



www.tristarinvest.com

March 1, 2016

Where is the Technology Hub of the Atlanta Metro Area?

Dear WD,

Much discussion has been had about the millennial boom and an urbanization that is propelling high tech companies to move inside the Atlanta perimeter. With so much press, the off-the-shelf answer seems to be "Midtown Atlanta". Probing further, answer these questions:

- *Where are over 600 technology companies located?*
- *Who has a concrete enclosed fiber conduit that has led over 15 Fortune 500 companies to establish major data centers for their network support systems?*
- *What area is named the 6th fastest growing city in the US (Forbes 2012)*
- *Who has a 95% high school graduation rate and 65% of it's high school students are enrolled in Advance Placement (AP) classes.*

Go to the suburbs and you will see the technology center of the metro area is Alpharetta, Georgia.

Long ago, pioneers like Digital Systems (then Compaq, then Hewlett Packard), Equifax, AT&T, Siemens and other went up Georgia 400 to Windward and surrounding areas to invest millions/billions of dollars into world class data centers and technology hubs due to the vision of major developers like the Windward Development Company which was the brainchild of the real estate arm of Mobile Oil decades ago. With the idea of "build it and they will come", they invested in a fiber optic infrastructure and a master planned community modeled after a similar development they did in Reston, Virginia. Some of the largest companies in the world now (secretly) have their data centers and IT staff in Alpharetta. These are building you will never recognize...they are the one story buildings with large fences and no name or address on the buildings.

Smart Labor Force

The caliber of people recruited to this area represents some of the smartest engineers and technology professionals in the world. The local area benefits from their selective gene pool and dedicated workforce. The surrounding schools and their results are reflective of this skilled labor pool.

Long Lasting Footprint

The technology community has taken root in Alpharetta and surrounding North Fulton. The dedicated infrastructure and billions of dollars invested in data centers alone almost assure a longevity in an area that comes from such investment. In a recent tenant interview, TriStar asked if a particular technology company had intentions to move in-town like the wave we keep reading about. Their comment was that all the engineers that run all the technology companies in town live in Alpharetta and the North Fulton area. While some companies are opening satellite offices in-town to recruit, there is a preponderance of the highly skilled work force and their families living in the suburbs and especially around Alpharetta. Why ?- that is where the jobs are and the cost of living is less expensive than the city.

Conclusion

Corporate America is fascinated with in town living for recruiting new talents and finding new technology investments in incubation stages. But their dollars and infrastructure are still in the suburbs and with some limited exceptions, the big boys are not going to pick and move in mass to an area (Midtown for example) that has higher costs of occupancy, further away from a more educated workforce and more expensive for their employees to live.

How does this impact what TriStar is doing?

While everyone is looking in town for the next loft office and unique, overpriced development, we are looking at Alpharetta for all the reasons we mentioned and we are finding young technology companies in buildings we want to acquire, that are changing the world.

See TriStar Real Estate Investments Deal Profile of the month:

Investment Profile of the Month

Mansell Exchange Alpharetta, Georgia



38,000 sf, 100% leased office building

What we like:

- **100% leased to strong tenants on long term leases; good returns**
- **Barriers to entry - land too costly to build competitive product**
- **North Fulton has the 2nd lowest vacancy rate in the market at 12%**
- **Alpharetta is still and will continue to be a growing technology center.**

TriStar is seeking Investors for its next investment. Please call us at 404-698-3535 to learn more or email us at dgibbs@tristarinvest.com.

Sincerely,

TriStar Real Estate Investment Partners

TriStar Real Estate Investment
1175 Peachtree Road, Suite 760 | Atlanta, GA 30361 | (404) 698-3535

Visit us on the web! | www.tristarinvest.com

Copyright © 2014. All Rights Reserved.

TriStar Real Estate Investment, 1175 Peachtree Road, Suite 760, Atlanta, GA 30360

[SafeUnsubscribe™ {recipient's email}](#)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by dgibbs@tristarinvest.com in collaboration with

Constant Contact 

Try it free today