



# Newsletter H1 2018

## The Atlanta Market

The Metro Statistical Area of Atlanta covers 29 counties, each with their own unique characteristics and attractors. As the capital of the Southeast, Atlanta continues to outgrow and outpace the nation’s best-known metropolitan regions while building future growth and innovation.

As of 2015 World Ranking of Global GDP in Billions of U.S. Dollars: the Southeast U.S.A. with a population of 83.2 million and the largest economic region of U.S. comes in at \$3,817 (between 3rd and 4th largest countries of GDP), State of GA comes in at \$496 (low 20’s rank), and Metro Atlanta with \$339 (low 30’s rank). Not to mention the awards and notoriety the region has won recently.

- #1 State for Doing Business (fourth consecutive year), Area Development “Top States for Doing Business 2017”
- #1 State for Business Climate (fifth consecutive year), Site Selection “2017 Top State Business Climate rankings”
- #1 State for Economy, CNBC “America’s Top States for Business 2017”
- #3 State to Invest, Site Selection “2017 Best to Invest”
- #2 State for Growth Entrepreneurship, Ewing Marion Kauffman Foundation “2017 Kauffman Index of Growth Entrepreneurship”
- #1 State for Leading Workforce Development Programs, Area Development “Top States for Doing Business 2017”
- #1 State for Cooperative & Responsive State Government, Area Development “Top States for Doing Business 2017”
- #6 State for Numeric Growth of Population 2016-2017, U.S. Census Bureau and recently announced Atlanta as the #3 fastest growing Metro area in the nation gaining 90,000 people between 2016-2017

These are just a few of the many reasons to invest in Metro Atlanta, Georgia, and the Southeast as the region continues to grow with a renowned business climate & an unrivaled quality of life.

(metroatlantachamber.com)

### Investors Note:

**Prime NNN Opportunities in the \$2—\$10 Million Range!**

**We’re hiring! Please contact us for more details!**

**404-754-9800**

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**Massell Commercial Real Estate**

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## Amazon Atlanta HQ2: A Case for “A to Z” in the Major Metro of the Southeast



- ◆ Fintech capital of the South. Amazon Prime, electronic payments, loans, etc..
- ◆ A distribution hub, Trains, Planes, Ships, and Trucks. Delivery on all fronts...
- ◆ A city too busy to hate — acceptance and diversity for all backgrounds and beliefs.
- ◆ An affordability to spread the value of every dollar. Low Construction costs and healthy employee pay provide high quality of life in an environmentally friendly city that accommodates a variety of lifestyles.
- ◆ Opportunity for new industry competition, additional revenue models, M & A strategies, and the talent to suit any new venture. Diverse robust Georgia economy with strong Education systems to match.
- ◆ Healthcare at the heart of being healthy. Whole Foods, Amazon Medical, and CDC.
- ◆ Location, Location, Location. Geographically cornered, Regional public transportation initiatives and infrastructure expansion, and Globally connected.



## Syndications: What? Why? When? Where? How?

As Massell Commercial Real Estate grows, so should our clients’ portfolios. We recently joined Keller Williams Commercial Peachtree Road, enhancing our ability to source leads and opportunities to an international base. We are excited by the potential for projects, challenges, and investments on a global scale, with a technology suite to beat the books with.

A syndication is the aggregation of capital towards a financial investment; for our firm it means pairing our clientele up with others on projects that any owner would be glad to hold. Investment opportunities diversify income portfolios, syndications allow for our investors to get in on creative deals that provide great returns. They are a coveted method to commercial real estate financing that has been a tool for the intelligent investor for years. Our platform rolls out later this year.

[www.massell.com](http://www.massell.com)