

BERKELEY  
CAPITAL ADVISORS

# The Habit Burger Grill

EASLEY (GREENVILLE MSA), SC





# Contacts

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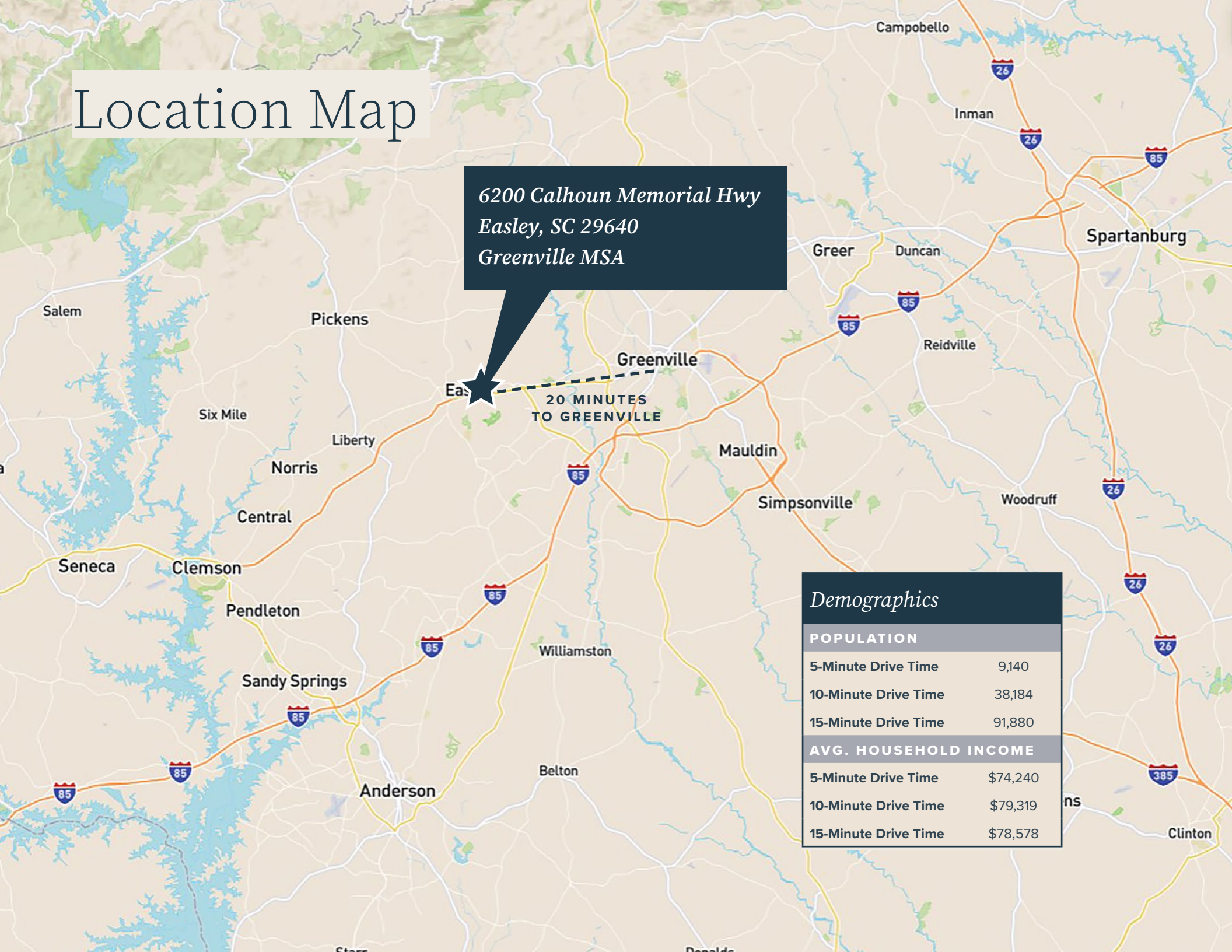
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**BERKELEY**  
CAPITAL ADVISORS**CHARLOTTE | NC**1228 East Morehead St., Suite 200  
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704.379.1980**ORANGE COUNTY | CA**19800 MacArthur Blvd., Suite 850  
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949.506.2500**NASHVILLE | TN**10 Burton Hills Blvd., Suite 220  
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615.727.8818**ASHEVILLE | NC**1 Page Ave., Suite 202  
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704.714.2365**RICHMOND | VA**1309 West Main St.  
Richmond, VA 23220  
804.239.7890**CHARLESTON | SC**1049 Morrison Dr., Suite 201  
Charleston, SC 29412  
704.943.3159**BCA FIRM SOUTH CAROLINA**  
**REAL ESTATE LICENSE NO.: 16917**

# Location Map

*6200 Calhoun Memorial Hwy  
Easley, SC 29640  
Greenville MSA*



## Demographics

### POPULATION

5-Minute Drive Time	9,140
10-Minute Drive Time	38,184
15-Minute Drive Time	91,880

### AVG. HOUSEHOLD INCOME

5-Minute Drive Time	\$74,240
10-Minute Drive Time	\$79,319
15-Minute Drive Time	\$78,578

# Investment Overview

## PROPERTY

*The Habit Burger Grill*

## ADDRESS

*6200 Calhoun Memorial Hwy  
Easley, SC 29640  
Greenville MSA*

## TENANT LEASE ENTITY

The Habit Restaurants LLC\*

## RENT COMMENCEMENT

Expected November 1, 2023

## LEASE EXPIRATION

Expected October 31, 2038

## ORIGINAL LEASE TERM

15 Years

## LEASE TERM REMAINING

15 Years

## OPTIONS REMAINING

Three, 5-Year

## LEASE TYPE

NN - Roof, Structure, Parking Lot

## NOI

\$134,400

## RENT INCREASES

10% Every Five Years

## RIGHT OF FIRST REFUSAL

None

*\*Corporate lease*

## PROPERTY DETAILS

**±2,800**  
*Square Feet*

**0.75**  
*Acres*

**2023**  
*Year Built*

**28**  
*Parking Spaces*

*Note: All lease provisions to be independently verified by Buyer during the Due Diligence Period.  
The information contained herein has been obtained from sources we deem reliable.*

# \$2,560,000

*Asking Price (5.25% Cap Rate)*

## RENT SCHEDULE

LEASE COMMENCE	START	END	ANNUAL RENT	% INCREASE
Years 1-5	11/1/2023	10/31/2028	\$134,400	—
Years 6-10	11/1/2028	10/31/2033	\$147,840	10.0%
Years 11-15	11/1/2033	10/31/2038	\$162,624	10.0%
Option 1	11/1/2038	10/31/2043	\$178,892	10.0%
Option 2	11/1/2043	10/31/2048	\$196,784	10.0%
Option 3	11/1/2048	10/31/2053	\$216,440	10.0%





# Property Highlights

## PROPERTY HIGHLIGHTS

- Excellent visibility & access from Calhoun Memorial Hwy | 39,200 VPD
- 2023 new construction
- New 15-year lease
- Corporate lease | The Habit Restaurants LLC | 310 locations across 14 states & 8 countries | Owned by Yum! Brands | \$35B Market Cap
- Located inside of dense retail corridor | 1.6M SF within a 1-mile radius
- Large industrial presence nearby bringing in a large amount of daytime workers to the area | 1.5M SF of space within a 2-mile radius
- 8 minutes from Prisma Health Baptist Easley Hospital | 109 beds
- Several new residential developments in the surrounding area
- 9 minutes from Easley High School | 1,710 students
- 12 minutes from Pickens County Airport
- Nearby destination retailers: Walmart Supercenter, Home Depot, Lowes, Sam's Club, Publix, Aldi, Tractor Supply, Hobby Lobby, Harbor Freight, Belk, Academy, Marshalls, Longhorn, Outback, McDonald's, Chick-fil-A, Starbucks, Wendy's, Bojangles, KFC, and others
- Less than 20 minutes to Clemson University | 21,653 students | 2nd largest in SC
- 20 minutes from Downtown Greenville, SC

## DEMOGRAPHIC SNAPSHOT

91,880

2022 POPULATION WITHIN  
FIFTEEN MINUTES

\$84,687

2022 AVERAGE HOUSEHOLD  
INCOME WITHIN FIVE MILES

15.37%

2010-2022 POPULATION  
GROWTH WITHIN FIVE MINUTES







Walmart Supercenter KOHL'S Academy Sports+Outdoors  
HARBOR FREIGHT TRACTOR SUPPLY CO. sam's club BURKE'S Outlet PETSMART

OLLIE'S Bargain Outlet golden corral  
OUTBACK STEAKHOUSE Chick-fil-A

ingles FARMERS HOME FURNITURE  
Badcock & more CVS TOYOTA

Forest Acres Elementary School  
720 students

United Community Bank  
DOLLAR GENERAL the Y

U-HAUL McDonald's KFC  
LOWE'S TRUIST

ZAXBY'S Advance Auto Parts  
ROSS DRESS FOR LESS

Bank of America

CHIPOTLE MEXICAN GRILL

HomeGoods

five BELOW

HOBBY LOBBY

belk

Staples

Alebrijes Mexican Restaurant

T Mobile

Captain Kimberly Hampton Memorial Public Library

the Habit BURGER GRILL

SHERWIN WILLIAMS

Wendy's

BURGER KING

TRUIST

Martial Arts Institute

Starbucks

PREMIER EXPRESS CAR WASH

123

CALHOUN MEMORIAL HWY - 39.200 VPD





**BIG LOTS!** **CVS** **THE UPS STORE**  
**ANYTIME FITNESS** **CAFO**

**Batteries Plus** **Bojangles** **Jack in the Box**  
**First Citizens Bank** **IHOP** **WORKOUT ANYTIME**

**DOLLAR TREE**

**O'Reilly AUTO PARTS** **Bellacino's Pizza & Grinders**  
**Pinnacle FINANCIAL PARTNERS** **SPINX** **Wendy's**

**DOWNTOWN EASLEY**

Richard H. Gettys Middle School  
1,313 students

East End Elementary School | 590 students

**Publix**

**Pelican's SNOWBOLLS**

**T Mobile**

Alebrijes Mexican Restaurant

**SONIC**  
America's Drive-In

**FIREHOUSE SUBS**

**PREMIERES**

**Starbucks**

**the Habit BURGER GRILL**

Captain Kimberly Hampton Memorial Public Library

Martial Arts Institute





McKissick Academy  
431 students

Prisma Health Baptist  
Easley Hospital  
109 beds

East End Elementary  
School | 590 students

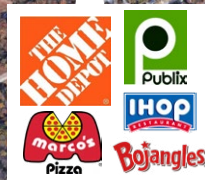
Richard H. Gettys  
Middle School  
1,313 students

Downtown  
Greenville  
20 mins  
from site

DOWNTOWN EASLEY

E MAIN ST - 43,100 VPD

CALHOUN MEMORIAL HWY - 39,200 VPD



Forest Acres  
Elementary School  
720 students

135

153





Downtown Greenville  
20 mins  
from site

Sulzer Engineering  
Orteg MFG & Research

Prisma Health Baptist  
Easley Hospital  
109 beds

Richard H. Gettys  
Middle School  
1,313 students

the  
**Habit**  
BURGER GRILL

**LOWE'S**

**Walmart**  
Supercenter

**KOHL'S**  
**Academy**  
SPORTS+OUTDOORS  
**BOOT BARN**  
**BURKES Outlet**  
**sam's club**  
**MARSHALLS**  
**PETSMART**

**HARBOR FREIGHT**  
Quality Tools at Remarkably Low Prices

**ingles**

**BIG LOTS!**

**THE HOME DEPOT**  
**Publix**

**belk**  
HOBBY LOBBY

**Hamrick's**  
**OUIE'S**  
Bargain  
GOOD STUFF CHEAP  
**Chick-fil-A**

**Hampton Inn**  
**OUTBACK STEAKHOUSE**  
**golden corral**  
**JPS & TACO**

**ingles**

JB Owens  
Sports Complex

Easley High School  
1,710 students

KP Components I  
Danfoss Power Solutions

Hanvey Engineering  
& Design



# Site Plan





# Adjacent Site For Sale

*Starbucks*



**\$2,362,000**

*Asking Price (5.25% Cap Rate)*

## TENANT LEASE ENTITY

Starbucks Corporation

## RENT COMMENCEMENT

Expected November 1, 2023

## LEASE EXPIRATION

Expected October 31, 2033

## ORIGINAL LEASE TERM

10 Years

## LEASE TERM REMAINING

10 Years

## OPTIONS REMAINING

Four, 5-Year

## LEASE TYPE

NN - Roof, Structure, Parking Lot Replacement

## NOI

\$124,000

## RENT INCREASES

10% Every Five Years

## RIGHT OF FIRST REFUSAL

None

## PROPERTY DETAILS

**2,500**  
*Square Feet*

**0.78**  
*Acres*

**2023**  
*Year Built*

**21**  
*Parking Spaces*



# Tenant Overview

## ABOUT THE HABIT BURGER GRILL



Since its founding in 1969 in Santa Barbara, California, The Habit Burger Grill (“The Habit”) has established a respected reputation in the fast-casual space. Praised for its award-winning Charburger and its laid-back, welcoming California essence, The Habit’s trend-forward product innovation sets it apart from competitors in the fast-casual space with fresh salads, handcrafted sandwiches, and a unique take on classic sides such as tempura green beans, sweet potato and French fries, and onion rings. The offerings also incorporate entrees featuring sushi-grade ahi tuna, fresh chicken, and grilled steak.

The Habit is owned by Yum! Brands Inc. and announced in 2022 plans to rapidly expand its franchise model with aspirations of growing the predominately corporate-operated 350-unit chain to over 2,000 restaurants nationwide.

## ABOUT YUM! BRANDS



A \$35 billion market cap leader in fast casual dining, Yum! Brands is the parent company of many legendary names in quick-service restaurants, including KFC, Taco Bell, and Pizza Hut. The Habit Burger is the company’s first fast-casual acquisition and burger brand, acquired for \$375M in 2020.

Yum! Brands experienced substantial growth in 2022, opening 4,560 gross new units, the equivalent of one new restaurant every two hours.

1969

*Year Founded*

350

*Total Locations*

\$466M

*Annual Revenue*





# Market Overview | Greenville, SC



#1

*America's Best  
Small Cities*

#2

*Best City in America to  
Start a Business*

550K

2022 METRO POPULATION

#3

STATE PEOPLE ARE MOVING TO – 10,000  
IN 2022

412

FLIGHTS PER DAY AT GREENVILLE  
DOWNTOWN AIRPORT

\$10B

INVESTMENT INTO BMW MANUFACTURING  
SOUTH CAROLINA OPERATIONS

12K

*Students Attend Greenville  
Technical Community  
College*

2,500

*Students Attend  
Furman University*



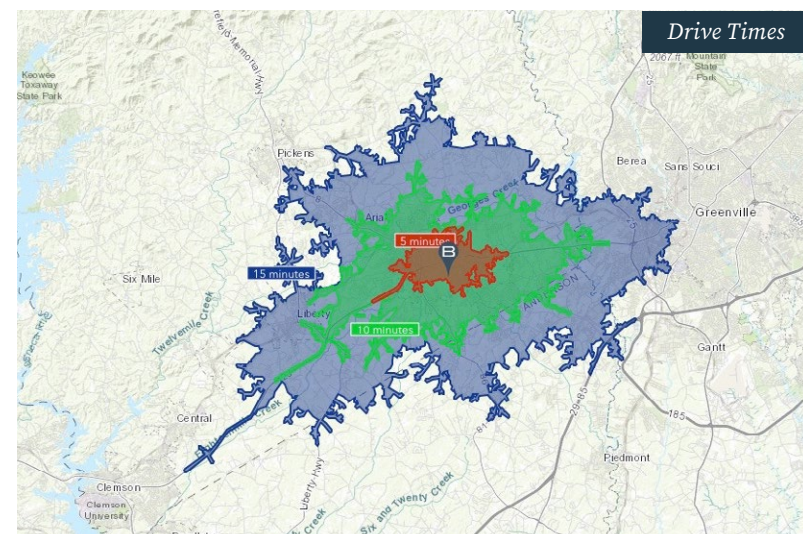
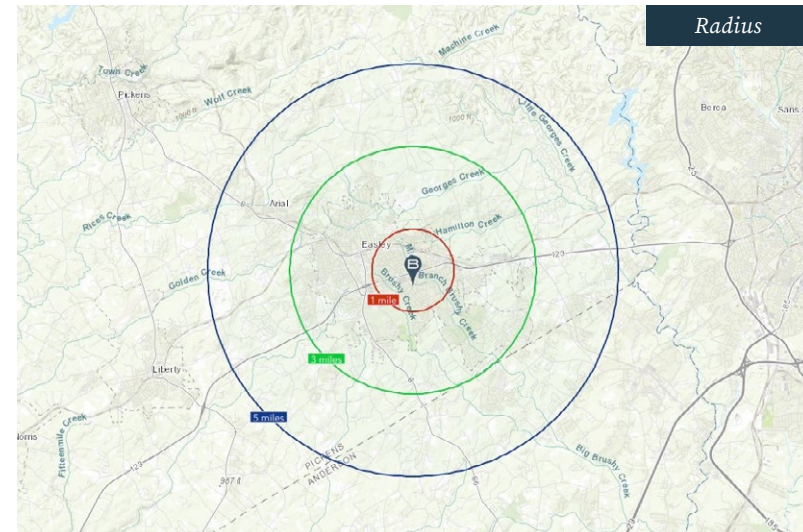
# Demographics

## Radius

POPULATION	1-MILE	3-MILE	5-MILE
2027 Population	4,577	32,540	55,221
2022 Population	4,524	31,709	54,094
2020 Population	4,489	30,937	53,095
2010 Population	3,945	27,838	47,499
2022-2027 Annual Rate	0.23%	0.52%	0.41%
2020-2022 Annual Rate	0.35%	1.10%	0.83%
2010-2020 Annual Rate	1.30%	1.06%	1.12%
HOUSEHOLDS			
2027 Households	1,993	13,726	22,218
2022 Households	1,961	13,337	21,685
2020 Households	1,934	12,980	21,244
2010 Households	1,659	11,314	18,644
2022-2027 Annual Rate	0.32%	0.58%	0.49%
2020-2022 Annual Rate	0.62%	1.21%	0.92%
2010-2020 Annual Rate	1.55%	1.38%	1.31%
<b>2022 AVG. HH INCOME</b>	<b>\$70,954</b>	<b>\$80,267</b>	<b>\$84,687</b>

## Drive Times

POPULATION	5-MINUTE	10-MINUTE	15-MINUTE
2027 Population	9,297	39,123	94,284
2022 Population	9,140	38,184	91,880
2020 Population	8,874	37,341	89,772
2010 Population	7,922	33,745	79,706
2022-2027 Annual Rate	0.34%	0.49%	0.52%
2020-2022 Annual Rate	1.32%	1.00%	1.04%
2010-2020 Annual Rate	1.14%	1.02%	1.20%
HOUSEHOLDS			
2027 Households	4,198	16,140	37,219
2022 Households	4,112	15,699	36,173
2020 Households	3,970	15,319	35,233
2010 Households	3,410	13,450	31,052
2022-2027 Annual Rate	0.41%	0.56%	0.57%
2020-2022 Annual Rate	1.57%	1.09%	1.18%
2010-2020 Annual Rate	1.53%	1.31%	1.27%
<b>2022 AVG. HH INCOME</b>	<b>\$74,240</b>	<b>\$79,319</b>	<b>\$78,578</b>





# Confidentiality Disclaimer

Berkeley Capital Advisors, LLC ("BCA") has been authorized by the owner of the subject property (the "Seller") to present you with this marketing package. This is a confidential package intended solely for your own limited use and benefit, as a principal, in considering whether you desire to pursue negotiations to acquire the subject property.

Your receipt and acceptance of this package serves to acknowledge your agreement to: (1) hold the information and materials contained herein, and the offering they represent, in the strictest of confidence; (2) not disclose, directly or indirectly, the information and materials contained herein, or the offering they represent, to any other person, firm or entity without prior written authorization from BCA or the Seller; (3) not use the information and materials contained herein in any fashion or manner detrimental to the interest of BCA or the Seller; (4) not disturb any tenants in possession of the subject property nor reveal to them the offering this package represents.

This marketing package was prepared by BCA and it has been reviewed by representatives of the Seller. The information and materials contained herein are selective and limited in nature, and neither BCA nor the Seller purports this to be an all-inclusive report on the subject property. Within this package, certain leases, documents and other materials are described in summary form. These summaries do not purport to be complete nor necessarily accurate descriptions of the full agreements involved, nor do they purport to constitute a legal analysis of the provisions of those documents. Interested and qualified prospective purchasers will be afforded an opportunity to review additional information and to inspect the subject property, and all such prospective purchasers should conduct their own independent due diligence.

This package is based in part upon information supplied by the Seller and in part upon information obtained by BCA from sources believed to be reliable. All income, expense and/or investment projections contained herein are provided for general reference purposes only, in that they are based on assumptions relating to the general economy, competition and other factors beyond the control of BCA and the Seller, and all such projections are therefore subject to variation. This package shall not be deemed an indication of the state of affairs of the subject property, nor constitute an indication that there has been no change in the business or affairs of the subject property since the date of preparation of this package.

Neither BCA, the Seller, nor any of their respective officers, employees or agents, has made or does make any representation or warranty, expressed or implied, as to the accuracy or completeness of this package or any of its contents, and no legal commitments or obligations shall arise by reason of this package or its contents.

BCA and the Seller expressly reserve the right, at their sole discretion, to alter or amend the terms of this offering, to reject any or all expressions of interest or offers to acquire the subject property and/ or to terminate discussions with any entity at any time with or without notice. The Seller shall have no legal commitment or obligation to any entity reviewing this package or making an offer to acquire the subject property unless and until a written agreement for such acquisition has been fully executed, delivered and approved by the Seller and any conditions to the Seller's obligations thereunder have been satisfied or waived.

Parties seeking to act in a third-party brokerage capacity must register their client(s) with BCA prior to receiving or dispersing any marketing information. BCA will not recognize any third-party brokerage relationships without first receiving and approving such written client registration, nor will BCA or the Seller be obligated for any brokerage claims which may result, regardless of such broker's involvement in procuring a purchaser for the subject property.

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If, after reviewing this package, you have no further interest in acquiring the subject property at this time, please return this package in its entirety to BCA. Likewise, if the terms contained in this Confidentiality & Disclaimer section are not acceptable to you, please immediately return this package to BCA.

## AGENT'S DUTIES

When you contract with a real estate firm to act as your agent in a real estate transaction, the agent must help you obtain the best price and terms possible, whether you are the buyer or seller. The agent also owes you the duty to:

- Safeguard and account for any money handled for you
- Act with reasonable skill, care and diligence
- Be loyal and follow reasonable and lawful instructions
- Disclose to you any information which might influence your decision to buy or sell

Even if the agent does not represent you, the agent must still be fair and honest and disclose to you all "material facts" which the agent knows or reasonably should know. A fact is "material" if it relates to defects or other conditions affecting the property, or if it may influence your decision to buy or sell. This does not require a seller's agent to disclose to the buyer the minimum amount the seller will accept, nor does it require a buyer's agent to disclose to the seller the maximum price the buyer will pay.

## AGENTS WORKING WITH SELLERS

A seller can enter into a "listing agreement" with a real estate firm authorizing the firm and its agent(s) to represent the seller in finding a buyer for his property. The listing agreement should state what the seller will pay the firm no matter who finds the buyer.

The listing firm may belong to a listing service to expose the seller's property to other agents who are members of the service. Some of those agents may be working with buyers as buyers' agents; others will be working with buyers but still representing the sellers' interests as an agent or "subagent". When the buyer's agents and seller's subagents desire to share in the commission the seller pays to the listing firm, the listing agent may share the commission with the seller's permission.

## AGENTS WORKING WITH BUYERS

A buyer may contract with an agent or firm to represent him (as a buyer's agent), or may work with an agent or firm that represents the seller (as a seller's agent or subagent). All parties in the transaction should find out at the beginning who the agent working with the buyer represents.

If a buyer wants a buyer's agent to represent him in purchasing a property, the buyer should enter into a "buyer agency agreement" with the agent. The buyer agency agreement should state how the buyer's agent will be paid. Unless some other arrangement is made which is satisfactory to the parties, the buyer's agent will be paid by the buyer. Many buyer agency agreements will also obligate the buyer to pay the buyer's agent no matter who finds the property that the buyer purchases.

A buyer may decide to work with a firm that is acting as agent for the seller (a seller's agent or subagent). If a buyer does not enter into a buyer agency agreement with the firm that shows him properties, that firm and its agents will show the buyer properties as an agent or subagent working on the seller's behalf. Such a firm represents the seller (not the buyer) and must disclose that fact to the buyer.

The terms and conditions stated in this Confidentiality & Disclaimer section apply and relate to all of the sections of this package as if stated independently therein. Prospective purchasers of the subject property are hereby notified that Berkeley Capital Advisors, and its agents, are acting in the capacity of a "Seller's Agent" during the course of this offering, and as such are solely representing the interests of the Seller.



# BERKELEY

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