

3 Rule Property

MIDDLETOWN, NY



A PROPOSAL FOR COMMERCIAL SERVICES

KW COMMERCIAL

123 Tice Blvd.

Woodcliff Lake, NJ 07677

PRESENTED BY:

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NY / NJ Director Of Operations
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NJ #1329654 - NY #40D00954015

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MIDDLETOWN, NY

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3 RULE PROPERTY

PROPERTY INFORMATION

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EXECUTIVE SUMMARY

PROPERTY DESCRIPTION

PROPERTY DETAILS

COMPLETE HIGHLIGHTS

ADDITIONAL PHOTOS

Executive Summary



SALE PRICE:	\$725,000
PRICE PER UNIT:	-
LOT SIZE:	0.49 Acres
BUILDING SIZE:	3,264 SF
YEAR BUILT:	1940
ZONING:	Restaurant - Light Enterprise
MARKET:	Retail
SUB MARKET:	Restaurant / Commercial Land
CROSS STREETS:	State Route 211
TRAFFIC COUNT:	24,692

PROPERTY OVERVIEW

This property is a classic 3 Rule Property. Location - Location - Location. A High Traffic Count is one feature that marks this lot as a future home for a successful high-volume user. Gas Station - Convenience - Grocery user would be an easy fit. Fully equipped Restaurant in place. Gas - Municipal Water - Sewer add to the high utility for this property. If location counts in your business plan - this is a must see.

PROPERTY FEATURES

- State Highway Intersection.
- High Traffic Count
- Fully Equipped Existing Restaurant
- Municipal Gas - Water - Sewer

Property Description



PROPERTY OVERVIEW

This property is a classic 3 Rule Property. Location - Location - Location. A High Traffic Count is one feature that marks this lot as a future home for a successful high-volume user. Gas Station - Convenience - Grocery user would be an easy fit. Fully equipped Restaurant in place. Gas - Municipal Water - Sewer add to the high utility for this property. If location counts in your business plan - this is a must see.

LOCATION OVERVIEW

3264 Sq Ft Restaurant - 40 car parking lot. Busy Crossroads with high density residential complexes surrounding the area. Well organized and maintained property. Great Location with high traffic count.

ADD HEADER

add text...

ADD HEADER

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Property Details

PROPERTY NAME:	3 Rule Property
STREET ADDRESS:	2040 Goshen Turnpike
CITY, STATE, ZIP:	Middletown, NY 10941
PROPERTY TYPE:	Retail
APN:	
GROSS LEASABLE AREA:	SF
BUILDING CLASS:	
ZONING:	Restaurant - Light Enterprise
YEAR BUILT:	1940
NUMBER OF STORIES:	
FOUNDATION:	
WALLS:	



Complete Highlights

PROPERTY HIGHLIGHTS

- State Highway Intersection.
- High Traffic Count
- Fully Equipped Existing Restaurant
- Municipal Gas - Water - Sewer



Additional Photos



3 RULE PROPERTY

LOCATION INFORMATION

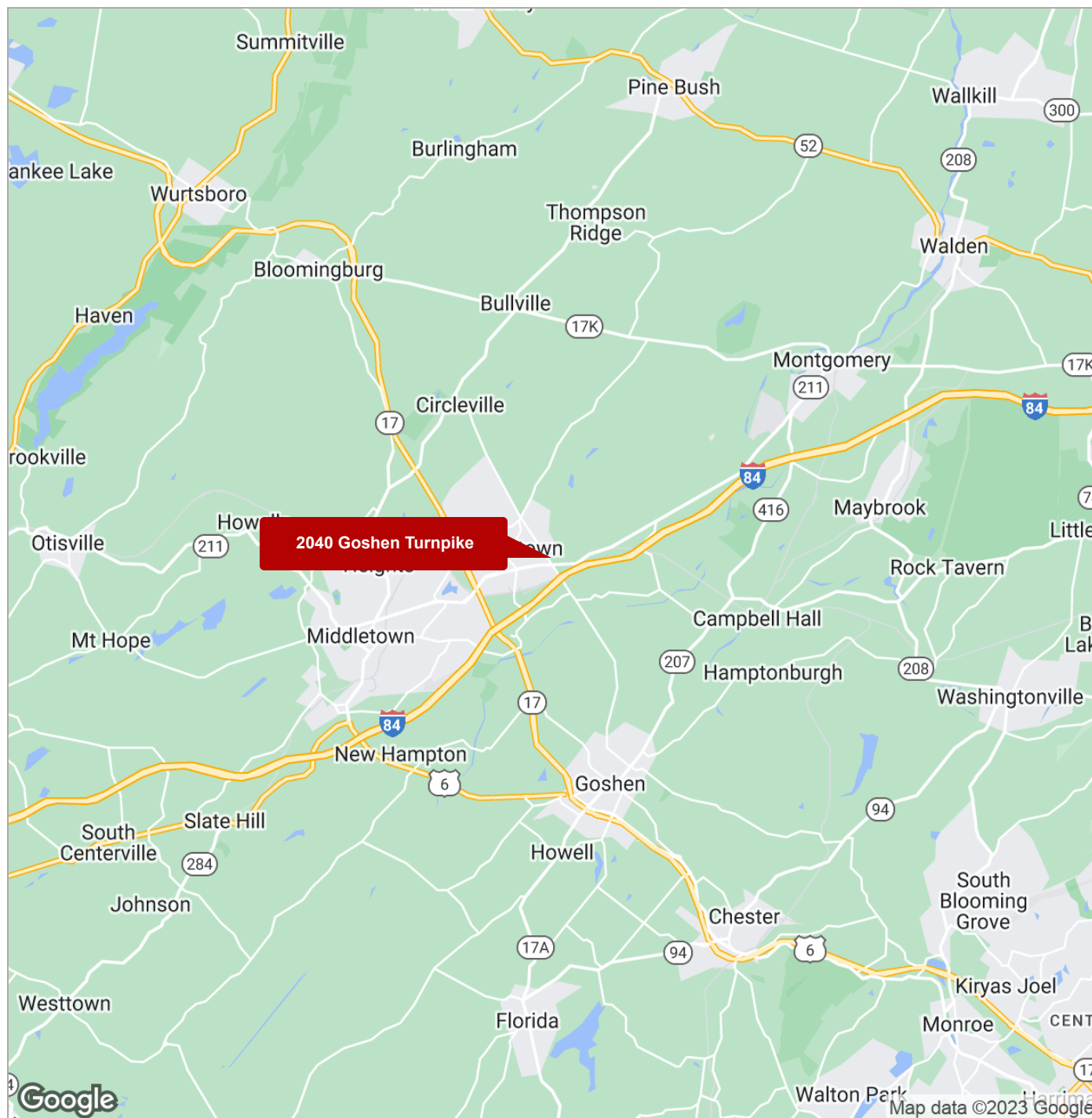
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REGIONAL MAP

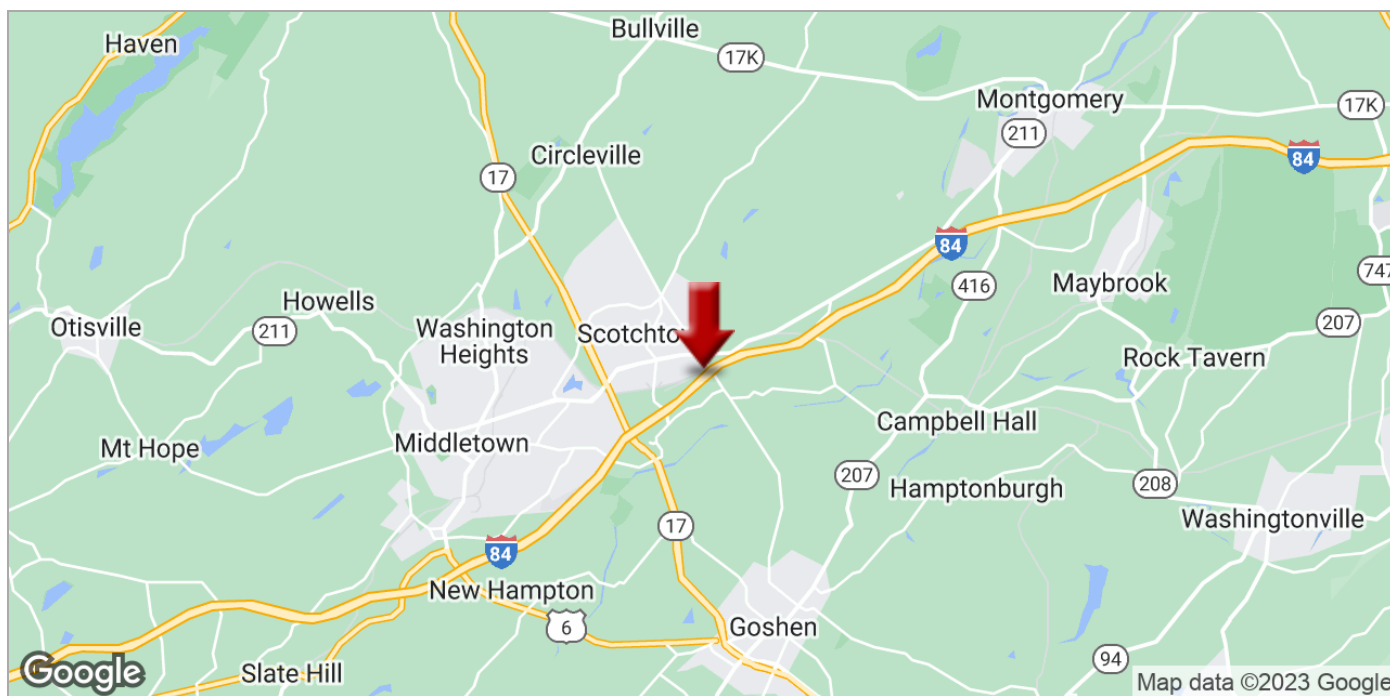
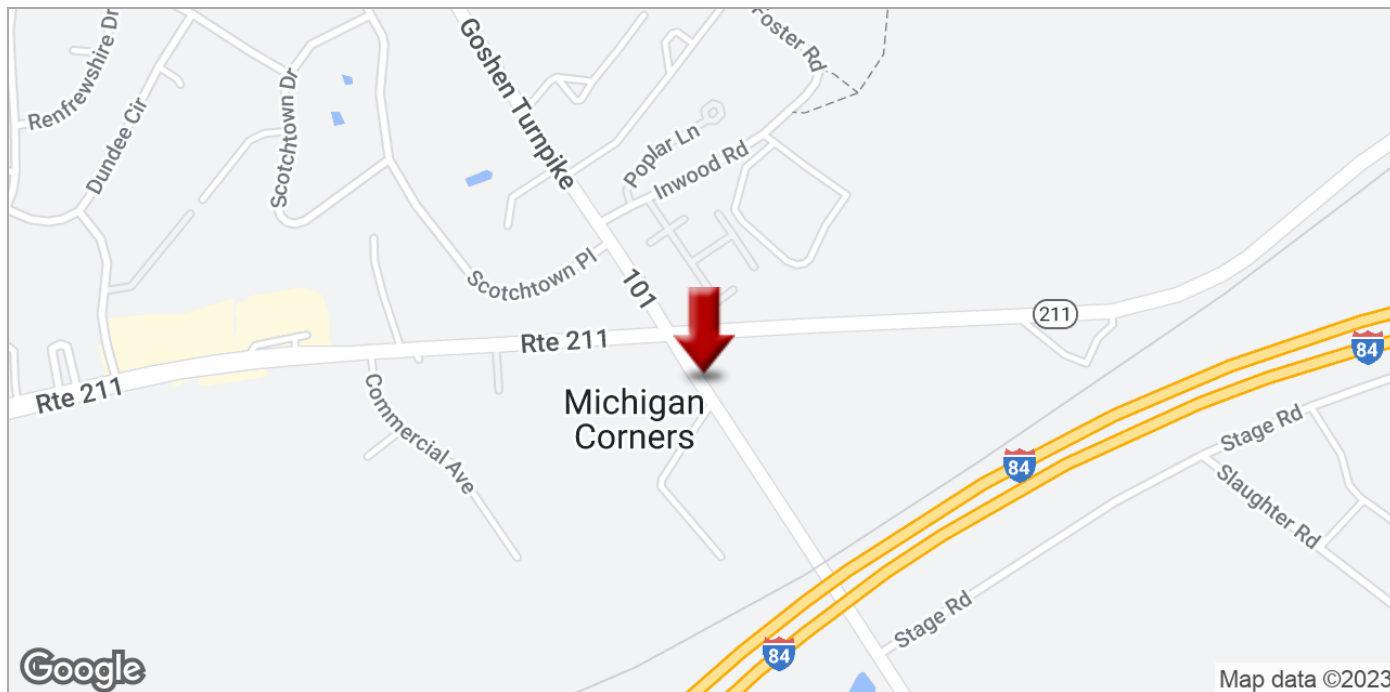
LOCATION MAPS

AERIAL MAP

Regional Map



Location Maps



Aerial Map



3 RULE PROPERTY

FINANCIAL ANALYSIS

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FINANCIAL SUMMARY

Financial Summary

INVESTMENT OVERVIEW

Price	\$725,000
Price per SF	\$222.12
CAP Rate	-
Cash-on-Cash Return (yr 1)	- %
Total Return (yr 1)	-
Debt Coverage Ratio	-

OPERATING DATA

Gross Scheduled Income	-
Other Income	-
Total Scheduled Income	-
Vacancy Cost	-
Gross Income	-
Operating Expenses	-
Net Operating Income	-
Pre-Tax Cash Flow	-

FINANCING DATA

Down Payment	-
Loan Amount	-
Debt Service	-
Debt Service Monthly	-
Principal Reduction (yr 1)	-

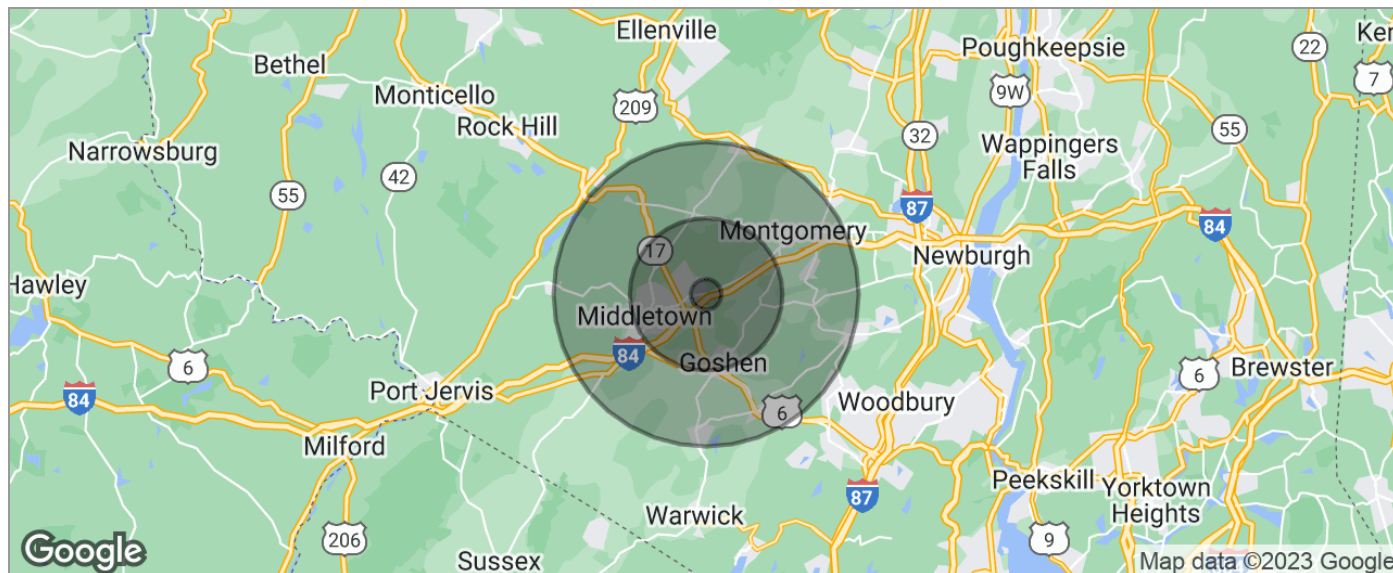
3 RULE PROPERTY

DEMOGRAPHICS

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DEMOGRAPHICS MAP

Demographics Map



POPULATION	1 MILE	5 MILES	10 MILES
TOTAL POPULATION	2,616	48,030	137,423
MEDIAN AGE	37.9	37.0	38.1
MEDIAN AGE (MALE)	40.9	36.1	37.3
MEDIAN AGE (FEMALE)	37.1	38.2	38.9
HOUSEHOLDS & INCOME	1 MILE	5 MILES	10 MILES
TOTAL HOUSEHOLDS	1,016	17,008	47,611
# OF PERSONS PER HH	2.6	2.8	2.9
AVERAGE HH INCOME	\$76,413	\$74,682	\$79,857
AVERAGE HOUSE VALUE	\$324,610	\$321,797	\$340,768
RACE	1 MILE	5 MILES	10 MILES
% WHITE	64.3%	63.2%	71.7%
% BLACK	12.0%	13.8%	11.3%
% ASIAN	4.1%	2.9%	2.5%
% HAWAIIAN	0.0%	0.0%	0.0%
% INDIAN	0.0%	0.2%	0.4%
% OTHER	11.8%	15.3%	11.0%
ETHNICITY	1 MILE	5 MILES	10 MILES
% HISPANIC	26.0%	27.7%	21.0%

* Demographic data derived from 2020 ACS - US Census

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ADDITIONAL INFORMATION

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ADVISOR BIOS

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ADVISOR BIO & CONTACT 1

Advisor Bio & Contact 1



Robert Donnelly

NY / NJ DIRECTOR OF OPERATIONS

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BACKGROUND

Bob is a licensed Realtor Associate in New York and New Jersey. He has helped many experienced investors and owners in both residential and commercial real estate transactions. He brings a wide range of experience to every negotiation. Whether representing buyers & landlords or sellers & tenants with home sales or business transactions, the client's future is always what's considered.

"Real estate exchanges are serious and life-altering events for most people. It is likely among the most important of transactions most people will ever be involved in. I look to bring the best results possible to those I am privileged to serve. Every transaction is a personal journey for those involved – those personalized interests will be protected and cared for throughout the process. Client interest first is not only an ethical practice, it is my personal business practice."

Bob earned a Degree in Liberal Arts and has worked as a newspaper editor, business manager, publisher, news reporter and editorial writer. For 20 years, Bob ran a commercial art business that included working with and inspiring concepts used in company retail marketing. This experience included hands on work with building departments, architects, and project designers. Services provided included expediting approvals for commercial use through planning boards, zoning boards, and appeals authorities, as well as mitigating violations. This marketing and business expertise affords him the ability to offer his clients an advantage in navigating and negotiating their real estate sale or purchase.

EDUCATION

Liberal Arts Associates - SUNY

MEMBERSHIPS & ASSOCIATIONS

Brokers Price Opinion Resource - National Association of Realtors
Senior's Real Estate Specialist - National Association of Realtors
Keller Williams Commercial Division - Director
KW Commercial, Ft. Lee - Director of Operations

3 RULE PROPERTY

WHY KW COMMERCIAL

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WHY KW

MARKETING TIMELINE

SAMPLE - BROCHURE

SAMPLE - EMAIL MARKETING

SAMPLE - SIGNAGE

SAMPLE - DEDICATED WEBSITE

Why KW

WHY

Hire KW Commercial for Retail:

- 700 offices nationwide, including tier 2 and 3 cities in 49 states
- State-of-the-art transaction process
- Higher net monies to field agents
- No conflicts of interest
- Secure online service portal
- 95,000 residential agents
- \$4 billion in transaction volume

Location, speed to market and economic performance are just as important to me as they are to my clients. Whether you're an investor, landlord or tenant, I provide local market knowledge with national and international exposure to assist buyers in making informed decisions that benefit your bottom line. My retail core client services include:

- Market surveys, demographics and analysis
- Acquisitions
- Investment Sales
- Consulting
- Tenant Representation
- Landlord representation



ABOUT

KW Commercial:

KW Commercial, the commercial real estate arm of Keller Williams Realty, the largest real estate company in North America, is no stranger to success. Our commercial team consists of the most knowledgeable, results-driven brokers backed by the most innovative and scalable technology the commercial real estate industry has to offer. Our KW Commercial agents and brokers are held to the highest standard of business to exceed our clients' needs in virtually any market nationwide.

An agent-centric company, our mission is "to build commercial careers worth having, businesses worth owning and lives worth living." KW Commercial provides our associates with the training, technology, marketing tools and resources to serve their clients at the highest level.

Our agents work harder because their work directly influences their bottom line.

KW Commercial agents are located in over 650 offices nationwide, including secondary and tertiary markets. This means wherever you need a commercial agent, there is one there for you. With this many locations, we are never far from where our clients need to be.

Marketing Timeline

The following are general timelines for marketing actions that are being implemented, which will be governed by market conditions:

1 to 15 Days:

- Order "AVAILABLE" sign(s), subject to municipality signage permits and processes
- Prepare a competitive property profile to leverage our knowledge on competing properties
- Enter property information on internet-based marketing services including:
 - Costar, LoopNet, Catylist (CIE's) and KW Commercial website
- Generate property flyer and e-brochure for prospect market and real estate community
- Develop first tier target prospect market
- Send property flyer and e-brochure to prospect market and real estate community

15 to 30 Days:

- Complete first tier prospect market direct mail
- Resend e-brochure to prospect market and real estate community
- Cold call follow-up on first tier prospect mailing

30 to 60 Days:

- Develop second tier target prospect market
- Complete second tier prospect market direct mail
- Cold call follow-up on second tier prospect mailing
- Resend e-brochure to prospect market and real estate community

60 to 120 Days:

- Develop third tier target prospect market
- Complete third tier prospect market direct mail
- Follow-up on first and second tier prospects
- Resend e-brochure to prospect market and real estate community
- Review marketing feedback

120 to 180 Days:

- Discuss progress with ownership
- Reasses marketing plan (if necessary)

Sample - Brochure

BROCHURES & FLYERS

We will create a color brochure highlighting the features and benefits of the property. The brochure includes applicable property photos, building highlights, location description, aerial photographs, demographics and/or proposed development plans, and contact information. KW Commercial is flexible and we will adapt to that which is most comfortable with you.

MULTI-FAMILY FOR SALE

VILLA SIERRA APARTMENTS
 2630 Fayette Dr, Mountain View, CA 92612

DETAILS

SALE PRICE:	\$3,400,000
UNITS:	46
CAP RATE:	6.47%
GRM:	7.7
NOI:	\$220,101
LOT SIZE:	10.34 Acres
BUILDING SIZE:	202,581 SF
YEAR BUILT:	2006
RENOVATED:	2009
ZONING:	RM2
MARKET:	Bay Area Market
SUB MARKET:	Silicon Valley
CROSS STREETS:	Sample Street

PROPERTY HIGHLIGHTS

- Newly Constructed Intimate Community
- Steps away from Lions Park
- Outdoor Courtyard Area for Gathering
- Convenient Access to I-5, Evergreen Highway
- Close to Boeing Campus On Busline
- Walking Distance to Safeway Grocery Store and Restaurants

DEMOGRAPHICS

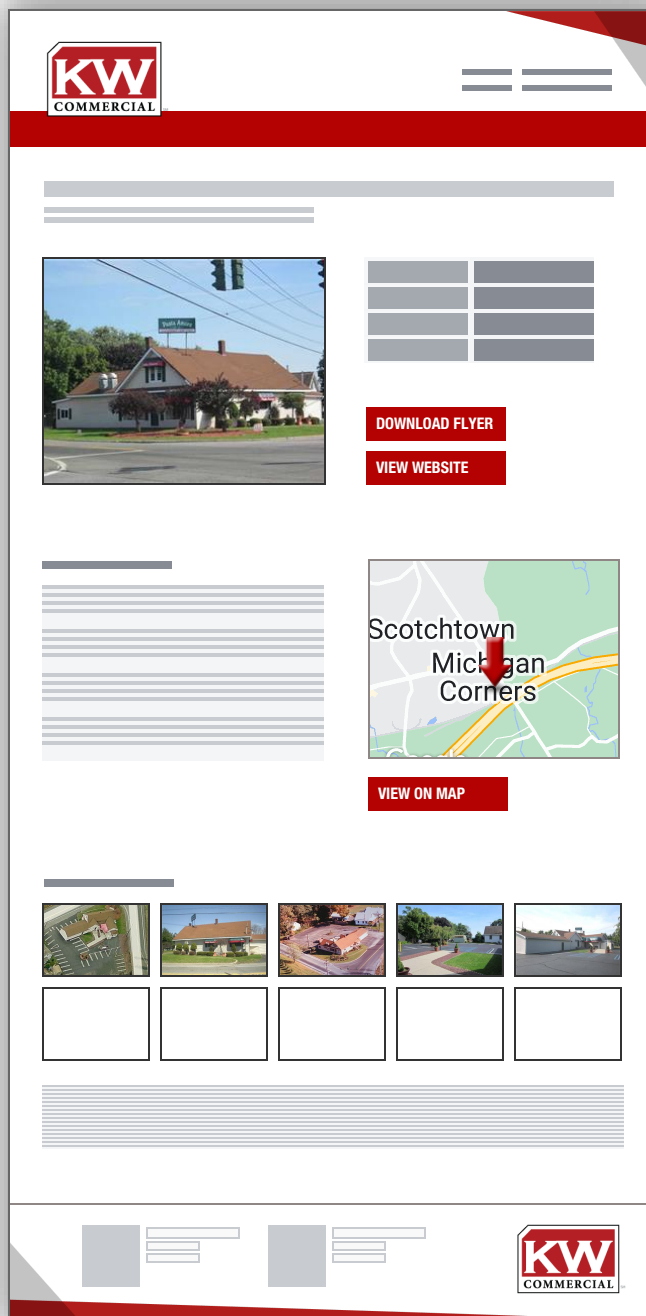
	1 Mile	2 Miles	3 Miles
Total Households:	12,447	32,647	53,189
Total Population:	2.3	2.4	2.4
Average HH Income:	\$101,571	\$119,814	\$133,789

SCHUYLER WILLIAMSON // 512.439.8630 // schuyler.williamson@kw.com
kwcommercial.com

Sample - Email Marketing

HTML EMAIL CAMPAIGNS

We will create a marketing email packet for the project and email the packets to all interested prospects in our extensive email database. We will effectively track, target, and pursue prospects reporting prospect contacts with our clients



Sample - Signage

SIGNAGE

Our standard sign is designed to generate the maximum volume of inquiries regarding the subject. We place sign(s) which include KW Commercial's telephone number, website and the text "AVAILABLE" in a strategic location which maximizes visibility. Our standard sign is a 6' x 4' horizontal sign positioned to achieve maximum public exposure. However, all signs are subject to local municipal restrictions.

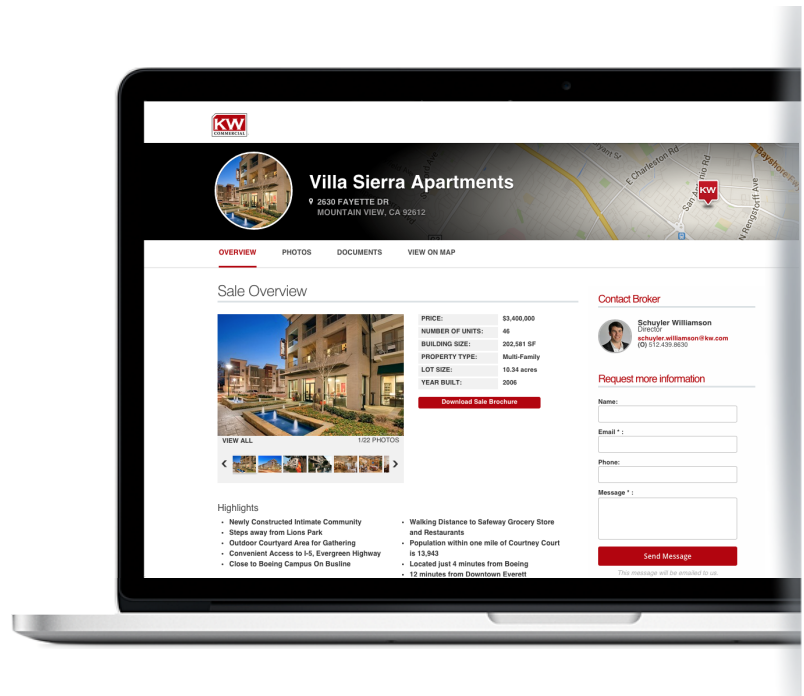


Sample - Dedicated Website

DEDICATED PROPERTY WEBSITE

A dedicated property website with a customized URL is created for your listing. The website is listed on both our local site as well as the KW commercial national website, www.kwcommercial.com. and is available to principals, property owners, investors, brokers and prospective tenants searching the internet for commercial real estate.

* If necessary, information which is considered confidential and not public record will require the execution of a confidentiality agreement prior to receipt of classified materials.



VIEW THE LIVE WEBSITE:

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