



S.C.A.L.E.

STRATEGY | CLIENT ADVOCACY | AUTHORITY | LEVERAGE | EXECUTION

OFFERING MEMORANDUM

3404 Householder Street

Pigeon Forge, Tennessee 37863 · Veterans Blvd / Old Mill Corridor

\$3,000,000

OFFERING PRICE

±2,850 SF

FREESTANDING BUILDING

C-2

TOURIST COMMERCIAL

Exclusively offered by Brandon Williams, Principal Broker · SCALE with LPT Realty

CONTENTS

The Offering

- 01 Executive Summary
- 02 Property Overview
- 03 Location & Access
- 04 Market Overview
- 05 Pricing & Comparables
- 06 Offering Terms & Contact



01 · EXECUTIVE SUMMARY

A signature C-2 asset in the commercial core of Pigeon Forge

SCALE with LPT Realty is pleased to exclusively offer 3404 Householder Street, a ±2,850 SF freestanding commercial building on an elevated site overlooking the Veterans Boulevard and Teaster Lane corridor.

The Property combines an established, highly finished building, free-standing monument signage and on-site parking with C-2 Tourist Commercial zoning, positioned for an owner-user headquarters, professional services firm or tourism-oriented operator.

OFFERING SUMMARY

Item	Detail
Offering Price	\$3,000,000
Price / Building SF	\$1,053
Building Size	±2,850 SF
Land Area	±0.27 AC
Year Built	2002 · Renovated 2021
Zoning	C-2 Tourist Commercial
Parcel ID	094E C 004.00
Traffic (Veterans Blvd)	25,491 VPD (TDOT 2024)
Occupancy at Close	Currently Owner Occupied
Interest Offered	Fee simple

01 · EXECUTIVE SUMMARY

Investment Highlights

Corridor Visibility

Elevated site above Veterans Blvd (25,491 VPD) and Teaster Ln (10,498 VPD).

C-2 Tourist Commercial

Zoning aligned with office, retail and tourism-serving commercial uses, subject to city approvals.

Distinctive Build-Out

Renovated in 2021: vaulted exposed-timber reception, stone finishes, conference room and view deck.

Brand-Ready Presence

Free-standing monument signage and on-site parking at a recognizable corridor address.

Tourism Economy at Scale

\$2.29B in Pigeon Forge gross business receipts in 2025; Dollywood is 2 miles away.

Flexible Exit Paths

Owner-user HQ, professional services, hospitality operator, showroom or leased investment.



02 · PROPERTY OVERVIEW

Visibility, access and position.

Not commodity office space: a distinctive professional environment built to make a first impression on clients, guests and staff.

02 · PROPERTY OVERVIEW

The Building & Site

A dramatic vaulted ceiling with exposed timber anchors the main reception, complemented by stone finishes, multiple private offices and work areas, an upper-level conference space and an exterior deck overlooking the corridor and mountain backdrop and full basement. It has two separate bathroom facilities and ample area for buildout or storage

The layout suits a headquarters, professional services practice, hospitality or tourism business, or showroom, subject to zoning and approvals.



PROPERTY SPECIFICATIONS

Specification	Detail
Address	3404 Householder St
Parcel ID	094E C 004.00
Jurisdiction	Pigeon Forge, Sevier Co.
Building Size	±2,850 SF
Year Built	2002 · Renovated 2021
Land Area	±0.27 AC
Zoning	C-2 Tourist Commercial
Exterior / Roof	Siding, stone / shingle
HVAC	Split heating & cooling
Utilities	Public water, sewer, gas, electric
Parking	On-site asphalt lot

02 · PROPERTY OVERVIEW

Exterior, Site & Views

Monument signage, on-site parking and an elevated deck facing the Smokies.



02 · PROPERTY OVERVIEW

Interior Finishes

Exposed timber, stacked stone, wide-plank flooring and custom millwork.



03 · LOCATION & ACCESS

Minutes from the Parkway, Old Mill and Dollywood

25,491

VPD · Veterans Blvd

10,498

VPD · Teaster Ln

Direct connectivity to Veterans Blvd, Teaster Ln, Old Mill Ave and the Parkway: the arterials that carry Pigeon Forge's visitor and workforce traffic.

DRIVE DISTANCE

Destination	Miles
The Old Mill District / Parkway	0.4
The Ripken Experience	1.7
LeConte Center	2.0
Dollywood	2.0
Downtown Sevierville	7.1
Downtown Gatlinburg	7.2
GSMNP, Sugarlands Visitor Ctr	10.4
I-40, Exit 407	15.1
McGhee Tyson Airport (TYS)	34.0

04 · MARKET OVERVIEW

A tourism economy operating at scale

11.5M

Great Smoky Mountains NP
visits, 2025

#1 U.S. national park; Jan–Jun
2026 visits up 6.2%

\$3.93B

Sevier County visitor
spending, 2024

3rd of 95 Tennessee
counties

\$2.29B

Pigeon Forge gross
business receipts, 2025

Fifth straight year above
\$2.2B

15,000+

Lodging units in Pigeon
Forge

Plus ~100 attractions and
Dollywood

Dollywood, 2.0 miles from the Property, drew a record 4 million visitors in 2025 and has a \$500 million investment program committed through 2036.

04 · MARKET OVERVIEW

Sevier County at a glance

A growing resident base, more than 3,100 employer establishments and a visitor economy that generates hundreds of millions in state and local tax revenue each year.

\$438.9M

State and local tax revenue generated by Sevier County tourism in 2024

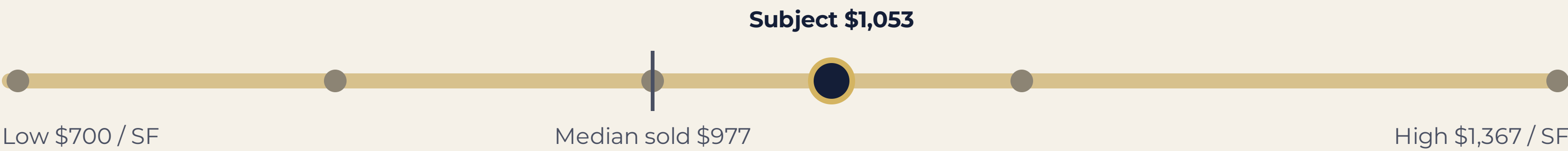
KEY INDICATORS

Indicator	Value
Population (Jul 2025 est.)	101,342
Growth since 2020 Census	+2.7%
Median HH income (2020–24)	\$62,581
Median home value (2020–24)	\$299,000
Employer establishments (2023)	3,117
Accommodation & food sales (2022)	\$1.7B
Total employment (2023)	47,891
PF overnight visitors (2023)	4.64M
PF day visitors (2023)	4.17M

05 · PRICING & COMPARABLES

Comparable Sales & Listings

Property	City	Size	Built	Sold	Price	\$ / SF
329 Historic Nature Trl	Gatlinburg	3,072 SF	1994	6/16/25	\$4,200,000	\$1,367
740 River Rd	Gatlinburg	1,675 SF	1950	6/24/26	\$1,900,000	\$1,134
3404 Householder St	Pigeon Forge	±2,850 SF	2002/2021	Offered	\$3,000,000	\$1,053
608 Parkway	Gatlinburg	3,531 SF	1990	3/6/26	\$3,450,000	\$977
634–636 Parkway	Gatlinburg	3,208 SF	1965	9/10/25	\$2,700,000	\$842
379 Parkway	Gatlinburg	1,697 SF	1934	Active	\$1,200,000	\$707
2450 Parkway	Pigeon Forge	5,359 SF	2019 reno.	10/31/24	\$3,750,000	\$700



05 · PRICING & COMPARABLES

Location supports the pricing

At \$1,053 per SF, the Property sits within the \$700 to \$1,367 range of comparable sales. The pricing reflects its position just off a major Pigeon Forge intersection, minutes from the Parkway and Dollywood, its 2021 renovation, and how rarely buildings like it come to market in the city core.

495 ft

To the Veterans Blvd / Teaster Ln intersection; 0.4 mi to the Old Mill District and the Parkway

2.0 mi

To Dollywood: a record 4 million visitors in 2025 and \$500M committed through 2036

25,491

Vehicles per day on Veterans Blvd, plus 10,498 on Teaster Ln (TDOT 2024)

Scarce

Improved, corridor-visible C-2 buildings in the Pigeon Forge core are seldom offered for sale

05 · PRICING & COMPARABLES

Who this building is for

A finished, corridor-visible building with C-2 zoning gives an owner-user a ready-to-occupy address and the opportunity to build equity in its own real estate instead of paying rent.

Owner-User Headquarters

A regional operator seeking a signature front door, monument signage and daily exposure to Veterans Blvd traffic, with room for private offices, conference space and storage.

Professional Services

Real estate, legal, financial, insurance, design or medical-adjacent practices that benefit from a client-facing reception area and an easy-to-find address.

Tourism & Hospitality Operators

Vacation-rental management, booking, guest-services or attraction operators who want to be minutes from the Parkway, the Old Mill District and Dollywood.

Showroom / Retail Concept

A customer-facing concept that can use the vaulted reception as a showroom, consistent with C-2 Tourist Commercial zoning and city approvals.

05 · PRICING & COMPARABLES

Owner-User Financing: SBA 504

Illustrative structure at \$3,000,000, before fees:

50% · Bank first mortgage
\$1,500,000

40% · CDC / SBA second
\$1,200,000

10% · Buyer equity
\$300,000

Who qualifies

An operating for-profit business that will occupy at least 51% of the building, within SBA size limits.

Down payment

Typically 10% for established businesses; 15% for businesses under about two years old.

Not eligible

Investment or rental property, passive investors and speculative purchases.

Alternative: SBA 7(a)

Can also finance owner-occupied real estate, with down payment set by the lender.

Disclaimer: For general information only. This is not a loan commitment, offer of credit, or financial, legal or tax advice. SBA eligibility, terms, rates, fees and down payments are set by the SBA and participating lenders, vary by borrower and are subject to change. Owner, SCALE with LPT Realty and Brandon Williams make no representation that any buyer will qualify. Buyers should consult an SBA lender and their own advisors.

06 · OFFERING TERMS

Offering Process

Qualified buyers are invited to submit offers on the terms outlined here. Owner will evaluate price, certainty of close, due diligence period and financing.



PRICE	\$3,000,000, fee simple
OFFERS	Written LOI or contract to Broker; [as received / call-for-offers date]
TOURS	By appointment only through Broker; please do not disturb occupants
DUE DILIGENCE	Tax, utility and parcel records available to qualified buyers
OCCUPANCY	Currently owner occupied
LISTING ID	Moody's CRE #45668613



EXCLUSIVELY OFFERED BY

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