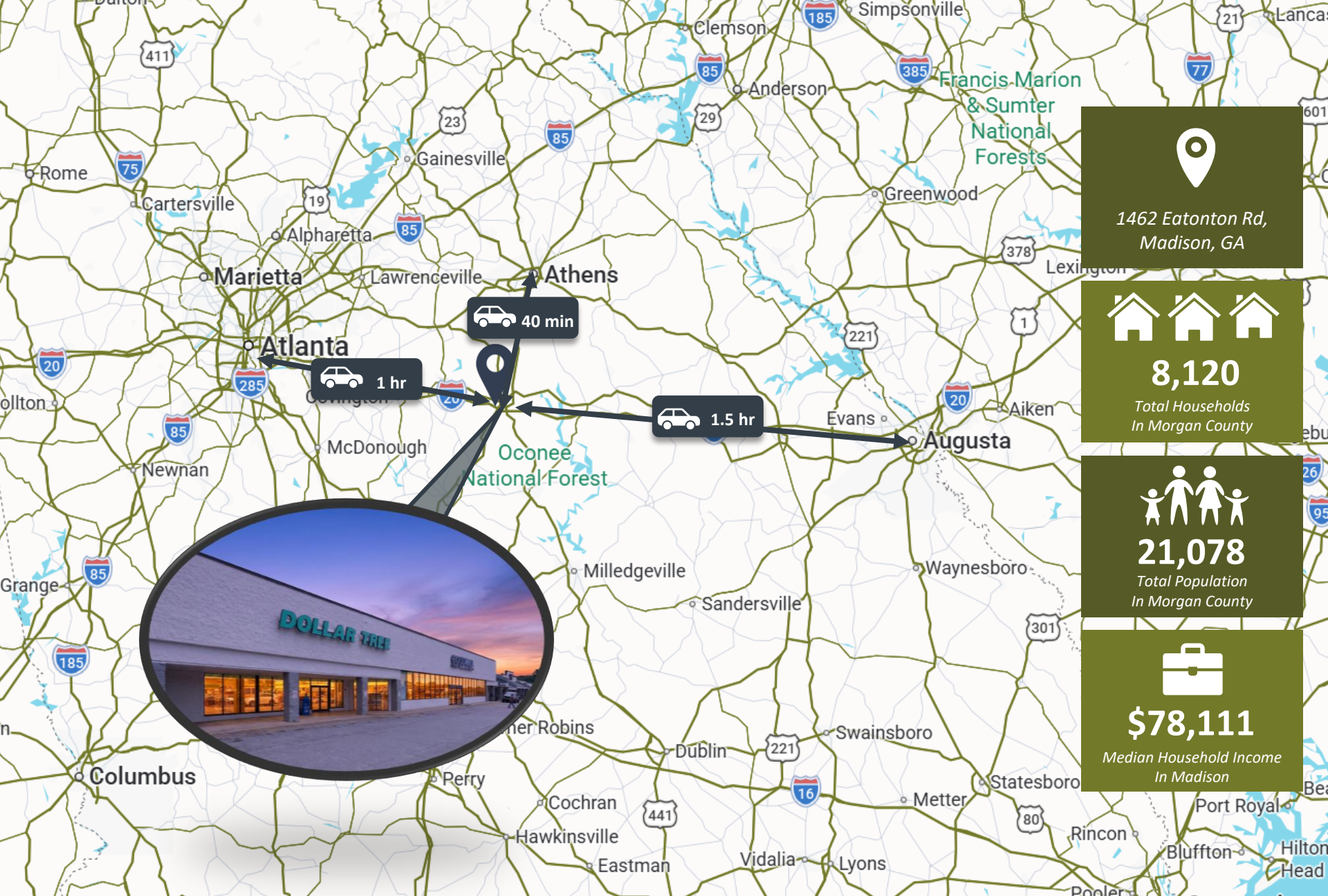
Positioned along I-20 between Atlanta and Athens, the Shopping Center benefits from continued population and income growth across both markets.

Strong Retail Corridor & Medical Anchor

Located within a dense retail corridor and adjacent to Morgan Medical Center, the region's only full-service Hospital, driving consistent traffic and long-term demand.

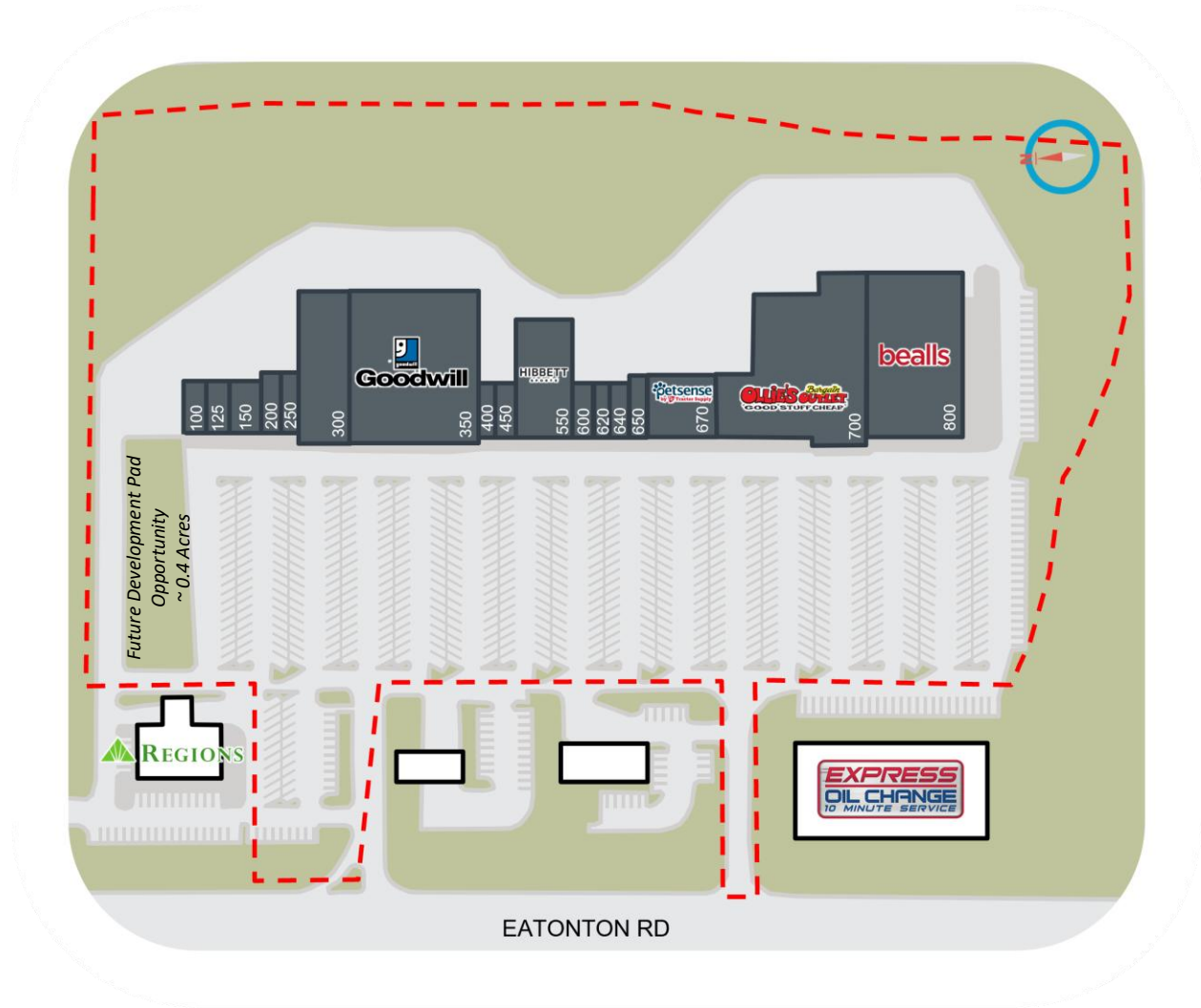


Parking lot renovation in progress

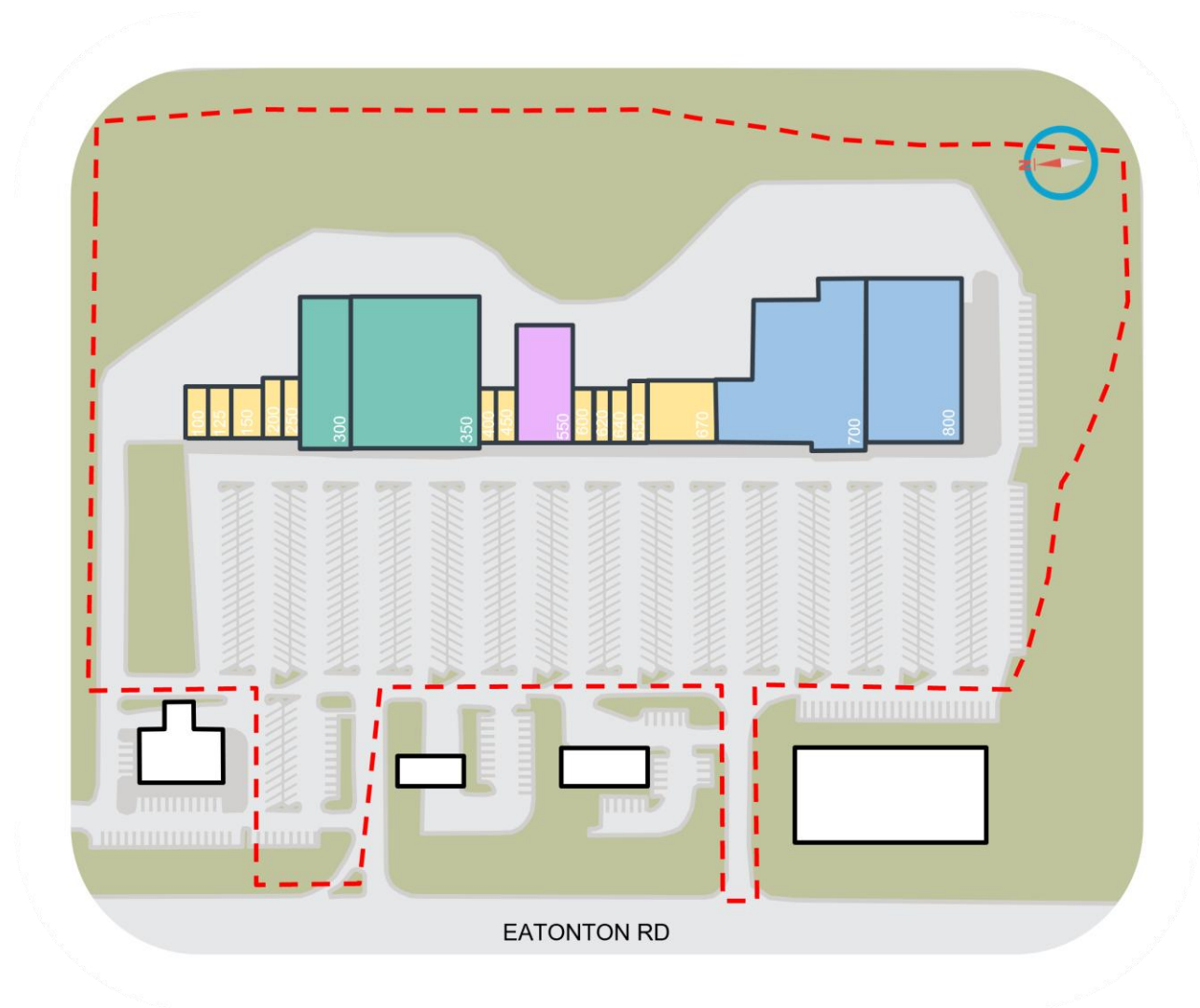


Site Plan

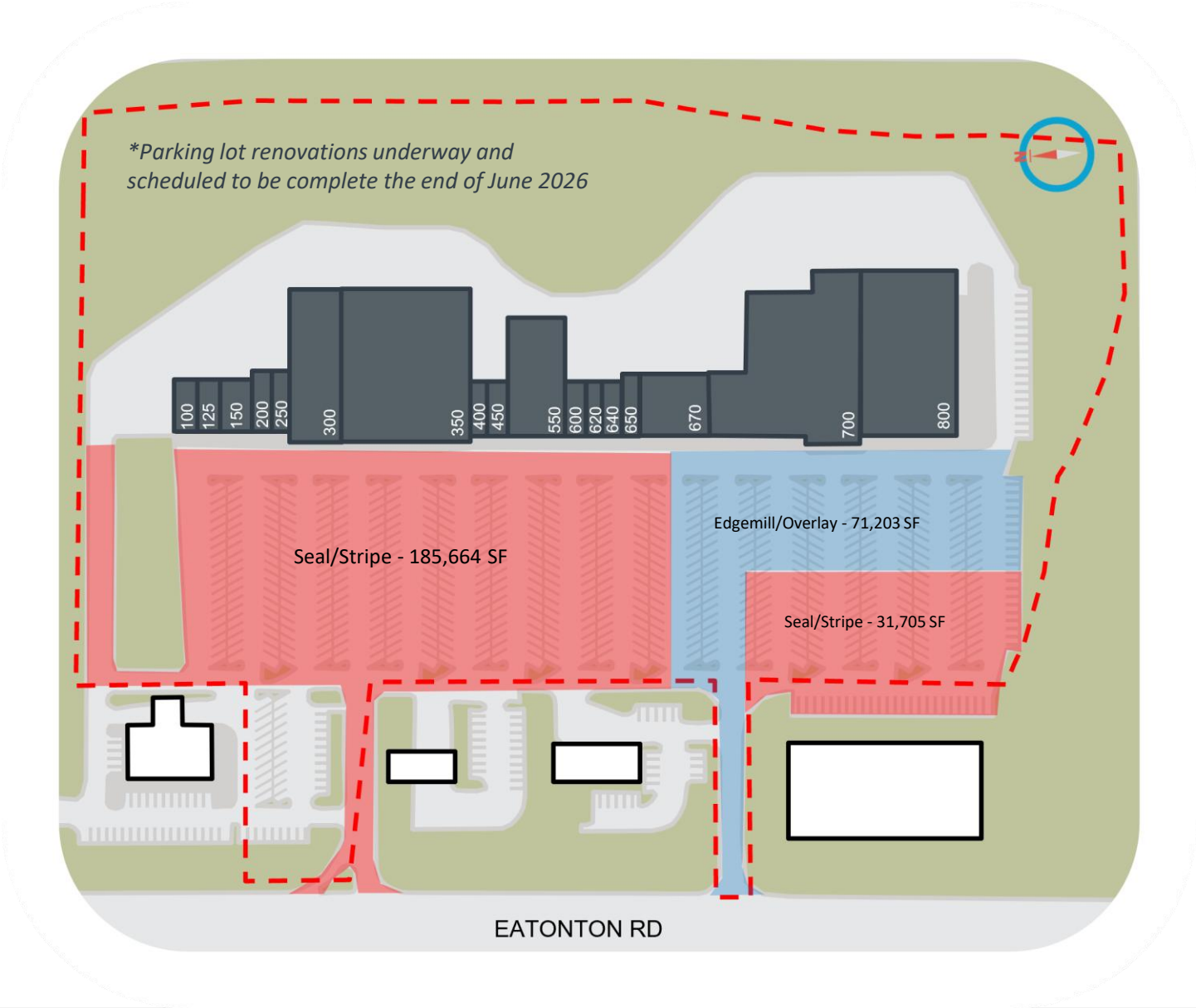
SUITE	TENANT	SQ. FT.
100	Enterprise Rent-A-Car	1,800 SF
125	Natural Nails	1,200 SF
150	Beauty Depot	2,369 SF
200	Smokey Tales Vapes	1,200 SF
250	Little Caesars	1,426 SF
300	Dollar Tree	8,000 SF
350	Goodwill	24,000 SF
400	Match Staffing	1,200 SF
450	All in One Pool Service	1,200 SF
550	Hibbett Sporting Goods	8,450 SF
600	Sakura Hibachi	1,500 SF
620	Cricket Wireless	1,200 SF
640	AMG Finance	1,200 SF
650	Qwick Pack & Ship	1,400 SF
670	PetSense	5,600 SF
700	Ollie's Bargain Outlet	23,360 SF
800	Beall's	20,744 SF
TOTAL		105,849 SF



Roof Plan



Parking Lot Renovation Plan





GOODWILL

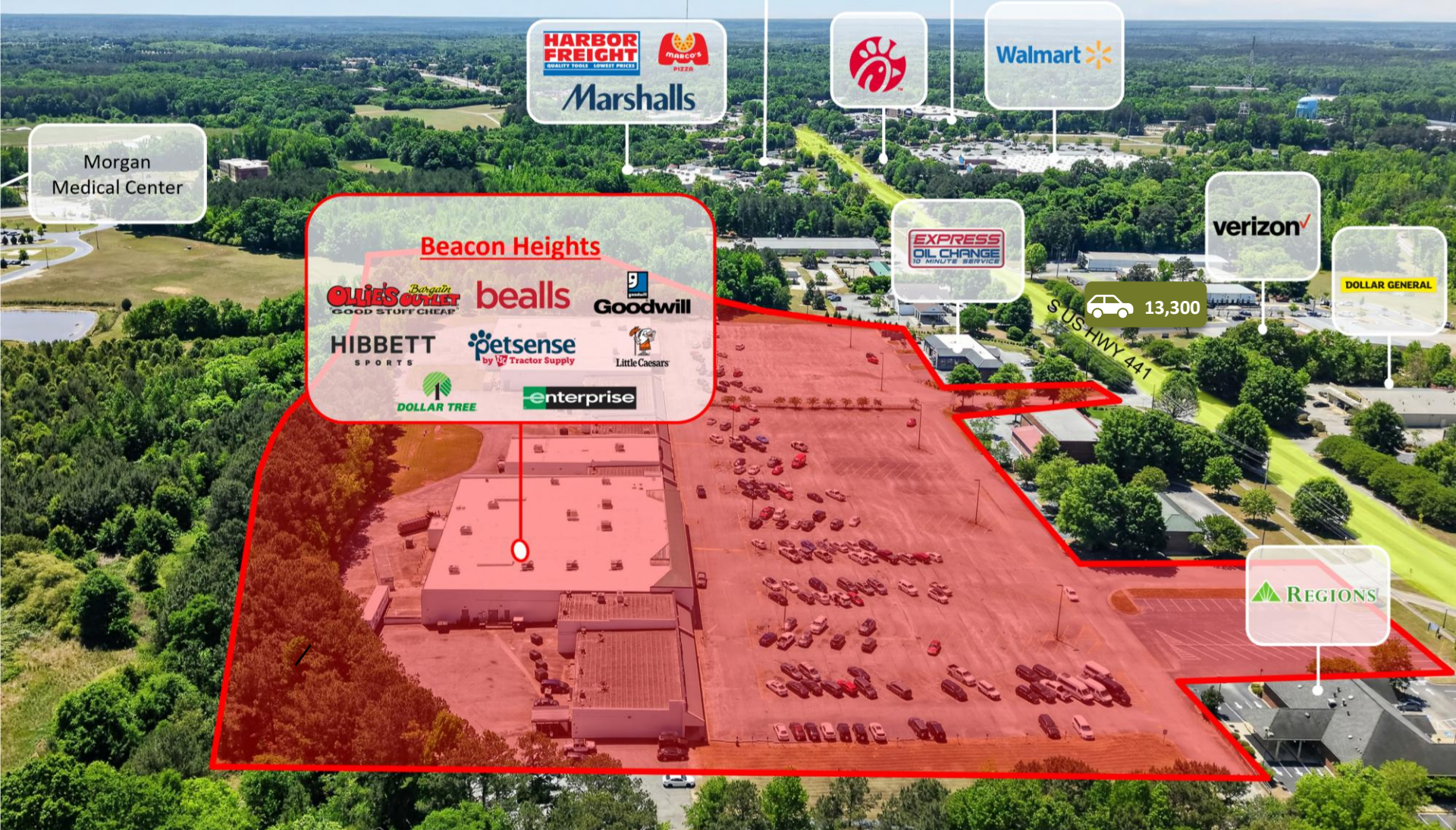
STORE & DONATION CENTER

DOLLAR TREE

Parking lot renovation in progress

Market Aerial





Morgan Medical Center

Advance Auto Parts

LOWE'S

HARBOR FREIGHT
Marshall's



Walmart

Beacon Heights
OLIE'S BARGAIN OUTLET
bealls
Goodwill
HIBBETT SPORTS
petsense by Tractor Supply
DOLLAR TREE
enterprise
Little Caesars

EXPRESS OIL CHANGE 10 MINUTE SERVICE

verizon

13,300

DOLLAR GENERAL

S US HWY 441

REGIONS



Parking lot renovation in progress

Financials



Parking lot renovation in progress

Rent Roll

Suite	Tenant	SF	% of GLA	Lease Start	Lease End	Esc. Date	ANNUAL MINIMUM RENT			Recovery Method	RENEWAL OPTIONS		
							Rent \$/SF	Monthly	Annual		Term	Date	Rent \$/SF
100	Enterprise Rent-A-Car	1,800	2%	Oct-01	Oct-29		\$8.87	\$1,331	\$15,966	NNN 15% Admin Fee			
125	Natural Nails	1,200	1%	Jul-10	Jul-27		\$20.00	\$2,000	\$24,000	NNN 15% Admin Fee			
150	Beauty Depot	2,369	2%	Mar-19	Nov-26		\$14.85	\$2,932	\$35,180	NNN 15% Admin Fee			
200	Smokey Tales Vapes	1,200	1%	Jun-19	May-30		\$20.00	\$2,000	\$24,000	NNN			
						Jun-26	\$20.60	\$2,060	\$24,720	15% Admin Fee - CAM			
						Jun-27	\$21.22	\$2,122	\$25,464				
						Jun-28	\$21.85	\$2,185	\$26,220				
						Jun-29	\$22.51	\$2,251	\$27,012				
250	Little Caesars	1,426	1%	Jul-16	Jun-26		\$15.00	\$1,783	\$21,390	NNN 15% Admin Fee 4% Annual CAM Cap			
300	Dollar Tree	8,000	8%	Sep-11	Sep-31		\$9.25	\$6,167	\$74,000	NNN			
						Oct-26	\$9.75	\$6,500	\$78,000	5% Annual CAM Cap			
350	Goodwill	24,000	23%	Mar-13	Mar-28		\$6.36	\$12,720	\$152,640	NNN	5-yr	Apr-28	\$7.00
									5% Annual CAM Cap	5-yr	Apr-33	\$7.70	
400	Match Staffing	1,200	1%	Aug-25	Jul-30		\$18.50	\$1,850	\$22,200	NNN			
						Aug-26	\$19.06	\$1,906	\$22,872	15% Admin Fee - CAM			
						Aug-27	\$19.63	\$1,963	\$23,556				
						Aug-28	\$20.22	\$2,022	\$24,264				
						Aug-29	\$20.82	\$2,082	\$24,984				
450	All in One Pool Service	1,200	1%	Sep-20	Aug-30		\$18.00	\$1,800	\$21,600	NNN			
						Sep-26	\$18.54	\$1,854	\$22,248	15% Admin Fee - CAM			
						Sep-27	\$19.10	\$1,910	\$22,920				
						Sep-28	\$19.67	\$1,967	\$23,604				
						Sep-29	\$20.26	\$2,026	\$24,312				

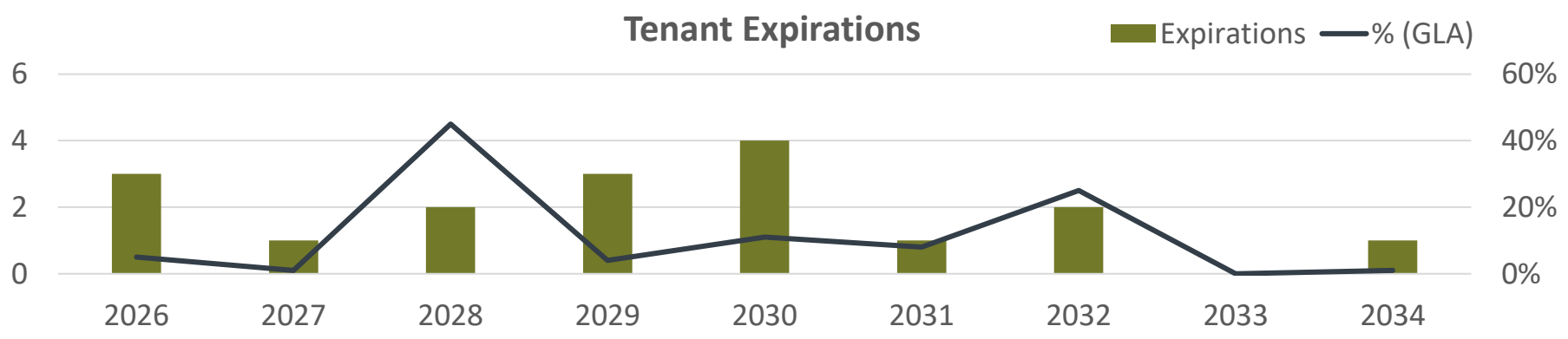
Rent Roll

Suite	Tenant	SF	% of GLA	Lease Start	Lease End	Esc. Date	ANNUAL MINIMUM RENT			Recovery Method	RENEWAL OPTIONS		
							Rent \$/SF	Monthly	Annual		Term	Date	Rent \$/SF
550	Hibbett Sporting Goods	8,450	8%	Feb-08	Jan-30		\$14.50	\$10,210	\$122,525	NNN 15% CAM Cap			
600	Sakura Hibachi	1,500	1%	Oct-24	Oct-34		\$16.48	\$2,060	\$24,720	NNN 15% Admin Fee			
						Nov-26	\$16.97	\$2,121	\$25,455				
						Nov-27	\$17.48	\$2,185	\$26,220				
						Nov-28	\$18.01	\$2,251	\$27,015				
						Nov-29	\$18.55	\$2,319	\$27,825				
						Nov-30	\$19.10	\$2,388	\$28,650				
						Nov-31	\$19.68	\$2,460	\$29,520				
						Nov-32	\$20.27	\$2,534	\$30,405				
						Nov-33	\$20.88	\$2,610	\$31,320				
620	Cricket Wireless	1,200	1%	Aug-19	Jul-29		\$17.50	\$1,750	\$21,000	NNN 15% Admin Fee			
						Aug-26	\$18.00	\$1,800	\$21,600				
						Aug-27	\$18.50	\$1,850	\$22,200				
						Aug-28	\$19.00	\$1,900	\$22,800				
640	AMG Finance	1,200	1%	Oct-08	Dec-29		\$16.64	\$1,664	\$19,968	NNN 15% Admin Fee			
						Jan-27	\$17.31	\$1,731	\$20,772				
						Jan-28	\$18.00	\$1,800	\$21,600				
						Jan-29	\$18.72	\$1,872	\$22,464				
650	Qwick Pack & Ship	1,400	1%	Nov-11	Nov-26		\$14.00	\$1,633	\$19,600	NNN 15% Admin Fee			
670	PetSense	5,600	5%	Nov-25	Nov-32		\$14.29	\$6,669	\$80,024	NNN 10% Admin Fee - CAM 5% CAM Cap	5-yr 5-yr 5-yr	Dec-32 Dec-37 Dec-42	\$15.71 \$17.29 \$19.01
700	Ollie's Bargain Outlet	23,360	22%	Jun-16	Jun-28		\$5.30	\$10,317	\$123,808	Gross	5-yr 5-yr	Jul-28 Jul-33	\$5.65 \$6.00
800	Beall's	20,744	20%	Sep-21	Jan-32		\$3.86	\$6,673	\$80,072	Gross	5-yr 5-yr 5-yr	Feb-32 Feb-37 Feb-42	\$4.42 \$4.72 \$5.06
						Feb-27	\$4.13	\$7,139	\$85,673				
Total		105,849	100%	Occupied			\$13.73	\$73,558	\$882,692				

Tenant Expiration Schedule

Tenants	Expiration Suite	Expiring Date	Area	Building Share %	Base Rent
2026 Expirations					
Little Caesars	250	6/30/2026	1,426	1.36%	\$21,390
Beauty Depot	150	11/30/2026	2,369	2.24%	\$35,180
Qwick Pack & Ship	650	11/30/2026	1,400	1.32%	\$19,600
Total 2026 Expirations			5,195	4.92%	\$76,170
2027 Expirations					
Natural Nails	125	7/31/2027	1,200	1.13%	\$24,000
Total 2027 Expirations			1,200	1.13%	\$24,000
2028 Expirations					
Goodwill	350	3/31/2028	24,000	22.67%	\$152,640
Ollie's Bargain Outlet	700	6/30/2028	23,360	22.07%	\$123,808
Total 2028 Expirations			47,360	44.74%	\$276,448
2029 Expirations					
Cricket Wireless	620	7/31/2029	1,200	1.13%	\$21,000
Enterprise Rent-A-Car	100	10/31/2029	1,800	1.70%	\$15,966
AMG Finance	640	12/31/2029	1,200	1.13%	\$22,464
Total 2029 Expirations			4,200	3.96%	\$59,430

Tenants	Expiration Suite	Expiring Date	Area	Building Share %	Base Rent
2030 Expirations					
Hibbett Sporting Goods	550	1/31/2030	8,450	7.98%	\$122,525
Smokey Tales Vapes	200	5/31/2030	1,200	1.13%	\$27,012
Match Staffing	400	7/31/2030	1,200	1.13%	\$24,984
All in One Pool Service	450	8/31/2030	1,200	1.13%	\$24,312
Total 2030 Expirations			12,050	11.37%	\$198,833
2031 Expirations					
Dollar Tree	300	9/30/2031	8,000	7.56%	\$78,000
Total 2031 Expirations			8,000	7.56%	\$78,000
2032 Expirations					
Bealls	800	1/31/2032	20,744	19.60%	\$85,673
PetSense	670	11/30/2032	5,600	5.29%	\$80,024
Total 2032 Expirations			26,344	24.89%	\$165,697
2034 Expirations					
Sakura Hibachi	600	10/31/2034	1,500	1.42%	\$31,320
Total 2034 Expirations			1,500	1.42%	\$31,320



cricket

AMG Finance
LOANS AND TAXES

PACK & SHIP

cricket wireless

OPEN

Samsung Galaxy A11 5G
GRATIS

4 líneas ilimitado
\$25

FREE Samsung Galaxy A11 5G

¡Estamos CONTRATANDO!

AMG Finance

OPEN

PTSTAX

NO PARKING
FINE
LANE

FedEx

Secretarial Services

OPEN

Identigo

QUICK PACK & SHIP

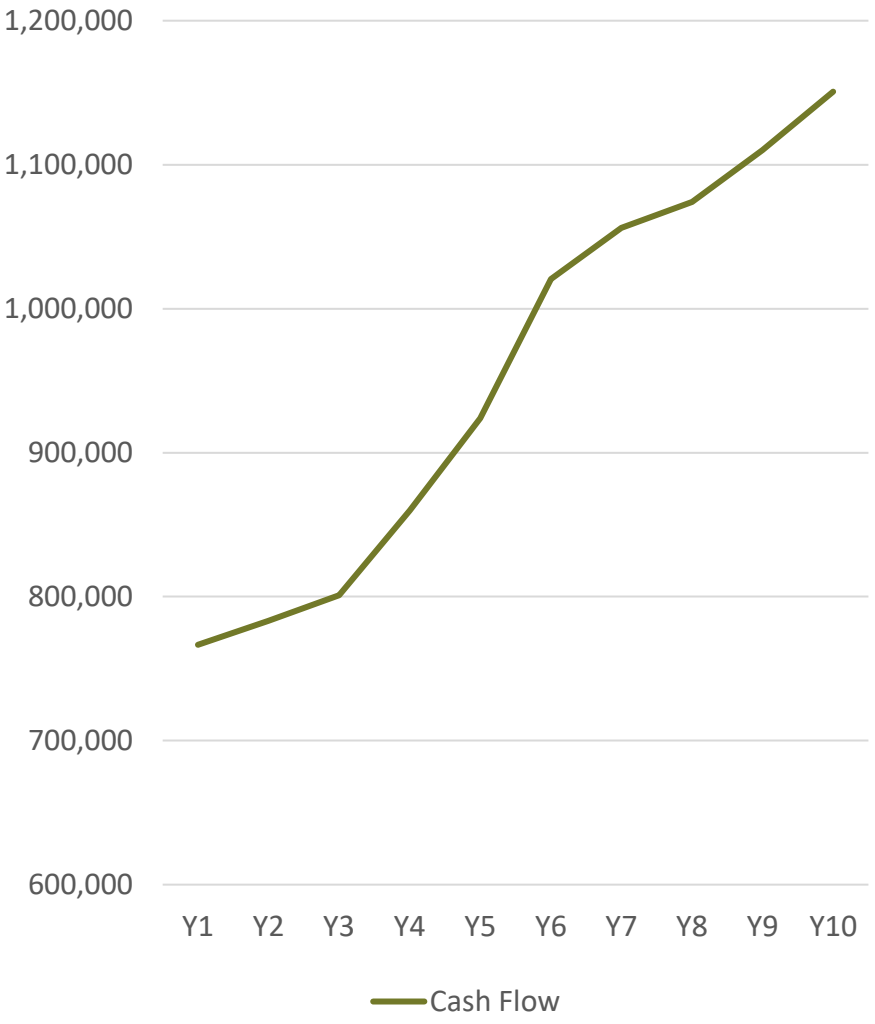
Parking lot renovation in progress

10 Year Cash Flow Model

	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast	Forecast
For the Years Ending	Year 1 Jul-2027	Year 2 Jul-2028	Year 3 Jul-2029	Year 4 Jul-2030	Year 5 Jul-2031	Year 6 Jul-2032	Year 7 Jul-2033	Year 8 Jul-2034	Year 9 Jul-2035	Year 10 Jul-2036	Total
Rental Revenue											
Potential Base Rent	906,158	926,587	948,047	1,015,096	1,087,323	1,190,150	1,230,744	1,253,460	1,296,642	1,345,196	11,199,403
Scheduled Base Rent	906,158	926,587	948,047	1,015,096	1,087,323	1,190,150	1,230,744	1,253,460	1,296,642	1,345,196	11,199,403
Total Rental Revenue	906,158	926,587	948,047	1,015,096	1,087,323	1,190,150	1,230,744	1,253,460	1,296,642	1,345,196	11,199,403
Other Tenant Revenue											
Total Expense Recoveries	124,068	127,819	131,524	135,555	139,888	144,345	148,403	152,291	156,208	160,262	1,420,364
Total Other Tenant Revenue	124,068	127,819	131,524	135,555	139,888	144,345	148,403	152,291	156,208	160,262	1,420,364
Total Tenant Revenue	1,030,225	1,054,407	1,079,572	1,150,651	1,227,211	1,334,495	1,379,147	1,405,752	1,452,850	1,505,458	12,619,767
Potential Gross Revenue	1,030,225	1,054,407	1,079,572	1,150,651	1,227,211	1,334,495	1,379,147	1,405,752	1,452,850	1,505,458	12,619,767
Vacancy & Credit Loss											
Vacancy Allowance	-26,870	-27,531	-27,816	-31,281	-35,017	-35,271	-35,978	-36,301	-38,582	-41,135	-335,782
Total Vacancy & Credit Loss	-26,870	-27,531	-27,816	-31,281	-35,017	-35,271	-35,978	-36,301	-38,582	-41,135	-335,782
Effective Gross Revenue	1,003,355	1,026,875	1,051,755	1,119,370	1,192,194	1,299,224	1,343,169	1,369,450	1,414,269	1,464,323	12,283,985
Operating Expenses											
Property Taxes	83,803	86,317	88,906	91,574	94,321	97,150	100,065	103,067	106,159	109,344	960,705
CAM	102,782	105,668	108,660	113,002	117,569	123,234	127,080	130,472	134,498	138,762	1,201,728
Management Fees	30,101	30,806	31,553	33,581	35,766	38,977	40,295	41,084	42,428	43,930	368,520
Sweeping	6,300	6,489	6,684	6,884	7,091	7,303	7,523	7,748	7,981	8,220	72,222
Landscaping	15,712	16,183	16,669	17,169	17,684	18,215	18,761	19,324	19,903	20,501	180,120
Fire Safety	2,358	2,429	2,502	2,577	2,654	2,734	2,816	2,900	2,987	3,077	27,032
Sprinkler Inspection	1,555	1,602	1,650	1,699	1,750	1,803	1,857	1,912	1,970	2,029	17,826
Alarm Monitoring	1,858	1,914	1,971	2,030	2,091	2,154	2,219	2,285	2,354	2,424	21,300
Misc. Cleaning	1,355	1,396	1,438	1,481	1,525	1,571	1,618	1,666	1,716	1,768	15,534
Cleaning	3,000	3,090	3,183	3,278	3,377	3,478	3,582	3,690	3,800	3,914	34,392
Misc. Repairs & Maintenance	5,475	5,639	5,808	5,983	6,162	6,347	6,537	6,734	6,936	7,144	62,765
Roof Repairs	4,150	4,274	4,402	4,534	4,670	4,810	4,955	5,103	5,256	5,414	47,569
Plumbing	1,162	1,197	1,233	1,270	1,308	1,347	1,388	1,429	1,472	1,516	13,321
Electrical Repairs	17,277	17,795	18,329	18,879	19,445	20,028	20,629	21,248	21,885	22,542	198,057
Water/Sewer	180	185	191	197	203	209	215	221	228	235	2,063
Electricity	12,300	12,669	13,049	13,441	13,844	14,259	14,687	15,128	15,581	16,049	141,007
Non-Recoverable	5,093	5,245	5,403	5,565	5,732	5,904	6,081	6,263	6,451	6,645	58,381
Electricity	649	668	688	709	730	752	775	798	822	847	7,439
Plumbing Repairs & Supplies	562	579	597	614	633	652	671	692	712	734	6,446
Miscellaneous	3,881	3,998	4,118	4,241	4,369	4,500	4,635	4,774	4,917	5,064	44,496
Insurance	45,102	46,455	47,849	49,284	50,763	52,286	53,854	55,470	57,134	58,848	517,046
Property Insurance	22,957	23,646	24,355	25,086	25,838	26,614	27,412	28,234	29,081	29,954	263,178
Liability Insurance	15,790	16,264	16,751	17,254	17,772	18,305	18,854	19,420	20,002	20,602	181,013
Umbrella	6,355	6,546	6,742	6,944	7,153	7,367	7,588	7,816	8,051	8,292	72,855
Total Operating Expenses	236,779	243,685	250,818	259,425	268,385	278,574	287,080	295,272	304,243	313,599	2,737,860
Net Operating Income	766,576	783,190	800,937	859,946	923,810	1,020,650	1,056,089	1,074,178	1,110,026	1,150,724	9,546,125

10 Year Cash Flow Valuation Assumptions

Cash Flow



UNDERWRITING ASSUMPTIONS	
Analysis Start Date	8/1/26
Analysis End Date	7/31/36
Global Growth Rate	3%
Vacancy Assumption	5% <i>*Excluding Dollar Tree, Goodwill, Ollie's, and Bealls*</i>
Management Fee	3%

LEASING ASSUMPTIONS				
Suite Number	125	150	620	650
Square Footage	1,200	2,369	1,200	1,400
Lease Commencement Date	7/1/2027	12/1/2026	8/1/2026	12/1/2026
Rent/SF	\$23.00	\$17.00	\$18.50	\$17.00
Initial Lease Term	5 years	3 years	3 years	3 years



Bank

- Proceeds – Up to 70% LTPP
- Term – 5 years
- Rate – 6.00% – 6.50%
- Amortization – 25 years
- Bank Fee – Up to 1.00%
- Full Recourse

Provided on 4/23/2026



Life Co.

- Proceeds – 70% - 75% LTPP
- Term – 3–5-year rate reset
- Rate – 6.375%
- Amortization – 25 years
- Prepay: Yield Maintenance
- Full Recourse

Provided on 4/27/2026



Life Co.

- Proceeds – 60% - 65% LTPP
- Term – 7 years
- Rate – 6.25%
- Amortization – 30 years
- Prepay: 3/2/1 Stepdown
- Partial Recourse

Provided on 4/27/2026

Tenant Overview



Parking lot renovation in progress



Ollie's Bargain Outlet

Website: <https://www.ollies.com/>

Headquarters: Harrisburg, PA

Locations: 645

Revenue: \$2.53B

Employees: 12,792

Ollie's is America's largest retailer of closeout merchandise and excess inventory since 1982. Their 645 stores sell merchandise of all descriptions and some beyond description. You'll find real brand at real bargain prices in every department, from housewares and flooring to food, cookware, toys, electronics, and more.

Lease Abstract

Tenant	Ollie's Bargain Outlet
Size	23,360
Original Lease Start	6/25/2016
Expiration Date	6/30/2028
Annual Base Rent	\$123,808 (\$5.30 PSF)
Options	Two, 5-Year



Goodwill

Website: <https://www.goodwillworks.org>

Headquarters: Derwood, Maryland

Locations: 3,400

Revenue: \$7.00B

Employees: 23,707

Goodwill Industries was founded in 1902 by Boston minister Edgar J. Helms. To alleviate the extreme poverty affecting the immigrant residents of his parish neighborhoods, Dr. Helms established a trade school in partnership with the business community and trained the unemployed to repair and mend used goods and clothing collected from the city's homes.

Lease Abstract

Tenant	Goodwill of Middle Georgia & the CSRA
Size	24,000
Annual Revenue (Operator)	\$47,000,000
Original Lease Start	3/20/2013
Expiration Date	3/31/2028
Annual Base Rent	\$152,640 (\$6.36 PSF)
Options	Two, 5-Year



bealls

Website: <https://www.bealls.com>

Headquarters: Bradenton, FL

Locations: 600

Revenue: \$1.6B

Employees: 5,117

Bealls was founded in 1915 in Bradenton, Florida by Robert M. Beall Sr. It is an American off-price retail chain offering discounted brand name apparel, home goods, shoes, and accessories. Today, the company operates more than 600 stores across 23 states, following the nationwide rebrand of Bealls Outlet and Burkes Outlet into the unified “bealls” banner.

Lease Abstract

Tenant	bealls
Size	20,744
Original Lease Start	9/25/2021
Expiration Date	1/31/2032
Sales Termination Period	February 2027 – January 2028 <i>*180-day notice in the event gross sales for months 61-72 do not exceed \$2M*</i>
Annual Base Rent	\$85,673 (\$4.13 PSF)
Options	Three, 5-Year



Dollar Tree

Website: <https://www.dollartree.com>

Headquarters: Chesapeake, VA

Locations: 9,000

Revenue: \$19.41B

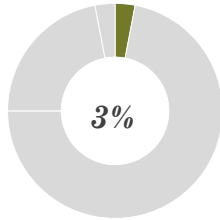
Employees: 153,000

Dollar Tree is a leading discount retailer offering a wide variety of everyday items at fixed price points. The company operates thousands of stores across the United States and Canada under its core Dollar Tree and Family Dollar brands, primarily serving value-oriented and convenience-driven consumers in both urban and rural markets.

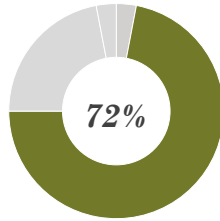
Lease Abstract

Tenant	Dollar Tree
Size	8,000
Original Lease Start	9/29/2011
Expiration Date	9/30/2031
Annual Base Rent	\$78,000 (\$9.75 PSF)
Options	None
Co-Tenancy	bealls

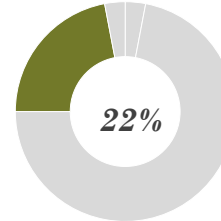
Tenant Mix



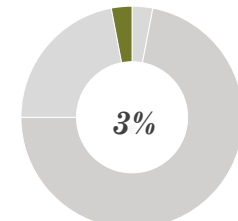
Restaurant
(3% OF GLA)



Discount Retail
(72% OF GLA)



Service
(22% OF GLA)



Health & Beauty
(3% OF GLA)

National & Regional Tenant Line-Up

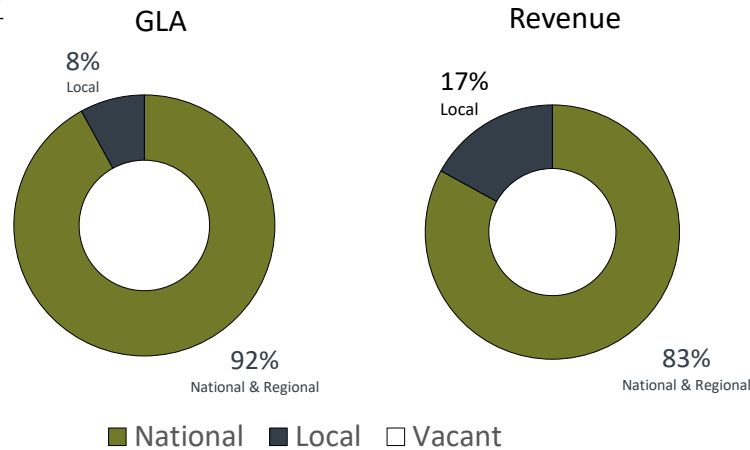
92% of the Property's leased GLA is comprised of national tenants | 83% of the Property's revenue is comprised of national tenants

NATIONAL/REGIONAL TENANTS



LOCAL TENANTS

- Natural Nails
- Beauty Depot
- Smokey Tales Vapes
- All in One Pool Service
- Sakura Hibachi
- Qwick Pack & Ship



Market Overview



Parking lot renovation in progress

Madison's Largest Employers



~200+ employees



~484+ employees



Georgia-Pacific

~450+ employees



~335+ employees



~270+ employees

Visionary City Award

- Georgia Municipal Association (GMA) Business, Trend Magazine, 2023

Located approximately 60 miles east of Atlanta along Interstate 20, Madison is widely regarded as one of Georgia's most charming and well-preserved historic cities. Known for its antebellum architecture and vibrant downtown, Madison serves as a cultural and economic anchor for Morgan County.

State Preservation Award

- The Georgia Trust for Historic Preservation for Excellence in Rehabilitation

While maintaining its small-town character, the city benefits from steady population growth and proximity to the Atlanta metropolitan area, making it an attractive location for both residents and investors seeking stability with regional connectivity. The local economy is supported by a mix of tourism, education, healthcare, and light industry. Madison's historic district draws visitors year-round, supporting a strong base of local businesses, boutiques, and restaurants. Nearby institutions such as Morgan Memorial Hospital and the Morgan County School System provide stable employment, while access to larger employment hubs in the Atlanta MSA enhances workforce flexibility.

Ranked 17th 'Best Small Towns in America'

- Architectural Digest, 2025

Madison's high quality of life, defined by its historic charm, walkable downtown, and strong sense of community, continues to drive demand for residential and commercial development. With its strategic location, economic stability, and unique character, Madison offers a compelling opportunity for long-term investment in one of Georgia's most desirable small-town markets.

Georgia's Premier Lake Market

Lake Oconee offers a unique blend of luxury residential communities, strong tourism activity, and year-round recreational appeal. Strategically located between Atlanta and Augusta, the lake benefits from consistent traffic driven by both full-time residents and second-home owners.

Economic Driver

Lake Oconee is a major economic driver for Greene, Putnam, and Morgan counties. Its combination of affluent demographics, steady tourism, and limited lakefront supply makes it one of Georgia's most desirable lake markets for real estate investment.

Demographics

Lake Oconee features a distinct demographic profile shaped by its role as a premier second-home and retirement destination. The immediate lake area has an estimated population of roughly 15,000 residents, with a median age above 55, reflecting a strong retiree presence.

Lake Oconee Area

The Lake Oconee area functions as a luxury-oriented, low-density lake market supported by retirees, second-home owners, and tourism, with spending power and residential demand significantly higher than typical rural Georgia markets.

Madison, GA – Strategically Positioned Between 3 Strong Markets

Lake Oconee, GA

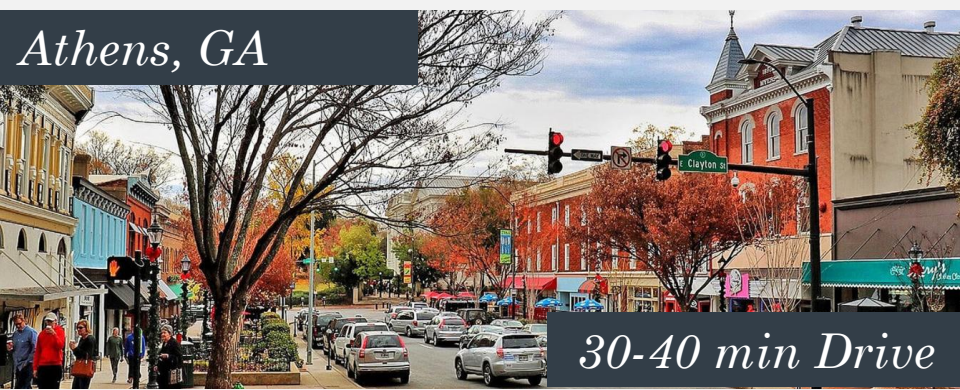


15-20 min Drive

Georgia's Most Affluent Lake Destination

Located in central Georgia between Atlanta and Augusta, Lake Oconee is one of the state's premier lake destinations, known for its mix of recreation, second-home ownership, and growing full-time residential base. The lake spans roughly 19,000 acres with nearly 375 miles of shoreline, supporting a wide range of tourism activity including boating, golf, and resort lodging that draws visitors year-round.

Athens, GA



30-40 min Drive

A Vibrant College & Culture Hub

Athens serves as a major economic and cultural hub for northeast Georgia, anchored by the presence of the University of Georgia—one of the nation's oldest and largest public universities. UGA enrolls roughly 43,000–44,000 students, creating a significant and consistent population base that drives housing, retail, and service demand throughout the market. Combined with steady population growth, a highly educated workforce, and year-round consumer activity driven by students and visitors, Athens remains one of Georgia's most dynamic and resilient retail and investment markets.

Atlanta, GA

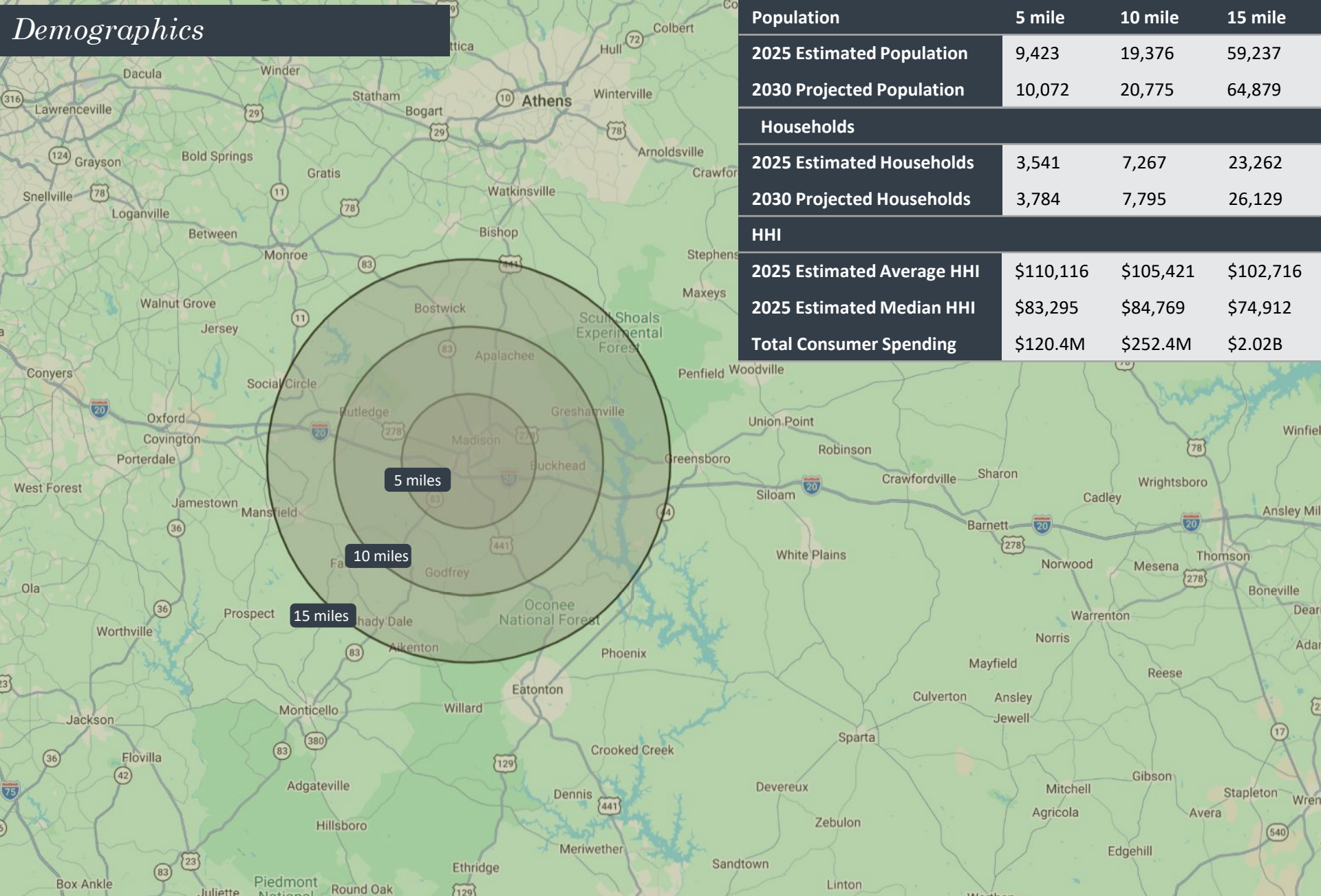


60 min Drive

A Major Metro Market

Located in the heart of the Southeast, Atlanta serves as one of the nation's most important economic and cultural hubs, anchoring a metropolitan region that ranks among the largest in the United States. The Atlanta metro area has a population of approximately 6.3–6.5 million residents, while the city itself has roughly 500,000–520,000 residents, illustrating the scale and regional influence of the market. With a regional GDP exceeding \$570 billion, the metro area continues to function as a primary driver of economic activity across the Southeast.

Demographics



Population	5 mile	10 mile	15 mile
2025 Estimated Population	9,423	19,376	59,237
2030 Projected Population	10,072	20,775	64,879
Households			
2025 Estimated Households	3,541	7,267	23,262
2030 Projected Households	3,784	7,795	26,129
HHI			
2025 Estimated Average HHI	\$110,116	\$105,421	\$102,716
2025 Estimated Median HHI	\$83,295	\$84,769	\$74,912
Total Consumer Spending	\$120.4M	\$252.4M	\$2.02B

Madison | Morgan County: Charming and Industrious

December 30, 2024

Madison is known for its stately homes with beautiful gardens lining historic streets. It might seem like a remnant of simpler times, when it was common for people to sit on their front porch and greet neighbors walking by. And to some degree, that's still accurate. Madison Mayor Fred Perriman says the thing Madisonians value most is its small-town feel.

"Our diversity of industry lies not in the actual individual manufacturers but in the range of industry," says Monica Callahan, Madison's planning and development director. Morgan County has about 1,600 jobs in traditional manufacturing, which amounts to 19% of the jobs, and most are located within the city. There are an additional 1,200 jobs in hospitality/tourism, which comprise 15% of the workforce.

[Read More](#)



Rivian EV Plant in Social Circle, GA

September 16, 2025

On September 16, 2025, Rivian Founder and CEO RJ Scaringe and Georgia Governor Brian Kemp were joined by company, state, and local officials to break ground at the company's manufacturing site at Stanton Springs North. The \$5 billion investment is expected to create 7,500 long-term jobs by 2030.

Rivian is actively working to ensure that both the construction process and future facility meet the company's high standards of conservation and sustainability for a cleaner, wilder future. Employing modern construction techniques and advanced environmental management, the nearly 2,000-acre site is elegantly integrated with the surrounding environment. Recreational trails for employees and customers, including a Rivian experience trail, are planned at the campus.

[Read More](#)



Madison Public Market Opening in 2026

January 12, 2026

The Madison Public Market continues to make steady progress toward its anticipated opening in 2026, with merchant recruitment and space planning advancing alongside construction and tenant build-out preparation. As a mission-driven public market, the Market is focused on building a diverse, financially sustainable mix of merchants that reflects Madison's food and artisan cultures and serves the broader community.

The Madison Public Market is intentionally curating a balanced mix of merchants rather than filling space on a first-come, first-served basis. The intended mix includes fresh and prepared local food businesses, farmers and agricultural producers, food product makers and artisan and gift-oriented businesses.

The Madison Public Market is currently targeting a soft opening in March 2026, contingent on construction milestones and tenant build-out schedules. Updates will continue to be shared as progress is made. Merchant mix and leased spaces will continue to expand over time, as the Public Market grows and the number of community visitors increases.

[Read More](#)

URBANIZE

On scenic Lake Oconee, new mixed-use district under construction

June 14, 2024

Situated about an hour and 20 minutes east of downtown Atlanta, due south of Athens, the Airabella Lake Oconee project by Choice Gateway developers officially broke ground in March near the City of Greensboro.

Eventually, plans call for more than 200 single-family houses and townhomes, a boutique Marriott hotel, restaurants, a brewery, and a retail section called Village at Airabella. Additional features will include greenspaces, a wedding venue, and new nine-hole golf course, according to project leaders.

[Read More](#)

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