



**BUSINESS & REAL ESTATE PORTFOLIO**  
OFFERING MEMORANDUM







## EXCLUSIVELY LISTED BY

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### ADAM MAREK

BROKER OF RECORD

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# INVESTMENT HIGHLIGHTS

Avery Barry and Wesley Connolly of the Matthews Retail Advisors have been retained for the marketing and sale of the business and real estate of a single Dairy Queen location in Marion, IA. Additionally included in the sale will be the building and all FF&E. The building is newly constructed and is located within a strong retail corridor that benefits from over 15,000 VPD and is in close proximity to a new Marriott Hotel and a new Luxury Condo development breaking ground. Coupled with the planned expansion of 22nd street which will make it a complete road from 9th Avenue all the way to Highway 100, this location is poised for success in the hands of a savvy operator.

There is tremendous upside potential in this offering, as the site is currently operating very successfully with only a limited menu. The business benefits from an old royalty contract in which they pay only 20 cents/gallon on Ice Cream sold. Additionally, this location still maintains the Orange Julius branding whereas the other locations nearby do not. The current architectural layout of the building allows for seamless conversion to a full food Grill & Chill concept, which will, in turn, create a big jump on gross sales volume.

Further financial information is available upon request. Please reach out to one of the listing brokers to discuss.

\$1,100,000

ASKING PRICE

Financials available upon request.

# THE OFFERING

Property Name	DAIRY QUEEN
Property Address	2100 7th Ave Marion, IA 52302
Site Description	
Number of Stories	1
Year Built	2014
GLA	± 1,433 SF
Lot Size	± 0.33 AC ( ± 14,375 SF)

# TENANT OVERVIEW

## DAIRY QUEEN

Dairy Queen® (DQ®) franchisees, employees and crew members have been focused on creating positive memories for over 75 years. Unlike any other quick-service brand, DQ food and treats hold a special place in the hearts of fans of all ages, from all around the globe. In 1940, the first Dairy Queen opened in Joliet, Illinois. The first international DQ location opened in Japan in the year of 1972, international Dairy Queen Inc., (IDQ), based in Minneapolis, Minnesota, is the parent company of American Dairy Queen Corporation (ADQ), Orange Julius of America (OJA), Dairy Queen Canada (DQX) and Unified Supply Chain, Inc (USC). Through its subsidiaries, IDQ develops, licenses and services a system of more than 6,800 locations in the United States, Canada and more than 25 other countries.

## FRANCHISEES

- **U.S.:** Approximately 2,351 unique franchisees with 4,503 stores
- **Canada:** Approximately 537 unique franchisees with 688 stores
- **International:** 43 unique franchisees with 1864 stores
- \*Based on 2017 (Rolling 12 Months) stores that paid service fees

***“TO CREATE POSITIVE MEMORIES FOR  
ALL WHO TOUCH DQ”***



**PARENT COMPANY TRADE NAME**  
BERKSHIRE HATHAWAY INC.



**OWNERSHIP**  
PUBLIC



**CREDIT RATING (S&P)**  
AA



**# OF LOCATIONS**  
± 6,800



**# OF EMPLOYEES**  
± 13,713



**HEADQUARTERED**  
EDINA, MINNESOTA



**WEBSITE**  
[WWW.DAIRYQUEEN.COM](http://WWW.DAIRYQUEEN.COM)



**YEAR FOUNDED**  
1940









2100 7th Ave Marion, IA 52302

## AREA OVERVIEW

# AREA OVERVIEW

## MARION, IA

Marion is a city in Linn County, Iowa. The city is located next to Cedar Rapids and part of the Cedar Rapids Metropolitan Statistical Area. Marion is a community in which the arts are cultivated and valued. A relaxed, active lifestyle is commonplace. Residents of Marion are able to take advantage of the many museums and festivals. The Marion Arts Festival is a one-day event showcasing 50 artists from across the country. Continuous live music and specialty food vendors are also featured. The Uptown Marion Market features fresh produce, baked goods, honey, flowers, plants, meat, wines, and an array of artisan items. Residents of Marion are served by two public school districts, Marion Independent School District and Linn-Mar Community School District.

## CITY DEMOGRAPHICS

POPULATION	1-MILE	3-MILE	5-MILE
2010 Census	11,059	46,279	100,619
2019 Estimate	11,191	51,135	106,945
2024 Projection	11,376	53,697	110,619
HOUSEHOLDS	1-MILE	3-MILE	5-MILE
2010 Census	4,641	19,050	41,551
2019 Estimate	4,736	21,139	44,592
2024 Projection	4,826	22,234	46,279
HOUSEHOLD INCOME	1-MILE	3-MILE	5-MILE
Average Household Income	\$85,080	\$98,173	\$94,968



## CONFIDENTIALITY & DISCLAIMER STATEMENT

This Offering Memorandum contains select information pertaining to the business and affairs of **DAIRY QUEEN** located at **2100 7th Ave Marion, IA 52302 (“Business”)**. It has been prepared by Matthews Retail Advisors. This Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in this Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Seller or Matthews Retail Advisors. The material is based in part upon information supplied by the Seller and in part upon financial information obtained from sources it deems reliable. Owner, nor their officers, employees, or agents makes any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum or any of its contents and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein and conduct their own due diligence.

By acknowledging your receipt of this Offering Memorandum for the Property, you agree:

1. The Offering Memorandum and its contents are confidential;
2. You will hold it and treat it in the strictest of confidence; and
3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner detrimental to the interest of the Seller.

Owner and Matthews Retail Advisors expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed and delivered.

If you wish not to pursue negotiations leading to the acquisition of the Property or in the future you discontinue such negotiations, then you agree to purge all materials relating to this Property including this Offering Memorandum.

A prospective purchaser's sole and exclusive rights with respect to this prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Seller or Matthews Retail Advisors or any of their affiliates or any of their respective officers, Directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing or sale of the Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date this Offering Memorandum.



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