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RUBY STATION

NASHVILLE

HOSPITALITY DRIVEN CONDOMINIUMS

REDEFINING THE GROUP TRAVEL EXPERIENCE

EXECUTIVE SUMMARY

RUBY STATION

NASHVILLE

OWN THE ASSET EVERYONE WANTS TO STAY IN

NASHVILLE WELCOMES MORE THAN 17 MILLION VISITORS ANNUALLY, AND GROUP TRAVEL CONTINUES TO BE ONE OF THE CITY'S FASTEST-GROWING LODGING SEGMENTS. RUBY STATION WAS PURPOSE-BUILT TO SERVE THAT DEMAND.

This purpose-built hospitality condominium development will feature 132 hospitality condominiums across 11 stories, offering a total of 421 beds in flexible two, three, and four-bedroom layouts designed specifically for modern group travel. Designed for bachelorette parties, milestone birthdays, wedding groups, reunions, corporate retreats, and other group travel experiences, Ruby Station provides the type of accommodations today's travelers increasingly seek. Located less than five blocks from Broadway, guests will enjoy walkable access to Nashville's world-famous entertainment, dining, and nightlife districts.

Anchoring the project is a fully executed lease with T-Squared Social, the entertainment concept created by Justin Timberlake and Tiger Woods.

Combined with a rooftop pool, rooftop restaurant and bar, lobby food and beverage offerings, and premium hospitality amenities, Ruby Station is designed to be Nashville's premier group travel destination.

Drawing upon the experience gained from our previous Nashville hospitality projects, Ruby Station has been thoughtfully designed to capitalize on the continued growth of Nashville tourism while delivering an elevated guest experience. The rental management program will be managed by Schulte Hospitality Group, one of the nation's leading hotel operators, providing owners with institutional-quality hospitality operations, revenue management, marketing, and guest services.

RUBY STATION REPRESENTS A RARE OPPORTUNITY TO OWN FEE-SIMPLE REAL ESTATE WITHIN A PURPOSE-BUILT HOSPITALITY ASSET DESIGNED SPECIFICALLY FOR NASHVILLE'S THRIVING GROUP TRAVEL MARKET.



WHY RUBY STATION | NASHVILLE

- ▶ **Purpose-built for group travel**
- ▶ **Less than five blocks from Broadway**
- ▶ **132 ownership opportunities**
- ▶ **421 beds designed for large groups**
- ▶ **20,000 SF T-Squared Social entertainment venue**
- ▶ **Rooftop pool, restaurant, and bar**
- ▶ **Managed by Schulte Hospitality Group**
- ▶ **Fee-simple real estate ownership**

DEAR BUYER,

Over the past decade, we have developed, acquired, and operated hospitality-oriented real estate across multiple markets. Ruby Station represents the culmination of lessons learned from our previous Nashville hospitality projects and our belief that the future of travel is centered around experiences, not simply accommodations.

Travelers are changing.

People are no longer looking for a standard hotel room. They want experiences. They want space. They want places where groups can stay together and create memories.

Nowhere is that trend more evident than Nashville.

Every day, Nashville welcomes bachelorette parties, milestone birthdays, reunions, weddings, sporting events, corporate gatherings, and millions of visitors seeking memorable experiences. Yet very few properties are specifically designed to serve how these travelers actually want to stay.

Ruby Station was.

From the beginning, our vision was simple: create the premier group travel destination in Nashville.

Not just another condo project.

Not just another hotel.

A purpose-built hospitality asset designed around how people actually travel today.

What excites me most about this project is that every major piece is aligned. The location is exceptional. The hospitality platform will be operated by Schulte Hospitality Group, one of the nation’s leading hospitality management companies. The building will feature rooftop

amenities, food and beverage concepts, and a level of programming rarely found in traditional hospitality ownership opportunities.

Most importantly, T-Squared Social has committed to the project through a fully executed lease for approximately 20,000 square feet of entertainment space. We believe this will become one of the defining attractions within the property and a meaningful driver of guest activity, visibility, and demand.

Opportunities to acquire fee-simple ownership within a professionally managed hospitality property of this scale and quality are exceptionally rare in Nashville. We believe Ruby Station offers buyers the opportunity to own a piece of one of the city’s most unique hospitality destinations.

Early purchasers are benefiting from pre-construction pricing and launch incentives. As the project advances and major milestones continue to be achieved, we expect value creation to be reflected in future pricing. Simply put, early buyers capture the upside. Later buyers pay for it.

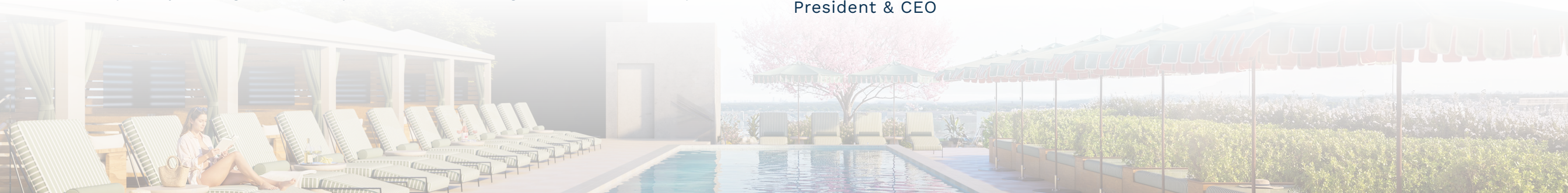
Ruby Station is positioned to become Nashville’s premier destination for group travel. With its purpose-built design, exceptional location, institutional-quality management, and the draw of T-Squared Social, it represents a hospitality ownership opportunity unlike anything else currently available in the market.

Thank you for your interest. We look forward to welcoming you as an owner.

Best,



John Bogdasarian, CCIM
President & CEO



PRICING

PRE-CONSTRUCTION PRICING FROM

\$695,000

2 BEDROOM

\$1,395,000

3 BEDROOM

\$1,875,000

4 BEDROOM

**CONTACT THE RUBY STATION SALES TEAM
FOR INCENTIVES AND OFFERS
SALES@RUBYSTATIONNASH.COM
(629) 213-4448**





 11 STORIES 132 UNITS 421 BEDS ROOFTOP POOL & RESTAURANT · LOBBY BAR ·  T-SQUARED SOCIAL





T-SQUARED
SOCIAL

RUBY STATION

NASHVILLE

DRIVEN BY ICONS — T-SQUARED SOCIAL IS THE FUTURE OF PLAY. LEGENDARY. IMMERSIVE. UNSTOPPABLE.

T-Squared Social is an experiential powerhouse forged by global icons Justin Timberlake and Tiger Woods and perfected by hospitality leaders NEXUS and 8AM Golf. Spanning 20,000 square feet on the ground floor & mezzanine of Ruby Station, it will feature state-of-the-art Full Swing simulators that offer over 15 different types of games, wall-to-wall sports screens, a full stage for DJs and live music performances, as well as a chef-driven culinary program and craft cocktail culture. Positioned at Ruby Station, T-Squared Social will not only draw guests in, but it will become THE place for locals and group travelers alike.

From early-morning dealmaking to late-night victories, T-Squared Social captures Nashville's relentless energy and converts it into unmatched traffic, dwell time, and spend—elevating the entire district's economic pulse.

T-SQUARED SOCIAL AT RUBY STATION
SIGNATURE ENTERTAINMENT IN A LEGENDARY LOCATION



T-SQUARED SOCIAL





EVENT SPACE



DARTSEE BAYS



BAR



FULL-SWING SPORTS SIMULATORS



T-SQUARED
SOCIAL

RUBY STATION

NASHVILLE

ALL-DAY ACTIVATION

Breakfast meetings → Lunch Trade →
Prime-Time Sports → Late-night Entertainment.

BRAND MAGNET

Celebrity ownership & national media coverage
create free PR, draw group events and
lift occupancy across STR and surrounding area.

HIGH PER-CAP SPEND

Premium F&B, Simulator Time, Group Events, and
Branded merchandise.

PIPELINE MOMENTUM

Ruby Station will be home to T-Squared Social's 3rd
Location, along with their flagship location in New York
City and their St. Andrews, Scotland location.



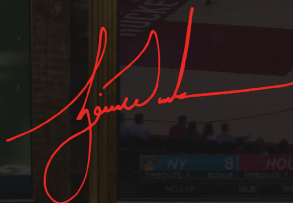
RUBY STATION

NASHVILLE

T-SQUARED
SOCIAL

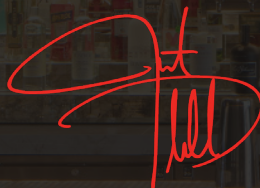
TIGER WOODS

Tiger Woods is not only one of the most decorated athletes in history—with 15 major championships and a transformative impact on global golf—but also a visionary investor and entrepreneur. Through his role in NEXUS Luxury Collection, Woods has helped shape exclusive hospitality ventures in New York, London, and The Bahamas. His partnership in T-Squared Social reflects a broader commitment to designing experiences that blend elite sport, lifestyle, and access—bridging high-performance culture with everyday entertainment.



JUSTIN TIMBERLAKE

Justin Timberlake is a Grammy- and Emmy-winning artist, cultural tastemaker, and seasoned entrepreneur with ventures spanning fashion, film, tech, and hospitality. As a key partner in both NEXUS Luxury Collection and 8AM Golf, Timberlake brings creative leadership, brand vision, and mainstream relevance to T-Squared Social. His ability to merge entertainment with design-forward environments ensures each venue delivers not just energy, but lasting cultural impact.



THE PLAYERS

NEXUS LUXURY COLLECTION

NEXUS Luxury Collection is a global real-estate and hospitality group owned by Tavistock Group, Tiger Woods, Justin Timberlake, Ernie Els and partners. The company develops, operates and manages ultra-luxury resort communities (Albany in The Bahamas), private family clubs (NEXUS Club New York & London) and signature events such as the PGA TOUR's Hero World Challenge. Its expanding Global Membership weaves these assets into a global ecosystem—providing T-Squared Social instant access to a high-net-worth audience that already spends inside the NEXUS network



8AM GOLF

8AM Golf is the sport's largest integrated holding company, chaired by financier Howard Milstein with Justin Timberlake as partner and creative lead. The portfolio spans media (GOLF Magazine & Golf.com), heritage brands (Nicklaus Companies, Miura Golf), fitting/tech (True Spec, GolfLogix), e-commerce (Fairway Jockey) and experiential assets such as 3's par-3 clubs and the annual 8AM Invitational. This built-in distribution engine reaches 12 M+ monthly golfers and supplies best-in-class technology, content and merchandising capabilities to every T-Squared Social location.



8AM GOLF

RUBY STATION
NASHVILLE

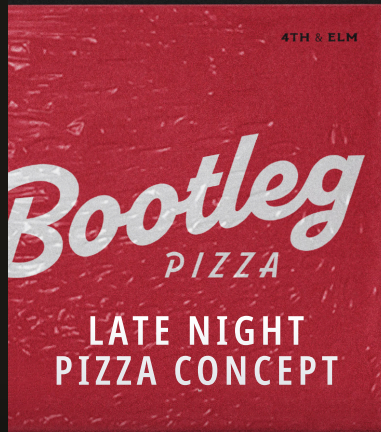
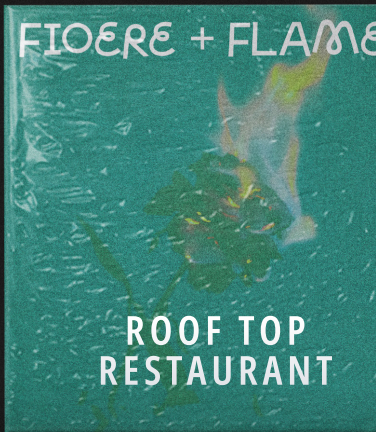
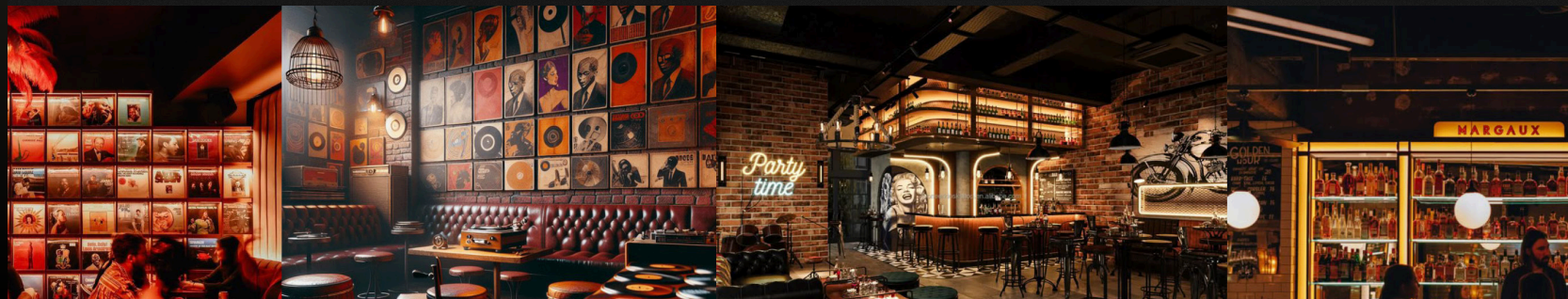
NASHVILLE
F&B CONCEPTS

NASHVILLE’S PRIME DESTINATION FOR
ELEVATED FOOD EXPERIENCES
ROOTED IN SOUTHERN SOUL

Ruby Station is positioned to be a multifaceted food and beverage destination in the heart of Nashville, brought to life by 34th Floor Hospitality. Seamlessly blending old-school charm with modern edge, delivering immersive, crave-worthy culinary and entertainment experiences across five distinct venues—each rooted in Southern soul and Music City flair.

At its heart is **Sugar Skillet**, a three-meal diner serving glow-ups of classic comfort food, set in a warm, nostalgic space of velvet booths, aged brass, and vintage country portraits. Morning starts with **Velvet Coffee**, a lobby café offering crafted lattes and hearty breakfast bites, while late nights pulse with energy from a neon-lit walk-up pizza window, **Bootleg Pizza**, serving crave-worthy slices to the Broadway crowd.

Upstairs, guests discover two hidden gems: **Blue Iris**, a prohibition-style speakeasy concealed behind a wall of vinyl, where intimate, no-phone live music sets create a buzz of exclusivity; and **Fiore + Flame**, a rooftop Italian steakhouse with Southern soul, where handmade pastas, house-aged steaks, and smoky cocktails meet under soft lights and Tuscan-meets-Nashville design. Whether you’re brunching, bar-hopping, or slipping into a velvet booth for a secret show, Ruby Station delivers an immersive experience



RUBY STATION

NASHVILLE



PROJECT DETAILS

THE PROJECT

ADDRESS	712 4th Avenue, Nashville, TN
ASSET CLASS	11 story, hospitality driven condominiums
NUMBER OF UNITS	132 units
UNITS PLANS	2, 3, and 4 bedroom condominiums with kitchen amenities and large common living areas.
RESIDENTIAL AREA	172,801 square feet
COMMERCIAL AREA	35,950 square feet
RETAIL AMENITIES	First floor restaurant & bar + T-Squared Social + rooftop bar & restaurant
GUEST AMENITIES (RENTAL MANAGEMENT PROGRAM)	Rooftop pool and lounge, gym, on-site parking

THE DIFFERENCE

CATEGORY	Independent STR Investment	RUBY STATION NASHVILLE
Channel Booking Fees	6-18%	6% or Less
Management, Branding and Licensing Fees	15-18%	10%
Control Over Pricing & Competition	No	Yes
On-Site Food, Drink, & Entertainment	No	Yes
World Class Amenities	No	Yes
On-Site Back of House Operations (Laundry, Cleaning, Maintenance)	No	Yes
Tangible Brand	No	Yes
Scale Protection from Negative Guest Reviews	No	Yes

*Provided unit is entered in rental program



What differentiates an investment in Ruby Station from independent ownership of a traditional STR property?

PROJECT RENDERINGS

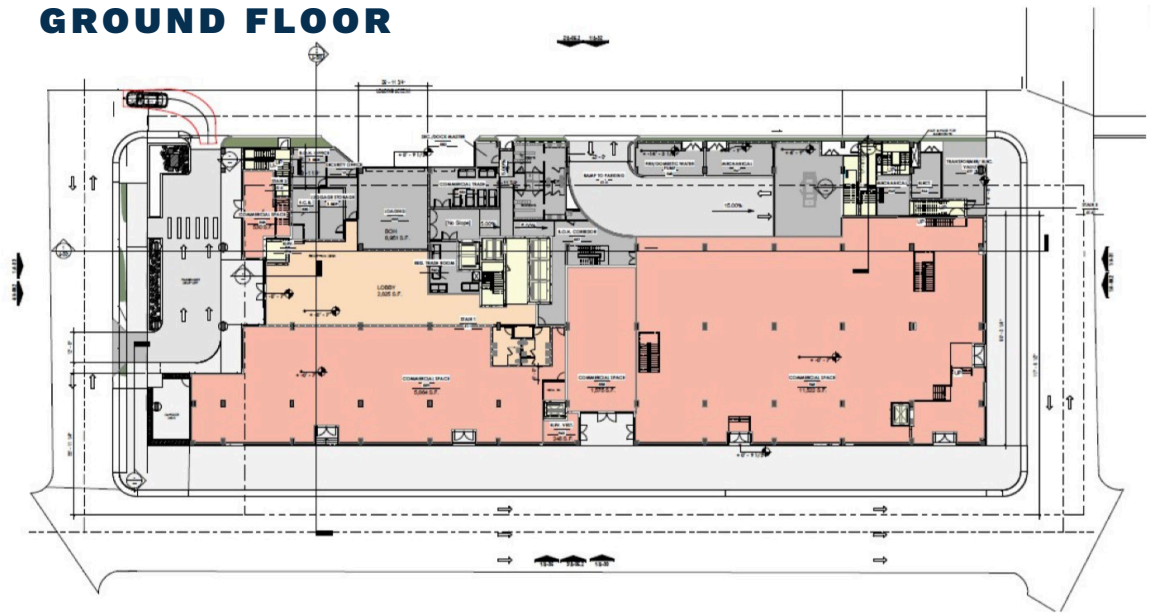


ROOFTOP POOL & BAR

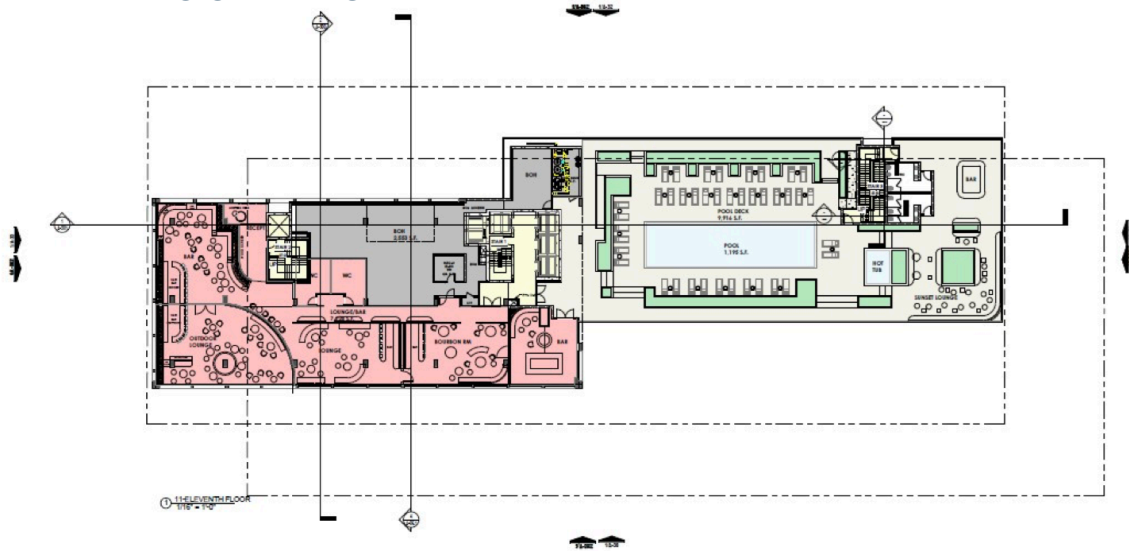
PROJECT RENDERINGS



GROUND FLOOR



ROOF DECK



TYPICAL FLOORPLATE



NASHVILLE TOURISM ON THE RISE

\$10.84 BILLION

VISITOR IMPACT
IN 2024
PROJECTED \$12.07B
BY 2027

17 MILLION

PEOPLE VISITED
NASHVILLE IN 2024
UP 4% YOY

11.2 MILLION

OVERNIGHT
VISITORS

7.9 MILLION

STAYED IN
HOTELS

1.2 MILLION

STAYED IN SHORT-
TERM RENTALS

NASHVILLE ROOMS SOLD METRIC IS
NEARING 10 MILLION ROOMS PER YEAR

9.94 MILLION ROOMS SOLD IN 2023

RUBY STATION
NASHVILLE



FINANCIAL SUMMARY

17.1 MILLION PEOPLE
VISITED NASHVILLE IN 2024



WORLD HEADQUARTERS
\$1.2 BILLION INVESTMENT
65 AC CAMPUS



NISSAN STADIUM
TENNESSEE TITANS

RUBY STATION
NASHVILLE



THE GULCH
NEIGHBORHOOD



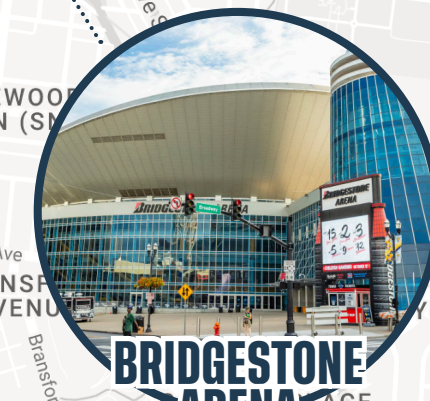
VANDERBILT



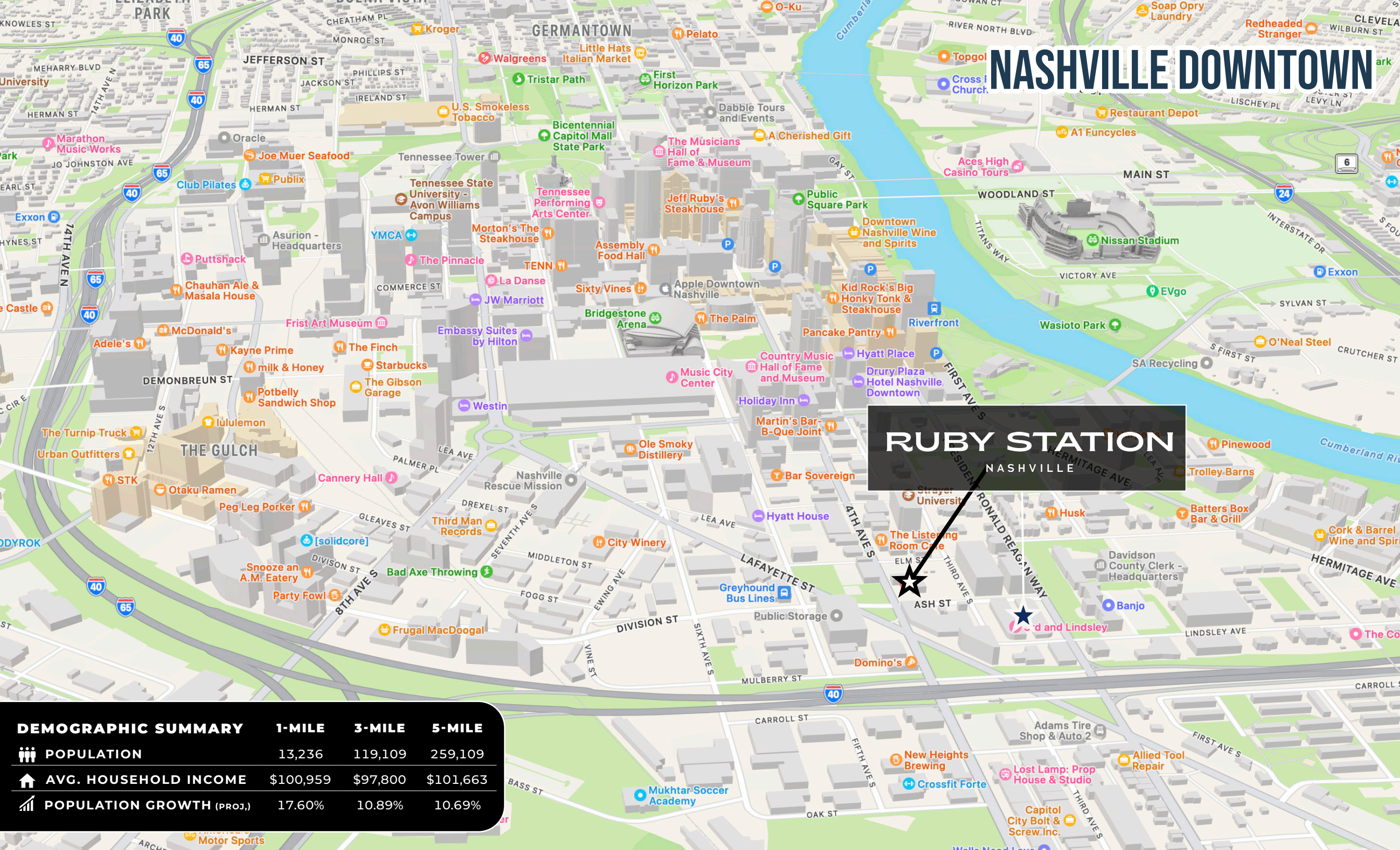
EDGEHILL
NEIGHBORHOOD



BROADWAY



BRIDGESTONE
ARENA



NASHVILLE DOWNTOWN

RUBY STATION
NASHVILLE

DEMOGRAPHIC SUMMARY	1-MILE	3-MILE	5-MILE
 POPULATION	13,236	119,109	259,109
 AVG. HOUSEHOLD INCOME	\$100,959	\$97,800	\$101,663
 POPULATION GROWTH (PROJ.)	17.60%	10.89%	10.69%



John Bogdasarian, CCIM
FOUNDER, PRESIDENT, AND CEO

John Bogdasarian sets the strategic direction for Promanas' investment portfolio. He structures the financial terms of all real estate acquisitions, is available to all Promanas investors, and oversees all major decisions. John's collective experience in real estate development, acquisitions, and dispositions spans over 4 million square feet, encompassing a diverse range of asset classes, and surpasses a substantial value threshold, exceeding \$1.5 billion; and Promanas' extensive network of over 500 accredited investors has primarily expanded through referrals and word-of-mouth endorsements.



Brad McFarlane, CCIM
EXECUTIVE VICE PRESIDENT & COO

Brad McFarlane manages all Promanas investment fund operations. As EVP | COO and a CCIM, he has a guiding hand in every aspect of the firm: from acquisitions, vetting and underwriting, to asset management and disposition activities. McFarlane brings a wealth of real estate experience to the Promanas team having played a major role in the over \$1.5 billion worth of commercial real estate that Promanas has purchased or developed through its private equity funds.



promanas
REAL ESTATE INVESTMENT



Eric McClelland, CPA
CHIEF FINANCIAL OFFICER OF PROMANAS

Eric McClelland runs analysis to evaluate Promanas' potential acquisitions, and projects the performance of current holdings. As a CPA, he oversees all financial aspects of the operation. He maintains Promanas' accounting records and produces financial reports for investors and lenders. McClelland manages all aspects of the firm's tax reporting. McClelland enjoys the trust he builds with investors, who like the track record Promanas has shown over the past 10 years. Prior to joining Promanas, Eric was a senior accountant at BKD, where he specialized in tax compliance with a focus on financial institutions.



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