



THE FAIRWOOD 226

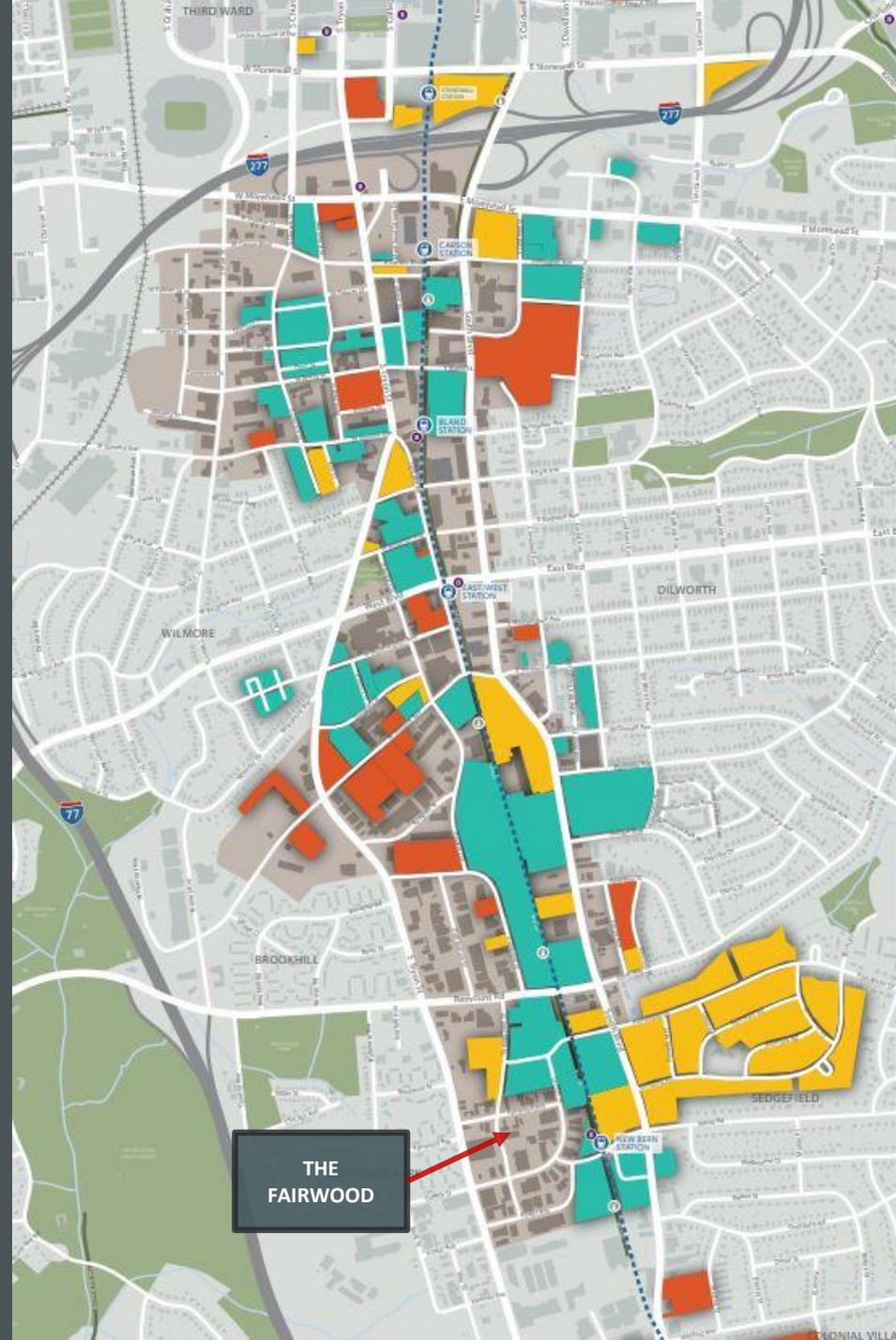
(INVESTOR PITCH DECK)

LOCATED
@
226 FAIRWOOD AVENUE
CHARLOTTE, NC
28203
(SOUTH END)

-Opportunity-

"The Fairwood 226" will provide more of a *"bar centric"* atmosphere that offers guests beer, wine, liquor, as well as a kitchen that stays open until 2am, far later than over 80% of the local competition.

The South End neighborhood of Charlotte is one of the fastest growing corridors in the country!



Recent Development
*as of 2nd Quarter 2017

From 2005 to 2017, \$2.2 billion in private development has transformed the area and a further \$1.46 billion is under construction or in the planning stages...

...but there is room for more.

- Recently completed
- Under construction
- Proposed development

“The Fairwood 226” Opportunity

We have no interest in *just* owning a bar. Having the opportunity to capitalize on a niche product in one of the fastest growing corridors in the country is what we’re interested in. In fact, we’ve been looking for *the right opportunity* to open a bar in the South End corridor for almost 3 years prior to inking the 226 Fairwood Ave site.

Here’s why...

- The New Bern light rail station is a very short ¼ mile away.
- The remaining nearby properties are so expensive that the chance of additional “bar centric” competition is very slim.
- 1000’s of potential customers flock to the South End on a daily basis to visit breweries and distilleries in the area. Most of these businesses lack many “bar” essentials that we’ll provide, i.e. liquor, wine, food, and they all lack the option for a late night crowd as they close between 10pm and midnight --- *leaving 1000’s of South End customers* eager for someplace cool nearby to spend their money on beer, wine, liquor, and food.
- We expect to see more residential condo, townhome and apartment development in the area, *driving even more customers to The Fairwood 226 in the near future.*



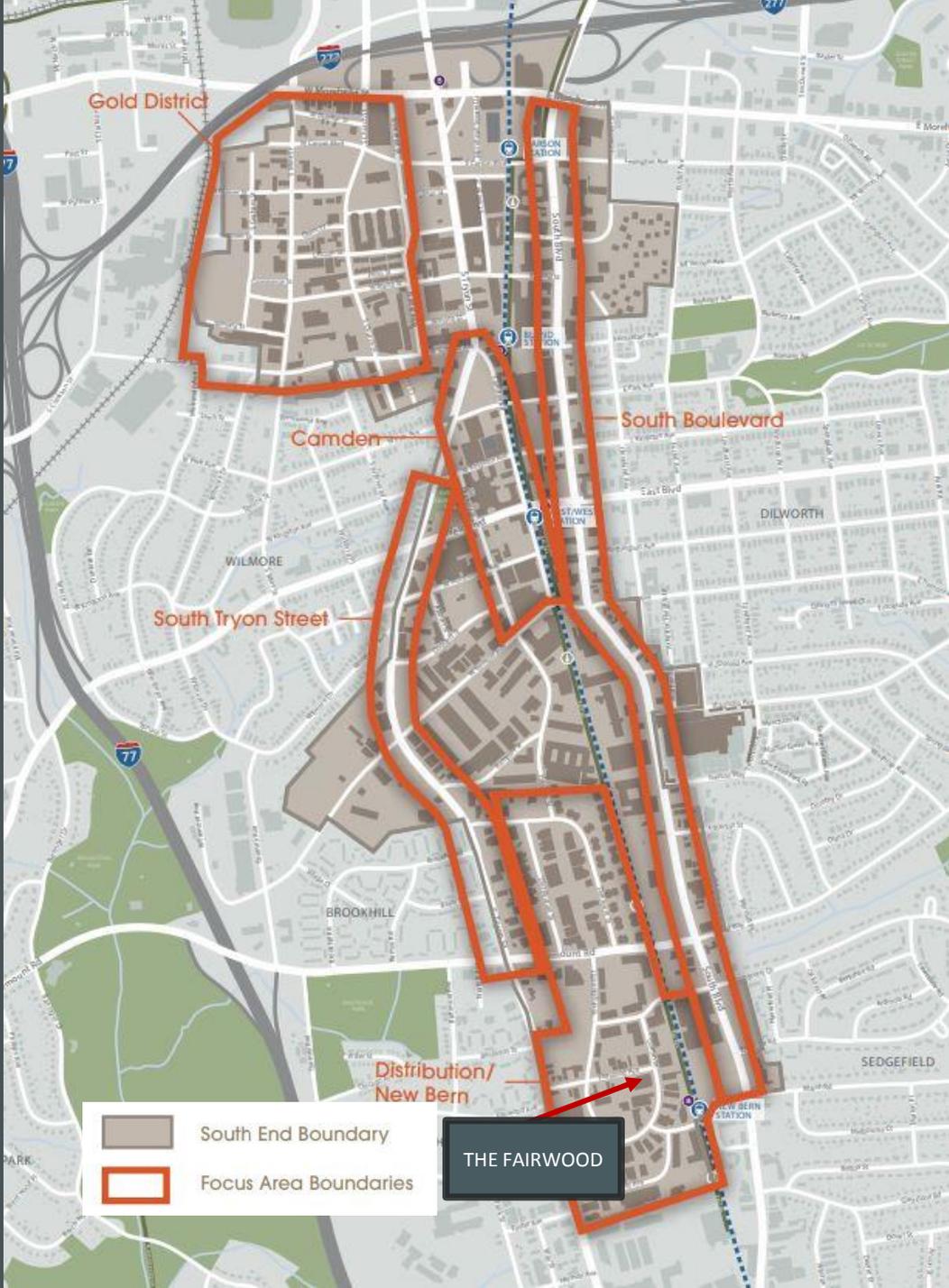
South End Fast Facts

1st Quarter 2018

DEVELOPMENT			
3976	Residential units under construction or planned	347	K sf of retail under construction or planned
1.07	Mil sf of office under construction or planned	\$450	Million, estimated value of all real estate currently under construction
450	Hotel rooms under construction or planned		
WORK			
16.5	K workers	203	K SF of vacant space
6.7%	Office vacancy rate		
\$26.08	Average office rent		
LIVE			
6508	Market rate housing units	5	For sale townhome communities under construction or planned
4.5%	Apartment vacancy rate excluding lease up		
7.7%	Overall vacancy rate	\$65	K median household income
PLAY			
6	Craft breweries	2	Hotels planned or under construction
5.2	Mil regional and out of town visitors yearly		
4.5	Miles of Rail Trail		
SHOP			
13%	Retail vacancy rate	197	Shops & restaurants
\$25.45	Average Rent per square foot	82%	Shops and restaurants locally owned
\$53	K average employee wage		
ON THE GO			
4	B-Cycle bikeshare stations	18.6	Miles of lightrail service accessible upon completion of Blue Line Extension
4	Lightrail stops		
621	K lightrail passengers boarded yearly		

For More Information, contact Maggie Collister - 704-332-9592

LOCATION! LOCATION! LOCATION!



RENDERINGS FROM OVERCASH DEMMIT ARCHITECTS



RENDERINGS FROM OVERCASH DEMMITT ARCHITECTS



-THOUGHTFUL DESIGN-



- Bar regulars and high volume guests were our first consideration while designing the interior and exterior floor plans. We were also focused during the design process to address flow, efficiencies, food service/ordering and most importantly to always be cognitive of building out an *atmosphere to encourage FUN*.
- The understanding and elimination of “*pain points*” was also on our forethought as we worked collaboratively with ODA and Deacon Partners to design a layout with efficient service at the bar as well as while ordering and picking up food orders. Ordering food will take place at POS kiosks to allow bartenders to focus on the highest revenue producing sales which are generated by alcohol.
- *Future growth and volume was also considered during the design process.* The property will be permitted and structurally designed for the future opportunity of a rooftop seating area overlooking the beer garden. This area will also be utilized for DJs and Bands once open.
- To best take advantage of the South End customer base we decided to go with an industrial rustic look and feel to enhance the guest experience while at “The Fairwood 226.”

WHY US?

Our partnership is a great one-two punch with both of us having a huge network in the Charlotte area as well as having the business acumen to execute on, and exceed projections.

[Scott Jermyn](#) - serial entrepreneur, 20+ years of bar and restaurant experience,

Founder of 5 Points Realty, ShomoLive, Inc., Silver Edge Realty, Prizm Paint,

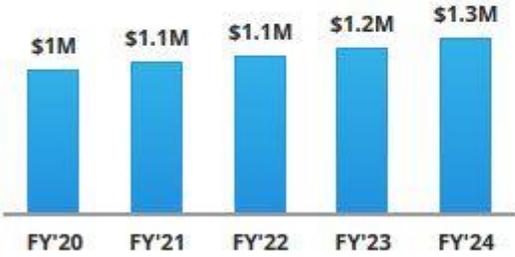
Buying Tiny, LLC and Palmer Street Partners, LLC.

[Jason Smith](#) - serial entrepreneur, 5+ years of bar and restaurant experience,

Founder of Acrylic Design Co., Charlotte Painting and Power-Washing.

FINANCIAL PROJECTIONS YR 1-5

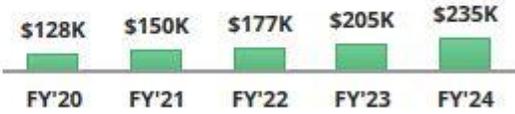
Financial Projections



Revenue



Expenses & Costs



Profit

INVESTMENT

Raising \$550,000 Total

Owner's Investment-\$150,000(+)

Additional Investment Needed-\$400,000

**Investor Return-12% annual with a 5 year term*

**Interest only payments during YR/1 and P&I payments YR/2-5
(will consider investment for points or a hybrid scenario)*

-USE OF FUNDS-

Initial build out/upfit -\$450,000

Equipment, Furniture, Décor, Product-\$75,000

Initial Operating Cash on Hand- \$25,000

*For inquiries or to request a copy of our business plan/financials please contact
scott@guest.ventures*