THE LAMAR BUILDING

753 Broad St. | Augusta, GA 30901

OFFERING MEMORANDUM

FURMAN
CAPITAL ADVISORS

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INVESTMENT

HIGHLIGHTS

INVESTMENT HIGHLIGHTS

Property Overview

- **Augusta's Most Iconic Redevelopment Opportunity**
  The Lamar Building represents one of the most recognizable and architecturally significant assets in the Southeast. Situated in the heart of Downtown Augusta, the property offers investors a rare opportunity to acquire an irreplaceable historic high-rise with multiple adaptive reuse paths including multifamily, mixed-use, hospitality, condominium, and institutional ownership.

- **As one of the defining features of Augusta's skyline,** The Lamar Building combines historic character, prominent visibility, and redevelopment flexibility in a manner that cannot be replicated through new construction. The property's location along Broad Street positions future ownership to benefit from continued downtown revitalization, growth in Augusta's medical and cybersecurity sectors, and the international visibility generated by the Masters Tournament.

- **One of Augusta's most recognizable skyline assets**
- **National Register Historic Landmark with approved redevelopment framework**
- **Significant historic tax credit eligibility**
- **Adaptive reuse opportunity positioned for residential conversion**
- **Prime Downtown Augusta location within walking distance of restaurants, entertainment, employment, and government centers**
- **Iconic glass penthouse offering unique amenity, hospitality, or event space potential**
- **Acquisition basis substantially below replacement cost**
- **Multiple exit strategies including multifamily, mixed-use, hospitality, condominium, or long-term hold**

INVESTMENT HIGHLIGHTS

Executive Summary

PROPERTY SUMMARY

Address	753 Broad St. Augusta, GA 30901
Parcel Number	037-3-121-00-0 037-3-135-00-0 037-3-118-00-0
Building Size	97,318 SF
Stories	19 Floors + Iconic Glass Penthouse
Year Built	1913-1918 Penthouse Addition in 1975
Historic Status	National Register of Historic Places
Current Status	Vacant Since 2015
Proposed Redevelopment	72 Residential Units plus Ground Floor Retail

DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
Population	5,643	42,854	93,319
Avg HH Income	$46,999	$66,193	$71,964
Median Age	44.6	39.1	39.1

INVESTMENT HIGHLIGHTS

Available Tax Credits & Incentive Programs

TARGETED PROGRAMS

Federal Historic Tax Credit

- 20% of Qualified Rehabilitation Expenditures (QRE)
- QRE established at $19,424,000 per NPS Part 2 Application #46992
- Credit is syndicated to an investor — generates cash equity at closing

Georgia State Historic Tax Credit

- 25% of QRE — among the most generous state programs in the Southeast
- Transferable and sellable to third-party investors
- Georgia DCA Part A preliminary certification approved September 22, 2023

Property Tax Abatement

- Potential assessment frozen at pre-rehabilitation value for 9 years

Opportunity Zone

- 753 Broad Street is located within a confirmed Augusta OZ tract
- Designation valid January 1, 2025 through December 31, 2034
- Allows capital gains investors to defer and ultimately eliminate tax liability
- 10-year hold produces fully tax-free appreciation on OZ investment

ADDITIONAL PROGRAMS TO EXPLORE

New Markets Tax Credit (NMTC)

- 39% federal tax credit on qualified equity investment, claimed over 7 years
- Available in Low-Income Community census tracts — downtown Augusta likely qualifies
- Requires a Community Development Entity (CDE) with available allocation
- Could generate an additional $3,500,000 – $4,500,000 in proceeds

Downtown Development Authority Support

- Administered by the Augusta Downtown Development Authority (DDA)
- Contact the DDA directly to determine what support may be available

Georgia Enterprise Zone

- State and local tax incentives tied to job creation
- Retail and residential management operations may create qualifying jobs
- Available in designated Enterprise Zone areas — eligibility to be confirmed

WHY THIS MATTERS

Historic tax credits alone offset a material portion of rehabilitation cost regardless of total renovation budget — the credit is calculated on QRE, not on the buyer's hard cost estimate.

UNIT OVERVIEW

Potential Unit Mix & Market Rate Rent Ranges | The Lamar Building | 753 Broad St. | Augusta, GA 30901

FLOOR	USE	CONFIGURATION	UNITS	APPROX SF	MARKET RENT RANGE*	NOTES
BASEMENT						
B	*Mechanical / Storage*	*—*	*—*	*~3,100 sf*	*N/A*	*HVAC & electrical; vanilla box*
GROUND FLOOR						
1	Historic Lobby	Common area	—	~2,000 sf	**N/A**	Marble walls, terrazzo floors, historic elevator doors
1	Retail Storefront A	Ground floor retail	1	~3,000 sf	**$18 – $28 / sf NNN**	Street-facing Broad Street frontage
1	Retail Storefront B	Ground floor retail	1	~3,000 sf	**$18 – $28 / sf NNN**	Potential F&B, fitness, or service retail
FLOORS 2 – 11 | RESIDENTIAL | ~6 UNITS PER FLOOR						
2	Residential	1BR / 2BR mix	6	795 – 1,140 sf	**$1,100 – $1,600 / mo**	Mix of 1BR and 2BR per floor
3–6	Residential	1BR / 2BR mix	6 ea.	725 – 1,140 sf	**$1,050 – $1,550 / mo**	Typical residential floor
7–10	Residential	1BR / 2BR mix	6 ea.	725 – 1,140 sf	**$1,100 – $1,600 / mo**	Upper mid-floor premium
11	Residential	1BR / 2BR mix	6	725 – 1,140 sf	**$1,150 – $1,650 / mo**	City views improve significantly
FLOORS 12 – 16 | RESIDENTIAL | 1 – 2 UNITS PER FLOOR | LARGER FLOOR PLATES						
12–13	Residential	2BR	2 ea.	850 sf ea.	**$1,200 – $1,750 / mo**	2 units per floor per plans
14	Residential	2BR	2	850 – 870 sf	**$1,250 – $1,800 / mo**	Balcony level
15	Residential	2BR	1	925 sf	**$1,350 – $1,900 / mo**	Single large 2BR; panoramic views
16	Residential	2BR	1	925 sf	**$1,450 – $2,000 / mo**	Premium upper floor
FLOOR 17 — MECHANICAL | NO WINDOWS | NO RESIDENTIAL USE						
17	*Mechanical*	*Building systems*	*—*	*~925 sf*	*N/A*	*HVAC, electrical, plumbing for upper floors*
FLOORS 18 – 20 | UPPER RESIDENTIAL, EVENT SPACE & CIVIC USE						
18	Residential + Amenity	1BR + community	1 unit	610 sf / ~1,030 sf amenity	**$1,500 – $2,200 / mo**	1BR unit plus community amenity space
19	Event / Hospitality	Historic penthouse	—	~2,000 sf (est.)	**Event rental / Masters week use**	NPS-protected space; must remain unobstructed
20	Civic / Institutional	I.M. Pei glass penthouse	—	Est. per survey	**Lease — buyer to determine**	Pei addition (1975); separate elevator access

** Market rent ranges are illustrative estimates based on Augusta, GA multifamily and retail market conditions as of mid-2026. Masters week event use subject to lease structuring. Retail rents quoted as NNN.*

Derived from prior architectural plans (Integrous Architecture, 2023). Rents are illustrative market ranges only. Buyer to conduct independent market analysis.

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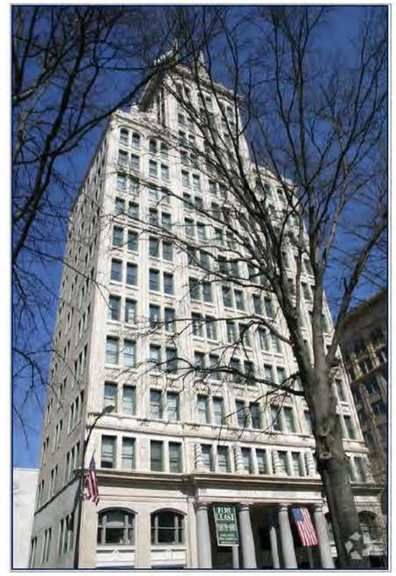
PROPERTY

PHOTOS

Broad Street Entrance & Fountain



Historic Facade

"Lamar Building" Carved Entablature

Broad Street Streetscape

LOCATION OVERVIEW

Penthouse & Rooftop


Glass Penthouse Tower (I.M. Pei, 1976)


Penthouse Interior — Vaulted Glass


Penthouse Interior Detail


Rooftop Skyline View

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MARKET

OVERVIEW

Nestled along the banks of the Savannah River, Augusta is the second largest and oldest city in Georgia. Located in the east central section of the state, Augusta is approximately 150 miles east of Atlanta on Interstate 20. Augusta is also centrally located just two and a half hours from the beach and the mountains.

Augusta's economy blends industry, technology, and tourism. It is home to Fort Gordon, a major U.S. Army base and the Cyber Center of Excellence, highlighting its role in military and cybersecurity sectors. The city also has a strong presence in textile manufacturing, agriculture, and kaolin mining. Educational institutions include Augusta University, Paine College, and other local colleges.

augustaga.gov | livability.com | wikipedia.com | southernliving.com

Top Reasons to Move to Augusta

Augusta is family-friendly, featuring **highly rated schools**, more than 60 public **parks**, and a downtown **arts** scene.

From the scenic Riverwalk along the Savannah River to the **home of the Masters**, recreation in Augusta is a natural fit.

Augusta is **affordable**, with a cost of living below the national average and housing prices lower than those in nearby cities.

There are plenty of **economic opportunities** in Augusta, and healthcare and education are at the heart of the city.

Atlanta, GA, is just 150 miles west, where you can dive into the Georgia Aquarium, sip at the World of Coca-Cola or cheer on the Braves at Truist Park.

Savannah, GA, sits 130 miles southeast, boasting the Savannah Historic District, Forsyth Park and Savannah College of Art and Design.

Columbia, SC, is 75 miles north, a doable day-trip drive to visit Riverbanks Zoo and Garden, the South Carolina State Museum and Congaree National Park.

LARGEST EMPLOYERS

Some really big businesses have discovered that Augusta has a whole lot to offer. While Augusta is home to a great many startups as well as small and medium enterprises, it's also a place where a lot of big companies have chosen to get down to business.

augustaeda.org

" "

LinkedIn has released its second annual "Cities on the Rise" list, ranking the top 25 U.S. metro areas that it says have emerged as the fastest-growing destinations for jobs and new talent. **Augusta, Georgia earned the top spot for 2026.**

NATASHA ETZEL
FOR FASTCOMPANY.COM

MARKET OVERVIEW

Augusta, Georgia

MASTERS WEEK BY THE NUMBERS

~250,000

visitors travel to Augusta during Masters Week (2026 dates: April 9–12)

$110–150M

estimated total annual economic impact on the Augusta metro

$36M+

direct hospitality revenue generated during tournament week alone

3,000–4,500+

area homes rented to patrons and corporate groups; 4BR homes average ~$8,500/week, larger corporate rentals reach $25,000+

$70 → $650+

typical nightly hotel rate before vs. during Masters Week (top downtown hotels exceed $1,900/night)

+38%

short-term rental revenue growth during tournament week, per local market data

$1.4–2.3M

collected by Richmond County in hotel-motel tax during April — about 3x a typical month

+200%

increase in private jet traffic during tournament week (1,000+ business aviation arrivals/departures)

AUGUSTA: BEYOND THE MASTERS

- Founded in 1736 by General James Edward Oglethorpe and named for Princess Augusta of Saxe-Gotha, mother of England's King George III
- Georgia's second-oldest and second-largest city, anchored along the Savannah River just blocks from The Lamar Building
- Hometown of James Brown, the “Godfather of Soul” — honored with a bronze statue and museum exhibit on Broad Street
- Home to the Medical College of Georgia at Augusta University, one of the oldest medical schools in the country
- The Augusta Canal is a designated National Heritage Area, popular for kayaking, fishing, and historic mill tours
- The Riverwalk Augusta offers scenic parks, amphitheaters, and dining directly along the Savannah River downtown
- Baseball legend Ty Cobb began his professional career with the Augusta Tourists in 1904
- Augusta National Golf Club and The Masters have called the city home since the tournament's founding in 1934
- The Augusta National Women's Amateur, held the week before the Masters, adds an extra week of visitor traffic each spring

WHY THIS MATTERS FOR THE LAMAR BUILDING

The Lamar Building sits roughly 3.7 miles from Augusta National Golf Club (about a 10-minute drive), placing future residents and short-term rental operators within easy reach of Masters Week demand — an annual, built-in driver of visitation, spending, and premium rental income unmatched by almost any other U.S. market.

Sources: Augusta Convention & Visitors Bureau; Henssler Financial; Hull College of Business (Augusta University); Golf Business Review; Explore Georgia; Visit Augusta.

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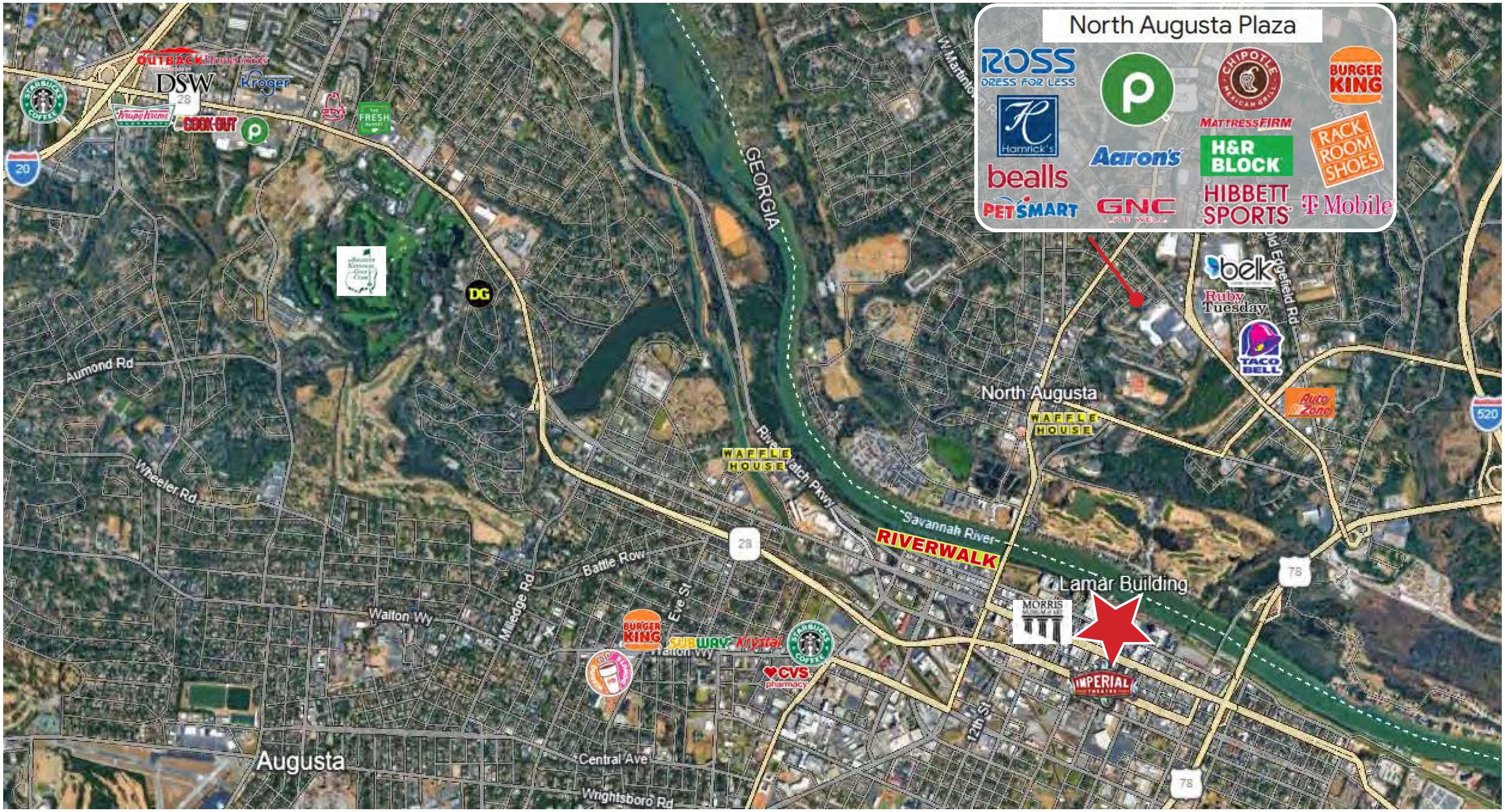
LOCATION

OVERVIEW

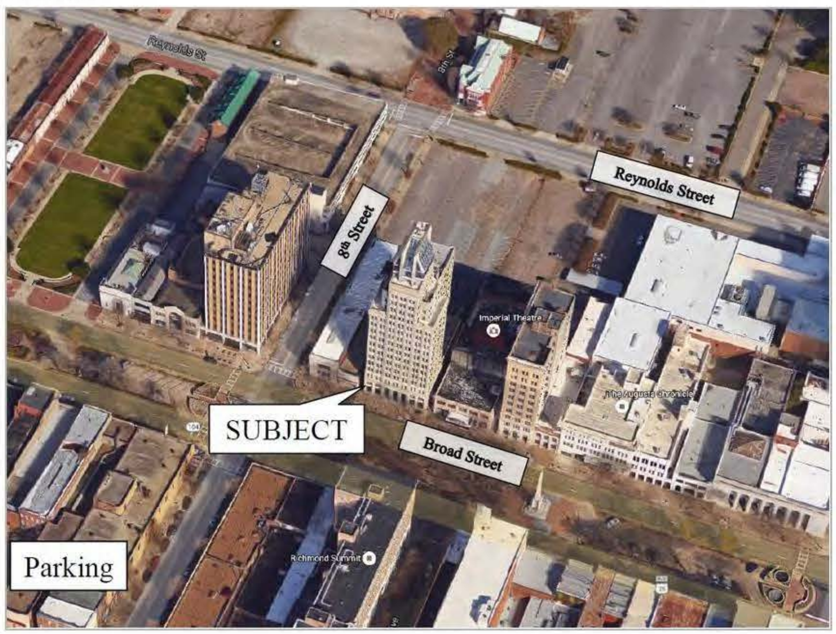
LOCATION OVERVIEW

Retail Map



Augusta National & GRU Context

Neighborhood Aerial



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The Lamar Building
Augusta, Georgia

DEMOGRAPHIC TRENDS

The Lamar Building | 753 Broad St. | Augusta, GA 30901

POPULATION TRENDS

5-Mile

2020	90,028
2025	93,319
2030	95,711

93,319 2025 Population

HOUSEHOLD TRENDS

5-Mile

2020	39,406
2025	40,985
2030	42,035

40,985 2025 Households

AVERAGE HOUSEHOLD INCOME

2025

1-Mile	$46,999
3-Miles	$66,193
5-Miles	$71,964

$71,964 5-Mile Average Household Income

MEDIAN HOME VALUE

2025

1-Mile	$177,550
3-Miles	$182,237
5-Miles	$197,204

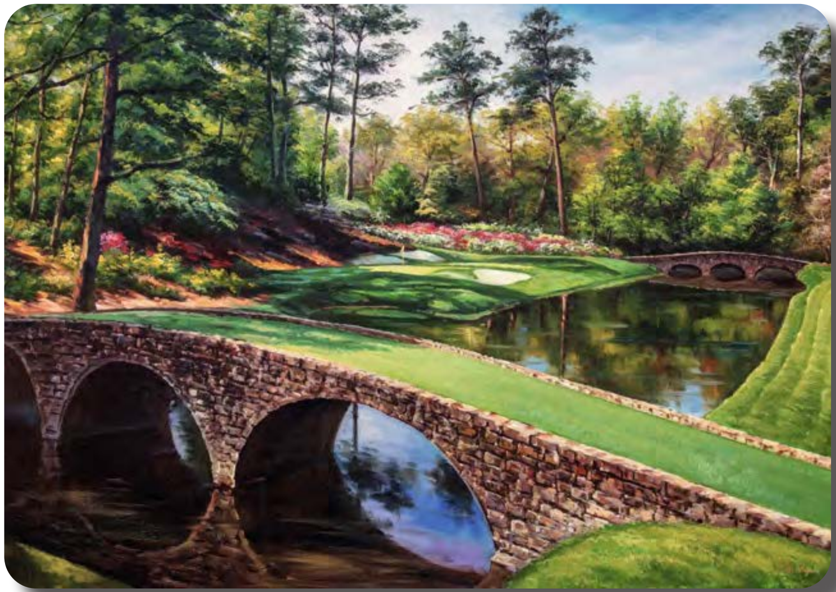
$197,204 5-Mile Median Home Value

MEDIAN AGE TRENDS

2025

1-Mile	44.6
3-Mile	39.1
5-Mile	39.1

39.1 5-Mile Median Age Trend



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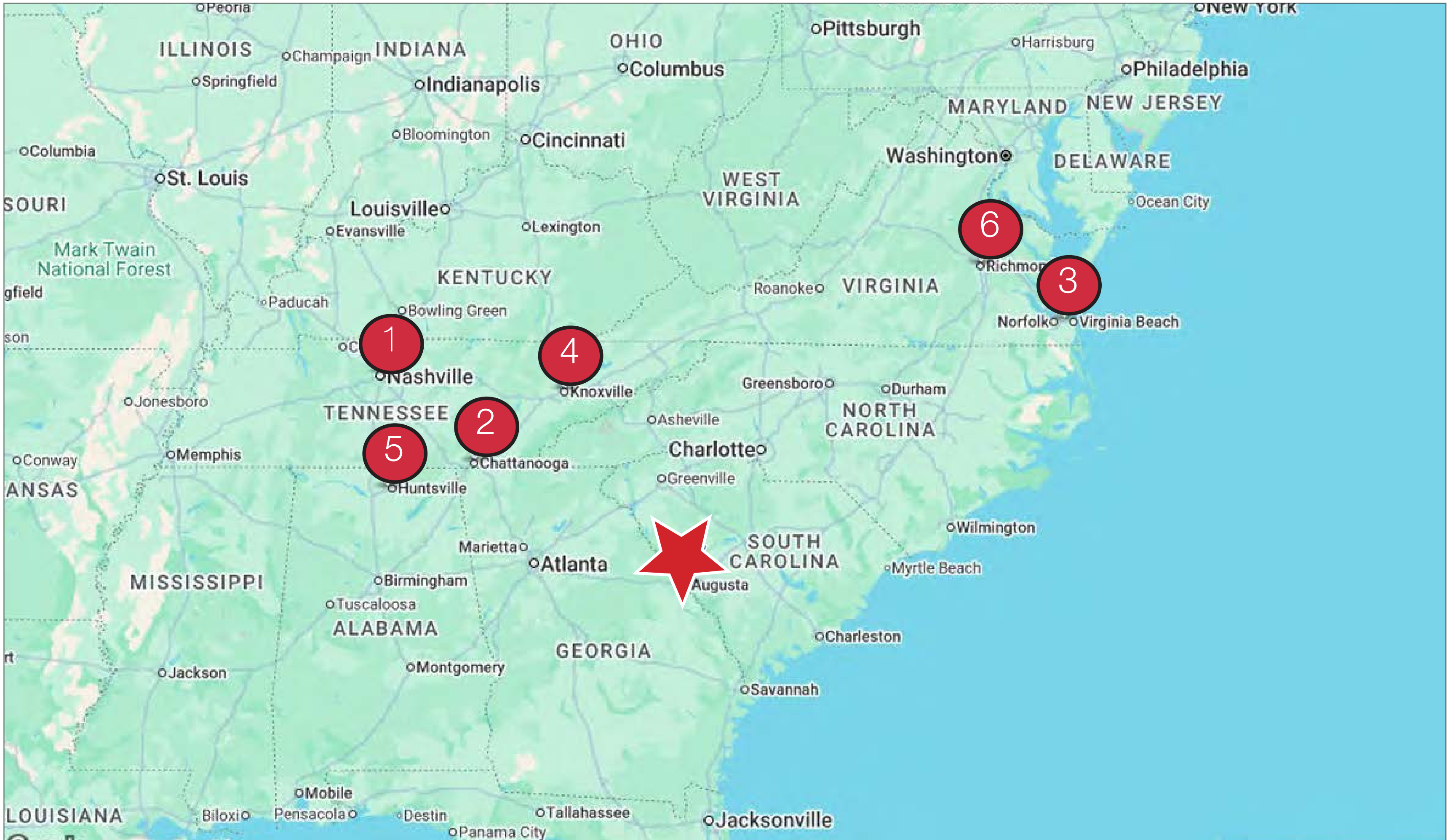
PROPERTY

COMPARABLE

COMPARABLE

Sale Properties



	PROPERTY	STORIES	YEAR BUILT	ACRES	SALE DATE	SALE PRICE	% LEASED
★	Lamar Building	40	1913	1.10	TBD	TBD	TBD
1	414 Union St. - Philips Plaza	20	1977/2018	0.84	Aug 2025	$29,000,000	-
2	701 Market St. - First Horizon Bank Tower	16	1910	0.40	Mar 2026	$ 5,650,000	52.6%
3	281 Independence Blvd. - One Pembroke	6	1971	11.78	Apr 2025	$3,000,000	50.0%
4	607 Market St. - US Bank @ Market Street	12	1965/2005	0.43	Mar 2026	$12,000,000	17.4%
5	345 Bob Heath Dr. - Cummings Research Park	3	2013	14.08	Sep 2024	$4,100,000	0%
6	707 E. Main St. - Eighth & Main Building	20	1976/Jan ‘27	0.70	Dec 2024	$19,250,000	0%

COMPARABLE

Sale Properties

1 Philips Plaza

414 Union St.
Nashville, TN 37219

Year Built:	1977/2018
Stories:	20
RBA:	444,770SF
Sale Price:	$29,000,000
Price/SF:	$65.20
% Leased:	-

2 First Horizon Bank Tower

701 Market St.
Chattanooga, TN 37402

Year Built:	1910
Stories:	16
RBA:	118,200SF
Sale Price:	$5,650,000
Price/SF:	$47.80
% Leased:	52.6%

3 One Pembroke

281 Independence Blvd.
Virginia Beach, VA 23462

Year Built:	1971
Stories:	6
RBA:	63,888SF
Sale Price:	$3,000,000
Price/SF:	$46.96
% Leased:	50%

4 US Bank @ Market Street

607 Market St.
Knoxville, TN 37902

Year Built:	1965/2005
Stories:	12
RBA:	122,859SF
Sale Price:	$12,000,000
Price/SF:	$97.67
% Leased:	17.4%

5 Cummings Research Park

345 Bob Heath Dr.
Huntsville, Alabama 35806

Year Built:	2013
Stories:	3
RBA:	120,000SF
Sale Price:	$4,100,000
Price/SF:	$34.17
% Leased:	0%

6 Eighth & Main Building

707 E. Main St.
Richmond, VA 23219

Year Built:	1976/Jan 27
Stories:	20
RBA:	341,760SF
Sale Price:	$19,250,000
Price/SF:	$56.33
% Leased:	0%

DISCLAIMER

Furman Capital Advisors

This Offering Memorandum contains select information pertaining to the business and affairs of the property located at The Lamar Building, 753 Broad St., Augusta, Georgia 30901 (“Property”). It has been prepared by Furman Capital Advisors (“Agent”). This Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in the Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Owner or Agent. The material is based in part upon information supplied by the Owner and in part upon financial information obtained from sources it deems reliable. The Owner, nor their officers, employees, or agents make any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum or any of its contents and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein and conduct their own due diligence.

By acknowledging your receipt of this Offering Memorandum for the Property, you agree:

1. The Offering Memorandum and its contents are confidential;
2. You will hold it and treat it in the strictest of confidence; and
3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner detrimental to the interest of the Owner.

Owner and Agent expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed by all parties and delivered.

If you wish not to pursue negotiations leading to the acquisition of the Property or in the future you discontinue such negotiations, then you agree to purge all materials relating to the Property including this Offering Memorandum.

A prospective purchaser’s sole and exclusive rights with respect to this prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Seller or Agent or any of their affiliates or any of their respective officers, Directors, shareholders, owners, employees, or agents for any damages, liability, or cause of action relating to this solicitation process or the marketing or sale of the Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the creation of this Offering Memorandum.

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