

STRATEGIC
MARKETING PLAN



EXXON
700 E FM 2410 RD

H A R K E R H E I G H T S , T X 7 6 5 4 8

Marcus & Millichap

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All potential buyers are strongly advised to take advantage of their opportunities and obligations to conduct thorough due diligence and seek expert opinions as they may deem necessary, especially given the unpredictable changes resulting from the continuing COVID-19 pandemic. Marcus & Millichap has not been retained to perform, and cannot conduct, due diligence on behalf of any prospective purchaser. Marcus & Millichap's principal expertise is in marketing investment properties and acting as intermediaries between buyers and sellers. Marcus & Millichap and its investment professionals cannot and will not act as lawyers, accountants, contractors, or engineers. All potential buyers are admonished and advised to engage other professionals on legal issues, tax, regulatory, financial, and accounting matters, and for questions involving the property's physical condition or financial outlook. Projections and pro forma financial statements are not guarantees and, given the potential volatility created by COVID-19, all potential buyers should be comfortable with and rely solely on their own projections, analyses, and decision-making.

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EXXON

Investment Overview

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700 E FM 2410 , Harker Heights, TX 76548

Price: \$3,250,000



Please Contact Agent
for Additional
Financing
Information



30,000 Gallons/Month
6 Years Remaining on
Fuel Contract



\$100,000
Inside Store Sales/Month



Bldg SF
4,750 - Convenience Store
1,750 - Laundromat



Site Size
0.9 Acres



5 MPDs
10 fuel pumps



Lighted intersection
FM 2410 & Mtn Lion Rd

Over 27,250 VPD through
the intersection



Recent Renovations:
New LED Lights



1,000 SF Kitchen 1 Year Lease
Tenant Paying 10% Expenses

Additional Income From 1,750 SF
Laundromat Next Door

Property Highlights



Strong National Brand

- Exxon has over 12,000 locations in the United States.
- Texas has the most locations with over 1,900
- Built in 2014

Located in the Growing area of Harker Heights

- On a lighted corner with a strong traffic count of 18,890 on FM 2410
- 3 Access Points – 2 From Creek Dr – 1 from Mountain Lion Rd



Traffic Drivers

- Site is surrounded by Stillhouse Hollow Lake, Lions Club Park, Skipcha Elementary School, Harker Heights High School and Union Grove Middle School.
- Retailers include; Target, H-E-B, Walmart, Dollar General, Walgreens, Starbucks and CVS

New Development

- New Subdivision Cedarbrook with 450 new homes
- The Groves at Whitten Place to bring 272 new homes behind Harker Heights High School

Value Add Opportunity

- The property comes with an additional 0.22-acre parcel located behind the convenience store.
- Buyer Can Increase Sales by Reducing the Labor Cost/Expenses









EXXON



The background of the slide is a dark blue gradient with a subtle, repeating geometric pattern. On the left and right sides, there are vertical panels showing aerial views of a river and bridge on the left, and a city skyline at dusk on the right.



Market Overview

A diagram consisting of a vertical line extending from the Exxon logo box down to a horizontal line, which then branches out to the left and right, framing the title 'Market Overview'.

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City Of HARKER HEIGHTS

The City of Harker Heights is a dynamic, actively growing community located in the fifth fastest growing Metropolitan Statistical Area in the State of Texas. Harker Heights has experienced historic residential and commercial growth over the past few years. Currently health care, education, retail and government institutions dominate the list of Harker Heights largest employers. Harker Heights is ideal for business as it has a low cost of living, productive workforce, corporate vitality, quality of life, sustainable industries and strong economic indicators. Local demographics and spending patterns clearly show that Harker Heights is the place to be.



TOP INDUSTRIES

Healthcare, social services, retail, accommodation and food services currently dominate the list of Harker Heights top employers.



FORT HOOD

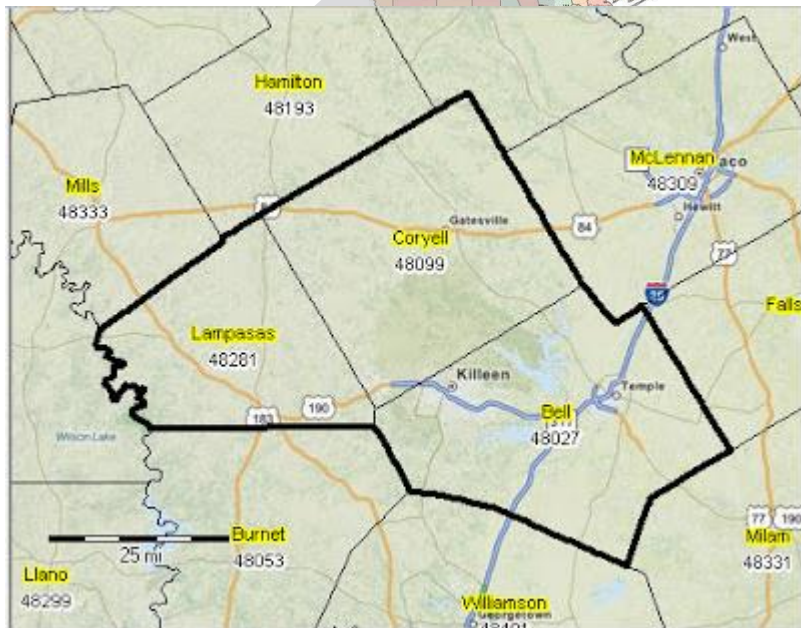
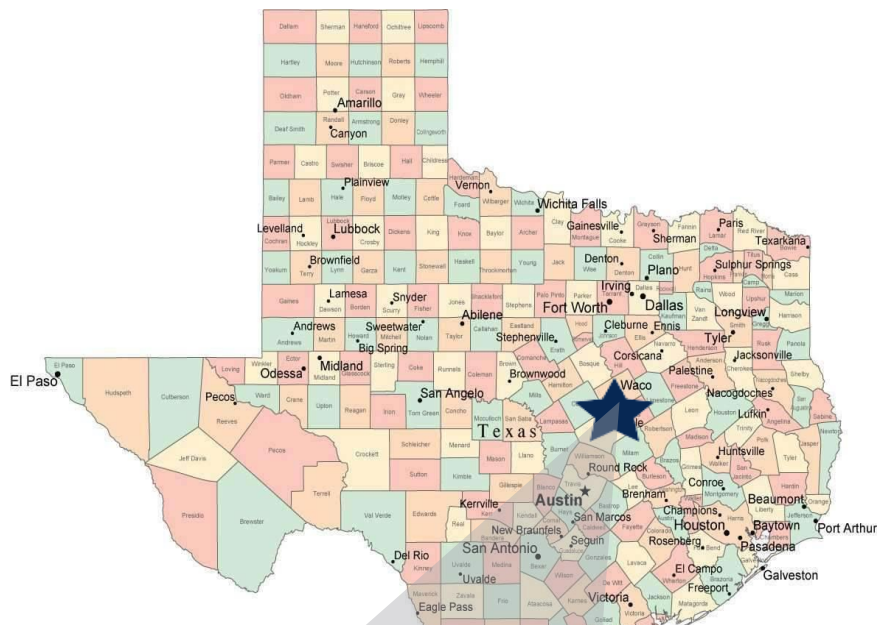
Fort Hood is one of the country's premier military installations. It houses more than 70,000 military personnel and family members.



POPULATION GROWTH

The metro is projected to grow at a rate that doubles the rest of the nation and should add roughly 36,400 new residents over the next five years.



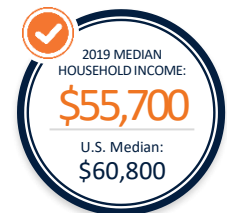
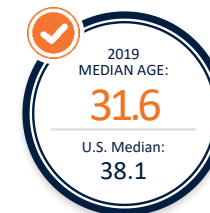


TEMPLE - KILLEEN MSA // *Economy*

- In addition to distribution and Fort Hood, other economies drivers include health and life sciences; security and intelligence; education; and advanced manufacturing.
- The metro is well known for its medical sector. Baylor Scott & White Medical Center, Seton Medical Center and the Central Texas Veterans Health Care System are a few of the facilities.
- The Temple-Killeen area is home to Central Texas University and has a branch of the Texas A&M University system as well. Between the universities and the public schools, the sector is a top employer for the metro.
- Manufacturers represent transportation equipment, fabricated metal, machinery, computers and electronic products.



DEMOGRAPHICS





INFORMATION ABOUT BROKERAGE SERVICES

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

11-2-2015

TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

AS AGENT FOR BOTH - INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
 - that the owner will accept a price less than the written asking price;
 - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

Marcus & Millichap

Licensed Broker /Broker Firm Name or Primary Assumed Business Name

Tim A. Speck

Designated Broker of Firm

Bruce Bentley

Licensed Supervisor of Sales Agent/Associate

Sales Agent/Associate's Name

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Date