The Park at 4690

4690 Log Cabin Drive | Macon, GA 31204

MATTHEWS™

The Park at 4690

4690 Log Cabin Drive | Macon, GA 31204

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MATTHEWS™

Property Overview

Executive Summary

The Park at 4690

4690 Log Cabin Drive | Macon, GA 31204

100
Number of Units

±79,060 SF
Total Gross SF

1973
Year Built

The Opportunity

Matthews™ is pleased to present The Park at 4690, a multifamily investment opportunity located at 4690 Log Cabin Drive in Macon, Georgia. The property is situated within an established residential area with convenient access to regional employment centers, retail nodes, and major transportation corridors serving Macon Bibb County. With a 27% of the units still in classical condition, this offering presents investors a compelling opportunity to continue generating durable in-place cash flow in an affordability driven market while still having some meat left on the bone to renovate the 27-classical units to add value to the property.

Macon serves as a regional employment hub for Central Georgia with a diversified economic base anchored by healthcare, education, logistics, manufacturing, and government employment. Major employers include Atrium Health Navicent, Mercer University, Robins Air Force Base, Amazon, GEICO, and FritoLay, supporting consistent demand for workforce housing throughout the market.

The Park at 4690 offers an attractive basis relative to replacement cost and other recent sale comps in Middle GA. This is a straightforward execution strategy focused on generating in-place cash flow, renovating select units, maintaining and improving the resident experience. With limited new multifamily supply competing directly with renovated legacy assets in the submarket, the property is well positioned for long term occupancy stability and NOI growth.

Property Highlights

100
Number of Units

1973
Year Built

±791 SF
Avg Unit Size

±79,060 SF
Total Gross SF

±19.36 AC
Lot Size

$811
Current Avg Rent

(34) One-Bed
Unit Mix

(34) One-Bed
Unit Mix

(32) Two-Bed
Unit Mix

- 100 Units, Built in 1973
- Unit mix comprised of one- and two-bedroom floor plans, including (34) 660 SF one-bedroom flats, (34) 710 SF 1 bed loft, and (32) 1,015 SF two-bedroom flat units.
- Gross Building Square Footage: ±79,060 SF
- Average Unit Size: ±791 SF
- Approximately 73% of units are renovated, with the remaining 27% units in classical condition offering clear value-add potential.
- Current Occupancy: 99%
- Current Average Rent: $820 | Market Average Rent: $870
- Situated on ±8.84 acres with a density of approximately 11.3 units per acre
- Low-rise, garden-style multifamily community
- No Section 8 tenants
- On-Site Laundry Facility in Building 507 and operated by CSC. W/D Connections available in the 2-bedroom units only. No Appliances provided.
- Roofs: Flat TPO approximately 15 years old (30-year lifespan). Significant Roof maintenance has been complete in the past 3 years.
- No Central HVAC, individual forced-air system with a closet-mounted electrical furnace/blower and an exterior pad-mounted condensing unit.
- Each Unit has its own individual Electric water heater (30-40 gallons). Water heaters were replace as part of the capital improvements since October 2022.
- No Gas, All Electric. Individually Metered. Tenants pay direct to Georgia Power.
- Copper wiring
- Plumbing is a mix of PVC, Cast Iron, and Copper. No Polybutylene.

Utilities

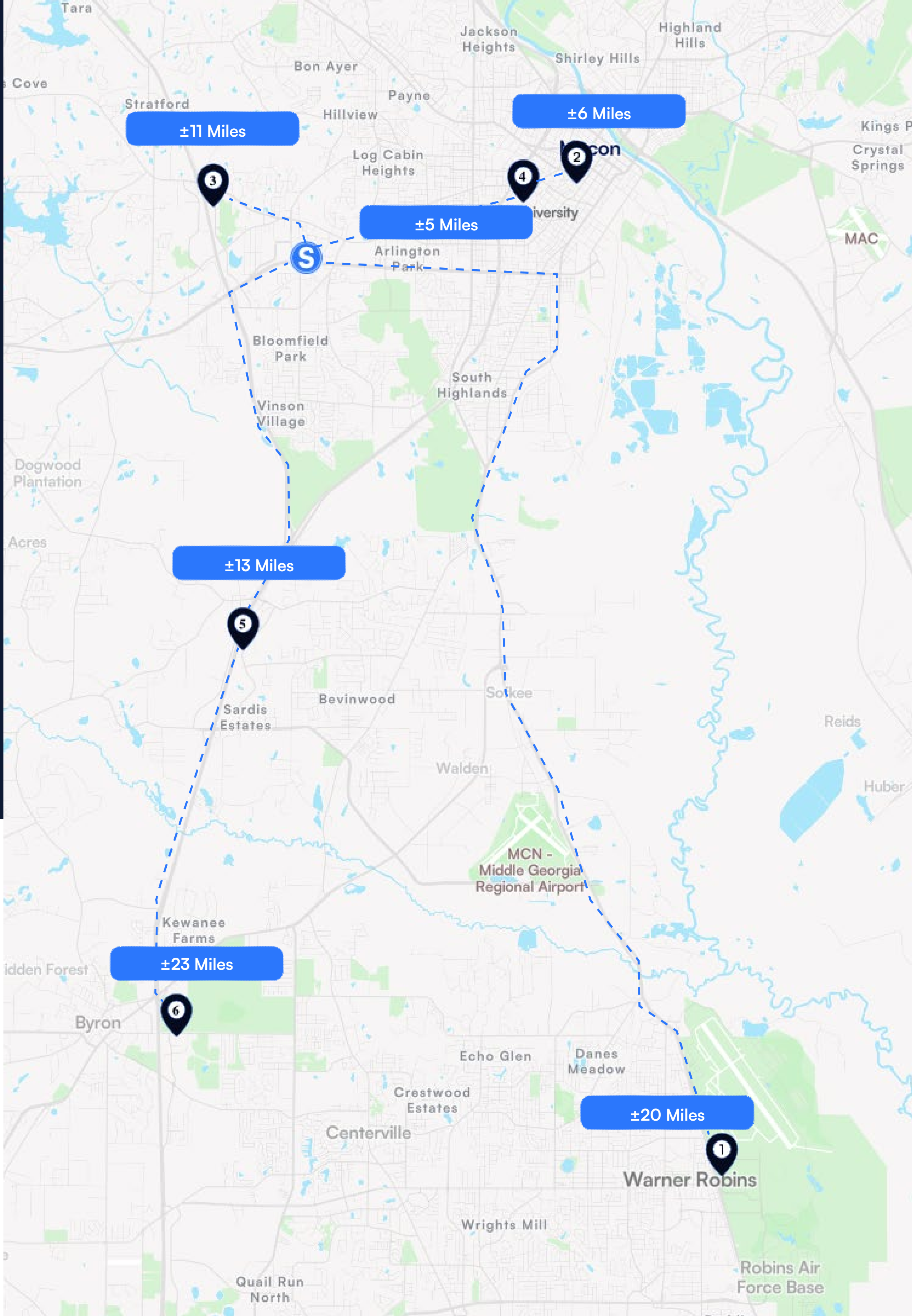
- Water/Sewer: $30/month (RUBS, flat rate) — Master Metered.
- Trash: $10/month (flat fee)
- Pest Control: $5/month (flat fee)
- Electricity (heat, A/C, water heating): Billed direct to tenants by Georgia Power — Individually Metered.
- Cable/Internet (Cox): Revenue share arrangement — not charged to tenants

Location Highlights

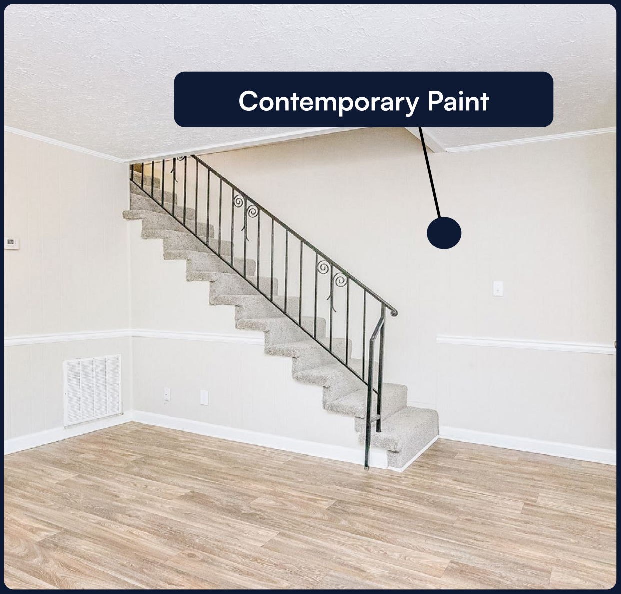
- Strategically located in Macon, Georgia, offering convenient access to Interstate 75 and Interstate 16, two of Central Georgia's primary transportation corridors connecting residents to major employment, logistics, and retail centers throughout the region
- Within proximity to major retail destinations, including Walmart Supercenter, Kroger, Publix, Lowe's Home Improvement, and a variety of national dining and service retailers serving daily resident needs
- Nearby major employers include Atrium Health Navicent, Mercer University, Robins Air Force Base, Amazon, GEICO, Frito-Lay, and other regional healthcare, education, logistics, and manufacturing employers, supporting a stable workforce renter base
- Macon serves as the economic hub of Central Georgia, with employment anchored by healthcare, government, education, logistics, and manufacturing sectors
- Median household income of approximately $47,000 within a city population of approximately 160,000+ residents, supporting sustained demand for affordable and workforce rental housing
- Renter-heavy market with limited new multifamily development, particularly within the value-add and workforce housing segment, reinforcing long-term occupancy stability and consistent demand for renovated, attainable housing options

Major Employers

1. Robins AFB | ±25,000 Employees
2. Atrium Health Navicent | ±7,100 Employees
3. GEICO Corporate Office | ±5,000 Employees
4. Mercer University | ±2,267 Employees
5. Amazon Fulfillment Center | ±2,000 Employees
6. Frito-Lay | ±300 Employees



Capital Improvements



Current Renovations

- Vinyl wood flooring
- Black appliance packages
- Refinished/white shaker cabinetry
- Updated hardware
- Modern lighting fixtures
- Faux granite countertops
- Contemporary paint schemes

Exterior Capital Improvements

- Roofing improvements
- HVAC upgrades/replacements
- Exterior painting
- Parking lot resurfacing
- Landscaping improvements
- Updated signage
- Playground improvements
- Culvert replacement

Additional Infrastructure Improvements

- $350K creek repair project completed
- Property brought into compliance with Macon Water Authority requirements
- Property brought into compliance with Macon Fire Department requirements
- Addition of a two-lane fire lane within the parking lot

Classical Units

Financial Overview

Financial Summary

Number of Units
100

Average SF Per Unit
±791 SF

Occupancy
99%

Year Built
1973

Lot Size (Acres)
±19.36 AC

Current Avg Rent
$820

APN
M083-0232

Density
11.3

Renovated
73%

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8.40%
T3/T12 Cap Rate

9.04%
Year 3 Stabilized Cap Rate

Unit Mix

Total Units	Unit Mix	Unit Mix %	Avg SF	Current Avg Rent PSF	Current Avg Rent	Market Avg Rent	Market Rent PSF	Current Max Rent	Total Current Monthly Rent	Market Monthly Rent
11	1 Flat	11%	660	$1.14	$750	$800	$1.21	$800	$8,245	$8,800
23	1 Flat Renovated	23%	660	$1.16	$768	$800	$1.21	$825	$16,897	$18,400
10	1 Loft	10%	710	$1.04	$740	$825	$1.16	$775	$7,400	$8,250
24	1 Loft Renovated	24%	710	$1.06	$750	$825	$1.16	$800	$17,989	$19,800
6	2 Flat	6%	1,015	$0.95	$967	$1,025	$1.01	$975	$5,800	$6,150
26	2 Flat Renovated	26%	1,015	$0.94	$956	$1,025	$1.01	$1,024	$24,853	$26,650
	Average		**791**	**$1.05**	**$820**	**$881**	**$1.13**	**$820**	**$81,184**	**$88,050**
100	**Total**		**79,060**	**$105.22**	**$81,184**	**$88,050**	**$113.03**	**$5,414**	**$974,212**	**$1,056,600**

Annual Operating Summary

	T-3	Per Unit	Stabilized	Per Unit
Gross Potential Rent	$1,018,600	-	$1,120,947	15% Upside
Renovation Income	-	-	$12,601	-
Less Vacancy	-$17,421	-1.71%	-$56,047	-5%
Loss/Gain to Lease	-$7,268	-0.71%	-$11,209	-1.0%
Less Concessions	-$1,028	-0.10%	-$1,121	-0.10%
Less Change in Delinquency	-$47,698	-4.68%	-$11,209	-1.0%
Expense/Utility Reimbursement	$47,759	$478	$60,965	$610
Other Income	$65,441	$654	$69,446	$694
Pet Fees/Rent	$2,100	$21	$2,229	$22
Late Fees	$33,200	$332	$35,232	$352
Laundry Fees	$664	$7	$705	$7
Pest Control Income	$6,476	$65	$6,873	$69
App Fees	$10,000	$100	$10,612	$106
Gross Operating Income	**$1,110,825**	**-**	**$1,240,022**	**-**
Expenses	**$497,760**	**44.1%**	**$580,025**	**44.75%**
Net Operating Income	**$613,065**	**$6,131**	**$659,997**	**$6,600**
Loan Payments	$341,384	-	$341,384	-
Pre-Tax Cash Flow	$271,681	10.6%	$318,613	12.47%
Plus Principal Reduction	$58,269	-	$58,269	-
Total Return Before Taxes	$329,950	12.91%	$376,882	14.75%

Pro Forma Annual Operating Summary

	Pro Forma Estimates	% of Current SGI	T-12	Per Unit	Stabilized	Per Unit	% of SGI
Real Estate Taxes		3.16%	$32,138	$321	$60,311	$603	5.4% Upside
Property Management Fee	3.0% GOI	2.88%	$29,292	$293	$37,201	$372	3.3%
Insurance	$760 Per Unit	7.45%	$75,842	$758	$79,848	$798	7.1%
Payroll	$1,135 Per Unit	11.14%	$113,515	$1,135	$119,246	$1,192	10.6%
General and Administrative	$295 Per Unit	2.88%	$29,355	$294	$30,993	$310	2.8%
Contract Services	$50 Per Unit	0.50%	$5,136	$51	$5,253	$53	0.5%
Landscaping/Grounds	$195 Per Unit	1.88%	$19,200	$192	$20,487	$205	1.8%
Turnover	$150 Per Unit	1.47%	$15,000	$150	$15,759	$158	1.4%
Repairs & Maintenance	$300 Per Unit	2.95%	$30,000	$300	$31,519	$315	2.8%
Electricity	2% Over Actual	2.23%	$22,697	$227	$24,323	$243	2.2%
Water/Sewer	2% Over Actual	7.99%	$81,404	$814	$87,236	$872	7.8%
Trash Removal	2% Over Actual	1.80%	$18,377	$184	$19,694	$197	1.8%
Other Utilities/Fuel/Gas	2% Over Actual	0.32%	$3,270	$33	$3,504	$35	0.3%
Marketing/Advertising	$225 Per Unit	2.21%	$22,534	$225	$23,639	$236	2.1%
Reserves	$200 Per Unit	-	-	-	$21,013	$210	1.9%
Total Expenses		**44.81%**	**$497,760**	**$4,978**	**$580,025**	**$5,800**	**51.7%**
		Current	**Per Unit**	**% of SGI**			
Non-Controllable Expenses: Taxes, Ins., Reserves		$127,180	$1,272	12.0%			
Total Expense Without Taxes & Reserves		$465,622	$4,656	44.07%			

Rent Roll

Unit Mix	Unit #	# of Units	SF	Current Rent	Current Rent/SF	Market Rent	Market Rent/SF
1 Flat	501-08	1	660	$725	$1.10	$800	$1.21
1 Flat	501-13	1	660	$765	$1.16	$800	$1.21
1 Flat	504-05	1	660	$755	$1.14	$800	$1.21
1 Flat	504-08	1	660	$750	$1.14	$800	$1.21
1 Flat	506-01	1	660	$775	$1.17	$800	$1.21
1 Flat	506-04	1	660	$800	$1.21	$800	$1.21
1 Flat	506-12	1	660	$725	$1.10	$800	$1.21
1 Flat	508-01	1	660	$725	$1.10	$800	$1.21
1 Flat	508-05	1	660	$750	$1.14	$800	$1.21
1 Flat	508-09	1	660	$750	$1.14	$800	$1.21
1 Flat	509-04	1	660	$725	$1.10	$800	$1.21
1 Flat Renovated	501-01	1	660	$775	$1.17	$800	$1.21
1 Flat Renovated	501-04	1	660	$775	$1.17	$800	$1.21
1 Flat Renovated	501-05	1	660	$798	$1.21	$800	$1.21
1 Flat Renovated	501-09	1	660	$800	$1.21	$800	$1.21
1 Flat Renovated	501-12	1	660	$800	$1.21	$800	$1.21
1 Flat Renovated	501-16	1	660	$800	$1.21	$800	$1.21
1 Flat Renovated	504-01	1	660	$775	$1.17	$800	$1.21
1 Flat Renovated	504-04	1	660	$800	$1.21	$800	$1.21
1 Flat Renovated	504-09	1	660	$775	$1.17	$800	$1.21
1 Flat Renovated	504-12	1	660	$775	$1.17	$800	$1.21
1 Flat Renovated	506-05	1	660	-	-	$800	$1.21
1 Flat Renovated	506-08	1	660	$800	$1.21	$800	$1.21
1 Flat Renovated	506-09	1	660	$800	$1.21	$800	$1.21
1 Flat Renovated	506-13	1	660	$775	$1.17	$800	$1.21
1 Flat Renovated	506-16	1	660	$774	$1.17	$800	$1.21
1 Flat Renovated	508-04	1	660	$350	$0.53	$800	$1.21
1 Flat Renovated	508-08	1	660	$825	$1.25	$800	$1.21
1 Flat Renovated	508-12	1	660	$775	$1.17	$800	$1.21
1 Flat Renovated	509-01	1	660	$800	$1.21	$800	$1.21
1 Flat Renovated	509-05	1	660	$775	$1.17	$800	$1.21
1 Flat Renovated	509-08	1	660	$800	$1.21	$800	$1.21

Rent Roll

Unit Mix	Unit #	# of Units	SF	Current Rent	Current Rent/SF	Market Rent	Market Rent/SF
1 Flat Renovated	509-09	1	660	$775	$1.17	$800	$1.21
1 Flat Renovated	509-12	1	660	$775	$1.17	$800	$1.21
1 Loft	501-02	1	710	$725	$1.02	$825	$1.16
1 Loft	501-10	1	710	$725	$1.02	$825	$1.16
1 Loft	504-06	1	710	$750	$1.06	$825	$1.16
1 Loft	504-07	1	710	$725	$1.02	$825	$1.16
1 Loft	506-06	1	710	$725	$1.02	$825	$1.16
1 Loft	506-10	1	710	$775	$1.09	$825	$1.16
1 Loft	506-11	1	710	$750	$1.06	$825	$1.16
1 Loft	506-14	1	710	$725	$1.02	$825	$1.16
1 Loft	508-07	1	710	$750	$1.06	$825	$1.16
1 Loft	509-11	1	710	$750	$1.06	$825	$1.16
1 Loft Renovated	501-03	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	501-06	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	501-07	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	501-11	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	501-14	1	710	$800	$1.13	$825	$1.16
1 Loft Renovated	501-15	1	710	$800	$1.13	$825	$1.16
1 Loft Renovated	504-02	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	504-03	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	504-10	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	504-11	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	506-02	1	710	$800	$1.13	$825	$1.16
1 Loft Renovated	506-03	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	506-07	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	506-15	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	508-02	1	710	$800	$1.13	$825	$1.16
1 Loft Renovated	508-03	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	508-06	1	710	$800	$1.13	$825	$1.16
1 Loft Renovated	508-10	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	508-11	1	710	$444	$0.63	$825	$1.16
1 Loft Renovated	509-02	1	710	$775	$1.09	$825	$1.16
1 Loft Renovated	509-03	1	710	$319	$0.45	$825	$1.16
1 Loft Renovated	509-06	1	710	$775	$1.09	$825	$1.16

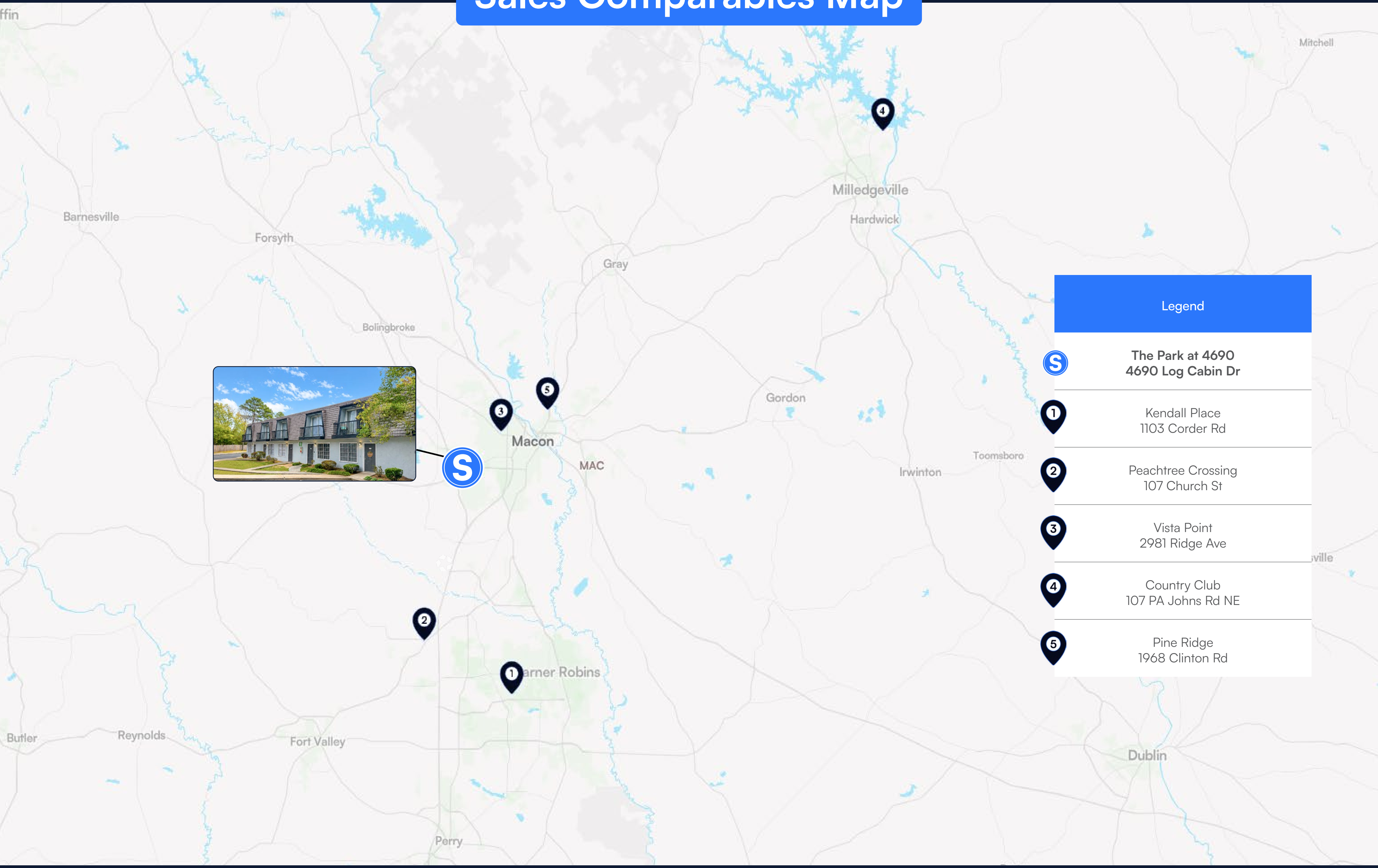
Rent Roll

Unit Mix	Unit #	# of Units	SF	Current Rent	Current Rent/SF	Market Rent	Market Rent/SF
1 Loft Renovated	509-07	1	710	$800	$1.13	$825	$1.16
1 Loft Renovated	509-10	1	710	$800	$1.13	$825	$1.16
2 Flat	500-03	1	1,015	$950	$0.94	$1,025	$0.96
2 Flat	502-06	1	1,015	$975	$0.96	$1,025	$0.96
2 Flat	503-04	1	1,015	$975	$0.96	$1,025	$0.96
2 Flat	503-06	1	1,015	$975	$0.96	$1,025	$0.96
2 Flat	505-03	1	1,015	$975	$0.96	$1,025	$0.96
2 Flat	510-01	1	1,015	$950	$0.94	$1,025	$0.96
2 Flat Renovated	500-01	1	1,015	$1,024	$1.01	$1,025	$1.01
2 Flat Renovated	500-02	1	1,015	$1,024	$1.01	$1,025	$1.01
2 Flat Renovated	500-04	1	1,015	$1,024	$1.01	$1,025	$1.01
2 Flat Renovated	500-05	1	1,015	$451	$0.44	$1,025	$1.01
2 Flat Renovated	500-06	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	502-01	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	502-02	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	502-03	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	502-04	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	502-05	1	1,015	$1,024	$1.01	$1,025	$1.01
2 Flat Renovated	503-01	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	503-02	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	503-03	1	1,015	$723	$0.71	$1,025	$1.01
2 Flat Renovated	503-05	1	1,015	$985	$0.97	$1,025	$1.01
2 Flat Renovated	505-01	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	505-02	1	1,015	$1,024	$1.01	$1,025	$1.01
2 Flat Renovated	505-04	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	505-05	1	1,015	$1,024	$1.01	$1,025	$1.01
2 Flat Renovated	505-06	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	510-02	1	1,015	$967	$0.95	$1,025	$1.01
2 Flat Renovated	510-03	1	1,015	$1,024	$1.01	$1,025	$1.01
2 Flat Renovated	510-04	1	1,015	$1,010	$1.00	$1,025	$1.01
2 Flat Renovated	510-05	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	510-06	1	1,015	$974	$0.96	$1,025	$1.01
2 Flat Renovated	510-07	1	1,015	$838	$0.83	$1,025	$1.01
2 Flat Renovated	510-08	1	1,015	$1,024	$1.01	$1,025	$1.01
Totals		**100**	**79,060**	**$81,184**	**$104.05**	**$88,050**	**$1.13**
Averages			**791**	**$820**	**$1.05**	**$881**	**$1.13**

Sales Comparables

	Property Name Address	City	Sale Price	Per Unit	Sale Date	Unit Count	Building (SF)	Price Per SF	Year Built	10 Yr	Cap Rate	Stabilized Cap	Avg Rent	Market Avg Rent	Avg Unit SF
S	**The Park at 4690** **4690 Log Cabin Dr**	**Macon**	-	-	**TBD**	**100**	**78,755**	-	**1973**	-	-	-	**$820**	**$870**	**788**
1	Kendall Place 1103 Corder Rd	Warner Robins	$9,940,000	$103,542	12/29/25	96	80,640	$123.26	1983	4.076%	3.29%	6.91%	$954	$1,150	840
2	Peachtree Crossing 107 Church St	Byron	$3,650,000	$101,389	10/10/25	36	41,400	$88.16	2003	4.29%	8.16%	8.59%	$1,183	$1,224	1,150
3	Vista Point 2981 Ridge Ave	Macon	$4,700,000	$97,917	5/29/25	48	53,888	$87.22	1987	4.24%	7.79%	8.08%	$1,069	$1,097	1,123
4	Country Club 107 PA Johns Rd NE	Milledgeville	$5,425,000	$91,949	5/30/25	59	73,907	$73.40	1973	4.21%	8.19%	9.57%	$1,122	$1,240	1,253
5	Pine Ridge 1968 Clinton Rd	Macon	$5,575,000	$67,169	11/8/24	83	80,716	$69.07	1969	3.70%	8.29%	9.89%	$864	$962	972
	Averages			**$92,393**				**$88.22**			**7.14%**	**8.61%**	**$1,038**	**$1,135**	

Sales Comparables Map



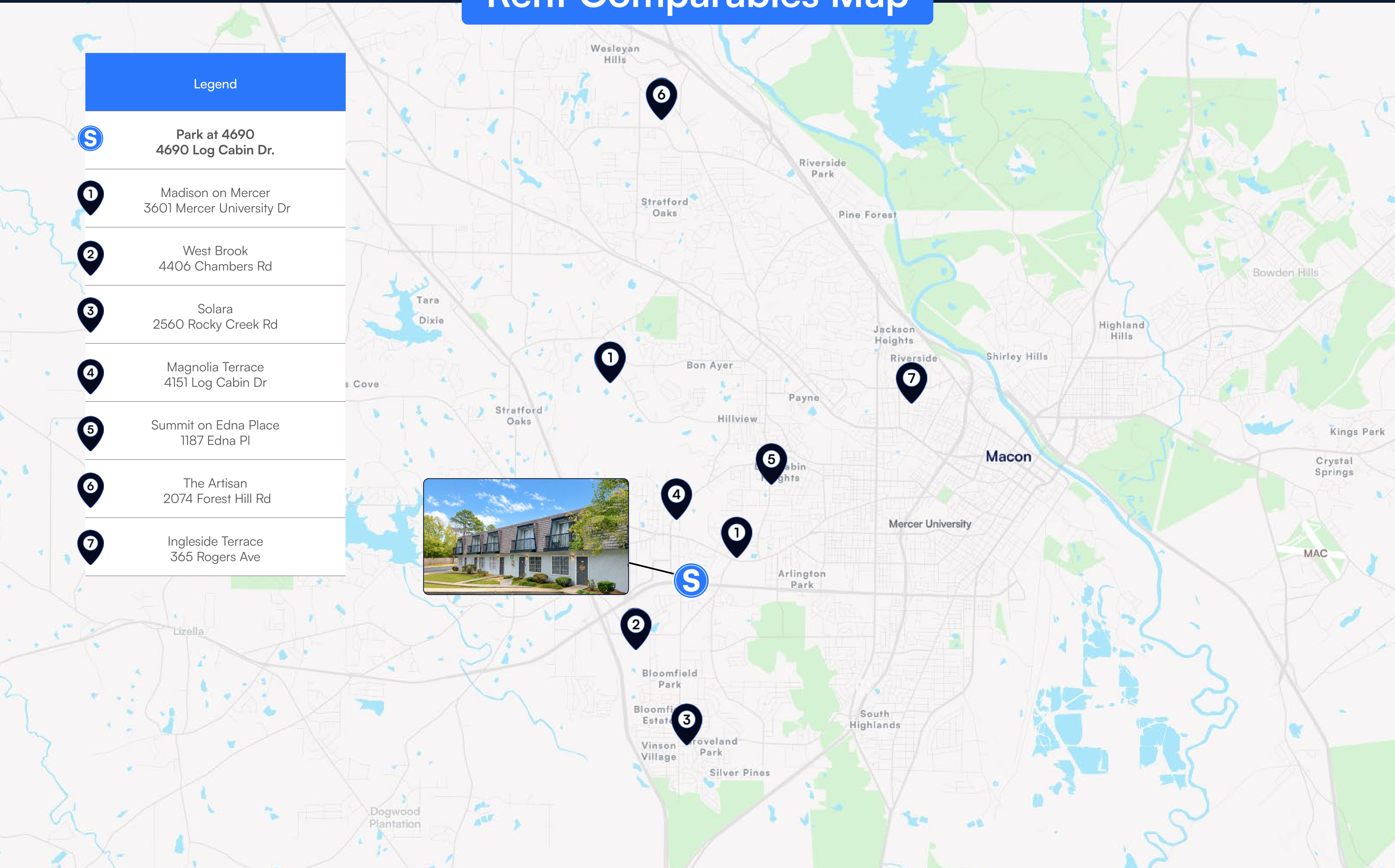
Rent Comparables

	Property Name Address	City	Units	Building Size (SF)	Year Built	Unit Mix	Monthly Rent	SF	Rent/SF
S	**Park at 4690 4690 Log Cabin Dr.**	**Macon-Bibb**	**100**	**79,060**	**1973**	**1 Bed Flat R 1 Bed Flat 1 Bed Loft R 1 Bed Loft 2 Bed Flat R 2 Bed Flat**	**$750 $768 $740 $750 $967 $956**	**660 660 710 710 1,015 1,015**	**$1.14 $1.16 $1.04 $1.06 $0.95 $0.94**
1	Madison on Mercer 3601 Mercer University Dr	Macon-Bibb	133	98,858	1979	1+1 2+1	$825 $975	750 950	$1.10 $1.03
2	West Brook 4406 Chambers Rd	Macon-Bibb	95	80,100	1971	1+1 2+1	$795 $899	595 925	$1.34 $0.97
3	Solara 2560 Rocky Creek Rd	Macon-Bibb	100	97,006	1970	1+1 2+1	$895 $1,230	624 836	$1.43 $1.47
4	Magnolia Terrace 4151 Log Cabin Dr	Macon-Bibb	94	53,540	1972	1+1 2+1.5	$775 $975	510 910	$1.52 $1.07
5	Summit on Edna Place 1187 Edna Pl	Macon-Bibb	120	70,059	1970	1+1 2+2	$775 $869	750 1,000	$1.03 $0.87
6	The Artisan 2074 Forest Hill Rd	Macon-Bibb	94	86,608	1986	1+1 2+2	$845 $1,175	711 832	$1.19 $1.41
7	Ingleside Terrace 365 Rogers Ave	Macon-Bibb	80	74,240	1973	1+1 2+1.5	$990 $1,150	900 1,120	$1.10 $1.03
	Averages					**1 beds 2 beds**	**$900 $1,062**	**767 988**	**$1.21 $1.08**

Rent Comparables Map

Legend

S	**Park at 4690** **4690 Log Cabin Dr.**
1	Madison on Mercer 3601 Mercer University Dr
2	West Brook 4406 Chambers Rd
3	Solara 2560 Rocky Creek Rd
4	Magnolia Terrace 4151 Log Cabin Dr
5	Summit on Edna Place 1187 Edna Pl
6	The Artisan 2074 Forest Hill Rd
7	Ingleside Terrace 365 Rogers Ave



Market Overview

MACON, GA

Total Population	Number of Households	Employed Population	Renters Population
157,346	61,442	69,870	50%

Neighborhood Market Overview

Macon, Georgia anchors Central Georgia's economy and sits along Interstate 75 approximately 85 miles southeast of Atlanta. The city's employment base is supported by healthcare, higher education, logistics, and advanced manufacturing, with institutions such as Atrium Health Navicent and Mercer University providing stable workforce demand. This foundation contributes to consistent household formation and long-term rental stability throughout the market.

The Log Cabin Drive corridor is situated within an established residential pocket characterized by mature neighborhoods, nearby schools, and convenient access to Ingleside Village, Riverside Drive, and downtown Macon. Residents benefit from proximity to daily retail, medical offices, and major commuter routes while maintaining a neighborhood-oriented setting. Relative affordability compared to larger Georgia metros continues to support occupancy stability, as steady healthcare and industrial employment along the I-75 corridor reinforces long-term housing demand in this submarket.

POPULATION	3-MILE	5-MILE	10-MILE
2020 Population	39,851	89,300	166,968
2025 Population	41,650	90,420	165,627
HOUSEHOLDS	**3-MILE**	**5-MILE**	**10-MILE**
2020 Households	15,171	35,238	66,484
2025 Households	15,829	35,955	66,321
INCOME	**3-MILE**	**5-MILE**	**10-MILE**
Avg Household Income	$47,775	$63,117	$72,420

A renter base that doesn't need to be relocated to fill — Macon is already a destination.

Lifestyle amenity is a supply-side story. Macon's deep cultural fabric — music, festivals, college-town energy, and a downtown historic district under active rehabilitation — carries renter retention well above tertiary-market norms.

EMPLOYMENT CONNECTIVITY

The birthplace of Southern rock and soul.

Downtown Macon benefits from a rare combination of regional employment access, institutional anchors, and constrained multifamily inventory. The city's expanding entertainment and cultural districts continue to drive activity in the urban core, while nearby medical, education, and service-sector employers support consistent housing demand. With limited quality apartment supply in walkable downtown locations, adaptive-reuse and mixed-use residential projects remain well positioned to capture both workforce and lifestyle-driven renters.

CULTURAL & ECONOMIC DRIVERS

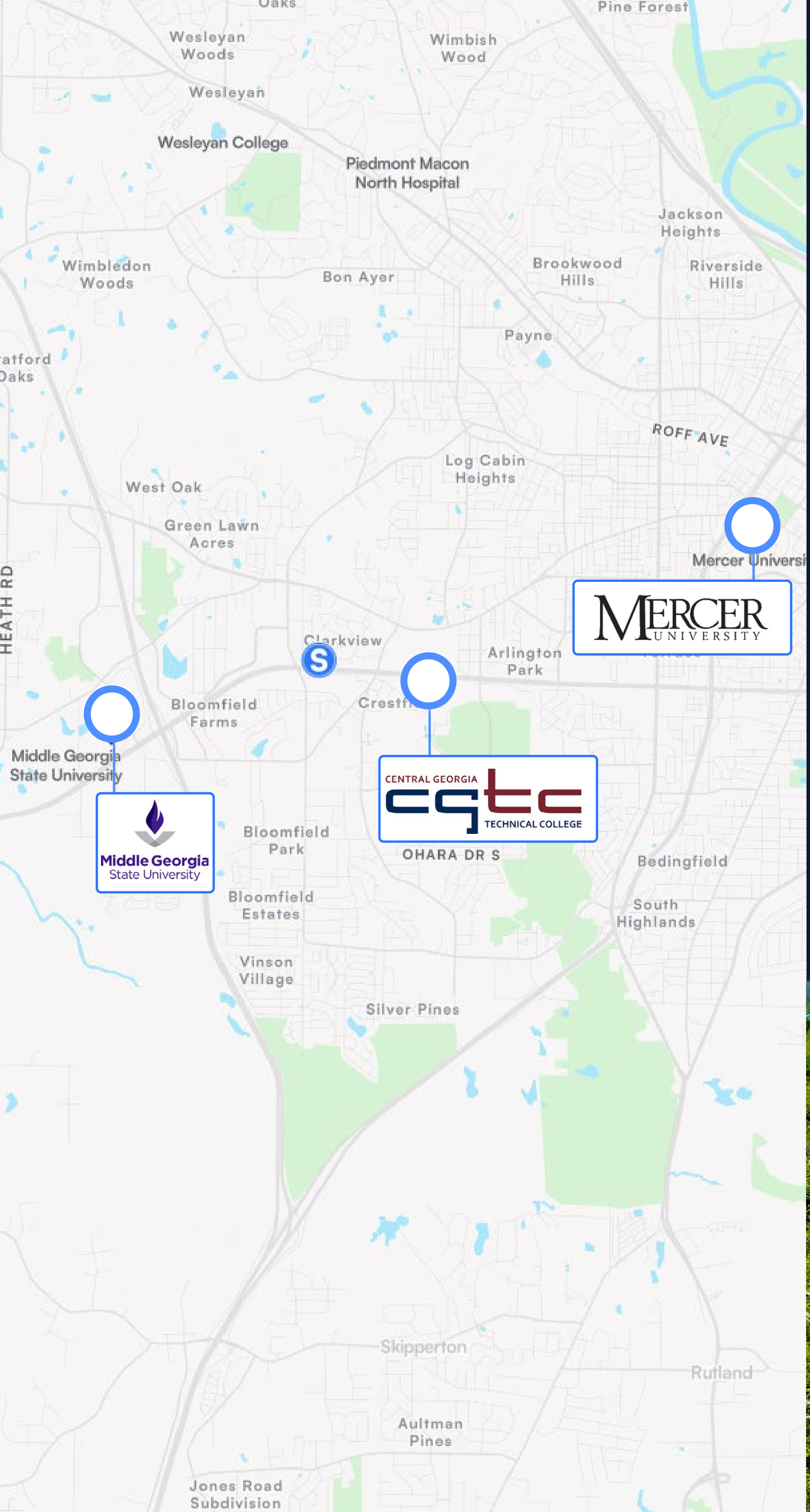
350,000 visitors in ten days.

Macon's cultural identity is a major economic driver. The city launched the careers of Otis Redding, Little Richard, and the Allman Brothers Band, while the 2019 restoration of Capricorn Sound Studios helped anchor a broader downtown arts revival. Events like the International Cherry Blossom Festival, Bragg Jam, and the Mulberry Street Festival draw significant tourism and year-round activity, supporting demand for both Class A and adaptive-reuse properties downtown.

COLLEGE TOWN

Supported by a renter base of ±23,000 students.

Mercer University is a major demand driver for downtown Macon, with its medical, law, engineering, and graduate programs supporting consistent housing demand within the surrounding 1- and 2-mile corridors. Additional institutions — including Middle Georgia State University, Wesleyan College, and Central Georgia Technical College — expand the area's captive renter base to roughly 23,000 students, reinforcing occupancy demand for both workforce and market-rate multifamily housing.



Higher Education

Macon's higher education sector is anchored by Mercer University, Middle Georgia State University, and Central Georgia Technical College, collectively serving thousands of students across undergraduate, graduate, professional, and technical programs. These institutions contribute significantly to Macon's workforce pipeline in healthcare, aviation, business, education, technology, and skilled trades. Their presence supports local economic development, innovation, and cultural activity throughout Central Georgia.

Mercer University

Enrollment (2024-2025)

9,100 Students

1,140 Employees

Graduation Rate: 74%

Middle Georgia State University

Enrollment (2024-2025)

8,409 Students

1,100 Employees

Graduation Rate: 25%

Central Georgia Technical College

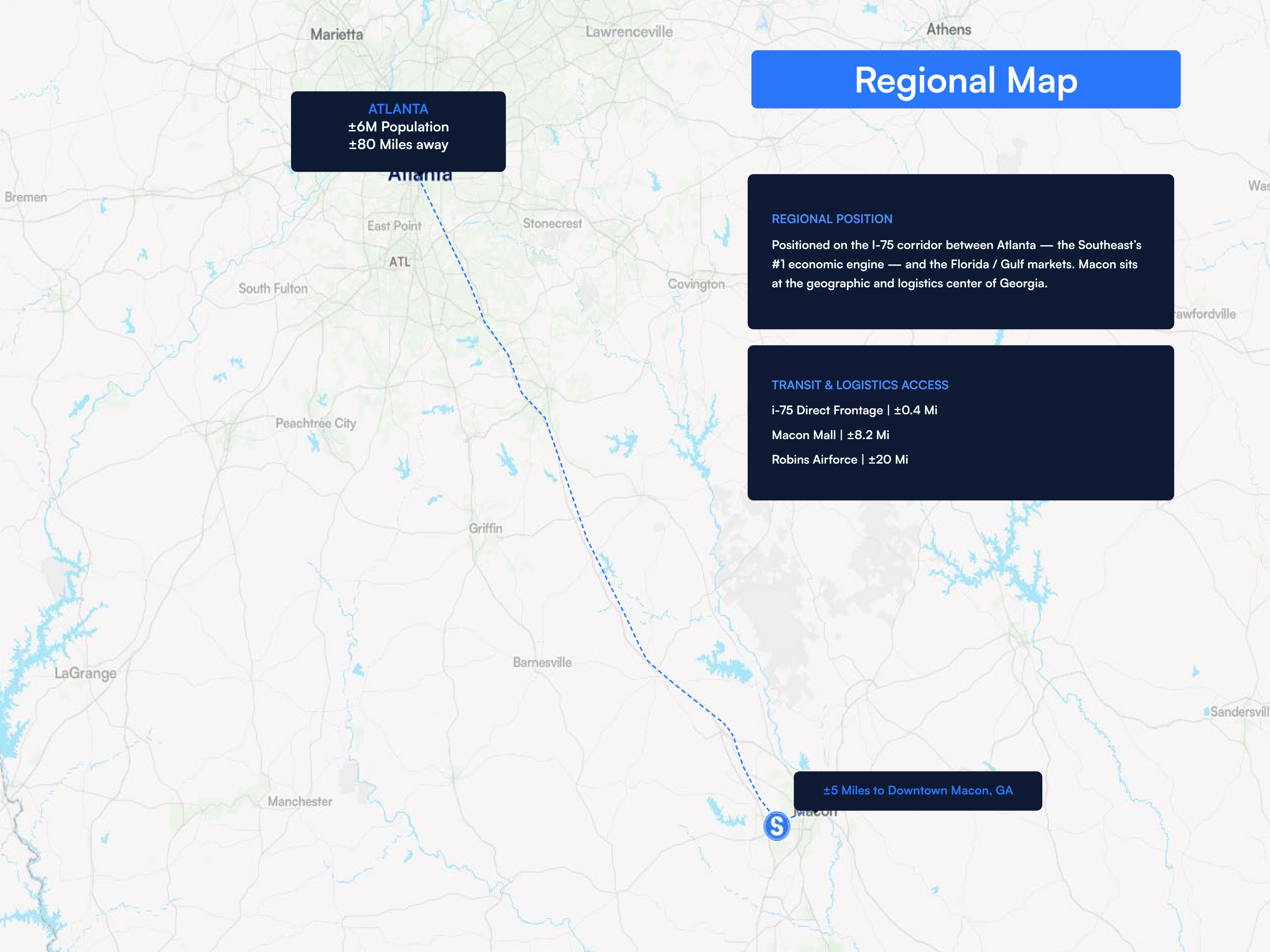
Enrollment (2024-2025)

11,500 Students

1,140 Employees

Graduation Rate: 61%

Regional Map



ATLANTA
±6M Population
±80 Miles away

REGIONAL POSITION

Positioned on the I-75 corridor between Atlanta — the Southeast's #1 economic engine — and the Florida / Gulf markets. Macon sits at the geographic and logistics center of Georgia.

TRANSIT & LOGISTICS ACCESS

i-75 Direct Frontage | ±0.4 Mi

Macon Mall | ±8.2 Mi

Robins Airforce | ±20 Mi

±5 Miles to Downtown Macon, GA

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