



UPSTATE COMMERCIAL GROUP

Offering Memorandum

MOE'S SOUTHWEST GRILL
1053 Bypass 123 Seneca 29678
FAST CASUAL RESTAURANT

Building & Land \$1,500,000
Franchise \$200,000

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Executive Summary



What a unique opportunity to purchase a turn-key, national franchise with the associated real estate. Moe's Southwest Grill provides a new owner an opportunity to purchase a cash flowing asset at a price substantially below replacement costs. This Moe's was built in 2020 and it is located on the busiest highway in Seneca, SC. Other fast casual restaurants are limited in the direct market and this location is #1 for catering in the Upstate. The regional market is Greenville-Spartanburg-Anderson & this site is positioned on a bustling highway with approximately 35,000 daily vehicles. Investing in a Moe's Southwest Grill franchise in Seneca, South Carolina, presents an opportunity to enter the growing fast-casual Mexican-inspired dining sector in a strategically located town. Moe's, part of GoTo Foods, is known for its customizable burritos, tacos, and bowls with fresh ingredients, appealing to a broad customer base including families, students, and tourists. With no existing Moe's location in Seneca (the nearest is in Clemson), this could fill a market gap in a region boosted by Clemson University's economic influence. The franchise model emphasizes multi-unit development, with incentives for committing to three or more locations. There are currently 600+ Moe's locations nationwide.



Brand Strength

Prime High-Traffic Location: Situated on US-123 (Bypass 123), a major thoroughfare in Seneca, the restaurant benefits from excellent visibility and accessibility, drawing steady local traffic as well as visitors from Clemson (just 10 miles away). This strategic spot supports consistent foot and drive-thru volume, enhanced by proximity to tourism hotspots like Lake Keowee.

- The Moes Franchise did around 705 million in annual revenue in 2022
- Strong household income and growing trade area population
- Opportunity for real estate and business ownership cash flow



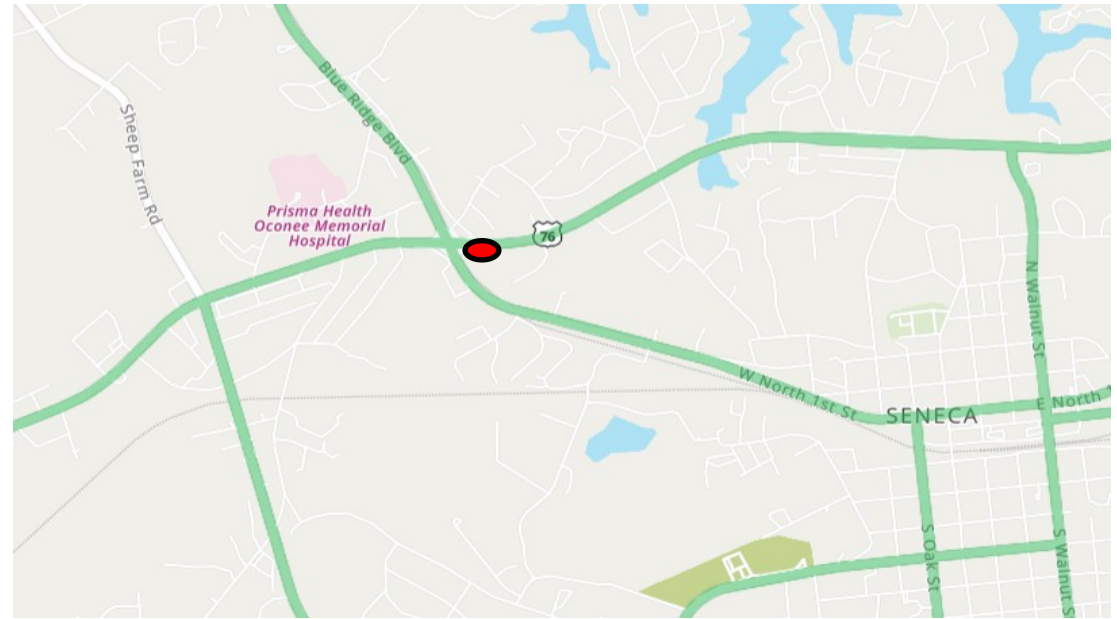
- National Franchise Tenant- 600+ locations nationwide
- Robust Franchise Support System: Franchisees benefit from comprehensive training, ongoing operational guidance, national marketing campaigns, and established supply chains, reducing startup risks and enhancing long-term success.
- Established Legacy and Consistent Growth: Celebrating its 25th anniversary in 2025, Moe's has achieved four consecutive years of expansion, including the opening of 15 new locations in the past year alone. This demonstrates the brand's resilience and adaptability in a competitive market.





Location Overview

This location excels as a prime site for a fast-casual restaurant like Moe's due to its blend of high-traffic exposure, demographic diversity, and regional connectivity. The Bypass 123 corridor is in the heart of Seneca's commercial district, offering exceptional visibility to both eastbound and westbound traffic, which includes commuters, university students and staff from Clemson (a short 10-15 minute drive), Duke Energy employees, and tourists exploring the Upstate's scenic lakes and mountains. An estimated 35,000 cars a day travel this portion of 123. The area's mild climate and proximity to natural attractions boost foot traffic year-round, while the mix of residential neighborhoods, retail giants, and essential services ensures a steady stream of locals for lunch rushes, family dinners, and quick takeout via delivery partnerships.



Overall, the location's accessibility—via major intersections like Blue Ridge Boulevard and Highway 130—combined with Seneca's growing economy (supported by industries like education, healthcare, and tourism) and low unemployment, positions it for sustained business success. Reviews often highlight the convenience of the spot, with ample parking and no major congestion issues, making it an ideal anchor in a resilient, community-oriented market.



Property Details

Address: 1053 By Pass 123 Seneca, SC 29678

Property Type: Fast Casual Dining

Numbers of Buildings: 1

Combined Building Size: =+/- 2408 SF

Number of Parking Spaces: 42

Built: 2020

Occupancy: 100%

Tenants: National

Kitchen Equipment: All Included

Ceiling Heights: 10 FT

Land Area: 0.78 Acres

County: Oconee

Tax Map #: 520-21-01-031

Sewer: Seneca Light and Water

Water: Seneca Light and Water

Gas: Fort Hill

Power: Seneca Light and Water

Franchise Profile

Moe's Southwest Grill is a leading fast-casual restaurant chain that offers a variety of fresh, customizable Mexican-inspired dishes. Founded in 2000 in Atlanta, Georgia, the company has grown to become one of the prominent players in the Tex-Mex segment, with over 600 locations across the United States and internationally. Moe's focuses on providing high-quality ingredients, bold flavors, and a fun, welcoming atmosphere, with its signature "Welcome to Moe's!" greeting.

Moe's Southwest Grill reports strong financial performance, with average unit volumes (AUV) exceeding \$1.2 million per location. System-wide sales reached approximately \$731 million in recent reports, reflecting robust growth and consumer demand. The brand has achieved four straight years of positive growth as of 2025, fueled by innovative menu items, digital enhancements, and strategic expansions.



Moe's is committed to community involvement and sustainability, partnering with local organizations and focusing on eco-friendly practices. With its rebel spirit and dedication to quality, Moe's continues to attract loyal customers and franchisees, positioning it as a resilient tenant in the competitive fast-casual sector.

One of the unique aspects of Moe's is its emphasis on customization and fresh preparation. Customers can build their own burritos, tacos, quesadillas, nachos, and bowls from a wide array of proteins, veggies, salsas, and signature queso. The chain caters to various dietary preferences, including vegetarian, vegan, and gluten-free options, making it accessible to a broad customer base. Moe's also offers catering, delivery,

Arial View



Site Plan





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