



**Wendy's**<sup>®</sup>

**3910 E Washington Ave | Madison, WI**  
**OFFERING MEMORANDUM**



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**Wendy's**

3910 E Washington Ave | Madison, WI 53704

OFFERING MEMORANDUM

# EXECUTIVE OVERVIEW

## INVESTMENT HIGHLIGHTS

- Essential Retailer & Highly sought after investment
- Rare 1.50% annual rental increases to hedge against rising inflation
- Seasoned Wendy's operator with a strong lease guarantee (139 units)
- E-commerce proof, recession and pandemic resistant asset
- No deferred/missed payments during Covid-19 pandemic

## LOCATION HIGHLIGHTS

- The City of Madison entered a joint venture with JBL who has plans of redeveloping the East Towne Mall with \$1B of capital
- Located 5 Miles from the University of Wisconsin-Madison & State Capitol Building
- Strategically positioned outside of one of the largest retail hubs in the state of Wisconsin (East Towne Mall)
- Located just behind the Dane County Regional Airport which is the second busiest airport in Wisconsin in terms of passengers served per day
- High traffic location seeing 45,000 VPD









± 9 MILES

± 6 MILES

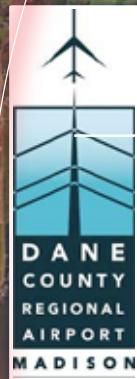
± 3 MILES

## MIDDLETON

### MAJOR TENANTS



DSW  
CHICO'S  
GUITAR CENTER  
HILTON GARDEN INN  
MARKET WEST APARTMENTS  
MICHAELS  
ETC.



E. WASHINGTON AVE  
± 45,000 VPD

## BURKE



## MAPLE BLUFF

## MIDDLETON

## LAKE MENDOTA

## MAPLE BLUFF

### MAJOR TENANTS



ADVANCED AUTO  
GOVERNOR'S ISLAND  
MAPLE BLUFF COUNTY CLUB  
MAPLE BLUFF MARINA  
WALGREENS  
WARNER PARK BEACH  
ETC.

## BURKE

### MAJOR TENANTS



AEROPOSTALE  
BUCKLE  
CABELA'S  
CHAMPS SPORTS  
CHIPOTLE  
DICK'S SPORTING GOODS  
EAST TOWNE PLAZA  
GLOBAL MARKET  
H&M  
KIA  
LA-Z-BOY  
TOYOTA  
WALMART SUPERCENTER  
ETC.



## DOWNTOWN MADISON

## LAKE MONONA

## DOWNTOWN MADISON

### MAJOR TENANTS



BASSETT STREET BRUNCH  
CAMP RANDALL STADIUM  
DLUX  
KUNG FU TEA  
MEMORIAL UNION TERRACE  
RED  
SHORT STACK EATERY  
ETC.



## WEST MIDDLETON

## WEST MIDDLETON

### MAJOR TENANTS



ALDI  
BEST BUY  
PRAIRIE TOWN CENTER  
PRINCETON CLUB  
TARGET  
WEST TOWNE MALL  
ETC.

## BAY CREEK

## BAY CREEK

### MAJOR TENANTS



GREAT DANE PUB & BREWING  
LAKESIDE COFFEE  
NINE SPRINGS GOLF  
THIRSTY GOAT  
ETC.

## MCFARLAND

## LAKE WAUBESA

## MCFARLAND

### MAJOR TENANTS



EDNA TAYLOR CONSERVATION  
MENARDS  
STAPLES  
WAYPOINT PUBLIC HOUSE  
ETC.





**EAST TOWNE PLAZA**  
SHOPPING CENTER

**Marshall's**  
**PETSMART**  
**at home**  
The Home Decor Superstore  
**BEST BUY** **ROSS**  
DRESS FOR LESS

BURLINGTON  
DSW  
FAMOUS FOOTWEAR  
JOANN  
KIRKLAND'S  
KOHL'S  
OLD NAVY  
PARTY CITY  
SALLY BEAUTY  
ULTA BEAUTY  
ETC.

**EAST TOWNE MALL**  
SHOPPING MALL

*White Barn*  
**JCPenney**  
**Bath & Body Works**  
**BARNES & NOBLE**  
AMERICAN EAGLE

AEROPOSTALE  
BUCKLE  
CHAMPS SPORTS  
DICK'S SPORTING GOODS  
EXPRESS  
GAMESTOP  
GNC  
H&M  
ETC.

**EAST POINTE PLAZA**  
SHOPPING MALL



E. WASHINGTON AVE  
± 45,000 VPD





# FINANCIAL OVERVIEW



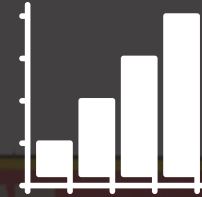
**\$1,981,000**

LIST PRICE



**\$116,849.49**

NOI



**5.90%**

CAP RATE

## BUILDING INFO

Address

3910 E Washington  
Madison, WI 53704

Year Built

1980

Lot Size

±1.02



## TENANT SUMMARY

Tenant Trade Name	Wendy's
Asking Price	\$1,981,000.00
Annual Rent	\$116,849.49
Cap Rate	5.90%
Lease Expiration Date	12/31/25
Options	Two (2), 5- year options
Increases	1.50% Annually
LL Responsibilities	NNN

## DEBT QUOTE

Please contact a Matthews™ Capital Markets Agent  
for financing options:

Patrick Flanagan  
patrick.flanagan@matthews.com

## ANNUALIZED OPERATING DATA

Lease Term	Monthly Rent	Annual Rent	Rent/SF	Cap Rate
01/01/2021 - 12/31/2022	\$9,737.46	\$116,849.49	\$46.15	5.90%
01/01/2022 - 12/31/2022	\$9,883.52	\$118,602.23	\$46.84	5.99%
01/01/2023 - 12/31/2023	\$10,031.77	\$120,381.27	\$47.54	6.08%
01/01/2024 - 12/31/2024	\$10,182.25	\$122,186.99	\$48.26	6.17%
01/01/2025 - 12/31/2025	\$10,334.98	\$124,019.79	\$48.98	6.26%
Option 1: 1/1/2026 - 12/31/2030 (end)	\$11,300.71	\$135,608.51	\$53.56	6.85%
Option 2: 1/1/2031 - 12/31/2035 (end)	\$12,174.07	\$146,088.88	\$57.70	7.37%



# TENANT OVERVIEW



## WENDY'S



**Company Name**

WENDY'S



**Ownership**

PUBLIC



**Year Founded**

1969



**Industry**

RESTAURANT



**Headquarters**

DUBLIN, OH



**Website**

[WWW.WENDYS.COM](http://WWW.WENDYS.COM)

The Wendy's Company operates the Wendy's fast food chain. The company is the #2 hamburger chain in the US. The Wendy's chain consists of nearly 6,500 restaurants in the US and more than 25 other countries. Besides burgers and fries, the restaurants serve chicken sandwiches, wraps, and a variety of salads. Instead of milkshakes, Wendy's serves its famously thick Frosty. Most of the company's locations are franchised, and it generates most of its sales in the US.

Wendy's brand transformation is re-energizing all touch points with consumers. From bold restaurant design to innovative food that consumers want, to improved customer service, this exciting evolution of the brand reinforces the mission to position Wendy's as A Cut Above. All elements of Wendy's brand transformation are coming together in a powerful way in the sleek, contemporary Image Activation restaurants. Not only do these restaurants deliver a striking street appearance, they are designed to greatly enhance the customer experience. Prominent features include fireplaces; a variety of inviting seating options, including lounge chairs and booths; Wi-Fi and flat-screen TVs; digital menuboard and more. Coupled with friendly, courteous service, Wendy's creates a welcoming ambiance that truly stands out.



# EXECUTIVE OVERVIEW

## MADISON, WI

Established on a narrow isthmus of land between Lake Mendota and Lake Monona in central Wisconsin, Madison is a city that blends urban sophistication, charm and progressive thinking with natural beauty and small-town ease. As the capital of Wisconsin, Madison is the second largest city in the state, after Milwaukee, and consistently ranks as one of the best places to live, work and raise a family.

Consequently, Madison is growing larger and becoming more diverse, dynamic and cosmopolitan; The city is poised to add over 50 thousand residents in the coming future. Near the central downtown area, the University of Wisconsin – Madison campus brings a college-town atmosphere to the city with its student body of over 45,540 students. With an ideal location along the shore of Lake Mendota, the university campus, like many city businesses and residences, enjoys attractive lake views as well as access to recreational opportunities such as fishing and boating.



## PROPERTY DEMOGRAPHICS

POPULATION	1-MILE	3-MILE	5-MILE
2026 Projection	4,975	62,659	133,211
2021 Population	4,831	60,740	128,513
2010 Population	4,519	56,154	115,118
Growth	3%	3%	3.5%
HOUSEHOLDS	1-MILE	3-MILE	5-MILE
2026 Projection	2,189	28,324	60,672
2021 Population	2,130	27,488	58,533
2010 Population	2,025	25,657	52,558
Growth	3%	3%	3.5%
INCOME	1-MILE	3-MILE	5-MILE
2021 Avg. Household Income	\$58,269	\$79,422	\$86,039



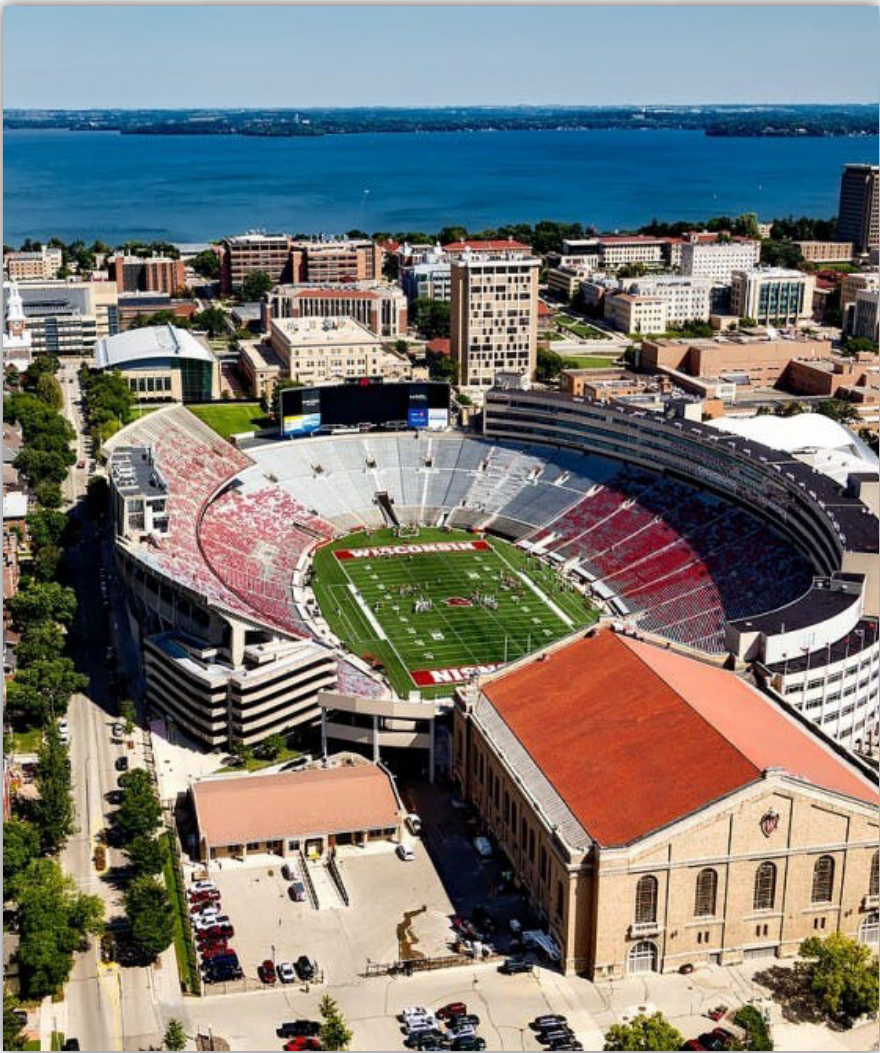
# THE UNIVERSITY OF WISCONSIN - MADISON

The University of Wisconsin–Madison is a public research university in Madison, Wisconsin. UW–Madison is the official state university of Wisconsin, and the flagship campus of the University of Wisconsin System. It was the first public university established in Wisconsin and remains the oldest and largest public university in the state. The 933-acre main campus, located on the shores of Lake Mendota, includes four National Historic Landmarks. The University also owns and operates a historic 1,200-acre arboretum, 4 miles south of the main campus.

UW–Madison is organized into 13 schools and colleges, which enrolled 31,650 undergraduate and 9,311 graduate students in Fall 2020. Its comprehensive academic program offers 9,000-plus courses; 200-plus undergraduate majors and certificates; 250-plus master’s, doctoral, and professional programs; 2,000-plus faculty experts.

The UW is one of America’s Public Ivy universities, which refers to top public universities in the United States capable of providing a collegiate experience comparable with the Ivy League. UW–Madison is also categorized as a Doctoral University with the Highest Research Activity in the Carnegie Classification of Institutions of Higher Education. it had research expenditures of more than \$1.2 billion, the third highest among universities in the country. As of the end of 2018, the current CEOs of 14 Fortune 500 companies have attended UW–Madison, the most of any university in the United States.

The Wisconsin Badgers compete in 25 intercollegiate sports in the NCAA Division I Big Ten Conference and have won 28 national championships. Wisconsin students and alumni have won 50 Olympic medals (13 gold, 24 silver, and 13 bronze).



45,540	23,917	938 AC
STUDENTS ENROLLED	FACULTY & STAFF	CAMPUS SIZE
\$3.18B	NCAA DI	
ENDOWMENT	ATHLETICS	



# ECONOMIC DEVELOPMENT

For the past few decades, Madison has experienced steady economic advancement, making it less susceptible to recession. Established businesses and businesses looking to expand or grow have access to a variety of assistance programs offered by the city. Emerging industries are reshaping Madison's workforce, which has historically attracted many businesses due to the area's high level of education.

Currently, the economy is evolving from a government-base to a consumer services and high-tech base, with emphasis in the health, biotech and advertising fields. Underpinning the boom is the development of high-tech companies, many fostered by the University of Wisconsin – Madison working with local businesses and entrepreneurs.

Additionally, construction is at an all-time high as the city is investing in downtown housing developments fueled by the proximity of the university, one of the city's largest employers, and large private-sector employers offering steady work.





# CONFIDENTIALITY AGREEMENT & DISCLAIMER

This Offering Memorandum contains select information pertaining to the business and affairs of **Wendy's** located in **3910 E Washington Ave, Madison, WI 53704** ("Property"). It has been prepared by Matthews Real Estate Investment Services. 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 Real Estate Investment Services. The material and information in the Offering Memorandum is unverified. Matthews Real Estate Investment Services has not made any investigation, and makes no warranty or representation, with respect to square footage, income and expenses, the future financial performance of the property, future rent, and real estate value market conditions, the condition or financial prospects of any tenant, or the tenants' plans or intentions to continue to occupy space at the property. All prospective purchasers should conduct their own thorough due diligence investigation of each of these areas with the assistance of their accounting, construction, and legal professionals, and seek expert opinions regarding volatile market conditions given the unpredictable changes resulting from the continuing COVID-19 pandemic. The information is based in part upon information supplied by the Owner Seller and in part upon financial information obtained from sources the Owner it deems reliable. Owner, nor their officers, employees, or real estate 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.

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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.

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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 Real Estate Investment Services 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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