

88 Acres - Obes Branch | Sevier County, TN

STR Development Platform with Private Estate Optionality

Inside the Pigeon Forge and Gatlinburg STR corridor driving consistent booking velocity



VIEW-DRIVEN POSITIONING

Long-range mountain
views supporting
premium nightly rates

STR CORRIDOR LOCATION

Inside the Pigeon Forge
+ Gatlinburg booking
engine

MULTIPLE BUILD SITES

Tiered layout enabling
phased STR deployment
or estate planning

CREEK + NATURAL AMENITY

On-site creek enhancing
guest experience and
site design

SCALE-READY ACREAGE

Large tract supporting
density, spacing, and
long-term control

Offered by
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Execution Strategy | Converting Views into Revenue

A phased STR approach designed to maximize view orientation, pricing power, and long-term flexibility

1 | DEMAND CONVERTS HERE

Not just traffic—high-intent STR booking behavior

2 | LAYOUT ENABLES SCALE

Multiple build zones aligned for phased deployment

3 | VIEWS COMMAND PREMIUM

Elevation and orientation support higher ADR positioning



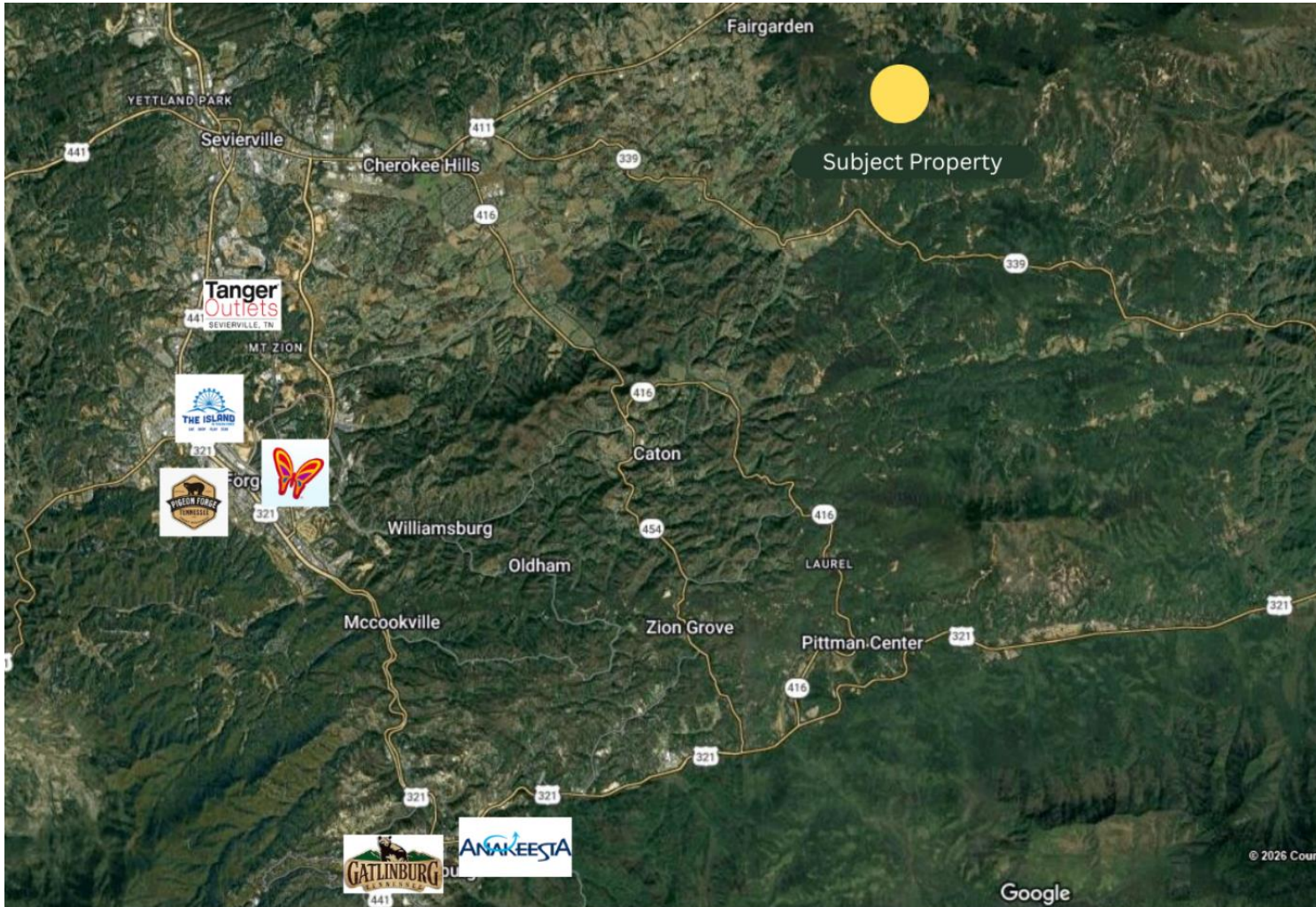
Configured for premium STR positioning

Strategic Deployment

- Phase development across view corridors
- Prioritize sites with strongest orientation and access
- Design for premium ADR and repeat bookings
- Maintain flexibility across unit mix and exit

Positioned Inside the Smokies' STR Demand Engine

Direct access to Pigeon Forge and Gatlinburg demand without Parkway dependency



Primary STR Demand Flow

- Pigeon Forge delivers high-volume STR traffic
- Gatlinburg captures premium, experience-driven demand
- Positioned to monetize both without congestion
- \$3.9B+ Annual Tourism Spend | Sevier County

Strategic Edge

Positioned within core demand—not competing from the periphery

Pigeon Forge: Where Tourism Converts to Cash Flow

One of the most consistent STR demand engines in the Southeast.



~9M Annual Visitors

Sustained demand volume

80+ Attractions

Continuous demand drivers

High Booking Velocity

One of the most active STR markets in the Southeast

Year-Round Occupancy

Consistent booking demand across all seasons

Ongoing Capital Investment

Dollywood's \$50M+ NightFlight expansion reinforces long-term demand growth and continued reinvestment into the corridor

Direct Impact to 1293 Laurel Lick

This demand engine directly translates into occupancy, ADR, and scalable revenue for 1293 Laurel Lick.

Gatlinburg: The National Park Demand Engine

Gateway to the most visited national park in the U.S., driving consistent, experience-based demand into the surrounding STR market.

12.2M Annual Visitors

#1 most visited national park in the U.S

+20% Growth (10-Year)

Expanding visitation trend

\$2B+ Annual Visitor Spend

Direct tourism-driven revenue

\$2.8B cumulative local benefit

Regional demand engine

Continued Investment

Anakeesta's \$100M expansion reinforces long-term visitation growth, adding new attractions and increasing repeat demand beginning in 2026.

Direct Impact to 1293 Laurel Lick

This demand funnel supports premium pricing, consistent occupancy, and long-term STR performance at 1293 Laurel Lick.



Site Fundamentals | Engineered for Efficient Buildout and Revenue Performance

Topography and natural features align to support efficient buildout and premium STR performance

1 | VIEW CORRIDORS DRIVE PRICING POWER

Elevated ridgelines create long-range exposure across multiple build positions

2 | TERRAIN ENABLES PHASED DEVELOPMENT

Natural tiering supports separation, privacy, and efficient site execution

3 | CREEK ADDS EXPERIENCE PREMIUM

Water feature enhances guest experience and strengthens booking performance

4 | RAW LAND = CLEAN EXECUTION

No demolition. No legacy constraints. Pure development flexibility



Long-range view corridors across multiple build sites



Tiered layout supporting phased STR deployment



Creek feature enhancing guest experience and site identity

Execution Optionality | Control Over Phasing, Product, and Exit

The site does not force a single path—developers retain flexibility across layout, density, and disposition



1 | PHASE WITHOUT REWORK

Layout supports staged development without compromising future phases

2 | ADAPT PRODUCT TO MARKET CONDITIONS

Site allows shifts in unit type, density, and positioning over time

3 | CONTROL CAPITAL DEPLOYMENT TIMING

Build sequencing can align with absorption, demand cycles, and financing

4 | MULTIPLE EXIT STRATEGIES

Portfolio hold, phased sell-off, or estate conversion without redesign

Execution Strategy | Multiple Paths. One Asset.

A rare position where development scale and private ownership both pencil—without compromise.

1 | Capture STR Scale

Position for phased cabin deployment aligned with demand and terrain

2 | Preserve Private Estate Viability

Enough acreage, separation, and setting to support a premier mountain estate

3 | Control Capital Exposure

Phase development or hold selectively based on market timing and performance

4 | Exit on Your Terms

Sell as individual sites, operate as a portfolio, or retain as a legacy asset



Scale it. Hold it. Or build the estate.

Pricing & Position

Clean basis. Low carry. Strategic hold.

Offering Price:

\$1,500,000

Total Acreage:

88 Acres

Price Per Acre:

~ \$17,045 / Acre



Ownership Advantage | Tennessee

- **No State Income Tax** → More retained profit on exit
- **Low Property Tax Environment** → Reduced long-term carry
- **Efficient Hold Structure** → Favorable for phased execution or land banking