

FOR IMMEDIATE RELEASE**Media Contact:****Hope Wheeler****P: 202-302-2906****E: hope@collins-company.com****SomeraRoad Inc. Confirms Acquisition of Metrocenter's 501 Great Circle;
Announces 62,000 Square Foot Lease to Local Tech Company***Nashville-based JumpCrew to lease remaining vacancy bringing the building to 100 percent occupancy*

NEW YORK, July 26, 2019 – [SomeraRoad Inc.](#), a New York-based commercial real estate firm, announced today that it has officially closed on its acquisition of 501 Great Circle Road in Metrocenter. In conjunction with the closing, Nashville's own JumpCrew, a [customer acquisition platform](#), leased all of the remaining vacancy in the building as its corporate headquarters. Renovations are slated to begin this summer with plans for the technology company to move into its new office in early 2020.

"We could not be more excited to establish our new corporate headquarters in Metrocenter," noted Robert Henderson, CEO, JumpCrew. "Despite experiencing explosive growth, both in employees and locations all over the country, Nashville will always remain our home. That's why we are investing in a Nashville based conference called [JumpCon](#) in October, as well as this amazing new space. Having a formal headquarters that can house our growing team will empower us to bring our culture to life and realize our goal of bringing our technology to the next level for our clients." JumpCrew has been on a rapid growth trajectory, having raised a total of \$15.3 million since their launch in November 2016 with plans to initially place 300 employees in the Metrocenter location, growing to 400 within a year.

The office space, spread across 62,000 square feet on two floors, will feature an open floor plan with brand new furniture, fixtures, and ultra-modern conference and training rooms. SomeraRoad is planning additional significant improvements to the building including substantial upgrades and new amenity spaces featuring a new roof terrace, half-court basketball court, fitness facility, showers, and event space.

The deal also includes a four-acre developable land parcel at 540 Mainstream Drive that neighbors the office building. For the time being, SomeraRoad will utilize this space as parking, but will explore development potential for the site should the right opportunity present itself.

"JumpCrew is an ideal tenant for this project and for SomeraRoad," noted Ian Ross, Principal, SomeraRoad. "All of our projects across the U.S. are geared toward innovative, creative, millennial-employing companies that demand a workplace that fits all the needs of today's office users. In that vein, we are planning some incredible updates for this space to make it not only reflective of the diverse, grit culture of the tech firm, but also a great investment for Nashville. We will continue to unveil more about what is in store for the project as it unfolds."

Metrocenter has become a popular investment market in Nashville as of late—the submarket offers a clear economic value proposition, the ability to cater to dense users, a plethora of

low-cost surface parking spots, and ease of access. Located just off U.S. Highway 41, it is less than three miles to downtown Nashville, but significantly removed from city traffic.

Situated within Opportunity Zone designated boundaries, this project qualifies for tax incentives within the Tax Cuts and Jobs Act of 2017, the program outlined by Congress to spur investment in rural and urban areas typically overlooked by institutional investment. This transaction is SomeraRoad's latest Opportunity Zone transaction since the legislation was announced by the federal government.

For more information about SomeraRoad Inc., visit www.someraroadinc.com.

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About SomeraRoad, Inc.

SomeraRoad, Inc. is a New York-based commercial real estate investment firm focused on value-add and opportunistic transactions across all asset classes and geographies. SomeraRoad targets off-market acquisitions previously impaired by some form of distress, such as loan defaults, partnership disputes, and bankruptcy, that are often overlooked by larger institutional investors. SomeraRoad takes an entrepreneurial and methodical approach to identifying off-market real estate opportunities and generating above-market returns for its investors. With a disciplined and aggressive approach, SomeraRoad drives value through strategic asset re-positionings, targeted capital improvement plans, and best-in-class, hands-on asset management. Since its inception, SomeraRoad has acquired over \$1 billion in real estate totaling approximately 10 million square feet across 40 U.S. cities.

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About JumpCrew

JumpCrew uses their Full Funnel product to integrate digital marketing with [sales](#) to accelerate their client's business growth. They leverage this expertise to also acquire and [digitally transforming publishers](#). JumpCrew's solutions combine technology with a human touch. The company works with a growing roster of clients in publishing, healthcare, media, and technology to help them [build awareness](#), [increase leads](#), and [convert sales](#). The company is headquartered in Nashville, TN, with offices in New York City, San Diego, Denver and Kentucky. JumpCrew has been recognized as the #1 best small company to work for in Nashville (2017), one of the best places to work in Nashville (2018 & 2019) according to the Tennessean and is one of Crunchbase's 50 hot startups. For more information, visit <https://jumpcrew.com/>.