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VOCE HOTEL AND RESIDENCES

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to Music City



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VOCE INTRODUCES FLEXIBLE HOME OWNERSHIP TO NASHVILLE.

Mack McClung is the Founder and Chief Executive Officer of Vastland Companies, a leading Nashville-owned and operated private equity and real estate investment firm since 1985, that today has more than \$1 billion in its portfolio and pipeline. One of his latest projects, VOCE Hotel & Residences, is a one-of-a-kind real estate and hospitality investment opportunity in one of the nation's top business and leisure markets, Nashville.

In this Q&A, Mack explains VOCE's exciting and unique program of what he calls "flexible homeownership," powered by hospitality.



What is VOCE?

Mack McClung: VOCE Hotel & Residences is a one-of-a-kind investment opportunity in Nashville. It features 192 private residences and 116 luxury boutique hotel suites, complemented by 40,000 square feet of amenities: epicurean spaces, including a restaurant on the 25th level adjacent to the pool and one on the lobby level, wellness services, and curated event programming, as well as 60,000 square feet of creative office space.

VOCE is the only upcoming residential-hospitality experience in Nashville to thoughtfully address the demands and conditions of the extraordinary Nashville marketplace, planning for today and for the future.

What makes VOCE unique for investors?

MM: The VOCE experience prioritizes flexibility and ease for people who want any to invest, live, stay, and work. It allows individuals to purchase an asset in an Institutional-grade Class A Hospitality Legacy asset without the exorbitant costs and logistical and management responsibilities.

When you purchase a private residence at VOCE, you can choose to offer it as part of our hotel program, for as many or as few dates as you like. Offering your residence through the hotel program earns you direct revenue and potential tax benefits.

How does it work?

MM: By using a simple app powered by an industry-leading Hospitality Management Platform, owners can schedule which dates they plan to stay in their residence, and which dates they would like to offer through the hotel program. There is no maximum or minimum number of dates required to participate, and owners may stay in their residences as little or as much as they wish.

How does this differ from a short-term rental property investment?

MM: As opposed to managing something like an Airbnb or VRBO, our owners have nothing to worry about, other than deciding when they want to stay in their residence, when they want to offer it through the hotel program, and what they want to order from room service! The experienced VOCE Hospitality & Management team will manage everything from booking to marketing to cleaning.

Meanwhile, VOCE is set up for success by offering units that are twice the size of other luxury hotels, equipped with full kitchens, secure owners' closets, washer and dryers, as well as more than 40,000 square feet of on-site amenities. Residence owners have full access to all amenities, as well as other priority ownership perks.



How do I collect revenue from the VOCE hotel program?

MM: VOCE will make monthly cash distributions to the owners, based on their prospective residences' earnings, while its team of experts manages every component of the ownership life cycle, from reservations, accounting, marketing, promotion, maintenance, housekeeping, and reporting to property management.

Why invest in Nashville real estate and hospitality?

MM: Nashville is one of the most in-demand markets in the country, with robust conditions that will ensure it not only maintains but expands on its status on the world stage. Known for its music industry and the world-famous Lower Broadway entertainment district, Nashville draws visitors from around the globe. In 2023, Nashville welcomed a record 16.8 million visitors, marking a 4 percent increase over 2022. 17.1 million visitors were expected in 2024, with projections of 18.1 million for 2027, which is VOCE's estimated delivery. Our airport is undergoing a \$1.4 billion expansion, having set a record in the 2023 – 2024 period with more than 23.7 million passengers.

For these reasons and more, Urban Land Institute named Nashville as the No. 1 market in the U.S. to watch three years in a row!

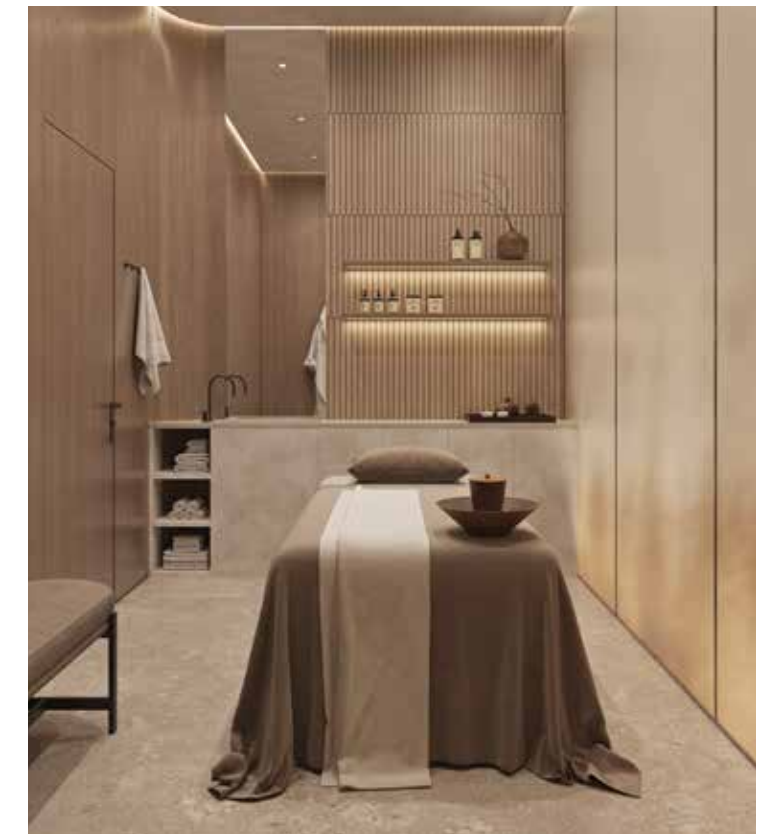
Where is the project located?

MM: VOCE is in Midtown, centrally located along the West End corridor, convenient and accessible. VOCE is mere minutes from our major interstates, the central business and entertainment districts, and cultural institutions such as Vanderbilt University. It provides the perfect balance of urban amenities and quality of life, with easy access to all the most in-demand destinations.

What sets the hotel up for success?

MM: VOCE's location makes it perfect for both business and leisure travelers. It's in the heart of the city's economic and cultural districts but avoids accessibility issues that can be challenges in the center of downtown. Because our residences are meant to act as hotel suites and/or permanent residences, they are generously sized. The average residence at VOCE is close to 900 square feet, which is almost twice the size of the standard luxury hotel suite.

Revenue generators for VOCE owners will be further driven by hotel guests who choose VOCE because it includes over 10,000 square feet of meeting, conference, and rooftop event spaces as well as access to 24/7 concierge, security, valet, provisioning for residences and room service, as well as an expansive health and wellness center and a luxurious boutique spa. There will be a lobby-level grab-and-go market with a juice and coffee bar, and a full-service lobby restaurant with indoor and outdoor lounges. On the 10th floor is our community club lounge, with billiards tables, big-screen TVs and more.



What is the timeline for the project?

MM: We have already begun site work, and all permitting is in place. The build timeline is two years, so we expect a 2027 delivery of residences to owners.

How much time remains to invest in VOCE?

MM: We have already sold more than 40 percent of our available residences, so I recommend acting quickly to secure your opportunity. We have already raised prices twice due to the swift sale of residences, and as we continue to outpace expectations further price increases are likely on the horizon. Another reason to purchase now is the revenue-sharing model for the hotel program, which is currently more favorable toward residence owners. That will become more balanced as sales continue.



What amenities will owners enjoy?

MM: It's hard to decide where to begin, as VOCE is an all-encompassing flexible way of living. We designed VOCE to be a dream destination for owners to live and for visitors to stay. We are very pet-friendly, with an expansive on-site pet "spaw" with indoor lounge and outdoor pet park, as well as in-house dog-walking services.

VOCE owners will have access to concierge, valet, pet-sitting/walking, housekeeping, and room service, as well as an expansive health and wellness center and a luxurious boutique spa. There will be a lobby-level grab-and-go market with a juice and coffee bar, and a full-service lobby restaurant with indoor and outdoor lounges. On the 10th floor is our community health and wellness spa, which includes red-light therapy and a hyperbaric oxygen chamber, and the club lounge, which offers billiards tables, big-screen TVs, and more.

The 25th floor will be a showstopper with an expansive swimming pool with private cabanas, and an experiential fine dining restaurant and lounge. Owners will be offered membership in the VOCE Collective, which gives them discounts for parties up to six people at our on-site restaurants, as well as other service perks.

How do I contact VOCE's sales executives?

MM: We encourage interested parties to call us at 615-235-5564 or fill out a form online at vocehotelandresidences.com/ contact to learn more and set up an informational meeting. If you already live in Nashville or are planning to visit, we encourage you to stop by the VOCE Sales & Design Gallery at 1720 West Ave., Suite 101.

