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TRAFFIC COUNTS

GREAT RATES

NEW GARDEN ROAD GREENSBORO, NC



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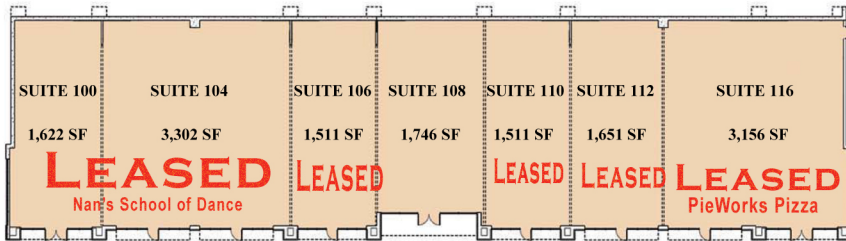


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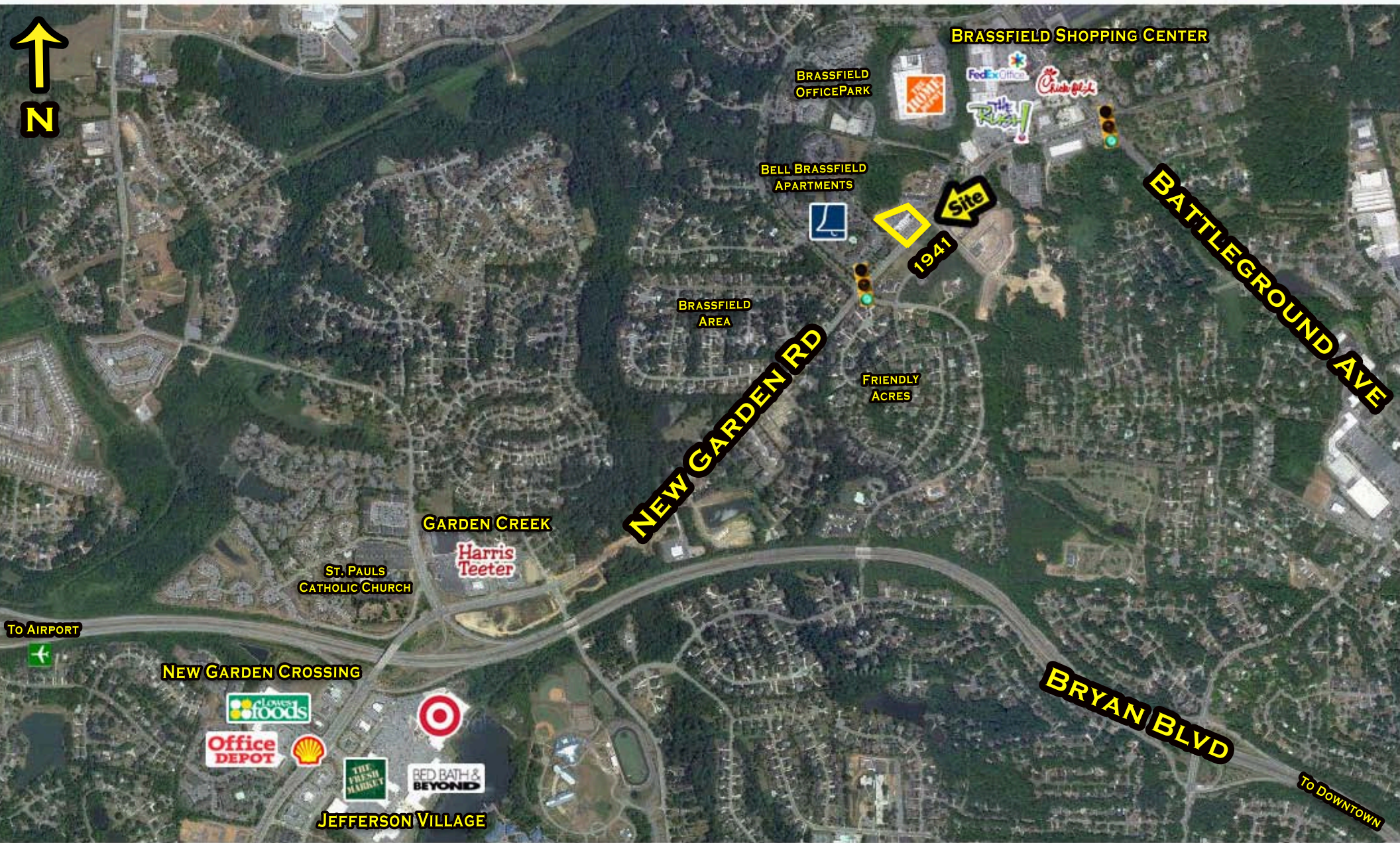
CALL FOR
DETAILS

NEW GARDEN @ BRASSFIELD

GREENSBORO, NORTH CAROLINA

(FOR ILLUSTRATIVE PURPOSES ONLY)







Executive Summary

Prepared by Carl Essa

1941 New Garden Rd, Greensbo...

Latitude: 36.126775

Longitude: -79.860627

Ring: 1, 2, 3 Miles

	1 mile radius	2 miles radius	3 miles radius
2010 Population			
Total Population	9,009	26,507	55,665
Male Population	49.3%	48.2%	47.9%
Female Population	50.7%	51.8%	52.1%
Median Age	36.1	39.5	40.7
2010 Income			
Median HH Income	\$69,171	\$69,937	\$71,845
Per Capita Income	\$43,893	\$40,496	\$39,512
Average HH Income	\$94,618	\$89,549	\$90,124
2010 Households			
Total Households	4,456	12,284	24,273
Average Household Size	2.00	2.13	2.24
2010 Housing			
Owner Occupied Housing Units	47.4%	55.4%	62.0%
Renter Occupied Housing Units	44.0%	35.1%	30.2%
Vacant Housing Units	8.6%	9.5%	7.8%
Population			
1990 Population	4,376	16,768	38,551
2000 Population	7,758	22,991	48,955
2010 Population	9,009	26,507	55,665
2015 Population	9,752	28,373	59,626
1990-2000 Annual Rate	5.89%	3.21%	2.42%
2000-2010 Annual Rate	1.47%	1.4%	1.26%
2010-2015 Annual Rate	1.6%	1.37%	1.38%

In the identified market area, the current year population is 55,665. In 2000, the Census count in the market area was 48,955. The rate of change since 2000 was 1.26 percent annually. The five-year projection for the population in the market area is 59,626, representing a change of 1.38 percent annually from 2010 to 2015. Currently, the population is 47.9 percent male and 52.1 percent female.

Households			
1990 Households	2,011	7,252	15,814
2000 Households	3,755	10,473	21,138
2010 Households	4,456	12,284	24,273
2015 Households	4,853	13,211	26,096
1990-2000 Annual Rate	6.44%	3.74%	2.94%
2000-2010 Annual Rate	1.68%	1.57%	1.36%
2010-2015 Annual Rate	1.72%	1.47%	1.46%

The household count in this market area has changed from 21,138 in 2000 to 24,273 in the current year, a change of 1.36 percent annually. The five-year projection of households is 26,096, a change of 1.46 percent annually from the current year total. Average household size is currently 2.24, compared to 2.26 in the year 2000. The number of families in the current year is 14,695 in the market area.

Housing

Currently, 62.0 percent of the 26,333 housing units in the market area are owner occupied; 30.2 percent, renter occupied; and 7.8 percent are vacant. In 2000, there were 22,410 housing units - 64.8 percent owner occupied, 29.6 percent renter occupied and 5.6 percent vacant. The rate of change in housing units since 2000 is 1.59 percent. Median home value in the market area is \$178,094, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 1.8 percent annually to \$194,741. From 2000 to the current year, median home value changed by 1.67 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



Executive Summary

Prepared by Carl Essa

1941 New Garden Rd, Greensbo...

Latitude: 36.126775

Longitude: -79.860627

Ring: 1, 2, 3 Miles

	1 mile radius	2 miles radius	3 miles radius
Median Household Income			
1990 Median HH Income	\$47,877	\$46,303	\$45,450
2000 Median HH Income	\$58,144	\$55,852	\$57,869
2010 Median HH Income	\$69,171	\$69,937	\$71,845
2015 Median HH Income	\$80,091	\$78,961	\$80,025
1990-2000 Annual Rate	1.96%	1.89%	2.45%
2000-2010 Annual Rate	1.71%	2.22%	2.13%
2010-2015 Annual Rate	2.98%	2.46%	2.18%
Per Capita Income			
1990 Per Capita Income	\$23,021	\$22,922	\$22,761
2000 Per Capita Income	\$36,426	\$33,174	\$32,301
2010 Per Capita Income	\$43,893	\$40,496	\$39,512
2015 Per Capita Income	\$49,195	\$45,084	\$43,883
1990-2000 Annual Rate	4.7%	3.77%	3.56%
2000-2010 Annual Rate	1.84%	1.96%	1.99%
2010-2015 Annual Rate	2.31%	2.17%	2.12%
Average Household Income			
1990 Average Household Income	\$55,009	\$53,427	\$55,199
2000 Average Household Income	\$81,477	\$74,322	\$74,890
2010 Average HH Income	\$94,618	\$89,549	\$90,124
2015 Average HH Income	\$105,772	\$99,470	\$99,781
1990-2000 Annual Rate	4.01%	3.36%	3.1%
2000-2010 Annual Rate	1.47%	1.83%	1.82%
2010-2015 Annual Rate	2.25%	2.12%	2.06%
Households by Income			
Current median household income is \$71,845 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$80,025 in five years. In 2000, median household income was \$57,869, compared to \$45,450 in 1990.			
Current average household income is \$90,124 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$99,781 in five years. In 2000, average household income was \$74,890, compared to \$55,199 in 1990.			
Current per capita income is \$39,512 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$43,883 in five years. In 2000, the per capita income was \$32,301, compared to \$22,761 in 1990.			
Population by Employment			
Total Businesses	351	845	1,712
Total Employees	3,555	8,954	17,567

Currently, 90.8 percent of the civilian labor force in the identified market area is employed and 9.2 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 92.6 percent of the civilian labor force, and unemployment will be 7.4 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 69.2 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 81.6 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 9.4 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 8.9 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 86.3 percent of the market area population drove alone to work, and 4.2 percent worked at home. The average travel time to work in 2000 was 20.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 3.3 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 15.6 percent were high school graduates only (29.6 percent in the U.S.)
- 6.4 percent had completed an Associate degree (7.7 percent in the U.S.)
- 35.2 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 19.3 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.

WORKING WITH REAL ESTATE AGENTS (LEASE TRANSACTIONS)

*NOTE: This form is designed for use by agents working with landlords and/or tenants. It is similar, but not identical, to the "Working with Real Estate Agents" brochure published by the NC Real Estate Commission (available in letter-length format as NCAR Standard Form #520), which **must** be used by agents working with sellers and/or buyers.*

When leasing real estate, you may find it helpful to have a real estate agent assist you. Real estate agents can provide many useful services and work with you in different ways. In some real estate transactions, the agents work for the landlord. In others, the landlord and tenant may each have agents. And sometimes the same agents work for both the landlord and the tenant. It is important for you to know whether an agent is working for you as **your** agent or simply working **with** you while acting as an agent of the other party.

This brochure addresses the various types of working relationships that may be available to you. It should help you decide which relationship you want to have with a real estate agent. It will also give you useful information about the various services real estate agents can provide landlords and tenants, and it will help explain how real estate agents are paid.

LANDLORDS

Landlord's Agent

If you are leasing real estate as a landlord, you may want to "list" your property for lease with a real estate firm. If so, you will sign a "listing agreement" authorizing the firm and its agents to represent you in your dealings with tenants as your *landlord's agent*. You may also be asked to allow agents from other firms to help find a tenant for your property.

Be sure to read and understand the listing agreement before you sign it.

Duties to Landlord: The listing firm and its agents must • promote your best interests • be loyal to you • follow your lawful instructions • provide you with all material facts that could influence your decisions • use reasonable skill, care and diligence, and • account for all monies they handle for you. Once you have signed the listing agreement, the firm and its agents may not give any confidential information about you to prospective tenants or their agents without your permission so long as they represent you. But **until you sign the listing agreement, you should avoid telling the listing agent anything you would *not* want a tenant to know.**

Services and Compensation: To help you lease your property, the listing firm and its agents will offer to perform a number of services for you. These may include • helping you price your property • advertising and marketing your property • giving you all required property disclosure forms for you to complete • negotiating for you the best possible price and terms • reviewing all written offers with you and • otherwise promoting your interests.

For representing you and helping you lease your property, you will pay the listing firm a commission or fee. The listing agreement must state the amount or method for determining the commission or fee and whether you will allow the firm to share its commission with agents representing the tenant.

Dual Agent

You may even permit the listing firm and its agents to represent you **and** a tenant at the same time. This "dual agency relationship" is most likely to happen if an agent with your listing firm is working as a *tenant's agent* with someone who wants to lease your property. If this occurs and you have not already agreed to a dual agency relationship in your listing agreement, your listing agent will ask you to sign a separate agreement or document permitting the agent to act as agent for both you and the tenant.

It may be difficult for a *dual agent* to advance the interests of both the tenant and landlord. Nevertheless, a *dual agent* must treat tenants and landlords fairly and equally. Although the *dual agent* owes them the same duties, tenants and landlords can prohibit *dual agents* from divulging **certain** confidential information about them to the other party.

Some firms also offer a form of dual agency called "designated agency" where one agent in the firm represents the landlord and another agent represents the tenant. This option (when available) may allow each "designated agent" to more fully represent each party.

If you choose the "dual agency" option, remember that since a dual agent's loyalty is divided between parties with competing interests, it is especially important that you have a clear understanding of • what your relationship is with the *dual agent* and • what the agent will be doing for you in the transaction.

TENANTS

When leasing real estate as a tenant, you may have several choices as to how you want a real estate firm and its agents to work with you. For example, you may want them to represent only you (as a **tenant's agent**). You may be willing for them to represent both you and the landlord at the same time (as a **dual agent**). Or you may agree to let them represent only the landlord (**landlord's agent** or **subagent**). Some agents will offer you a choice of these services. Others may not.

Tenant's Agent

Duties to Tenant: If the real estate firm and its agents represent you, they must • promote your best interests • be loyal to you • follow your lawful instructions • provide you with all material facts that could influence your decisions • use reasonable skill, care and diligence,

and ● account for all monies they handle for you. Once you have agreed (either orally or in writing) for the firm and its agents to be your *tenant's agent*, they may not give any confidential information about you to landlords or their agents without your permission so long as they represent you. But **until you make this agreement with your tenant's agent, you should avoid telling the agent anything you would not want a landlord to know.**

Unwritten Agreements: To make sure that you and the real estate firm have a clear understanding of what your relationship will be and what the firm will do for you, you may want to have a written agreement. However, some firms may be willing to represent you and assist you for a time as a *tenant's agent* without a written agreement. But if you decide to make an offer to lease a particular property, the agent must obtain a written agency agreement. If you do not sign it, the agent can no longer represent and assist you and is no longer required to keep information about you confidential. Furthermore, if you later lease the property through an agent with another firm, the agent who first showed you the property may seek compensation from the other firm.

Be sure to read and understand the agency agreement before you sign it.

Services and Compensation: A *tenant's agent* will perform a number of services for you. These may include helping you ● find a suitable property ● arrange financing ● learn more about the property ● prepare and submit a written offer to the landlord and ● otherwise promote your best interests. A *tenant's agent* can be compensated in different ways. For example, you can pay the agent out of your own pocket. Or the agent may seek compensation from the landlord or listing agent first, but require you to pay if the listing agent refuses. Whatever the case, be sure your compensation arrangement with your *tenant's agent* is spelled out in a tenant agency agreement before you make an offer to purchase property and that you carefully read and understand the compensation provision.

Dual Agent

You may permit an agent or firm to represent you **and** the landlord at the same time. This “dual agency relationship” is most likely to happen if you become interested in a property listed with your *tenant's agent* or the agent's firm. If this occurs and you have not already agreed to a dual agency relationship in your tenant agency agreement, your *tenant's agent* will ask you to sign a separate agreement or document permitting him or her to act as agent for both you and the landlord. It may be difficult for a *dual agent* to advance the interests of both the tenant and landlord. Nevertheless, a *dual agent* must treat tenants and landlords fairly and equally. Although the *dual agent* owes them the same duties, tenants and landlords can prohibit *dual agents* from divulging **certain** confidential information about them to the other party.

Some firms also offer a form of dual agency called “designated agency” where one agent in the firm represents the landlord and another agent represents the tenant. This option (when available) may allow each “designated agent” to more fully represent each party.

If you choose the “dual agency” option, remember that since a *dual agent's* loyalty is divided between parties with competing interests, it is especially important that you have a clear understanding of ● what your relationship is with the *dual agent* and ● what the agent will be doing for you in the transaction. This can best be accomplished by putting the agreement in writing at the earliest possible time.

Landlord's Agent Working With a Tenant

If the real estate agent or firm that you contact does not offer *tenant agency* or you do not want them to act as your *tenant's agent*, you can still work with the firm and its agents. However, they will be acting as the *landlord's agent* (or “subagent”). The agent can still help you find and lease property and provide many of the same services as a *tenant's agent*. The agent must be fair with you and provide you with any “material facts” (such as a leaky roof) about properties.

But remember, the agent represents the landlord - not you - and therefore must try to obtain for the landlord the best possible price and terms for the landlord's property. Furthermore, a *landlord's agent* is required to give the landlord any information about you (even personal, financial or confidential information) that would help the landlord in the lease of his or her property. Agents must tell you *in writing* if they are *landlords' agents* before you say anything that can help the landlord. But **until you are sure that an agent is not a landlord's agent, you should avoid saying anything you do not want a landlord to know.**

Landlords' agents are compensated by the landlords.

Date

Essa Commercial Real Estate

Firm Name

Carl D. Essa

Agent Name and License Number

152973

Disclosure of Landlord Subagency

*When showing you property and assisting you in leasing a property, the above agent and firm will represent the **LANDLORD**. For more information, see “Landlord's Agent Working with a Tenant” in the brochure.*

Tenant's Initials Acknowledging Disclosure: _____

