61-Unit Value-Add Investment Opportunity Located in Bristol, VA

Icon Studio Apartments

Offering Memorandum

Icon Studio Apartments

15589 Lee Highway
Bristol, VA 24202

Year Built	1962
Number of Units	61
Lot Area	2.92 Acres
Average Unit SF	490 sqft
Average Rent	$871
Average Rent Per SF	$1.78
Average Pro-forma Rent	$950
Average Pro-forma Rent Per SF	$1.94

Marcus & Millichap

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Activity ID: ZA

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01 | INVESTMENT SUMMARY

Marcus & Millichap

Cosgrove Advisory Group

Operating Data

INCOME		T-6/T-12		PRO-FORMA
Gross Scheduled Rent		**$637,620**		**$716,262**
Less: Vacancy/Deductions	11.5%	$73,550	5.0%	$35,813
Total Effective Rental Income		$564,070		$680,449
Other Income		$0		$0
Effective Gross Income		$591,305		$680,449
Less: Expenses	53.6%	$317,194	49.0%	$333,393
Net Operating Income		**$274,111**		**$347,056**

EXPENSES	CURRENT	PRO-FORMA
Real Estate Taxes	$19,774	$20,367
Insurance	$21,924	$22,582
Utilities - Electric	$46,759	$48,161
Utilities - Heating & Cooling	$79,762	$82,155
Utilities - Water & Sewer	$6,636	$6,835
Utilities - Internet	$12,000	$12,360
Trash Removal	$18,350	$18,900
Repairs & Maintenance/Supplies	$32,286	$33,255
Legal	$2,104	$2,167
General & Administrative	$3,219	$3,315
Operating Reserves	$15,250	$15,250
Management Fee	$59,130	$68,045
TOTAL EXPENSES	**$317,194**	**$333,393**
Expenses/Unit	**$5,200**	**$5,465**
Expenses/SF	**$10.61**	**$11.15**

# OF UNITS	UNIT TYPE	SQFT PER UNIT	CURRENT RENTS	MARKET RENTS
61	Studio	490	$871	$950

List Price:

$4,400,000

Cap Rate: **6.23%**
Pro-Forma Cap Rate: **7.89%**

Marcus & Millichap has been selected to exclusively market for sale the Icon Studio Apartments in Bristol, VA. This offering will allow a potential investor to purchase a rare value-add investment opportunity located in a growing regional economic hub.

This offering provides investors the opportunity to acquire a well-located multifamily asset with meaningful upside through improved operations and stabilization. The property is currently operating below market potential, creating an opportunity to increase cash flow through more efficient expense management and stronger day-to-day operations. Its studio-focused unit mix serves a segment of the rental market that continues to see steady demand, while limited competing supply supports long-term occupancy fundamentals. With a basis well below recent valuation benchmarks and upside that can be realized without a major renovation program, the property presents a straightforward value-add opportunity in the Bristol market.

Offers should be presented in the form of a non-binding Letter of Intent, spelling out the significant terms and conditions of the Purchaser's offer including, but not limited to: 1) asset pricing, 2) due diligence and closing time frame, 3) earnest money deposit, 4) a description of the debt/equity structure, and 5) qualification to close. The purchase terms shall require all cash to be paid at closing.

At no point should tenants or staff be contacted regarding the sale of the Icon Studio Apartments.

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02 | INVESTMENT OVERVIEW

Icon Studio Apartments

15589 Lee Highway
Bristol, VA 24202

Year Built: **1962**
Total Number of Units: **61**

Investment Highlights:

- Recently renovated 61-unit workforce housing asset with upside through operational improvements and stabilization.
- Current ownership has spent $1,252,812 on capital improvements in the past 36 months.
- All 60 units fully renovated in 2024 which included: new flooring (vinyl plank flooring), paint, vanity, cabinets, appliances, exterior doors, HVAC and light fixtures.
- HVACs consist of Electric PTAC units (All Replaced in 2024).
- Metal roofs roughly 15 years old.
- Onsite laundry provides an additional tenant amenity for the studio-focused unit mix.
- Piping is PVC and cast-iron vent and waste lines with copper supply lines.
- Opportunity for new ownership to bill back $20-25 for water and electric.
- Buildings built on a slab.
- Located within the Tri-Cities, a major economic hub for Northeast Tennessee and Southwest Virginia.
- Studio-focused unit mix serves a segment of the rental market that continues to see steady demand.


ICON
STUDIO APARTMENTS


10


3


Cedar Creek Golf Club
127
Wyndal
W&W | AFCO STEEL
Universal Fibers
FILAMATRIX
NEVER FEEL LIMITED
planet fitness
ALDI
19
81
sam's club
Walmart Supercenter
TSC TRACTOR SUPPLY CO
LOWE'S
HOBBY LOBBY
LEGACY THEATERS
TARGET
19
Icon Studio Apartments
11
FleetPride
HEAVY DUTY PARTS & SERVICE
81
Abingdon
THE HOME DEPOT
81
BAM! BOOKS-A-MILLION
EMORY & HENRY UNIVERSITY
Equestrian Riding Center
SHEARER'S
FedEx Ship Center
amazon
N
1,000 ft

03 | LOCATION OVERVIEW

Marcus & Millichap

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Bristol, VA

Bristol, Virginia is a regional commercial and economic hub located along the Tennessee-Virginia border in the heart of the Tri-Cities region. The city benefits from a diverse economic base supported by healthcare, manufacturing, retail, tourism, and professional services, while its location along Interstate 81 provides convenient access to major markets throughout the Southeast. Bristol's combination of regional connectivity, employment opportunities, and quality of life continues to support residential demand and economic growth.

As one of Southwest Virginia's most recognizable communities, Bristol serves as a destination for shopping, entertainment, healthcare, and cultural attractions that draw visitors and residents from across the region. Ongoing commercial investment, established employers, and proximity to outdoor recreation amenities further support the city's appeal as a place to live, work, and invest.

Central Location

Located along the Interstate 81 corridor at the Virginia-Tennessee state line, Bristol provides convenient access to major employment centers, transportation networks, and consumer markets throughout the Southeast, strengthening its role as a regional commercial hub.

Diversified Economy

Bristol's economy is supported by a broad mix of healthcare, manufacturing, retail, hospitality, tourism, and professional services employers, providing economic stability and supporting long-term residential demand.

Regional Amenities

Residents benefit from access to regional healthcare providers, destination retail centers, entertainment venues, outdoor recreation opportunities, and Bristol's unique cultural heritage, contributing to a strong quality of life and continued population retention.

Washington County Economy

- Washington County serves as a commercial, healthcare, and industrial center for Southwest Virginia, benefiting from its strategic location along the Interstate 81 corridor and direct connectivity to the broader Tri-Cities region. The area's economy is supported by healthcare, manufacturing, education, logistics, and retail employment, creating a diverse foundation for continued growth.

- Manufacturing remains a cornerstone of the regional economy, with employers producing electrical equipment, construction materials, automotive components, and industrial products. The county's access to interstate transportation infrastructure continues to support industrial investment and workforce development.

- Healthcare and education are major employment drivers throughout the region, serving residents across Southwest Virginia and Northeast Tennessee. Combined with the area's retail and tourism sectors, these industries provide a stable and diversified employment base that supports long-term residential demand.

2024 Population:
53,926

2024 Households:
22,112

2024 Median Age:
46.9

U.S. Median:
38.5

2024 Median Household Income:
$64,552

U.S. Median:
$74,580

Sources: https://datausa.io/profile/geo/washington-county-va

Washington County - Key Industries

- Distribution
- Machining and Metal Fabrication
- Specialty Chemical Manufacturing
- Transportation Equipment Manufacturing
- Professional, Scientific, and Technical Services

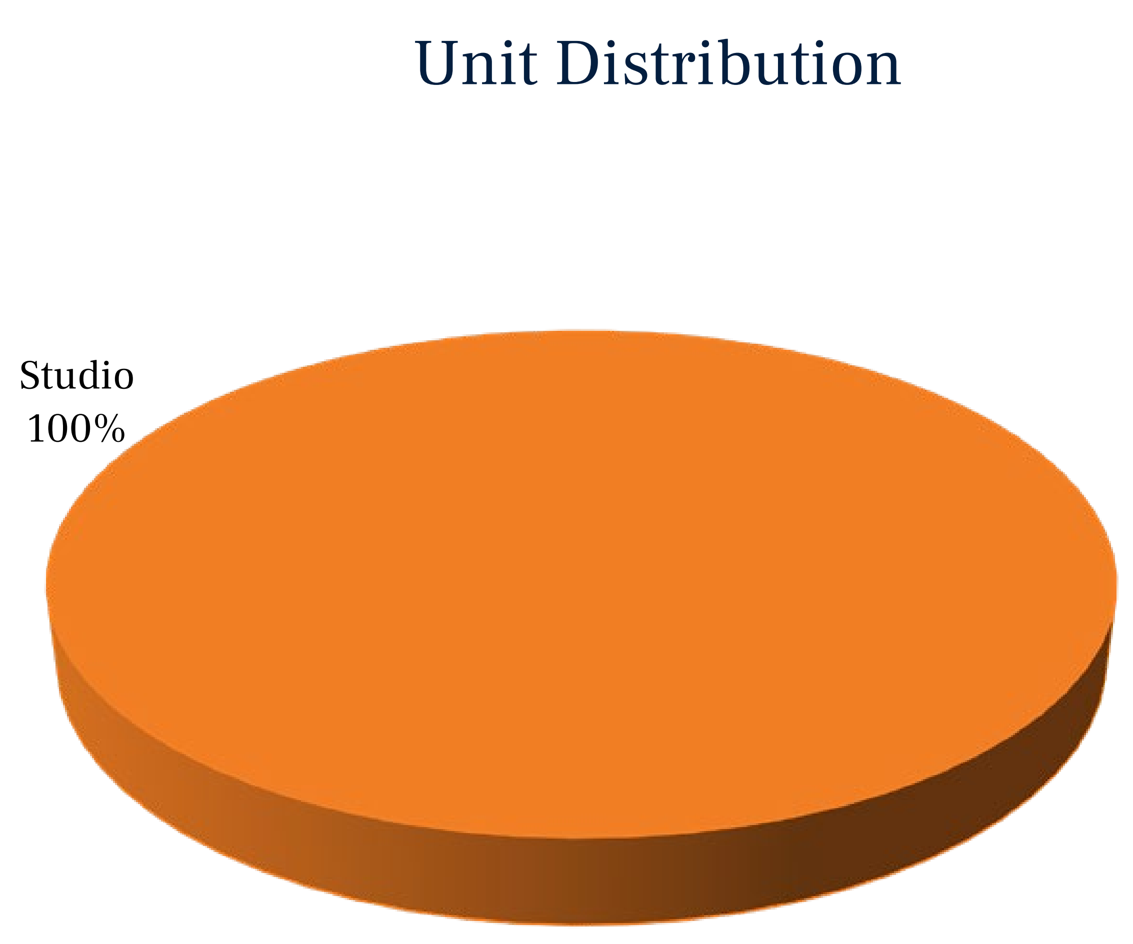
04 | FINANCIAL OVERVIEW

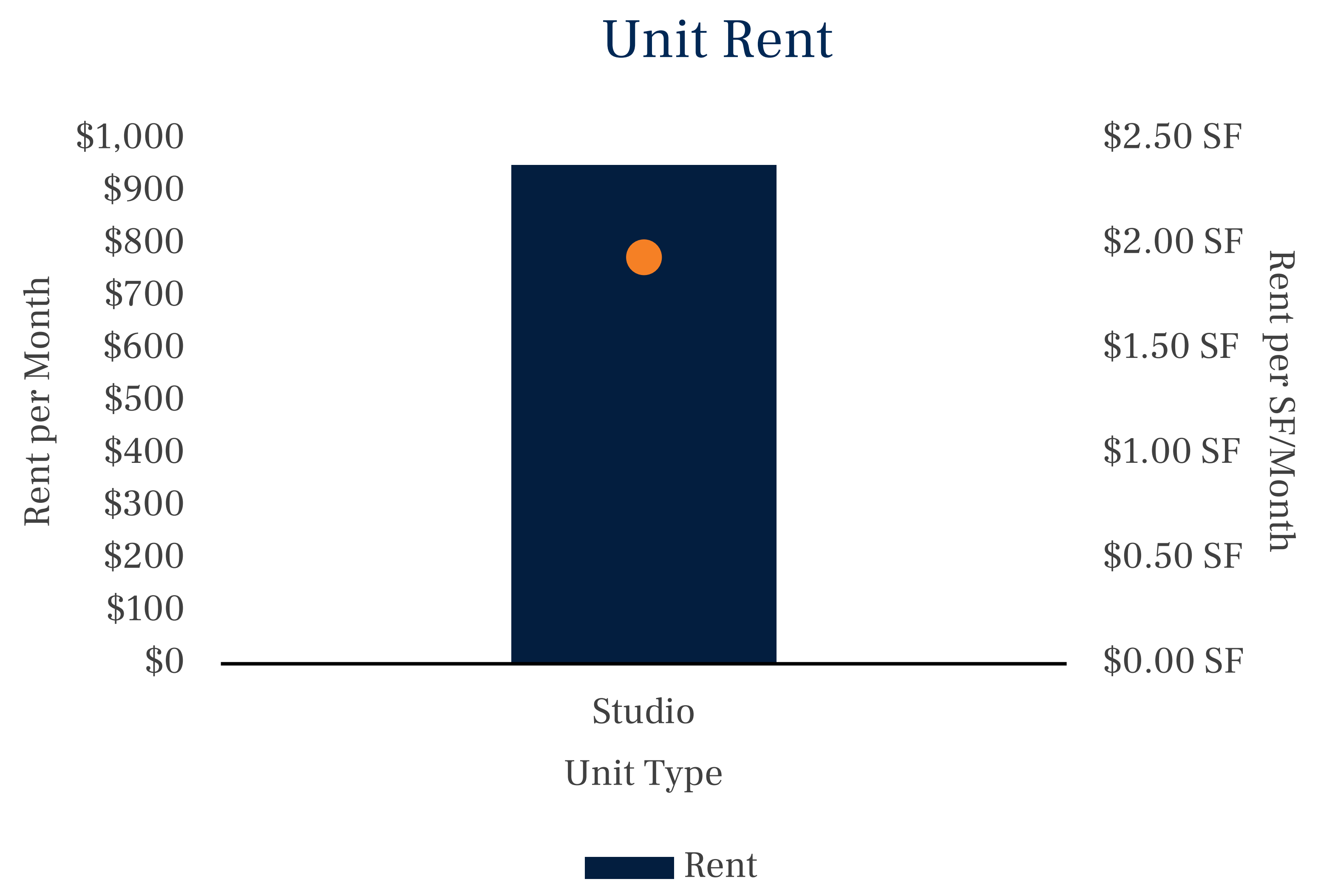
Marcus & Millichap

Cosgrove Advisory Group

Rent Roll Summary

				CURRENT			POTENTIAL		
UNIT TYPE	# OF UNITS	AVG SQ FEET	RENTAL RANGE	AVERAGE RENT	AVERAGE RENT / SF	MONTHLY INCOME	AVERAGE RENT	AVERAGE RENT / SF	MONTHLY INCOME
Studio	61	490	$850 - $950	$871	$1.78	$53,135	$950	$1.94	$57,950
Totals/Weighted Averages	**61**	**490**		**$871**	**$1.78**	**$53,135**	**$950**	**$1.94**	**$57,950**
Gross Annualized Rents				**$637,620**			**$695,400**		





Operating Statement

INCOME	T-6/T-12		PRO-FORMA		NOTES	PER UNIT	PER SF
Gross Potential Rent	695,400		716,262			11,742	23.96
Loss / Gain to Lease	(57,780)	8.3%	0			0	0.00
Gross Scheduled Rent	637,620		716,262			11,742	23.96
Physical Vacancy	(73,550)	11.5%	(35,813)	5.0%	[1]	(587)	(1.20)
Total Vacancy	**($73,550)**	**11.5%**	**($35,813)**	**5.0%**		**($587)**	**($1)**
Effective Gross Income	**$591,305**		**$680,449**			**$11,155**	**$22.76**

EXPENSES	T-6/T-12		PRO-FORMA		NOTES	PER UNIT	PER SF
Real Estate Taxes	19,774		20,367		[2]	334	0.68
Insurance	21,924		22,582		[2]	370	0.76
Utilities - Electric	46,759		48,161		[2]	790	1.61
Utilities - Water & Sewer	79,762		82,155		[2,3]	1,347	2.75
Utilities - Heating & Cooling	6,636		6,835		[2]	112	0.23
Utilities - Internet	12,000		12,360		[2]	203	0.41
Trash Removal	18,350		18,900		[2]	310	0.63
Repairs & Maintenance/Supplies	32,286		33,255		[2]	545	1.11
Legal	2,104		2,167		[2]	36	0.07
General & Administrative	3,219		3,315		[2]	54	0.11
Operating Reserves	15,250		15,250		[4]	250	0.51
Management Fee	59,130	10.0%	68,045	10.0%	[5]	1,115	2.28
Total Expenses	**$317,194**		**$333,393**			**$5,465**	**$11.15**
Expenses as % of EGI	**53.6%**		**49.0%**				
Net Operating Income	**$274,111**		**$347,056**			**$5,689**	**$11.61**

[1] Market assumption
[2] Pro-Forma increased 3% due to inflation
[3] T-6 Annualized used for Water and Sewer
[4] $250/unit Operating Reserves
[5] 10% Management fee

05 | DEMOGRAPHICS

DEMOGRAPHICS

POPULATION	1 Mile	3 Miles	5 Miles
2030 Projection			
Total Population	1,015	5,523	18,441
2025 Estimate			
Total Population	1,015	5,533	18,443
2020 Census			
Total Population	1,029	5,612	18,538
2010 Census			
Total Population	1,041	5,678	18,473
Daytime Population			
2025 Estimate	2,081	7,477	18,245

HOUSEHOLDS	1 Mile	3 Miles	5 Miles
2030 Projection			
Total Households	465	2,384	8,103
2025 Estimate			
Total Households	464	2,378	8,056
Average (Mean) Household Size	2.2	2.3	2.3
2020 Census			
Total Households	463	2,365	7,963
2010 Census			
Total Households	456	2,372	7,827
Growth 2025-2030	0.2%	0.3%	0.6%

HOUSING UNITS	1 Mile	3 Miles	5 Miles
Occupied Units			
20301 Projection	497	2,613	8,770
2025 Estimate	497	2,606	8,720
Owner Occupied	345	1,877	6,435
Renter Occupied	110	516	1,638
Vacant	32	228	664
Persons In Units			
2025 Estimate Total Occupied Units	464	2,378	8,056
1 Person Units	29.1%	29.0%	29.9%
2 Person Units	38.4%	38.7%	39.3%
3 Person Units	19.8%	16.7%	14.6%
4 Person Units	8.8%	9.5%	9.6%
5 Person Units	1.7%	3.7%	4.6%
6+ Person Units	2.2%	2.5%	2.0%

HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
2025 Estimate			
$200,000 or More	5.4%	5.9%	6.4%
$150,000 - $199,000	3.2%	7.2%	7.1%
$100,000 - $149,000	11.3%	17.7%	19.2%
$75,000 - $99,999	15.3%	17.1%	17.1%
$50,000 - $74,999	24.0%	16.6%	17.8%
$35,000 - $49,999	16.8%	12.7%	12.1%
$25,000 - $34,999	7.3%	7.0%	7.6%
$15,000 - $24,999	5.0%	5.9%	5.6%
Under $15,000	11.7%	9.9%	7.0%
Average Household Income	$76,474	$88,638	$92,172
Median Household Income	$61,875	$73,619	$76,062
Per Capita Income	$33,960	$38,039	$40,247

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2025 Estimate Total Population	1,015	5,533	18,443
Under 20	19.4%	19.5%	20.0%
20 to 34 Years	16.9%	14.9%	14.5%
35 to 39 Years	6.0%	5.4%	5.3%
40 to 49 Years	11.0%	12.0%	12.2%
50 to 64 Years	22.5%	22.4%	21.3%
Age 65+	24.2%	25.9%	26.7%
Median Age	45.0	45.0	46.0
Population 25+ by Education Level			
2025 Estimate Population Age 25+	762	4,191	13,928
Elementary (0-8)	4.9%	2.3%	2.2%
Some High School (9-11)	4.1%	5.3%	4.5%
High School Graduate (12)	32.1%	35.3%	32.1%
Some College (13-15)	17.5%	15.7%	18.9%
Associate Degree Only	16.2%	13.7%	12.8%
Bachelors Degree Only	14.9%	17.2%	18.1%
Graduate Degree	10.3%	10.5%	11.4%
Population by Gender			
2025 Estimate Total Population	1,015	5,533	18,443
Male Population	48.8%	49.5%	48.6%
Female Population	51.2%	50.5%	51.4%

DEMOGRAPHICS

Population

In 2025, the population in your selected geography is 18,443. The population has changed by -0.16 since 2010. It is estimated that the population in your area will be 18,441 five years from now, which represents a change of -0.0 percent from the current year. The current population is 48.6 percent male and 51.4 percent female. The median age of the population in your area is 48.0, compared with the U.S. average, which is 40.0. The population density in your area is 235 people per square mile.

Households

There are currently 8,056 households in your selected geography. The number of households has changed by 2.93 since 2010. It is estimated that the number of households in your area will be 8,103 five years from now, which represents a change of 0.6 percent from the current year. The average household size in your area is 2.3 people.

Income

In 2025, the median household income for your selected geography is $76,062, compared with the U.S. average, which is currently $78,171.The median household income for your area has changed by 54.88 since 2010. It is estimated that the median household income in your area will be $87,940 five years from now, which represents a change of 15.6 percent from the current year.

The current year per capita income in your area is $40,247, compared with the U.S. average, which is $41,680. The current year's average household income in your area is $92,172, compared with the U.S. average, which is $103,571.

Employment

In 2025, 9,267 people in your selected area were employed. The 2010 Census revealed that 64.4 of employees are in white-collar occupations in this geography, and 22.7 are in blue-collar occupations. In 2025, unemployment in this area was 4.0 percent. In 2010, the average time traveled to work was 22.00 minutes.

Housing

The median housing value in your area was $281,385 in 2025, compared with the U.S. median of $333,538. In 2010, there were 6,255.00 owner-occupied housing units and 1,573.00 renter-occupied housing units in your area.

Education

The selected area in 2025 had a lower level of educational attainment when compared with the U.S averages. 28.6 percent of the selected area's residents had earned a graduate degree compared with the national average of only 13.7 percent, and 12.8 percent completed a bachelor's degree, compared with the national average of 21.2 percent.

The number of area residents with an associate degree was higher than the nation's at 11.2 percent vs. 8.8 percent, respectively.

The area had fewer high-school graduates, 1.1 percent vs. 26.1 percent for the nation, but the percentage of residents who completed some college is higher than the average for the nation, at 39.8 percent in the selected area compared with the 19.6 percent in the U.S.

61-Unit Value-Add Investment Opportunity Located in Bristol, VA

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