



Pathway Capital Group Inc.



—Offering Memorandum

# Big Blue Marble Academy

678 Fairview Road, Simpsonville, SC 29680 (Greenville MSA)

In Association with Scott Reid & ParaSell, Inc. | A Licensed South Carolina Broker #23763

## —Confidentiality Agreement

The information contained in the following offering memorandum is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from Pathway Capital Group Inc. and ParaSell, Inc. and it should not be made available to any other person or entity without the written consent of Pathway Capital Group Inc. and ParaSell, Inc.

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## —Investment Summary

### **Big Blue Marble Academy**

678 Fairview Road, Simpsonville, SC 29680 (Greenville MSA)

Listing Price

**\$4,258,806**

Cap Rate

**6.35%**

### Investment Highlights

- 3 Property Portfolio Available Together or Individually (Contact Broker)
- Long Term Absolute NNN Lease with No Landlord Responsibilities
- Rare 2.50% Annual Increases
- Corporate Lease & Guaranty (Full Lease Duration)
- Established Center Acquired by BBMA in 2022

### Location Highlights

- Fairview Rd (30k VPD) is a Major Retail Corridors, and Provides Access to I-385 Providing Easy Commute
- Simpsonville is a Rapidly Growing Suburb of Greenville, SC
- Population Counts Exceed 90K in a 5-Mile Radius and Are Projected to Grow 11.47% in a 3-Mile by '30
- Excellent Average HH Income of \$123K+ in a 3-mile Radius and Are Projected to grow 13.34% by '30
- Nearby National Brands Include Publix, Target, Panera, Grainger (Distribution Center), Belk, McDonald's, CVS, and More
- Feeder School Simpsonville Simpsonville Elementary, Plain Elementary, Bryson Elementary, Fountain Inn Elementary, Fork Shoals Elementary, Ellen Woodside Elementary, Greenbrier Elementary, and Rudolph Gordon
- \$70 Million Spent on Education & Day Care in a 5-Mile Radius, and Expected to Grow to \$84 million by '30

### Tenant Highlights

- Big Blue Marble Academy Provides a Research-Based, Play-Focused Experience that Nurtures Student's Growth and Development to 93 Schools Nationally and is Rapidly Expanding
- 100% Corporate, No Franchising
- Leeds Equity Partners Invested in Big Blue Marble Academy to Accelerate Growth, at the Time of Investment Leeds Managed Approximately \$5 Billion Across a Broad Spectrum of Companies with the Knowledge Industries.



## Advantages of Early Childcare/Education Real Estate

### —Higher Cap Rates Without Sacrifice

Over the last 5 years we have seen an 86-basis point spread on average between single-tenant net-leased retail & early education/childcare despite attractive locations & solid tenants due to a lack of knowledge about the property type.

### —High Growth Business

Early childcare/education is a \$60B+ industry with projected growth to \$83B+ by 2030.

### —Recession & E-Commerce Resistant

Early education is considered recession-resistant because working parents continue to rely on childcare regardless of economic conditions, making it an essential, non-discretionary service as well as “Amazon proof.”

### —Easy To Re-Tenant

Early education properties are easy to re-tenant, with high demand from other childcare operators and flexible layouts that also appeal to medical and service-based users.

### —“Sticky” Business Model

Parents don’t typically switch schools once enrolling, often enroll all their children & recommend other families.

### —Recognized As An “Essential Business”

Early education and childcare are recognized by both federal and state governments as essential services, especially during emergencies, due to their critical role in supporting working families and child development.

### —Institutional Investment

Institutional investors are heavily invested in early education businesses and are the predominant owners of early education/childcare real estate.

### —Appreciation Potential

Early education properties offer strong upside potential, with cap rate compression at market peak and added value if a smaller tenant improves credit or gets acquired.

## —Property Overview

### Property Details

|                    |                                           |
|--------------------|-------------------------------------------|
| Address            | 678 Fairview Road, Simpsonville, SC 29680 |
| Ownership Type     | Fee Simple                                |
| Building Size (SF) | 11,400                                    |
| Lot Size (AC)      | 1.4                                       |
| Year Built         | 1998                                      |

### Lease Abstract

|                        |                         |
|------------------------|-------------------------|
| Tenant                 | Big Blue Marble Academy |
| Guarantor/Signator     | Corporate               |
| Base Lease Term        | 15 Years                |
| Remaining Term         | 11+ Years               |
| Rent Commencement      | 10/14/2022              |
| Lease Expiration       | 10/31/2037              |
| Net Operating Income** | \$270,434               |
| Increases              | 2.50% Annually          |
| Options                | 3, 5 Yr                 |
| Lease Type             | Absolute NNN            |
| Taxes                  | Tenant                  |
| Maintenance            | Tenant                  |
| Insurance              | Tenant                  |



### Rent Schedule

| Year | Annual Rent | Monthly Rent | Rental Increases |
|------|-------------|--------------|------------------|
| 1    | \$245,000   | \$20,417     | -                |
| 2    | \$251,125   | \$20,927     | 2.50%            |
| 3    | \$257,403   | \$21,450     | 2.50%            |
| 4    | \$263,838   | \$21,987     | 2.50%            |
| 5    | \$270,434   | \$22,536     | 2.50%            |
| 6    | \$277,195   | \$23,100     | 2.50%            |
| 7    | \$284,125   | \$23,677     | 2.50%            |
| 8    | \$291,228   | \$24,269     | 2.50%            |
| 9    | \$298,509   | \$24,876     | 2.50%            |
| 10   | \$305,971   | \$25,498     | 2.50%            |
| 11   | \$313,621   | \$26,135     | 2.50%            |
| 12   | \$321,461   | \$26,788     | 2.50%            |
| 13   | \$329,498   | \$27,458     | 2.50%            |
| 14   | \$337,735   | \$28,145     | 2.50%            |
| 15   | \$346,179   | \$28,848     | 2.50%            |

*\*All property & lease information to be independently verified by Buyer during Due Diligence Period.*

*\*\*NOI based on rental increase on 11/01/26. Seller will credit the difference in pro-rated rent from COE to the rental increase date.*

—Site Plan



## Big Blue Marble Academy

Big Blue Marble Academy has 93 corporately operated US locations and is growing quickly. As of Jan 2024, the company was acquired by Leeds Equity Partners, a private equity firm. With an emphasis on broadening perspectives and creative expression, Big Blue Marble helps its students obtain social skills, positive character traits, and global awareness. Graduates are both eager and well prepared to take on the next chapter of their educational journeys. Big Blue Marble teaches children the importance of giving back and helping those in need through hands-on activities and “Heart Projects.” The school provides students with needed structure while encouraging natural curiosity, which culminates in a love for learning. All the programs at Big Blue Marble are developmentally and age-suitable so that each child’s specific needs are thoroughly met. The school strives to be a true home away from home for its students so they can grow to the best of their abilities in an exceptionally familiar and fun environment.

### Parent Company

Leeds Equity is a New York-based private equity firm dedicated exclusively to partnering with management teams in the education, training, and information services industries (the “Knowledge Industries”). The firm was founded in 1993 and currently manages approximately \$5 billion of capital across a broad spectrum of companies within the Knowledge Industries. Leeds Equity seeks to leverage its sector-focused expertise and market insights to create long-term value for its partner companies and investors.

|               |                         |
|---------------|-------------------------|
| Trade Name    | Big Blue Marble Academy |
| Company Type  | Private                 |
| Locations     | ± 93                    |
| Founded       | 2012                    |
| Headquartered | Auburn, AL              |
| Website       | www.bbmacademy.com      |

**LEEDS EQUITY PARTNERS ACQUIRES BIG BLUE MARBLE ACADEMY**  
*[Click Here for Full Article](#)*



Leeds Equity Partners (“Leeds Equity”) announced today that it has acquired Big Blue Marble Academy (“BBMA” or the “Company”), a leading provider of early childhood education across the Southeast United States. Terms of the transaction were not disclosed.

—Exterior Photos



## —Surrounding Photos



## —Location Overview

### Simpsonville, SC

Simpsonville is a rapidly growing city located in southeastern Greenville County in Upstate South Carolina. Situated along the Interstate 385 corridor, Simpsonville lies approximately 15 miles southeast of downtown Greenville, offering convenient access to the broader Greenville–Spartanburg region. According to the 2020 U.S. Census, Simpsonville had a population of 23,354, reflecting steady residential and commercial growth over the past decade.

Simpsonville functions primarily as a residential and commercial hub, supported by a strong local economy and proximity to major employment centers throughout Greenville County. The city is home to a diverse mix of retail, healthcare, and professional services, with major employers in the surrounding area including Prisma Health, GE, Michelin North America, and Lockheed Martin. Simpsonville has also seen continued investment in retail corridors, mixed-use developments, and community-focused amenities, reinforcing its role as a desirable suburban market within the Upstate.

### Greenville County

Greenville County is one of the fastest-growing counties in South Carolina and serves as a primary economic engine for the Upstate region. The county's diversified economy spans advanced manufacturing, healthcare, education, logistics, and corporate services, supported by a skilled workforce and robust transportation network. With ongoing investment, population growth, and regional connectivity, Greenville County continues to play a central role in driving economic expansion and long-term stability across Upstate South Carolina.



## —Location Overview

### Greenville—Anderson—Mauldin MSA

- The largest metropolitan area in South Carolina, encompassing Greenville, Anderson, and surrounding communities
- The region's population is approaching 945,000+ residents as of 2023, with steady growth annually
- Median property values and homeownership rates have climbed, with median values near \$242,700 and a homeownership rate above 70%

### Economic Overview

- The MSA's GDP has grown significantly over the past decade, recently surpassing \$63+ billion in total output
- Key industries include manufacturing (especially automotive and aerospace), healthcare & social assistance, and retail trade, which together employ large segments of the workforce
- Manufacturing remains a foundational pillar of the economy — particularly automotive-related production — and the area outpaces many other southern metros in manufacturing concentration
- Major employers and industry clusters include advanced manufacturing, logistics, technology, and healthcare, with organizations like BMW, Michelin, GE, Prisma Health, and Lockheed Martin playing key roles (regionally noted)

### Notable Developments/Upcoming Projects

- **New Soccer Stadium at BridgeWay Station** — Construction of a new home for Greenville Triumph SC and Greenville Liberty SC with community event space, targeting openings in 2026
- **Trueline GVL Music Venue** — A new 34,000-sq-ft live entertainment venue expected to open in 2026 downtown
- **County Square Redevelopment** — A large mixed-use overhaul of the former County Square site, adding retail, office, residential, and entertainment space
- **Biltmore Walk & The McDaniel** — New luxury residential communities near downtown Greenville, enhancing urban living options



—Close Aerial



—Close Aerial



**GREENVILLE**  
17.1 MILES

**SUBJECT PROPERTY**  
Fairview Road  
30,200 VPD

**Big Blue Marble Academy**

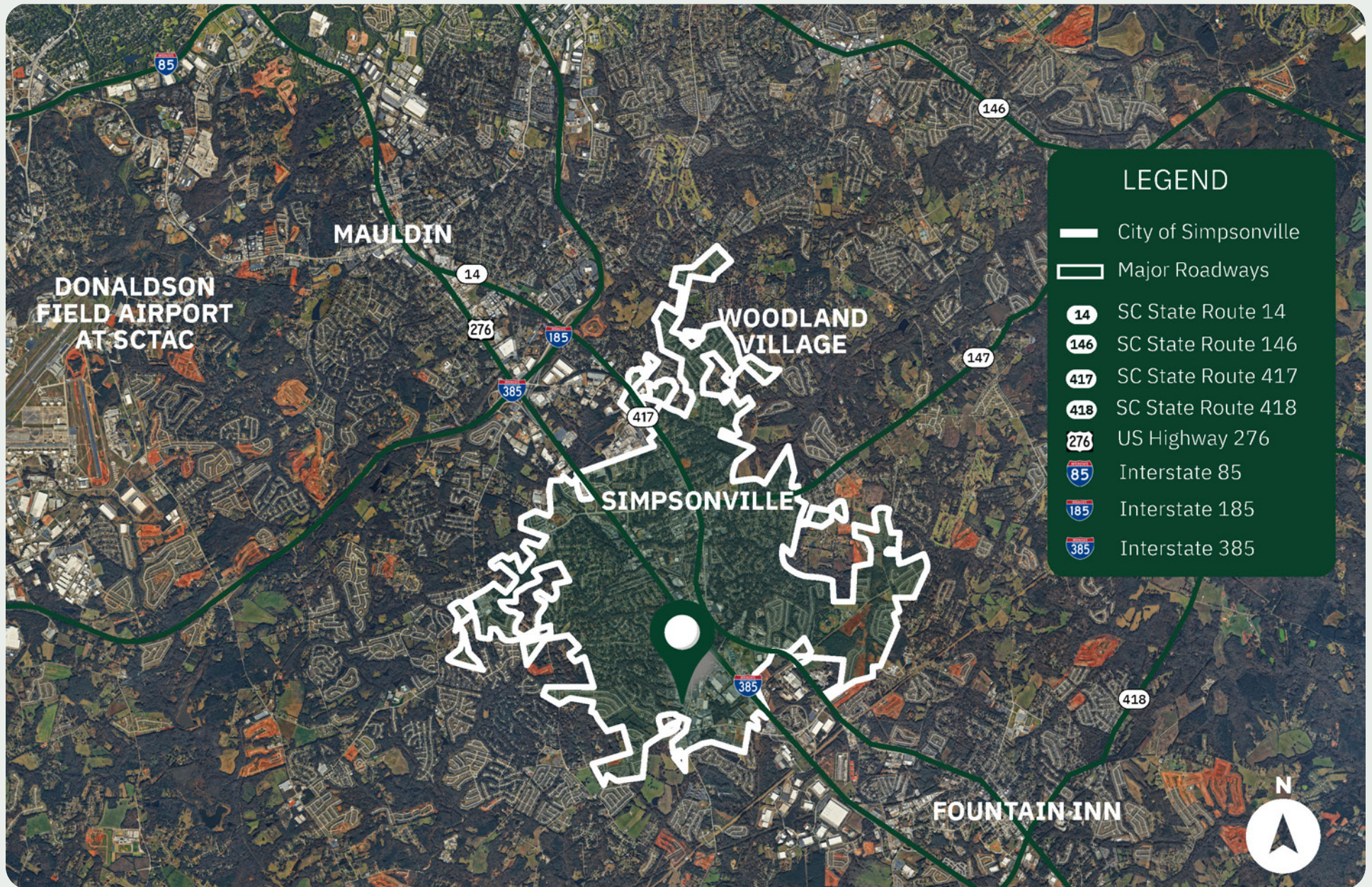
**Callout Log:**

- Kohl's
- PETSMART
- ingles
- Hillcrest Hospital
- Bryson Middle School
- FIVE GUYS
- TACO BELL
- Days Inn BY WYNDHAM
- Hampton
- Applebee's
- total
- Walmart Supercenter
- Hillcrest High School
- LOWE'S
- THE HOME DEPOT
- Comfort SUITES
- U-HAUL
- Bojangles
- Culver's
- planet fitness
- UNITED STATES POSTAL SERVICE
- WINGSTERS
- SONIC
- MFG Masters Financial Group
- WELLS FARGO
- ZAXBY'S
- cricket
- KAY JEWELERS
- PAPAJOHNS
- BURGER KING
- KFC
- Arbys
- Starbucks
- UPS
- ALDI
- BRIMOR
- ExtraSpace Storage
- COLLISION VETERANS
- ASIAN AISLES
- A TOUCH OF ESSENCE

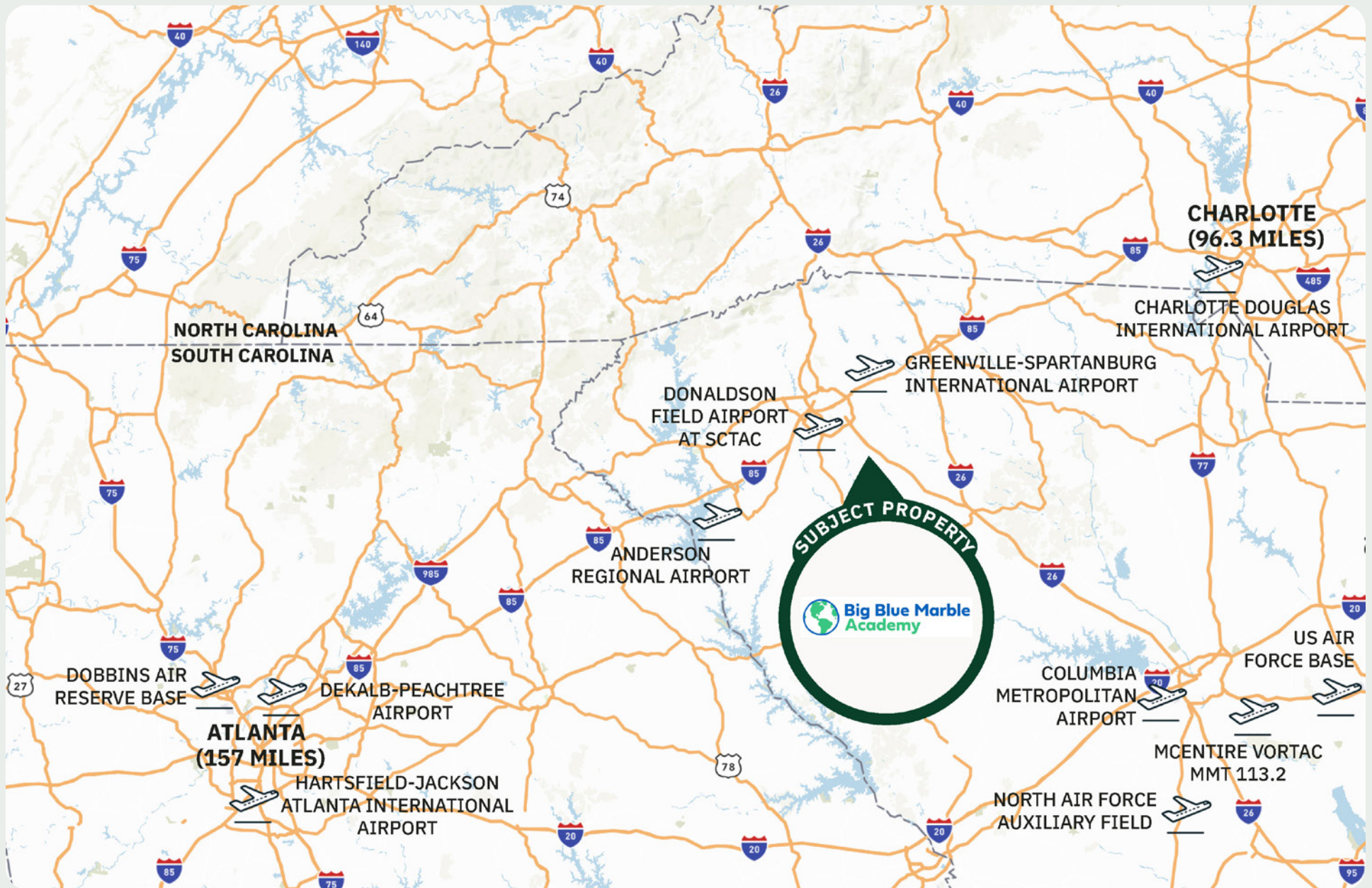
—Wide Aerial



## —Location Map



## —Regional Map



—Demographics

678 Fairview Road, Simpsonville, SC 29680 (Greenville MSA)

Location Map



| Population      | 1 Mile | 3 Miles | 5 Miles |
|-----------------|--------|---------|---------|
| 2025 Population | 8,799  | 48,215  | 90,925  |
| 2030 Population | 9,451  | 53,746  | 99,767  |
| % Change        | 7.41%  | 11.47%  | 9.72%   |

| Income                 | 1 Mile    | 3 Miles   | 5 Miles   |
|------------------------|-----------|-----------|-----------|
| 2025 Average HH Income | \$111,019 | \$123,335 | \$118,874 |
| 2030 Average HH Income | \$126,991 | \$139,794 | \$134,508 |
| % Change               | 14.39%    | 13.34%    | 13.15%    |

| Households      | 1 Mile | 3 Miles | 5 Miles |
|-----------------|--------|---------|---------|
| 2025 Households | 3,503  | 19,027  | 35,581  |
| 2030 Households | 3,836  | 21,662  | 39,833  |
| % Change        | 9.51%  | 13.85%  | 11.95%  |

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Pathway Capital Group Inc.



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