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TROPHY HARLEY-DAVIDSON DEALERSHIP IN CAPE COD

730-750 MACARTHUR BLVD, POCASSET, MA 02559



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CONTACT INFORMATION



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INVESTMENT SUMMARY



Tenant	Harley-Davidson
Street Address	730-750 MacArthur Blvd
City	Pocasset
State	MA
Zip	02559
GLA	12,740 SF
Lot Size	1.28 AC
Year Built	1994



\$2,407,264
List Price

\$188.96
Price / SF



6.25%
Cap Rate

12,740 SF
GLA



\$150,454*
NOI

\$11.81
Rent / SF

*Rent takes effect on May 1, 2022. The Seller will credit the difference.



The Only Harley-Davidson Dealership on Cape Cod

Property benefits from its limited competition with it being the only Harley-Davidson dealership on all of Cape Cod, a vacation hot spot for locals and tourists. The closest Harley-Davidson dealership is located over 40 miles away.

Triple-Net (NNN) Lease with Minimal Landlord Responsibilities

The tenant is operating under a Triple Net (NNN) lease and is responsible to pay for all taxes, insurance, and CAM for the property. The landlord is solely responsible to maintain the roof and structure, making this a passive ownership investment.

High Traffic Counts with Excellent Site Access & Visibility

The property benefits from its key location on MacArthur Blvd which has over 42,000 vehicles passing per day, the main route to Falmouth and Martha's Vineyard. The property sits on an easily accessible 1.28-acre lot with ample parking for added customer convenience.

HARLEY-DAVIDSON
LEASE SUMMARY



Lease Type	Triple-Net (NNN)	Real Estate Taxes	Tenant Responsible
Type of Ownership	Fee Simple	Insurance	Tenant Responsible
Original Lease Term	5 Years	Repairs & Maintance	Tenant Responsible
Commencement Date	05/01/2019	CAM	Tenant Responsible
Lease Expiration	04/30/2024	Roof & Structure	Landlord Responsible
Term Remaining	2.5+ Years	Lease Guarantor	Franchisee
Increases	2% in the 3rd Year of Each Term	Company	Steel Horse Motorcycles of Cape Cod LLC
Options	Two (2), 5-Year	Ownership	Private



Below Market Rents

Harley-Davidson is paying roughly 35% below the average market rents for this area, allowing the investor a major upside on rental rates.

Desirable Real Estate Location / Vacation Destination

Cape Cod is known for being one of the world's best summer vacation spots and welcomed over 4.1 million visitors last year. Real Estate in Cape Cod is highly desirable with vacancy rates being at a low 3.4%.

Cape Cod Harley-Davidson is Strategically located just 4 miles from the Key Entrance to Cape Cod

The Bourne Bridge carries Route 28 across the Cape Cod Canal, connecting Cape Cod with the rest of Massachusetts. It is one of the two key gateways of entry into Cape Cod.

INVESTMENT HIGHLIGHTS



Built in Rental Increases

Consistent rental increases of 2% in the 3rd year of each term with (2) - 5 Year options remaining.

Motorcycle Revenue Doubled From a Year-Ago

Despite hardships from the pandemic, Harley-Davidson sales are surpassing analyst estimates for this year with sales increasing by 9% in Q1 of 2021. Harley's strategic marketing during this time has promoted people to get out and practice their social distancing on the open road.

Recognized Brand

Harley-Davidson is one of the largest motorcycle manufacturers nationwide, owning a 31.1% of the national motorcycle market share in 2020. Nearly 700 dealerships are located across the United States, while the rest of the over 800 dealerships are located overseas.



Above Average Household Income

The average household income within a 5 mile radius of the property is over \$110,000 which is well above the national average.

Experienced Operator

The franchisee Steel Horse Motorcycles has a successful track record of operating Harley-Davidson dealership's and currently operates Yankee Harley-Davidson in Bristol, CT,

Long Tenant Operating History

Harley originally opened in this site in 1994 and has been in business selling Motorcycles to locals and Cape Cod Visitors alike for 26+ years.

HARLEY-DAVIDSON
PROPERTY PHOTOS









Period	Term	Annual Rent	Monthly Rent
Current - 04/30/2024	Current Term	\$150,453.84	\$12,537.82
05/01/2024 - 04/30/2026	1st Option	\$150,453.84	\$12,537.82
05/01/2026- 04/30/2029	1st Option	\$153,462.92	\$12,788.58
05/01/2029 - 04/30/2031	2nd Option	\$153,462.92	\$12,788.58
05/01/2031 - 04/30/2034	2nd Option	\$156,532.18	\$13,044.35

*Rent deferral until 2022











HARLEY-DAVIDSON

ABOUT THE BRAND



Harley-Davidson

Harley-Davidson or “Harley” an American motorcycle manufacturer founded in 1903 and is one of the world’s largest motorcycle manufacturers and an iconic brand widely known for its loyal following. The company markets its products worldwide, and also licenses and markets merchandise under the Harley-Davidson brand.



1,400

Number of Locations



100 COUNTRIES

Geographical Footprint



\$4.05 BILLION

Annual Revenue



5,000+

Forbes Ranking



Harley Delivers Strong Q2 Results

Q2 revenue was up 77 percent versus Q2 2020 driven by strong growth.

[Read More >](#)



Harley’s Hardware Five-Year Plan

Harley unveils strategic plan targeting long-term profitable growth.

[Read More >](#)



Harley Launches H-D1 Marketplace

H-D1 will provide consumers with a one-stop shop for purchasing Harleys.

[Read More >](#)



Pan American 1250 Becomes #1 Seller

The motorcycle has become the #1 selling adventure bike in North America.

[Read More >](#)



Cape Cod

Cape Cod is a geographic cape extending into the Atlantic Ocean from the southeastern corner of mainland Massachusetts, in the northeastern United States. Its historic, maritime character and ample beaches attract heavy tourism during the summer months. The canal cuts 7 miles (11 km) roughly across the base of the peninsula, though small portions of the Cape Cod towns of Bourne and Sandwich lie on the mainland side of the canal. Two highway bridges cross the Cape Cod Canal: the Sagamore Bridge and the Bourne Bridge. In addition, the Cape Cod Canal Railroad Bridge carries railway freight and provides limited passenger service onto the Cape.

Several Cape towns have been recognized as the happiest places to live in the country, and the region has been named one of the top spots to retire. For young families, the Cape has an excellent education system, tight-knit communities, low crime rates and plenty of opportunities to keep your children active – libraries, playgrounds, sports leagues, a children's museum, cultural enrichment and beaches. For entrepreneurs and young professionals, the region boasts twice the national average of sole proprietors, and great resources in place to support small businesses.



Pocasset, MA

Pocasset is one of the nine villages of Bourne, the others being Bourne Village, Bournedale, Buzzards Bay, Cataumet, Gray Gables, Monument Beach, Sagamore, and Sagamore Beach. Pocasset is on Buzzards Bay, with Monument Beach to the north and Cataumet to the south. Pocasset is just ten minutes over the Bourne Bridge. Wings Neck peninsula in Pocasset is a 400-acre tract of land that extends into Buzzards Bay at the western entrance to the Cape Cod Canal. The residents of this prestigious, 100-year-old community enjoy a private beach, tennis courts, association dock, and moorings, as well as a peaceful, bucolic setting of open fields, stone walls, and lovely old homes.

Bourne, MA

Bourne is a town in Barnstable County, Massachusetts, United States. The population was 19,754 as of 2020. Bourne is located at the western end of Cape Cod, with the Cape Cod Canal cutting across the northern portion of the town.

HARLEY-DAVIDSON
LOCATION OVERVIEW



01

Cape Cod National Seashore

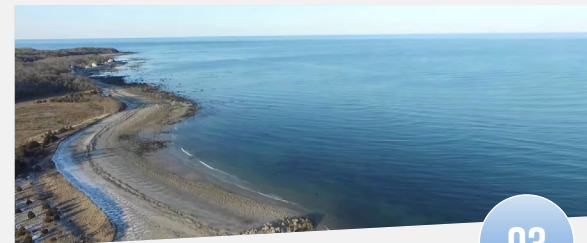
The Cape Cod National Seashore encompasses 43,607 acres on Cape Cod, in Massachusetts. It includes ponds, woods and beachfront of the Atlantic coastal pine barrens ecoregion.



02

Mayflower Beach

Mayflower beach, off Dunes Road in Dennis, is an essential summertime spot along the mid-Cape that sees thousands of visitors every year. Mayflower beach is one of the most unique shoreline experiences.



03

Ellisville Harbor State Park

The park is a nature preserve and public recreation area on the western shore of Cape Cod Bay. Natural features of the coastal property include a barrier beach, rolling meadows, and red pine forest habitats.



04

Heritage Museums & Gardens

The public garden, with its nationally significant collection of rhododendrons hybridized by Charles Dexter, over 1,000 varieties of daylilies and extensive hosta collection, is complemented by three galleries.



05

Nickerson State Park

Nickerson State Park is a state-owned, public recreation area of more than 1,900 acres. The park's sandy soil and scrub pines surround many kettle ponds.



06

South Cape Beach State Park

South Cape Beach State Park is a state park located in the town of Mashpee. It is part of the Waquoit Bay National Estuarine Research Reserve. The park is situated between Waquoit Bay and Vineyard Sound.



Bourne Bridge

The subject property is located less than 4 miles away from Bourne Bridge. The bridge carries Route 28 across the Cape Cod Canal, connecting Cape Cod with the rest of Massachusetts. It won the American Institute of Steel Construction's Class "A" Award of Merit as the "Most Beautiful Steel Bridge. Most traffic approaching from the west follows Massachusetts Route 25 which ends at the interchange with US 6 and Route 28 just north of the bridge. The highway provides freeway connections from Interstate 495 and Interstate 195. The current structure was built to accommodate the widening of the canal. The bridge commences at a major rotary on the Cape Cod end.



POPULATION	3-Mile	5-Mile	10-Mile
2021 Estimate	6,657	21,368	125,686
HOUSEHOLDS	3-Mile	5-Mile	10-Mile
2021 Estimate	2,663	8,328	50,720
Average Income	\$109,635	\$110,972	\$110,521
Median Income	\$91,155	\$94,139	\$90,561

Cape Cod

People continue to find inspiration in Cape Cod's incomparable beauty and seaside character. The Cape is a destination steeped in history and alive with arts & culture. Here, you will find some of the most challenging golf courses, the freshest seafood, and accommodations ready to help you rest and recharge. Fifteen towns await — each with its own distinctive charm — and our village centers and lovely byways are lined with unique shops and outstanding restaurants.

The pristine Cape Cod National Seashore stretches out along 40 miles of the Atlantic Ocean, and historic Route 6A – which recently achieved National Scenic Byway status - winds along 62 spectacularly scenic miles from end to end. Year after year, people visit the Cape's shores to create lasting vacation experiences. Many come to reclaim cherished childhood memories. Others are discovering and falling in love with Cape Cod for the first time.

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