



OFFERING MEMORANDUM

DOLLAR GENERAL

BRODHEAD (MADISON MSA), WI

Marcus & Millichap
TAYLOR MCMINN
RETAIL GROUP

OFFERING SUMMARY



106 9TH STREET, BRODHEAD, WI 53520

THE OFFERING

\$1,973,000

PRICE

6.60%

CAP

NOI	\$130,216
RENTABLE SQ FT.	12,668
YEAR BUILT	2024
LOT SIZE (AC)	2.45 AC
TENANT TRADE NAME	Dollar General
LEASE GUARANTOR	Corporate
LEASE TYPE	NNN
ROOF & STRUCTURE	Tenant
RENT COMMENCEMENT DATE	January 2024
LEASE EXPIRATION DATE	January 2039
TERM REMAINING ON LEASE	14 Years
INCREASES	5% Every 5 Years in the initial term and options
OPTIONS	Five, 5-Year Options
TENANT RESPONSIBILITIES	Roof, Structure, Parking Lot, Taxes, Insurance, Utilities
LANDLORD RESPONSIBILITIES	100% No Landlord Responsibilities

RENT SCHEDULE

BASE RENT		NOI	RETURN
YEARS 1-5		\$130,216	6.60%
YEARS 6 - 10		\$136,726	6.93%
YEARS 11-15		\$143,562	7.28%
OPTION RENT		NOI	RETURN
YEARS 16-20	(OPTION 1)	\$150,741	7.64%
YEARS 21-25	(OPTION 2)	\$158,278	8.02%
YEARS 26-30	(OPTION 3)	\$166,192	8.42%
YEARS 31-35	(OPTION 4)	\$174,501	8.84%
YEARS 36-40	(OPTION 5)	\$183,227	9.29%

INVESTMENT HIGHLIGHTS

14 YEAR CORPORATE NNN LEASE WITH RENT INCREASES IN INITIAL TERM

- This property features has 14 years remaining on a 15-year corporate guaranteed NNN lease with Dollar General with 5% rent increases every 5 years.
- Tenant is 100% responsible for all expenses including parking lot, taxes, insurance, roof and structure.
- There are 5% rent increases in each of the five, 5-year option periods.

NEW CONSTRUCTION 12,668 SF DOLLAR GENERAL

- 12,668 SF upgraded construction Dollar General located in Broadhead, WI.
- The subject property is open and rent commenced in January 2024.

MADISON MSA | 2ND MOST POPULOUS & FASTEST GROWING CITY IN WISCONSIN

- Brodhead is located in the Madison MSA which is the second largest and fastest growing city in Wisconsin.
- The Madison MSA has experienced significant employment growth, with a 3.8% increase above 2019 levels as of September 2024.
- The trade, transportation, and utilities sector is the largest in the MSAs, accounting for 17.5% of total employment in 2023. The education and health services sector follows closely, representing 16.8% of employment.
- The Madison MSA has the highest Per Capita Personal Income in Wisconsin, indicating a prosperous regional economy that benefits surrounding communities like Brodhead.
- The Madison, WI area is home to major companies including American Family Insurance Group (\$17B in revenue), Exact Sciences (\$10.44B market cap), CUNA Mutual Group (\$5.2B in revenue), Alliant Energy (\$4.2B in revenue), and Epic Systems (privately held, major healthcare software provider), showcasing its strong economic foundation and diverse industry presence.
- Madison, WI is home to University of Wisconsin–Madison (47,000+ students), Madison Area Technical College (approximately 30,000 students), and Edgewood College (2,000+ students).

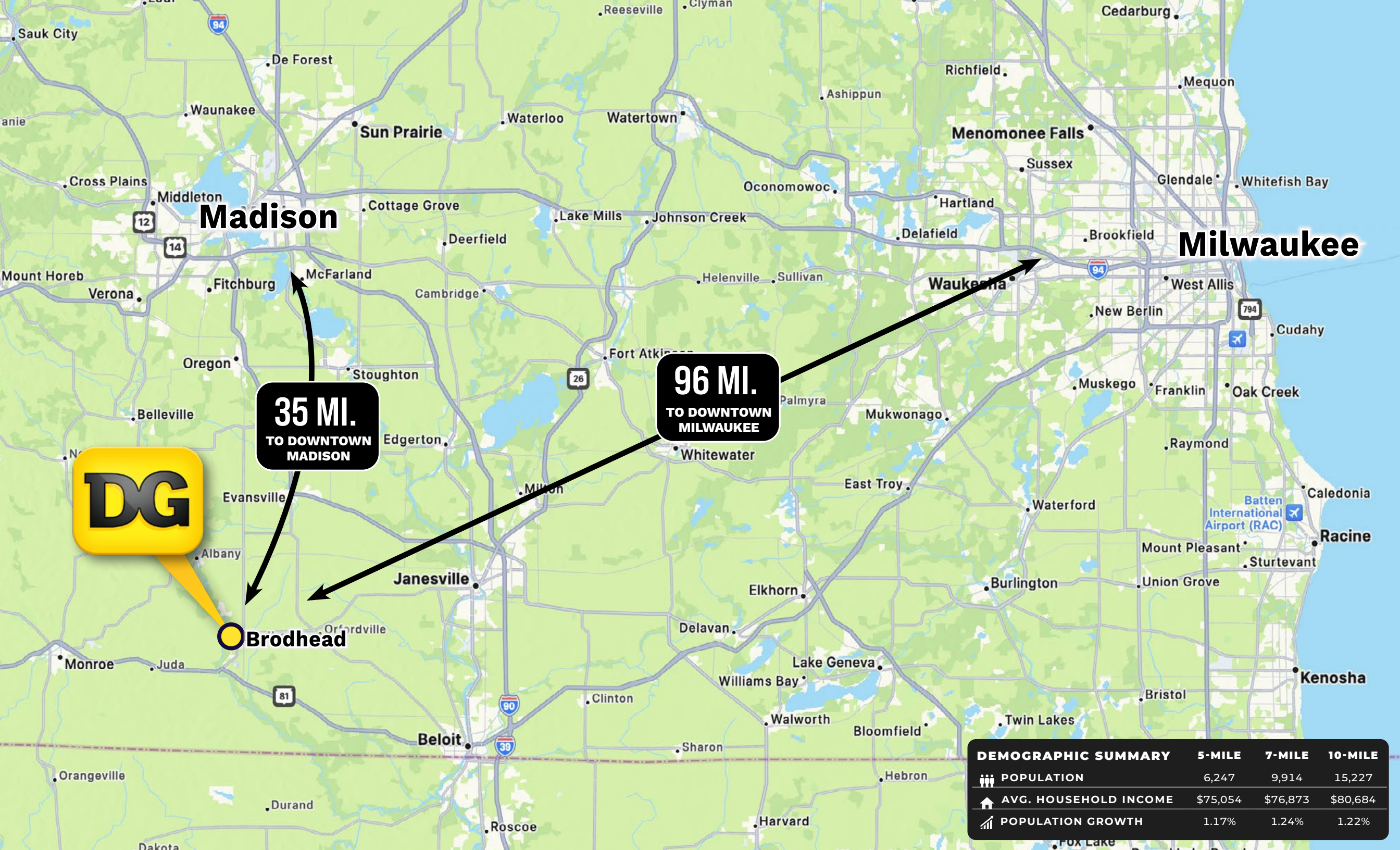
BRODHEAD, WI

- Located on Wisconsin Highway 11 (5,500 VPD).
- Positioned near newer construction homes adjacent to the store averaging \$320K in value.
- There are 2,542 households in a 5 mile radius.
- The 5 mile average household income is \$75,054 which is superior to most rural Dollar General Locations.
- To major local manufacturers Kuhn (400 employees) and Stoughton (425 employees) operate near this store.

INVESTMENT GRADE TENANT (S&P: BBB) WITH 21,000 LOCATIONS

- Dollar General is a publicly traded (NYSE: DG) Fortune 500 company with an S&P investment grade credit rating of BBB.
- Currently over 21,000 locations and plans to open 750 stores in 2025.
- Dollar General has been in business for 80 years and has a current net worth of over \$18.16B





Madison




Milwaukee

**35 MI.
TO DOWNTOWN
MADISON**

**96 MI.
TO DOWNTOWN
MILWAUKEE**



Brodhead

DEMOGRAPHIC SUMMARY		5-MILE	7-MILE	10-MILE
	POPULATION	6,247	9,914	15,227
	AVG. HOUSEHOLD INCOME	\$75,054	\$76,873	\$80,684
	POPULATION GROWTH	1.17%	1.24%	1.22%

monroe
a brand of aebi schmidt
MANUFACTURER

BLACKHAWK
TECHNICAL COLLEGE
2,232 STUDENTS

Walmart **Pick n Save**
piggly wiggly **Blain's FARM & FLEET** **ALDI**
maurices **ANYTIME FITNESS**
Culver's **TACO BELL** **CHEVROLET** **TOYOTA**
DAIRY QUEEN **MCDONALD'S** **SUBWAY** **DUNKIN'**

West T.O.W.N.E **JCPenney** **NORDSTROM** **VON MAUR** **SEPHORA**
DICK'S SPORTING GOODS **HOBBY LOBBY** **H&M** **Lids**
XX M VISITS/YR

Walmart **TARGET** **COSTCO WHOLESALE**
KOHL'S **TRADER JOE'S**
HyVee **Chick-fil-A** **Panera BREAD** **RED LOBSTER**
WHOLE FOODS **Olive Garden** **SUFFALO WILD WINGS** **TACO BELL** **STARBUCKS** **Applebee's**

Emmi **Roth**
MANUFACTURER

City of Monroe

Monroe Golf Club

Hwy 11
4,800 VPD

KUHN
MANUFACTURER

DG

piggly wiggly **UNITED STATES POSTAL SERVICE** **BANK OF BRODHEAD**
SUBWAY **Mobil** **MCDONALD'S** **CHEVROLET**

CAMP RANDALL STADIUM
CAPACITY 76,057

UNIVERSITY OF WISCONSIN MADISON
37,817 STUDENTS

CITY OF MADISON WISCONSIN

HENRY VILAS ZOO
A Part of You

KELCH AVIATION MUSEUM

Better BRODHEAD

STOUGHTON
It's in the details
MANUFACTURER

Hwy 104
2,700 VPD

Walmart **DUNKIN'** **ALDI**
Culver's **POPEYES**
LOUISIANA KITCHEN

Alliant Energy Center

Dane County Regional Airport

MADISON AREA TECHNICAL COLLEGE
30,065 STUDENTS

STOUGHTON
It's in the details
MANUFACTURER

STOUGHTON OPERA HOUSE

STOUGHTON WISCONSIN
EST 1847

HEADQUARTERS
AMERICAN FAMILY INSURANCE **CUNA Credit Union National Association**
All your protection under one roof®

STOUGHTON
It's in the details
MANUFACTURER

ZALK JOSEPHS
MANUFACTURER



Walmart  Pick 'n Save

 **Blain's**
FARM & FLEET 

maurices 

DAIRY QUEEN MCDONALD'S  

 **BLACKHAWK**
TECHNICAL COLLEGE
2,232 STUDENTS

 **monroe**
a brand of aebl schmidt
MANUFACTURER
900 EMPLOYEES


MANUFACTURER
500 EMPLOYEES



 Monroe (WI) Municipal Airport - KEFT

 SSM Health Monroe Hospital

 Monroe Golf Club

 Windy Acres Golf Course

 Muralt Bluff Prairie State Natural Area



   BANK OF BROADHEAD








 **STOUGHTON**
It's in the details
MANUFACTURER
425 EMPLOYEES


MANUFACTURER
400 EMPLOYEES



 Hwy 104
2,700 VPD

 Hwy 11
4,800 VPD

 E 9th Ave
3,300 VPD

 1st Center Ave
7,500 VPD





COUNTY LINE
BEVERAGE

STOUGHTON
It's in the details
MANUFACTURER
425 EMPLOYEES



RECENT
RESIDENTIAL
DEVELOPMENT
\$320K HOMES

KUHN
MANUFACTURER
400 EMPLOYEES



E 9th Ave
3,300 VPD

11 Hwy 11
5,500 VPD

KARENS SHED



SUPER SOY LLC



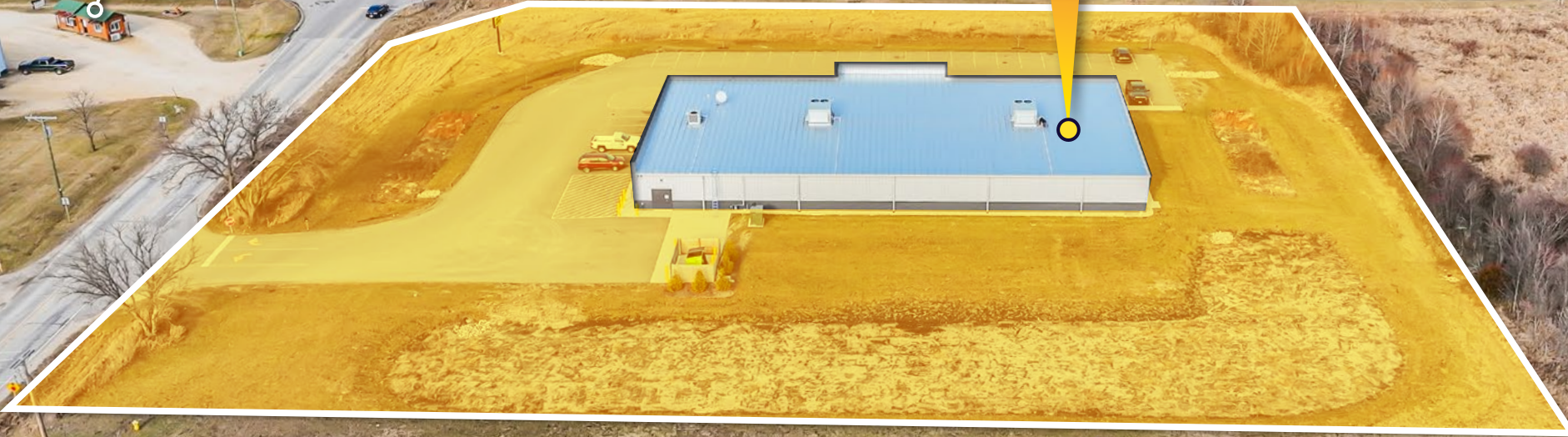
 **E 9th Ave**
3,300 VPD



KARENS SHED



 **Hwy 11**
5,500 VPD





LITTLE LEARNERS DAYCARE



Kobussen Buses Ltd.

KARENS SHED



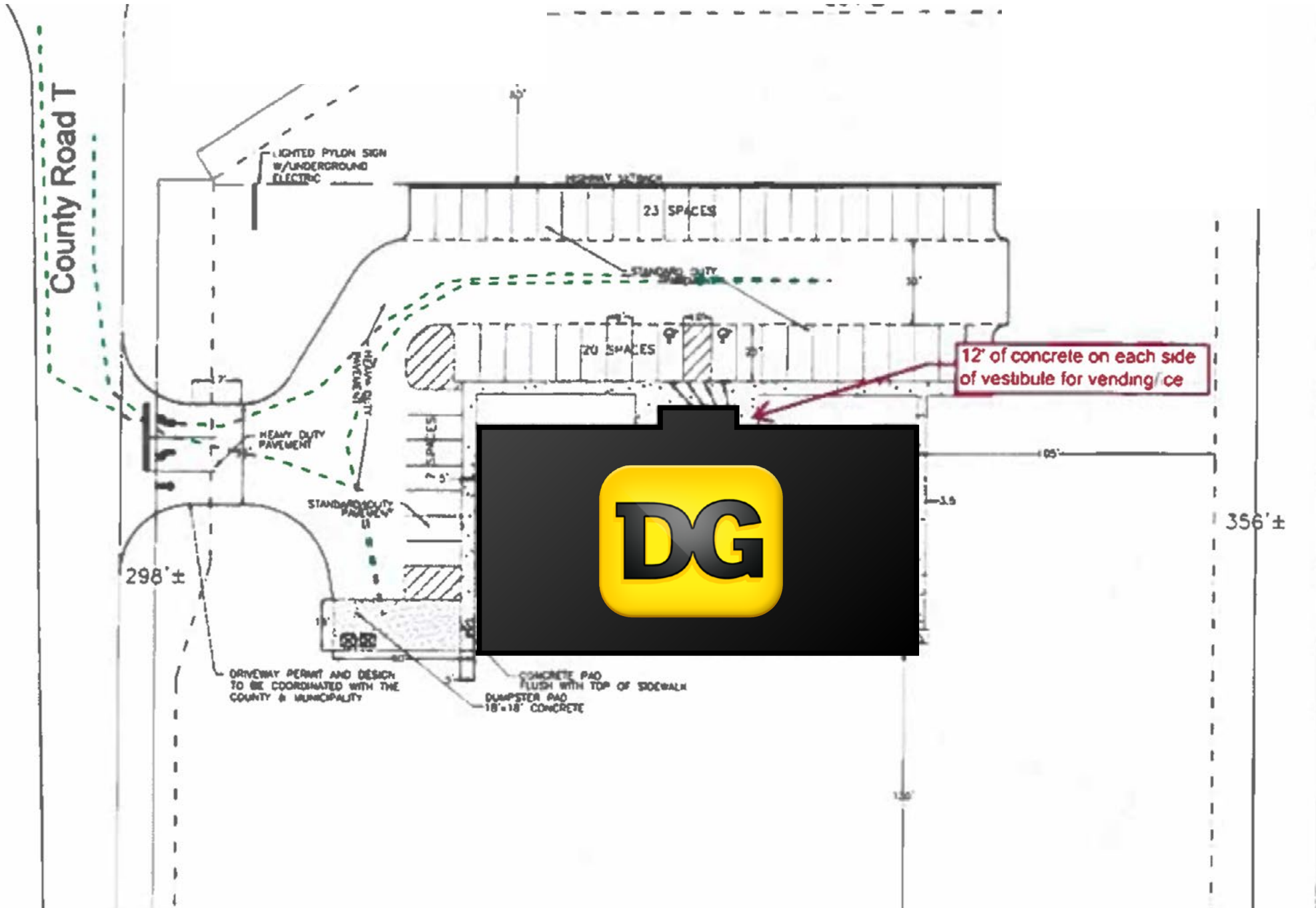
E 9th Ave
3,300 VPD



11 Hwy 11
5,500 VPD



SITE PLAN



MADISON, WI

The Madison, Wisconsin MSA is a dynamic hub in the Midwest, anchored by the University of Wisconsin–Madison (47,000+ students) and a highly skilled workforce supporting key industries such as healthcare, technology, manufacturing, and agriculture. The region benefits from a cost of living below the national average and its strategic location, offering efficient access to Chicago, Milwaukee, and Minneapolis. Madison is home to major companies including Epic Systems, Exact Sciences, American Family Insurance, and Alliant Energy, which contribute significantly to the area's economic growth. The city's transportation infrastructure, encompassing air, rail, and highway systems, supports the movement of goods and people, while the surrounding lakes and natural resources enhance the region's appeal as a prime location for business and industry.

680,796
MSA POP.

410,900
WORKFORCE

50,633
STUDENT COUNT UNIVERSITY
OF WISCONSIN MADISON

CORPORATE PRESENCE



**EXACT
SCIENCES**



MADISON, WI | CAPITOL OF WISCONSIN

UNIVERSITY OF WISCONSIN MADISON CAMPUS

PROVEN MOMENTUM.
ESSENTIAL RETAILER.



BBB

S&P CREDIT RANKING
INVESTMENT GRADE

DG

PUBLICALLY
TRADED

\$54.4 B

TOTAL NET
WORTH

83

YEARS IN
BUSINESS

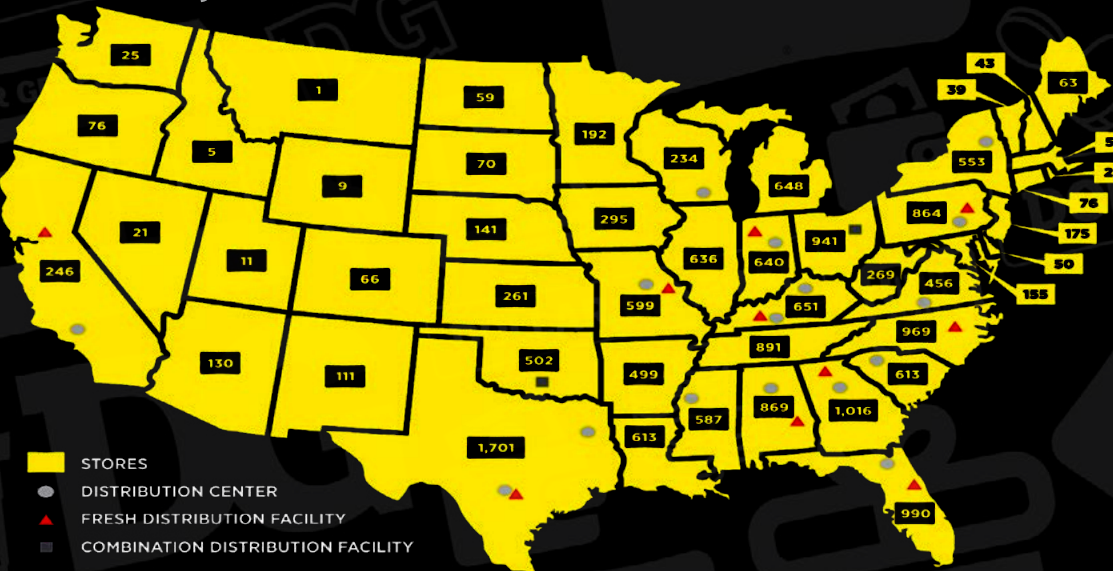
21,000+

STORES IN
48 STATES

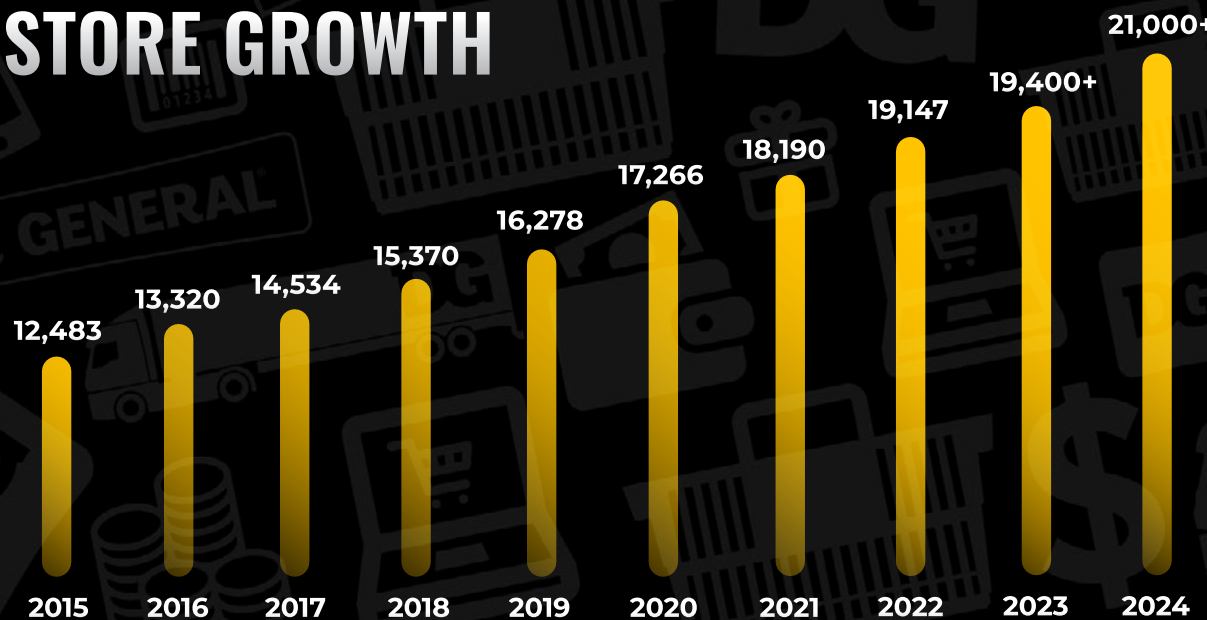
750

NEW STORES
PLANNED FOR 2025

21,000+ STORES IN 48 STATES



STORE GROWTH



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Marcus & Millichap
TAYLOR MCMINN
RETAIL GROUP

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MARCUS & MILLICHAP REAL ESTATE INVESTMENT SERVICES OF MICHIGAN, INC.

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Marcus & Millichap
TAYLOR MCMINN
RETAIL GROUP

Dated:

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Fax: (815) 550-1286
don.mcminn@marcusmillichap.com

Re: 106 9th Street, Brodhead, WI 53520 (Dollar General)

Dear:

Please accept this offer to purchase the above referenced Property. This letter expresses Purchaser's interest in purchasing the Property under the following terms and conditions:

Purchaser _____

**Purchaser's
Address** _____

**Purchaser's
Phone/Fax** _____

**Purchaser's
Email Address** _____

Offer Price _____

Earnest Money \$25,000 earnest money deposit due within forty-eight (48) hours of the Effective Date of the Contract with an additional \$25,000 deposited at the expiration of the Inspection Period (\$50,000 Total). The Earnest Money shall become non-refundable barring any other listed contingencies at the expiration of the Inspection Period.

Inspection Period 21 Calendar Days from the Effective Date, which shall mean the date on which the latter of the parties executes a Contract. All available Due Diligence Documents ("Documents") will be forwarded immediately upon the Effective Date of the Contract.

Purchaser's Initials _____ Seller's Initials _____

Financing Period
(Please Check One)

☐ **All Cash** (No Financing Period)

☐ **Financing:** Purchaser shall have ten (10) days from the Effective Date of the Contract to apply for and obtain a financing commitment. In addition, Purchaser shall have 30 days from the effective date of the contract to complete loan processing. Purchaser shall use its best efforts to secure and obtain a new first mortgage loan in the amount of \$_____ on terms which are acceptable to Purchaser.

Closing Date

Within 10 Calendar Days Calendar days from rent commencement and receipt of the tenant estoppel.

Closing Costs

Seller shall pay for the transfer tax. Buyer shall pay for Title. Purchaser and Seller shall each bear its own attorneys expenses. All other Closing Costs shall be split 50-50 between Buyer and Seller.

Property Condition

Property is being sold "AS IS" with Seller making representations or warranties concerning the property.

**Contract within
10 days:**

Within Ten (10) Calendar Days of the Effective Date of this Letter of Intent, Purchaser and Seller shall enter into a binding Contract (the "Contract"). Seller will Draft the Contract and Failure to reach an agreement will allow the Seller to consider this agreement void and accept offers from other parties.

Broker Commission

Purchaser _____ acknowledges that Purchaser has employed _____, ("Purchaser's Brokers") to represent them in this transaction. Any commissions due the Purchaser's broker (if applicable) shall be paid by the Seller directly.

1031 Exchange

Purchaser ☐ is / ☐ is not (check one) completing an IRS 1031 Tax Deferred Exchange, to which the Seller agrees to cooperate providing there is no cost or expense to Seller. Purchaser has \$_____ in an exchange account from a transaction which closed escrow on _____. Purchaser will provide Seller, upon request, proof of such funds.

Confidentiality

Purchaser and Purchaser's agents and representatives hereby covenant with Seller that Purchaser and Purchaser's agents and representatives shall not, without the prior written consent of Seller (which consent may be withheld in Seller's sole and absolute discretion), disclose to any other person (other than Purchaser's accountants and attorneys) or entity by any means whatsoever: (i) any information pertaining to the Documents; (ii) any information pertaining to the Contract; or (iii) any information or documentation _____
Purchaser's Initials _____ Seller's Initials _____

(written or oral) provided by Seller or Seller's agents and representatives concerning Seller, Seller's business, Tenant, Tenant's business or the Property.

This Letter of Intent is contingent upon the prospective Purchaser's willingness to execute Seller's standard Purchase Agreement as well as review and approval of the details of the transaction proposed above by the appropriate principal parties of the Seller.

It is understood and agreed that the foregoing constitutes a *Letter of Intent* setting forth the major business points from our discussions. It is further understood that neither party intends to create any contractual rights or obligations as a result of entering into this *Letter of Intent*. No binding agreement or rights or obligations shall arise as the result of executing this letter or with respect to the proposed transactions, unless and until we execute definitive documentation incorporating the above provisions and other appropriate terms.

If the foregoing accurately reflects our discussions, please acknowledge same by returning a signed copy of this letter. Execution of this Letter of Intent by the undersigned agent in no way binds or obligates the Seller or any of its principals.

Agreed and Accepted | Purchaser

By: _____

Printed: _____

Dated: _____

Agreed and Accepted | Seller

By: _____

Printed: _____

Dated: _____

Purchaser's Initials _____ Seller's Initials _____