



Property Drone Video



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON



**POPEYES**

2844 FISH HATCHERY RD., FITCHBURG, WI

OFFICIAL OFFERING MEMORANDUM

Quantum

[www.QREAdvisors.com](http://www.QREAdvisors.com)  
CalBRE #02123722

**Zack Hilgendorf**

Executive Vice President  
310.620.8761

[ZHilgendorf@QREAdvisors.com](mailto:ZHilgendorf@QREAdvisors.com)

**Seth Gilford**

Vice President  
312.533.2353

[SGilford@QREAdvisors.com](mailto:SGilford@QREAdvisors.com)





# CONFIDENTIALITY AGREEMENT

**QUANTUM REAL ESTATE ADVISORS, INC.** (“QREA”) has been retained as the exclusive broker by the Owner of Record (“the Owner”) for the single-tenant retail building, located at 2844 Fish Hatchery Rd., Fitchburg, WI, in connection with the sale of certain properties (“the Property”) as described in this Offering Memorandum.

This Offering Memorandum has been prepared by QREA for use by a limited number of parties, and does not purport to provide a necessarily accurate summary of the physical or economic aspects of the Property or any of the documents related thereto, nor does it purport to be all inclusive or to contain all of the information which prospective investors may need or desire further, the Offering Memorandum is limited to the matters set forth therein. All budgets or projections have been developed by QREA and Owner, and are based upon assumptions relating to the general economy, competition, and other factors beyond the control of the Owner and QREA and therefore are subject to variation. Each of QREA and Owner makes no representation as to the accuracy or completeness of the information contained herein, and nothing contained herein is, or shall be relied on as a promise or representation as to the future performance of the Property. Although the information contained herein is believed to be correct, QREA and its employees, and Owner, and its trustees, officers, and employees disclaim any and all liability for representations and warranties, expressed and implied, contained in, or omissions from the Offering Memorandum or any other written or oral communication transmitted or made available to the recipient. The Offering Memorandum does not constitute a representation that there has been no change in the business or affairs of the Property Owner as of the date of preparation of the Offering Memorandum.

Additional information and an opportunity to inspect the Property will be made available upon written request to interested and qualified prospective investors. Owner expressly reserves the right, at its sole discretion, to reject any or all expressions of interest or offers regarding the property, and/or terminate discussions with any entity at any time with or without notice. Owner shall have no legal commitment or obligations to any entity reviewing the Offering Memorandum or making an offer to purchase the property unless and until such offer is approved by Owner and the Board of Trustees of Owner and a written agreement for the purchase of the Property has been fully executed, delivered and approved by Owner and its legal counsel, and any conditions to Owner’s obligations hereunder have been satisfied or waived. This Offering Memorandum and the contents, except such information that is a matter of public record or is provided in sources available to the public, are of a confidential nature. By accepting this Offering Memorandum, you acknowledge that you have executed, and have agreed to be bound by, the Confidentiality Agreement with QREA and Owner.

If you have further questions please contact Quantum Real Estate Advisors, Inc.:



Real Estate Advisors, Inc.

**200 W. Monroe St.  
Suite 2050  
Chicago, IL 60606**

**312.269.9494**

**Zack Hilgendorf**

Executive Vice President

Phone 310.620.8761

Cell 847.722.0865

Email [ZHilgendorf@QREAdvisors.com](mailto:ZHilgendorf@QREAdvisors.com)

**Seth Gilford**

Vice President

Phone 312.533.2353

Cell 847.987.9213

Email [SGilford@QREAdvisors.com](mailto:SGilford@QREAdvisors.com)



## PROPERTY SUMMARY

**Quantum Real Estate Advisors, Inc. ("QREA")** has been retained to exclusively offer for sale a 4,442 square foot single-tenant retail building located at 2844 Fish Hatchery Road in Fitchburg, WI. The free-standing building is a modernization and enhancement of tenant Popeyes Louisiana Kitchen ("Popeyes") with 16.7 years remaining on an initial 20-year absolute net lease. Fitchburg is a suburb of Madison and is part of the Madison Metropolitan Statistical Area.

## HIGHLIGHTS

- **Recently modernized building** occupied by Popeyes with **16.7 years remaining** on initial 20-year lease with zero landlord responsibilities
- Attractive 1.5% **annual rent escalations** with five (5), 5-year options
- Proven location with **strong store sales**; sales have increases over 60% since the franchisee has occupied this location
- Personally guaranteed rapidly expanding franchisee; **operations in Illinois, Indiana and Wisconsin**
- Pride in ownership; **within 3.5 miles from the University of Wisconsin**, the largest college in the state, with over 45,000 students enrolled
- **Densely populated** with over 80,000 people within 3-miles with average household incomes over \$82,000

<b>Purchase Price:</b>	\$4,130,000
<b>Cap Rate:</b>	4.65%
<b>NOI:</b>	\$192,187
<b>Total Building SF:</b>	4,442 SF
<b>Remaining Lease Term:</b>	16.7 Years
<b>Lease Type:</b>	Absolute Net Lease



1 Mile HH Average Income  
**\$89,800**



1 Mile Population  
**9,039**



1 Mile Daytime Population  
**3,829**



3 Mile HH Average Income  
**\$99,100**



3 Mile Population  
**78,865**



3 Mile Daytime Population  
**177,040**



# LEASE ABSTRACT

<b>Address</b>	2844 Fish Hatchery Rd., Fitchburg, WI
<b>Tenant</b>	Popeyes Louisiana Kitchen
<b>Lease Guarantor</b>	Franchisee (38+ Units)
<b>Purchase Price</b>	\$4,130,000
<b>Cap Rate</b>	4.65%
<b>Annual Rent</b>	\$192,187
<b>Building Size</b>	4,442 SF
<b>Land Size</b>	1.53 AC
<b>Lease Commencement Date</b>	December 4, 2018
<b>Lease Expiration Date</b>	December 31, 2038
<b>Base Lease Term</b>	20 Years
<b>Lease Term Remaining</b>	16.6 Years
<b>Rental Increases</b>	1.5% Annually
<b>Renewal Options</b>	(5), 5-Year Options
<b>Landlord Responsibility</b>	None
<b>Lease Type</b>	Absolute Net Lease
<b>Real Estate Taxes</b>	Tenant Responsibility
<b>Insurance</b>	Tenant Responsibility
<b>Repairs &amp; Maintenance</b>	Tenant Responsibility
<b>Utilities</b>	Tenant Responsibility
<b>HVAC</b>	Tenant Responsibility
<b>Roof, Structure &amp; Parking Lot</b>	Tenant Responsibility
<b>Year Built</b>	1978
<b>Year Renovated</b>	2018



	Period		Monthly	Annually	PSF	Increase
<b>Base Rent Schedule</b>	Dec. 4, 2018	- Dec. 31, 2020	\$15,546	\$186,549	\$42.00	-
	Jan. 1, 2021	- Dec. 31, 2021	\$15,779	\$189,347	\$42.63	1.5%
	Jan. 1, 2022	- Dec. 31, 2022	\$16,016	\$192,187	\$43.27	1.5%
	Jan. 1, 2023	- Dec. 31, 2023	\$16,256	\$195,070	\$43.91	1.5%
	Jan. 1, 2024	- Dec. 31, 2024	\$16,500	\$197,996	\$44.57	1.5%
	Jan. 1, 2025	- Dec. 31, 2025	\$16,747	\$200,966	\$45.24	1.5%
	Jan. 1, 2026	- Dec. 31, 2026	\$16,998	\$203,981	\$45.92	1.5%
	Jan. 1, 2027	- Dec. 31, 2027	\$17,253	\$207,040	\$46.61	1.5%
	Jan. 1, 2028	- Dec. 31, 2028	\$17,512	\$210,146	\$47.31	1.5%
	Jan. 1, 2029	- Dec. 31, 2029	\$17,775	\$213,298	\$48.02	1.5%
	Jan. 1, 2030	- Dec. 31, 2030	\$18,041	\$216,498	\$48.74	1.5%
	Jan. 1, 2031	- Dec. 31, 2031	\$18,312	\$219,745	\$49.47	1.5%
	Jan. 1, 2032	- Dec. 31, 2032	\$18,587	\$223,041	\$50.21	1.5%
	Jan. 1, 2033	- Dec. 31, 2033	\$18,866	\$226,387	\$50.97	1.5%
	Jan. 1, 2034	- Dec. 31, 2034	\$19,149	\$229,783	\$51.73	1.5%
	Jan. 1, 2035	- Dec. 31, 2035	\$19,436	\$233,230	\$52.51	1.5%
	Jan. 1, 2036	- Dec. 31, 2036	\$19,727	\$236,728	\$53.29	1.5%
	Jan. 1, 2037	- Dec. 31, 2037	\$20,023	\$240,279	\$54.09	1.5%
	Jan. 1, 2038	- Dec. 31, 2038	\$20,324	\$243,883	\$54.90	1.5%
	Period		Monthly	Annually	PSF	Increase
<b>Option 1</b>	Jan. 1, 2039	- Dec. 31, 2039	\$20,628	\$247,541	\$55.73	1.5%
	Jan. 1, 2040	- Dec. 31, 2040	\$20,938	\$251,254	\$56.56	1.5%
	Jan. 1, 2041	- Dec. 31, 2041	\$21,252	\$255,023	\$57.41	1.5%
	Jan. 1, 2042	- Dec. 31, 2042	\$21,571	\$258,849	\$58.27	1.5%
	Jan. 1, 2043	- Dec. 31, 2043	\$21,894	\$262,731	\$59.15	1.5%
<b>Option 2</b>	Jan. 1, 2044	- Dec. 31, 2044	\$22,223	\$266,672	\$60.03	1.5%
	Jan. 1, 2045	- Dec. 31, 2045	\$22,556	\$270,672	\$60.93	1.5%
	Jan. 1, 2046	- Dec. 31, 2046	\$22,894	\$274,732	\$61.85	1.5%
	Jan. 1, 2047	- Dec. 31, 2047	\$23,238	\$278,853	\$62.78	1.5%
	Jan. 1, 2048	- Dec. 31, 2048	\$23,586	\$283,036	\$63.72	1.5%
<b>Option 3</b>	Jan. 1, 2049	- Dec. 31, 2049	\$23,940	\$287,282	\$64.67	1.5%
	Jan. 1, 2050	- Dec. 31, 2050	\$24,299	\$291,591	\$65.64	1.5%
	Jan. 1, 2051	- Dec. 31, 2051	\$24,664	\$295,965	\$66.63	1.5%
	Jan. 1, 2052	- Dec. 31, 2052	\$25,034	\$300,404	\$67.63	1.5%
	Jan. 1, 2053	- Dec. 31, 2053	\$25,409	\$304,910	\$68.64	1.5%
<b>Option 4</b>	Jan. 1, 2054	- Dec. 31, 2054	\$25,790	\$309,484	\$69.67	1.5%
	Jan. 1, 2055	- Dec. 31, 2055	\$26,177	\$314,126	\$70.72	1.5%
	Jan. 1, 2056	- Dec. 31, 2056	\$26,570	\$318,838	\$71.78	1.5%
	Jan. 1, 2057	- Dec. 31, 2057	\$26,968	\$323,621	\$72.85	1.5%
	Jan. 1, 2058	- Dec. 31, 2058	\$27,373	\$328,475	\$73.95	1.5%
<b>Option 5</b>	Jan. 1, 2059	- Dec. 31, 2059	\$27,784	\$333,402	\$75.06	1.5%
	Jan. 1, 2060	- Dec. 31, 2060	\$28,200	\$338,403	\$76.18	1.5%
	Jan. 1, 2061	- Dec. 31, 2061	\$28,623	\$343,479	\$77.33	1.5%
	Jan. 1, 2062	- Dec. 31, 2062	\$29,053	\$348,632	\$78.49	1.5%
	Jan. 1, 2063	- Dec. 31, 2063	\$29,488	\$353,861	\$79.66	1.5%






## TENANT PROFILE

# POPEYES

LOUISIANA KITCHEN

Website:  [www.Popeyes.com](http://www.Popeyes.com)  
Number of Locations: 3,500+  
Credit Rating: (S&P: BB-)  
Stock Symbol: NASDAQ: PLKI

Founded in New Orleans in 1972, Popeyes® has more than 45 years of history and culinary tradition. Popeyes distinguishes itself with a unique New Orleans style menu featuring spicy chicken, chicken tenders, fried shrimp and other regional items. The chain's passion for its Louisiana heritage and flavorful authentic food has allowed Popeyes to become one of the world's largest chicken quick service restaurants with over 3,500 restaurants in the U.S. and around the world. Popeyes was acquired by Restaurant Brands International in 2017.

### About Restaurant Brands International

Restaurant Brands International Inc. is one of the world's largest quick service restaurant companies with more than \$35 billion in annual system-wide sales and over 28,000 restaurants in more than 100 countries. RBI owns four of the world's most prominent and iconic quick service restaurant brands – TIM HORTONS®, BURGER KING®, POPEYES® and FIREHOUSE SUBS®. Through its Restaurant Brands for Good framework, RBI is improving sustainable outcomes related to its food, the planet, and people and communities.

### About Franchisee/Guarantor

High net worth franchisee currently operates 34 Popeyes units across Illinois, Wisconsin, and Indiana. The franchisee also operates 4 Checkers location across the Midwest.

## POPEYES IN THE NEWS

### Popeyes to Open 200+ Restaurants in US, Canada in 2022

Popeyes plans to open over 200 new restaurants in the U.S. and Canada this year, and expects to surpass last year's expansion total of 208 restaurants, the company said in an email to Restaurant Dive. The chicken chain will open several units in New York City, including a flagship location in Times Square slated to open in June. The units will feature a new...



(READ MORE)

### Popeyes' Call For Peace Signals Victory in the Chicken War

Popeyes Louisiana Kitchen, which fired the first shot in the Chicken Sandwich War of 2019, called for its end in 2021—not through surrender, but through a peace offering that doubled as a creative product launch and an impactful charitable endeavor...



(READ MORE)

### Popeyes Unveils New Digital-Centric Design as Growth Ramps Up

Over the past couple of years, as Popeyes rode its chicken sandwich fame to some of fast food's top results, the brand kept in touch with guests, brand president Sami Siddiqui says. And surveys regularly surfaced the same notion—the No. 1 barrier to consideration for the 50-year-old brand was actually convenience. "There's just not a Popeyes close enough..."



(READ MORE)





# PROPERTY PHOTOS







# REGIONAL MAP

## Demographics

	<u>One Mile</u>	<u>Three Mile</u>	<u>Five Mile</u>
Population	9,039	78,865	177,040
Households	3,829	32,873	78,291
Average Household Income	\$89,800	\$99,100	\$99,000
Daytime Population	14,324	81,159	224,842

2844 FISH HATCHERY RD., FITCHBURG, WI



3.5 Miles to  
Downtown Madison













3.5 Miles to Downtown  
Madison and Capital





# SITE AERIAL





## OVERVIEW

The City of Fitchburg is a young, dynamic, and evolving community. Incorporated just 35 years ago, Fitchburg has successfully grown into a place known for attractive, family-oriented neighborhoods; a thriving technology-led business community; and well-designed, unique urban centers. Fitchburg is located within the Madison Metropolitan Statistical Area with a population of 570,000 and the Midwest mega region of Milwaukee, Chicago, and Minneapolis. Fitchburg has successfully grown into a place known for attractive, family oriented neighborhoods; a thriving technology-led business community; and well-designed, unique urban centers. Fitchburg is ideally nestled between urban Madison and the bucolic farmlands that Wisconsin is famous for. With its close proximity to UW-Madison, the State Capitol and Dane County Regional Airport, Fitchburg offers the best of city and rural life. The city is an award winning bicycling community with a wide range of housing options providing plenty of opportunities to live, work, and play. Fitchburg is home to some of the region's globally recognized cutting edge companies and innovative entrepreneurs. Fitchburg's industry clusters are well positioned to advance into the 21st century.

- **Growing population** – 29,450; avg. growth 2.53% per year; second largest city in Dane County and the **Fastest Growing City in Wisconsin**
- **Low Municipal Property Tax Rate** — Ranked 154th out of 190 cities according to the Wisconsin Taxpayers Alliance for one of the lowest rates
- **Home to Fitchburg Center, Fitchburg Technology Campus and Uptown**; Fitchburg has thriving retail, residential and urban centers
- Part of the **Capital Region Tech Zone**
- **Aa2 bond rating** and an almost \$1.5 billion tax base
- Over 800 businesses are located within the City of Fitchburg, **home to many of the Top 100 Businesses in Dane County** as ranked by InBusiness magazine
- Tax Increment Finance District



## OVERVIEW

Madison is the 2nd largest city in Wisconsin behind Milwaukee. One of the nation's top college towns, Madison is a diverse city that offers residents outdoor recreation in every season and a collection of cultural attractions. The University of Wisconsin leads a strong and stable economy in Madison and sets the social scene. State Street, a main thoroughfare in downtown Madison links the college campus to Capitol Square and is lined with cafes, shops and restaurants. Madison has a low unemployment rate and dynamic private sector marked by fast growing trade, service and hi-tech industry sectors. Employers are drawn to Madison's high percentage of college educated workers as well as its business-friendly environment.

Wisconsin state government and the University of Wisconsin–Madison remain the two largest Madison employers. However, Madison's economy today is evolving from a government-based economy to a consumer services and high-tech base, particularly in the health, biotech, and advertising sectors. Over 600 technology businesses call Greater Madison home, employing 30,000 people and administering \$6 billion in sales and/or government contracts. Madison is repeatedly recognized as a “best” place to live and do business.

The University of Wisconsin–Madison is one of only three public universities that made the top 10 list of colleges that produce the most Fortune 500 CEOs. The University of Wisconsin–Madison not only prides itself in offering a world-class education but in preparing students for success after graduation. The Wisconsin Badgers compete in more than 20 NCAA Division I sports and are part of the Big Ten Conference. Students can get involved in nearly 900 organizations on campus. University of Wisconsin--Madison is ranked #42 in National Universities.

## Madison By The Numbers

**254,977** residents according to the 2019 census

**47,936** students enrolled at UW-Madison

**1** Top 100 Best Places to Live in America

**2nd** largest city in Wisconsin

**77** miles: between Madison and Milwaukee

**122** miles: between Madison and Chicago







Property Drone Video



**WISCONSIN**  
UNIVERSITY OF WISCONSIN-MADISON



**POPEYES**

2844 FISH HATCHERY RD., FITCHBURG, WI

OFFICIAL OFFERING MEMORANDUM

Quantum

[www.QREAdvisors.com](http://www.QREAdvisors.com)  
CalBRE #02123722

**Zack Hilgendorf**

Executive Vice President

310.620.8761

[ZHilgendorf@QREAdvisors.com](mailto:ZHilgendorf@QREAdvisors.com)

**Seth Gilford**

Vice President

312.533.2353

[SGilford@QREAdvisors.com](mailto:SGilford@QREAdvisors.com)