

VOCE

HOTEL & RESIDENCES
NASHVILLE

FIELD GUIDE

INVESTOR'S INTRODUCTION
TO VOCE





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Composed of meticulously designed and graciously scaled residences, a boutique hotel, inspiring workspaces, and a peerless collection of amenities, experiences, and services – VOCE is living, owning, traveling and working, powered by hospitality.

INVEST / OWN / LIVE

VOCE features 194 opulent residences available for purchase. All residences may be placed in the hotel management program.

STAY / PLAY

VOCE Hotel includes 116 spacious suites, complemented by world-class epicurean, wellness, fitness amenities and uniquely curated event programming.

WORK

VOCE features 60,000 SF of creative office space that includes multiple covered terraces, and offers tenants full access to all hotel-residential hospitality and amenities.

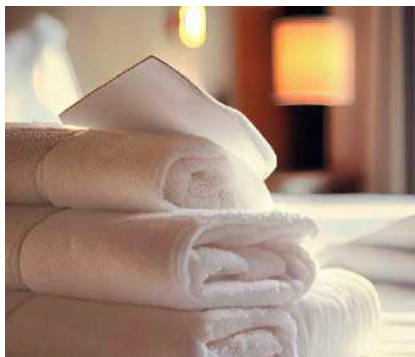


a turn-key INVESTMENT

The expansive residences at VOCE are designed for turnkey living and short - or long - term stays, all powered by VOCE boutique hospitality and management.

Optional customized usage plans create both an immediate and enduring investment value for savvy owners.





FRICITIONLESS + FLEXIBLE

STAY WHEN YOU WANT

A luxury high-rise condo experience for owners and their guests with world-class amenities, conveniently located on West End Avenue, about one mile from Bridgestone Arena in one direction, and Vanderbilt University in the other.

CASHFLOW WHEN YOU DON'T

VOCE owners are in control of how and when they choose to use their residence. There is no minimum number of nights that must be given to the hotel. Owners will use a private portal to reserve their residences when desired for personal use. At VOCE, no short-term rental permit is necessary, and the ability to rent the unit is not subject to the whims or limitations of the HOA.

TRULY TURN-KEY

Participants in the hotel program receive everything necessary to be fully operational as an income producing residence at closing.

Bookings, cleaning, maintenance and more all handled by on-site boutique hotel management. Nightly rates and quarterly reporting to owners will be handled by industry leading hospitality platforms.



FEATURES + AMENITIES

An abundance of thoughtful amenities and services are available to residents, guests, and office tenants alike.

Pet “spaw” and park with indoor/outdoor lounge

Dog-walking services

Business and conference center

Controlled access garage parking and premium parking options

Car charging stations

Bicycle storage

Dry cleaning lockers

Salto keyless entry

Move-in concierge

Housekeeping

24/7 concierge

Rooftop restaurant, lounge, and swimming pool, located on level 25

Private cabanas

Health and wellness center and cycling studio

Luxury boutique spa

Valet service

Room service

Lobby-level restaurant with indoor/outdoor lounge

Grab-and-go market, with juice and coffee bar

10th level club lounge with outdoor amenities

VOCE COLLECTIVE

HOW MUCH DOES A MEMBERSHIP COST?

The VOCE Hotel & Residences Collective is free as long as you are an owner at VOCE Hotel & Residences. Terms & Conditions apply.

HOW IS THE VOCE HOTEL & RESIDENCES COLLECTIVE DIFFERENT FROM A LOYALTY PROGRAM?

We give you discounts just because you are an owner. There are no points to earn and no tiers to climb for different benefits.

WHICH AMENITIES ARE INCLUDED?

All amenities are included: Pet park, all food and beverage, club room, spa, pet "spaw", coffee and juice bar, meeting spaces, conference rooms, valet parking.

IS THERE A LIMIT ON HOW MANY TIMES I CAN USE MY DISCOUNTS IN A YEAR?

There are no limits to the number of food and drink discounts you can claim with an active membership – so relish in the benefits as often as possible! Remember, you can only redeem your free tea or coffee once daily, but that's still 365 per year.

IS MY PARTNER/FRIEND/DOG ALLOWED TO USE MY MEMBERSHIP?

Unfortunately not. Your membership is just for you and you'll need to show your valid Membership card when redeeming your benefits. But if someone else would like to become a member, send them our way to sign up. Dogs, while not eligible for membership, are welcome in our hotel – and even have their own "spaw".

WILL I RECEIVE A PHYSICAL MEMBERSHIP CARD?

No, and you are welcome. Your membership card will be digital.

ARE THERE ANY RESTRICTIONS ON WHEN I CAN USE MY DISCOUNTS?

There are no restrictions on when you can stay, for how long, or which rooms you can book – just as long as there is availability at the location.

HOW MANY PEOPLE CAN BENEFIT FROM MY FOOD & DRINK DISCOUNT?

Your 10% off food and drink benefit is available for tables up to 6 people, or drinks-only orders of up to 6 drinks – but with more memberships, the more people you can have at your table. For example, if there are two members present, this discount would be valid for tables of up to 12 people.

IS THERE A LIMIT TO HOW MUCH FOOD OR DRINK I CAN ORDER?

Absolutely not; you can use your 10% discount as many times as you'd like per day.

DOES FREE TEA AND COFFEE REALLY MEAN FREE TEA AND COFFEE?

As a Collective member, you get one free barista-made drink daily – teas, hot chocolates, as well as coffees (including iced!) – at any of our restaurants, bars, or coffee shops in VOCE. So, grab a seat and relax with a free drink whether on holiday or in your hometown – just remember to show the server your digital membership card when asking for the bill.

WHICH TEAS & COFFEES ARE INCLUDED?

Your free daily drink goes beyond just tea and coffee. It includes all barista-made drinks, such as coffees, teas, hot chocolates, iced coffees and more. The drinks can vary by property and location and are subject to availability and Outlet equipment. There may be some exceptions depending on the requirements of each outlet. Just don't order your usual.

WHY IS TAKEAWAY COFFEE NOT INCLUDED?

Besides the fact that grabbing a takeaway coffee is the stuff routine is made of, our coffee shops are far more than a stop-off to another place (and offer far more than just coffee!), so we want you to take a seat and enjoy your drink. What's the rush?

CAN I ENJOY MY FREE COFFEE AT THE END OF MY MEAL AND ALSO GET 10% OFF THE BILL?

Absolutely; whether it's your first of the day or the last of the evening, your free barista-made drink can be combined with any other food and drink orders (as long as you haven't already claimed it that day, of course).

WHAT OTHER PERKS COME WITH COLLECTIVE MEMBERSHIP?

Priority skydeck venue & event booking at our sister hotel, Studio 154 downtown.



FINISHES

VOCE residences offer spacious studio, one, two and three-bedroom floor plans, plus seven penthouse units. Each unit reveals an understated yet distinct aesthetic and a true commitment to quality in every detail.



STANDARD UNIT FEATURES

Two designer finish options
10' ceiling heights
Roller shades throughout
Salto smart entry locks
Smart thermostats
European-style cabinetry
Gas Range
Premium quartz countertops
Tiled kitchen backsplashes
Spa-inspired primary bathrooms

PENTHOUSE UPGRADES

Stone countertops & tile
Wide plank European oak floors
Elevated finishes
Gourmet kitchen package
Wine refrigerators
13' to 17' ceiling heights

PRICING

STUDIOS

\$500-\$600s

503-680sf

Inline

1 BR

\$500-\$800s

608-865sf

Inline + Corner

2 BR

\$1-\$1.2m+

1,113-1,290sf

Corner

3 BR

\$1.5m+

1,436sf

Corner



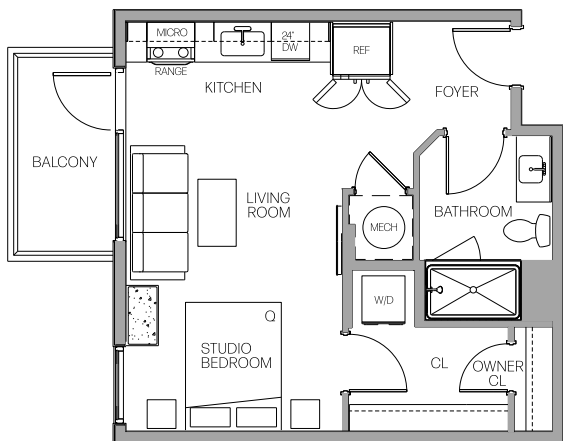
For current available price
ranges, please reach out to
a member of our sales team.



STUDIO

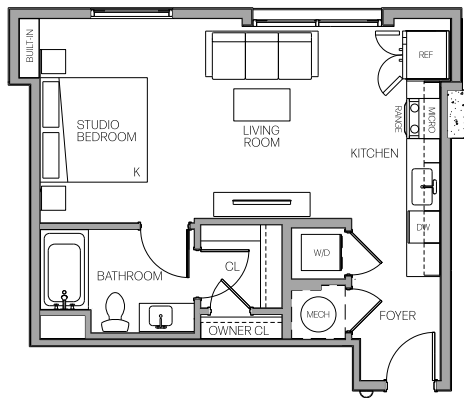
LINE 08

Studio • One Bathroom • 503 sqft + 63 sqft balcony



LINE 21

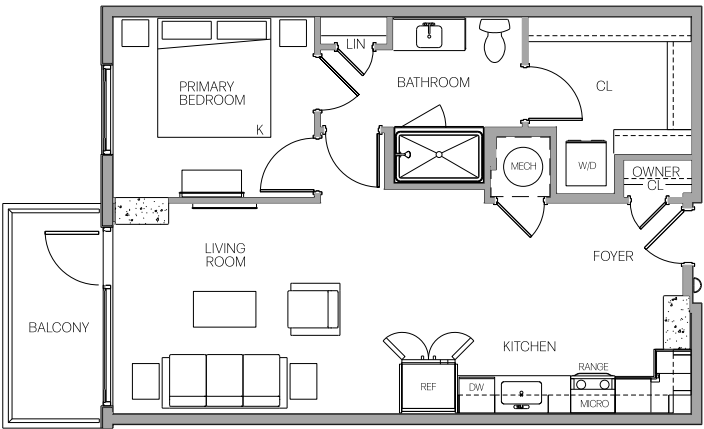
Studio • One Bathroom • 608 sqft



one BEDROOM

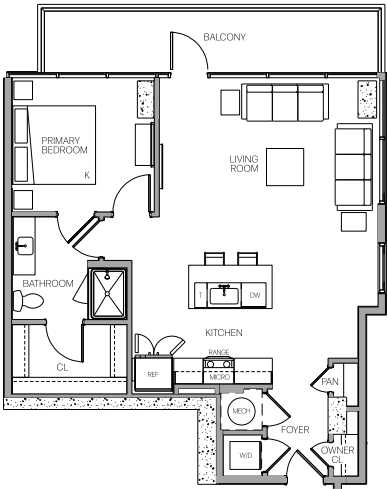
LINE 03

One Bedroom • One Bathroom • 764 sqft + 71 sqft balcony



LINE 11

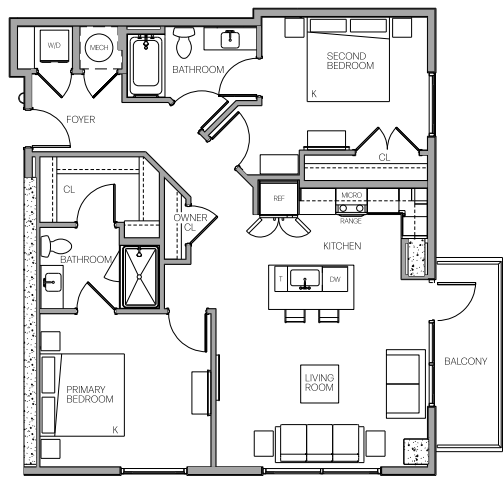
One Bedroom • One Bathroom • 865 sqft + 154 sqft balcony



two BEDROOMS

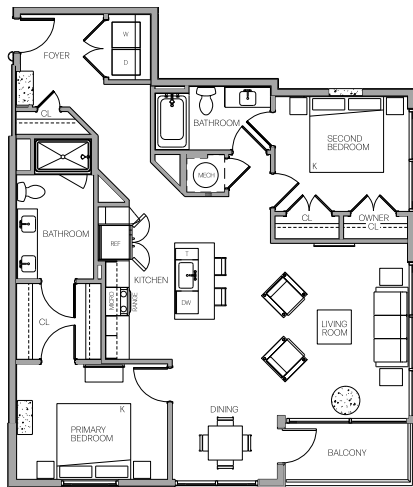
LINE 02

Two Bedrooms • Two Bathrooms • 1,148 sqft + 86 sqft balcony



LINE 20

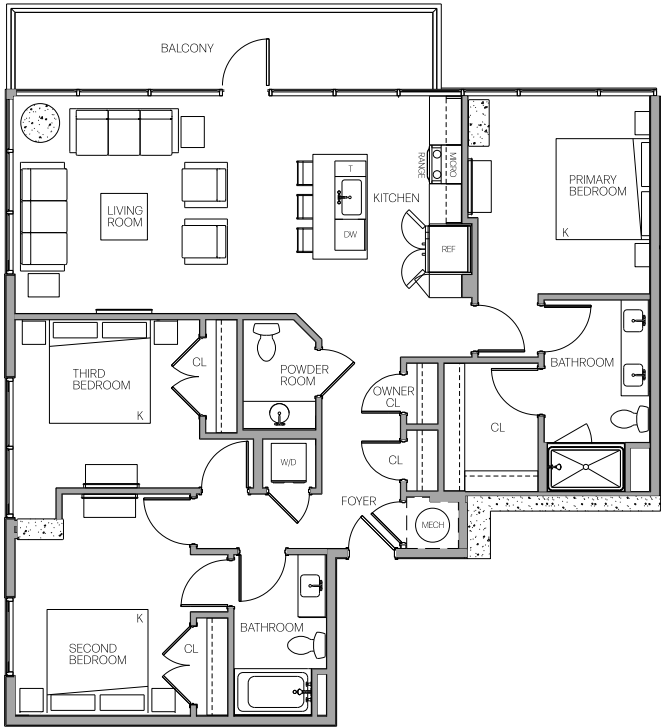
Two Bedrooms • Two Bathrooms • 1,201 sqft + 63 sqft balcony



three BEDROOMS

LINE 09

Three Bedrooms • Two and a Half Bathrooms • 1,436 sqft + 154 sqft balcony



Penthouses offerings start in the high \$2 millions.

Contact sales team to inquire.

EXPENSES

HOTEL MANAGEMENT FEE

The shared cost of all management staff for the hotel, allocated by the size of the residence. This fee enables VOCE to avoid a minimum number of nights which units must be available to the hotel program.

HOTEL OPERATION COSTS

The shared cost for what is required to operate the hotel, including software, insurance, marketing, legal, HR, accounting and engineers. These shared costs are divided amongst all of the 116 Hotel units and all units opting into the Hotel Management Program.

HOUSEKEEPING & GUEST SUPPLIES

The individual Unit Owner's cost for toiletries, cleaning and linen laundry. This cost is directly related to the use & occupancy of the specific unit.

OTA, BOOKING & CREDIT CARD FEES

Residences will be advertised on online travel agency platforms such as Expedia and Priceline. This line item estimates their commission, along with credit card processing fees.

FF&E RESERVE

Furniture, Fixtures and Equipment is the responsibility of the owner. The industry standard for an upscale hotel is to refresh rooms approximately every eight years. Owners are advised to set aside reserves for this anticipated expense.

HOA DUES

These expenses are paid by owners regardless of participation in the Hotel Management Agreement. This fee covers the master insurance policy, exterior, grounds and common area maintenance.



VOCE
HOTEL & RESIDENCES
NASHVILLE



sales TEAM

Please contact one of the VOCE team members with any questions or to schedule an appointment.

SALES GALLERY

office 615 235 5564

info@vocehotelandresidences.com

vocehotelandresidences.com

1720 West End Ave, Ste 101

Nashville, TN 37203

Hours:

M - F 10am to 5pm

Sat & Sun by appointment

PETE JONES

pete@vocehotelandresidences.com

SARA LEDERACH

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KATIE COOK MAGID

katie@vocehotelandresidences.com

STEPHANIE McCUE

stephanie@vocehotelandresidences.com

BILL DIEBENOW

bill@vocehotelandresidences.com

JAMES HUNGERFORD

james@vocehotelandresidences.com

cooperating brokers POLICY

Thank you for introducing your prospective buyer to the VOCE sales team. Upon completion of an initial presentation with a member of VOCE team, all Cooperating Brokers will be given a Broker Registration form. By registering your Prospective Buyer on their first visit to our community, you will establish a 120-day registration period from the date referenced above. If your Prospective Buyer purchases an available unit at VOCE during the time they are registered, your position will be protected and you will be paid a 3% of Total Purchase Price commission.

In order to avoid any misunderstandings involving this registration, seller will honor your position for above noted period with the following stipulations

1. Commissions cannot be honored if the Prospective Buyer has previously visited the sales gallery or participated in a Zoom presentation not accompanied by you as their Cooperating Broker.
2. The Cooperating Broker must accompany and register the Prospective Buyer on the Prospective Buyer's first visit to the gallery. We cannot honor "drive by" claims or claims made by a Cooperating Broker. The Cooperating Broker must be the "procuring cause" and complete the registration as stated.
3. Following the initial registration period, if the Prospective Buyer has not executed the Purchase Agreement, the registration must be re-established in writing by re-registering the Prospective Buyer at the Sales Office. Re-registration will re-register the client as stated.
4. At no time shall the Seller be responsible for the payment of commission for any Prospective Buyer if the Prospective Buyer has registered with more than one Cooperating Broker. Seller will honor the earlier registration provided by the registration period or subsequent re-registration is in effect
5. All sales documentation will be prepared by Listing Broker using approved forms only.





FINANCING

LEGENDS BANK

Matt Pfeiffer
20 Music Square W, Ste 100
Nashville, TN 37203
direct 615 499 0304
mpfeiffer@legendsbank.com
legendsbank.com
NMLS# 2031731



AMERIS BANK

Armando SanMiguel
1000 Corporate Centre Dr, Ste 120
Franklin, TN 37067
direct 615 771 1672
armando.sanmiguel@amerisbank.com
amerisbank.com
NMLS# 180691



LENDING HAND MORTGAGE

Kevin Kenerson
510 Lentz Dr
Madison, TN 37115
direct 615 859 5363
kkenerson@lhmtg.com
lhmtg.com
NMLS# 152227



COLTEN MORTGAGE

Don Hoff
1010 South Federal Highway, 14th Floor
Hallandale Beach, FL 33009
direct 615 819 1510
dan@gorockrose.com
coltenmortgage.com
NMLS# 1870914



**All loans are subject to approval of the purchaser's credit by a lender. Seller has no control over credit approval and is not affiliated with any lenders listed.*

V

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VERSION 1*

*All information in Field Guide subject to change.

Please verify any pertinent information and details with a member of the sales team.