



2022 | Annual Report



Where We Succeeded

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Letter from the CEO

Over the last year, SVN | Second Story focused our attention on execution and action. It was our first year as an SVN office, which provided us with tools and support that propelled us forward through the looming uncertainty of the economy. With this new partnership, I had the amazing opportunity to visit fellow SVN offices, helping me see the resources and operations that would best help SVN | Second Story flourish. I got to experience, first hand, how collaboration and shared value ensure that we all thrive.

Throughout the shifts of 2022, we had some huge wins. We grew our firm and planned for future growth. We added more commercial and multi-family properties from across the Southeast to our management portfolio, giving us the opportunity to serve 70 properties (more than 2 MILLION square feet). We worked hard to bring on new clients resulting in \$120 MILLION in transaction volume and a 41% growth in our Property Management revenue compared to 2021! Our team consistently sets goals and surpasses them. I attribute this success to the hard work of our firm and the resources available to us through our SVN partnership. The 2022 Annual Report tells this story of how our team succeeded.

As we look ahead in 2023, our team is prepared and excited to help our clients manage their assets, and make their investments worthwhile. This year, we plan to rapidly expand our brokerage team to meet the ever-growing demand we are experiencing. Because of our top-tier customer service and unique management style, we have numerous multi-family properties in the pipeline for 2023. Our partnership with SVN allows us to focus on serving our clients with the backing of experienced advisors and property managers making us equipped to offer the best service available.

With the growth of our team and all the available resources we can access with SVN, we are positive that this year will be another successful year for our firm. We again set high performance expectations for ourselves and I know we'll be able to meet all of our clients objectives. SVN | Second Story is so grateful for your trust and your business. We are excited to see what 2023 will bring as we strive to meet our goals, welcome new clients, and add continued value to the communities we serve.

A handwritten signature in black ink that reads "Tiffanie Robinson".

President & CEO





\$120 Million
Transaction Volume

2 Million
Square Feet Managed

117
Deals Closed

70
Properties Managed



Our SVN Team Leaders



Tiffanie Robinson
President & CEO



Natalie Hostetler
*Vice President of
Commercial Brokerage*



Kelly Fitzgerald
*Vice President of
Commercial Brokerage*



Jill Allen
Chief Operating Officer



Kristen Hodge
*Vice President of
Operations*



Hunter Myers
Commercial Advisor



Brian Chadwick
Commercial Advisor



Alan Pinado
*Director of
Residential Operations*



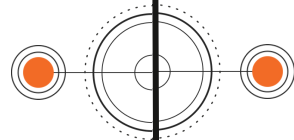
Darlene Harvey
*Director of
Commercial Operations*



Alexis Willis
Commercial Advisor



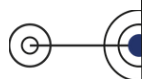
Barrett Kibble
Commercial Advisor



Christopher Johnson
Accounting Controller



Cage Gary
Commercial Advisor





Retail

Annual Trends

	12 mo	Historical Avg
Vacancy Rate	2.8%	
12 Mo Net Absorption in SF	128k	316,245
Deliveries SF	47.1K	287,416
Rent Growth	4.5%	1.1%
Sales Volume	\$335M	\$145M



Office

	12 mo	Historical Avg
Vacancy Rate	4.2%	
12 Mo Net Absorption in SF	-86k	144,911
Deliveries SF	27.1K	187,869
Rent Growth	2.9%	1.5%
Sales Volume	\$112M	\$67.9M



Multi- Family

	12 mo	Historical Avg
Vacancy Rate	7.9%	
12Mo Absorption Units	182	492
Delivered Units	856	531
Asking Rent Growth	4.4%	2.3%
Sales Volume	\$322M	\$154M

Where We've Succeeded

2 Mil Sqft Managed

We grew our square footage by 43% from 2021 to 2022.

117 Transactions

We increased the amount of transactions in 2022 compared the previous year..

9 Local Advisors

We added more advisors to our team in 2022 and have access to 2,000 through the SVN network.



In 2022, we increased our management footprint **by 43%** from 2021. By the end of the year, we were managing over 2 million square feet of commercial and multifamily properties on behalf of our clients. We attribute this growth to the hard work of our property managers and brokerage team. However, we also benefit from our business model and brand culture that is based on the idea of the power gained through **shared knowledge** and the **strength in working together**.

As a collaborative force we are bigger, more powerful, and we secure better outcomes for our clients. This is our Shared Value Network, and one of the many ways SVN® is accelerating innovation and growth, and driving success for our colleagues, clients and communities. Through collaboration and our contacts, we are able to expand the reach of our services not only nationwide, but globally.

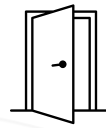
2022 Success: Property Management

SVN | Second Story's Property Management team works to make sure our clients' assets are thriving. Our leasing, accounting and maintenance services help to make your ownership experience simpler, more productive and more profitable. We address each client's individual needs and build a property-specific strategy, harnessing the value of strong customer service and focus on the tenant experience. We work to not only keep properties in immaculate shape, but also provide the customer service needed to build relationships and enhance tenant's on-site experience.



70
Properties
Managed

We managed a total of 70 properties throughout 2022. We welcomed 9 new properties into our care from 2021 to 2022 including multifamily and commercial properties.



450
Multifamily
Doors

We managed 450 doors and counting! Our leasing team oversees the leasing and renewal process. We were able to average 95% stabilized occupancy across our portfolio.



2 Million
Square Feet
Managed

We managed approximately 2 MILLION SQUARE FEET comprised of Multifamily communities, Commercial properties, mixed-use properties, Homeowner's Associations and Condo Owner's Associations throughout the Greater Chattanooga Area.



315
Leases
Signed

We signed 315 leases this year! With new multifamily units signing on for management in 2023, we're expecting to serve many more tenants in the coming year.



10
Multi-Family
Properties

We had 10 multi-family communities in our care in 2022 with more coming online in 2023. This includes a new build/lease-up opportunity!



41%
Revenue
Increase

In 2022, we brought in \$1.49 million more in revenue. This is a 41% increase in revenue year-over-year.

2022 Success: Brokerage

SVN | Second Story's Brokerage team is a collaborative force. SVN | Second Story's business model and brand culture is based on the idea of the power gained through shared knowledge, collaboration and the strength in working together. When we work together, we secure better outcomes for our clients. This is one of the many ways we are accelerating innovation and growth, and driving success for our colleagues, clients and communities.



117
Transactions

We again increased the number of transactions we completed in 2022. The average volume of each transaction \$991k per transaction.



\$120m
Transaction Volume

2022 was our best year yet when it comes to transaction volume! This brought in \$3 million in GCI for our team.



37
Closings

We closed on 37 properties across the Southeast totally \$73 million in transaction volume!



84
Leases Signed

Our team got 84 leases signed. Bringing in new business and partnerships for the communities we serve.



19
Cities

Throughout 2022, we closed deals in 19 different cities spanning across several different neighboring states.



5
National Awards

For 2022, our Brokerage team brought home 5 national awards. Three Advisors won awards for brokering significant deals. Our firm won awards from CoStar for being the Top Leasing and Top Sales firm.

2022 Notable Transactions



Epicycloid, LLC

\$3,600,000

812 E 12th Street.,
Chattanooga TN
Seller Rep



PEF Chattanooga

\$2,083,684

1601 S Holtzclaw Ave.,
Chattanooga, TN
Lease



Network Transport

\$3,054,044

2034 Hamilton Place Blvd.,
Chattanooga TN
Lease



Parkridge Medical Center

\$2,896,250

Jordan Crossing
Lease



Woolfson Eye Institute

\$2,050,000

7320 Shallowford Rd.,
Chattanooga TN
Buyer Rep



My Eye Lab

\$2,400,750

1906 Gunbarrel Rd.,
Chattanooga TN
Buyer Rep



Galen Medical Group

\$1,461,882

1726 Gunbarrel Road.,
Chattanooga TN
Lease



The Human Bean Coffee Company

\$1,324,812

723 Battlefield Pkwy., Fort
Oglethorpe, GA
Lease



AFC- American Family Care

\$1,470,000

306 Cherokee Blvd, Suite 100.,
Chattanooga TN
Lease

2022 Highest Brokerage Sales

Fleetwood Building

\$15,750,000.00

232 E 11th St.
Chattanooga TN
Seller Rep

Lubono Capital LLC

\$9,500,000.00

110 Banks Crossing
Commerce GA
Seller Rep

Schino LLC

\$6,112,500.00

901 E Main Street.,
Chattanooga TN 37408
Buyer Rep

Chattanooga Medical Realty, LLC

\$4,000,000.00

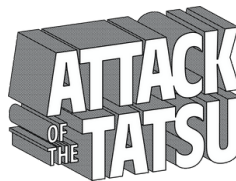
329 Market St.,
Chattanooga TN
Buyer Rep

Urban League of Chattanooga

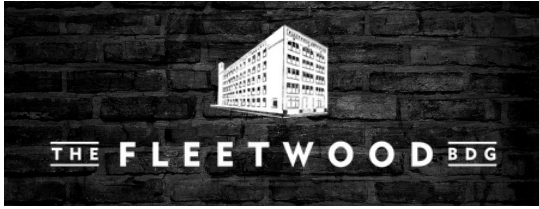
\$3,800,000.00

401 E MLK Blvd.
Chattanooga TN
Seller Rep

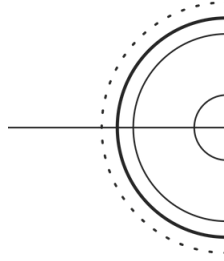
Other Significant Brands



2022 Notable Transactions

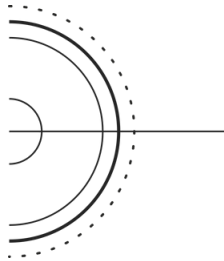


Brokered by
Kelly Fitzgerald & Brian Chadwick



"We had a conversation with the owners, who were medical office developers, about the opportunity to sell this mixed-use space. We convinced them to put it up on the market for new opportunities. The new owner is able to put this space to better use."
- Brian Chadwick

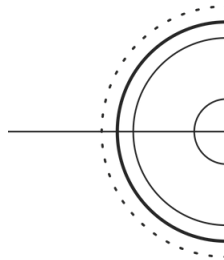
"We got the opportunity to fill empty restaurant space in the heart of downtown with a place that the community is loving. They have two locations in Tacoma and Seattle and this is the first south east location for the brand."
- Kelly Fitzgerald



Brokered by Kelly Fitzgerald

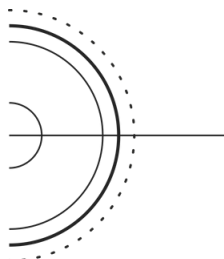


Brokered by Barrett Kibble



"I helped CareHospice find 4 locations across the Southeast in 2022 - Chattanooga, TN, Huntsville, AL, Rome, GA, and Gadsden, AL. They got to enter new markets and the community gets a space nearby for their hospice care needs."
- Barrett Kibble

"I had the chance to broker roughly 20 acres of land off East Brainerd Road in which parcels are slated for new retail and housing developments in 2023-2024. This brings a great opportunity for growth to that area and I look forward to seeing the development unfold."
- Hunter Myers



Brokered by Hunter Myers

Property Management

ACCOUNTING & BOOKKEEPING

- Financial Reporting
- Property Budget Creation
- Accounts Receivable and Payable

LEASING MANAGEMENT

- Leasing Coordination
- Multifamily & Commercial Renewals
- Tenant Application & Screening
- Move-in/out Management

PROPERTY MAINTENANCE

- Emergency Communication
- Daily Maintenance Needs
- Build-Out Management
- Vendor Management
- Capital Project Oversight

FULL SERVICE MARKETING

- Online Marketing Strategy
- Google Services
- Search Engine Optimization
- Social Media Management
- Website Management

Commercial Brokerage

Landlord Representation
Leasing/Sales
Tenant Representation
Acquisition & Disposition
Due Diligence
Site Selection
Asset Valuation
Corporate Services
Capitals Markets
Marketing Services

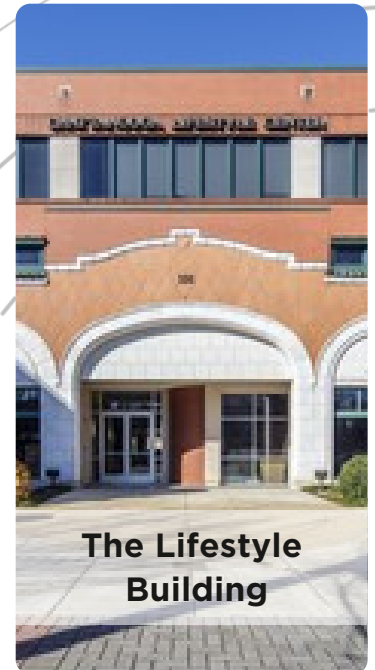
Specialty Services

Industrial
Healthcare
Land & Development
Retail/Restaurant
Self-Storage
Multifamily
Office



Property Highlights

These are a portion of the **57 commercial properties** we managed throughout 2022. We are honored to manage some of the most historic and iconic properties in Chattanooga.



A company's core values provide clarity on what is truly important for organizational success, personal and professional conduct, and what is to be expected from each other. At SVN | Second Story, **our core values and mission contribute to the company culture we strive for**, and differentiate us from our competition.

Our Mission

SVN | Second Story Real Estate Management adds value to our community by **thoughtful and strategic stewardship** of our clients' real estate investments through **collaboration, problem solving** and **versatility**. Our firm holds space with **integrity** and **transparency** for all team members to **contribute meaningfully, thrive personally** and **prosper professionally**.



In 2022, our staff was quickly growing. With all the new additions, we wanted a way for individual departments to work together towards a unifying purpose in order to promote team-building across the entire organization. Our leadership team took the time to read *The 4 Disciplines of Execution* for inspiration. After they finished, they got the entire staff together to discuss what the company's "Wildly Important Goal" (WIG) should be. It needed to be a specific, measurable, and attainable goal that all departments could collectively contribute towards.

The team came up with the idea to improve our Google Review Ratings. At that time, our ratings were very poor and minimal attention was paid to their significance. Everyone, from maintenance to the CEO, worked towards improving Google Reviews by requesting reviews from residents and clients they had worked with throughout the year.



WIG GOAL

***Our goal is to
increase our
Google Reviews
from 1.8 stars to 4.8
stars within a year.***

We started working on our goal in October of 2022.

*As of March 2023, we've received **176 reviews** and are at **4.9 stars**!*



— “

From my perspective, I've seen the transformation of a team. I'm glad to see the shifts in internal culture resulted in outward growth. Investing in people has been the biggest achievement we've made over the course of our year. It's fulfilling to see our team excel and be proud of their accomplishments!

— ” —

Jill Allen | Chief Operating Officer

— “

2022 was a year of relationship building at SVN | Second Story. As a Commercial Portfolio Manager, my focus is not only in supporting our ownership but also the small businesses and nonprofits that fill these buildings. I am proud to support them in their day to day operations and get to know the good work they do for Chattanooga and beyond. I am lucky to be a part of what keeps our city flourishing - its people - and represent the places in Chattanooga that folks want to be.

— ” —

Tara Viland | Commercial Property Manager



— “

Working at SVN, I am surrounded by people who teach me the accounting skills I couldn't learn from a textbook. I love what I do, so I never stop learning. It's rewarding to help my hometown thrive.

— ” —

Laney Locke | Commercial Staff Accountant

Employee Success



— “

My biggest success of 2022 was being able to become a part of a great team of advisors at SVN | Second Story. Breaking into Commercial Real Estate has been fantastic, in a large part due to my colleagues and managing advisor. I chose to come work with an SVN franchise because of SVN's stellar reputation in the national markets.

— ” —

Cage Gary | Affiliate Advisor

— “

My biggest success of 2022 is being a part of helping several businesses find their perfect office in the Chattanooga area. I also have personally enjoyed helping other Advisors learn how to best help their clients. We have a collaborative team approach that is second to none!

— ” —

Natalie Hostetler | VP, Commercial Brokerage



— “

The work is always interesting. There is never a dull moment. It's great seeing reviews roll in for all the tenants who have been helped by our maintenance team!

— ” —

Kenny Harvey | Maintenance Technician

What Our Clients Are Saying

I have worked with many site reps on our films, but Tara and Kevin are the best. They went above and beyond for us, and we are so grateful. Tara assisted us with our outlandish requests (and there were a few!) with ease and understanding. Kevin fixed anything and everything while we were on site, even going as far as breaking a door open and changing the lock so we could access the space. I don't know if we will be back to film here at the Chattanooga Choo Choo anytime soon, but I do know that I will be back to visit and can't come to town without seeing these two.

- Lindsay Ann Henefer -

SVN helped us with subleasing our unused office in Chattanooga. It turns out our people are happier working from home. That left us with an empty office expense during a period with little demand for office space. It took months, but Natalie kept at it and found us a great subtenant. She did it all with a smile and loads of perseverance.

- Mike Witherspoon -

I'm so thankful they went over and beyond to make sure I'm satisfied and not just settling for anything. They took the time to make sure I even understood the paperwork as well thanks so much.

- Shae Wenn -

The second story team is awesome! I've leased one of their properties for over a year and haven't had a single issue. 10/10 would recommend!

- Jessica Olienik -

SVN Second Story provided exceptional service with securing a great building for my business. As a small business, trying to find a commercial agent to help me in this competitive market with low inventory was more difficult than anticipated. I was introduced to Barrett Kibble with SVN Second Story and he made the process simple and quick. My business is small and so was my budget, but Barrett took on the challenge and provided the same level of attention and service than any large well established clients would expect to receive. If you need a commercial building now or in the future I would suggest reaching out to Barrett Kibble to get the job done.

- Logan James -

I had an exceptional experience with SVN | Second Story. Emily from the accounting department was especially helpful — she was knowledgeable, efficient, professional, and very patient. I highly recommend going through this company to find trustworthy and strong support.

- Virginia McEvoy -

Collective Strength. Accelerated Growth.

THE SVN® BRAND was founded in 1987 out of a desire to improve the commercial real estate industry for all stakeholders through cooperation and organized competition. SVN® is now a globally recognized commercial real estate brand **united by a shared vision of creating value with clients, colleagues and our communities.** When you choose SVN® you mobilize the entire SVN® organization of experts and all our trusted relationships to act on your behalf. This shared network is the SVN Difference.

Our unique and progressive business model is **built on the power of collaboration and transparency, and supported by an open and inclusive culture.** We proactively promote properties and share fees with the entire industry, allowing us to build lasting connections, create superior wealth for our clients, and **prosper together.**



The Power of the Shared Value Network.

THE SVN ORGANIZATION is over 2,000 commercial real estate Advisors and staff strong. The Shared Value Network now has more offices in the United States than any other commercial real estate firm, with continuing expansion across the globe. Because of our reach we are able to harness **the power of collaboration** to achieve the highest possible value for our clients.

SVN® was founded on the belief that proactively cooperating with the global commercial real estate community is the right thing to do for our clients and the best way to ensure maximum value for a property. We've expanded this ideology to include a Shared Value Network® approach across all our service lines, offices, and the communities where our Advisors live and work. **Together with our clients, colleagues, and communities, we create greater value through openness, inclusivity and innovation.**

Get In Touch

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