



3297 River Rd N, Salem

Redevelopment Opportunity

3297 RIVER RD N, SALEM, OR 97303



PROPERTY SUMMARY

HIGH TRAFFIC RETAIL REDEVELOPMENT OPPORTUNITY

3297 RIVER RD N
SALEM, OR 97303

OFFERING SUMMARY

SALE PRICE:	\$699,900
LOT SIZE:	0.7 Acres
PRICE / ACRE:	\$999,857
ZONING:	Salem MU-III

PROPERTY SUMMARY

This is a redevelopment opportunity at a signalized intersection on the south end of River Road N, where Salem and Keizer meet, just blocks north of the Salem Parkway. The longtime home to a local upholstery business, the highest and best use is for commercial retail or office redevelopment. It is on the west "going to work" side of River Road and has its highest traffic counts in the morning as commuters travel to work from Keizer to Salem. A customer making a right turn out of this location has easy access to either River Road/Commercial Street NE into Salem or Broadway St NE to the Salem Parkway.



PROPERTY HIGHLIGHTS

- Easy access to Salem Parkway and Interstate 5
- Nearly 30,000 vehicles per day pass by this location
- Situated within a business-friendly municipality
- Signaled intersection access
- Zoned Salem-MU-III, encompassing a plethora of uses (check local jurisdiction)



**Signalized River Rd
Frontage**



**30,000+ Daily Traffic
Count**



**Zoning Allows for
wide range of uses**





.70 ACRES
ZONED MU-III

PROPERTY PHOTOS



HIGH TRAFFIC AND GREAT VISIBILITY

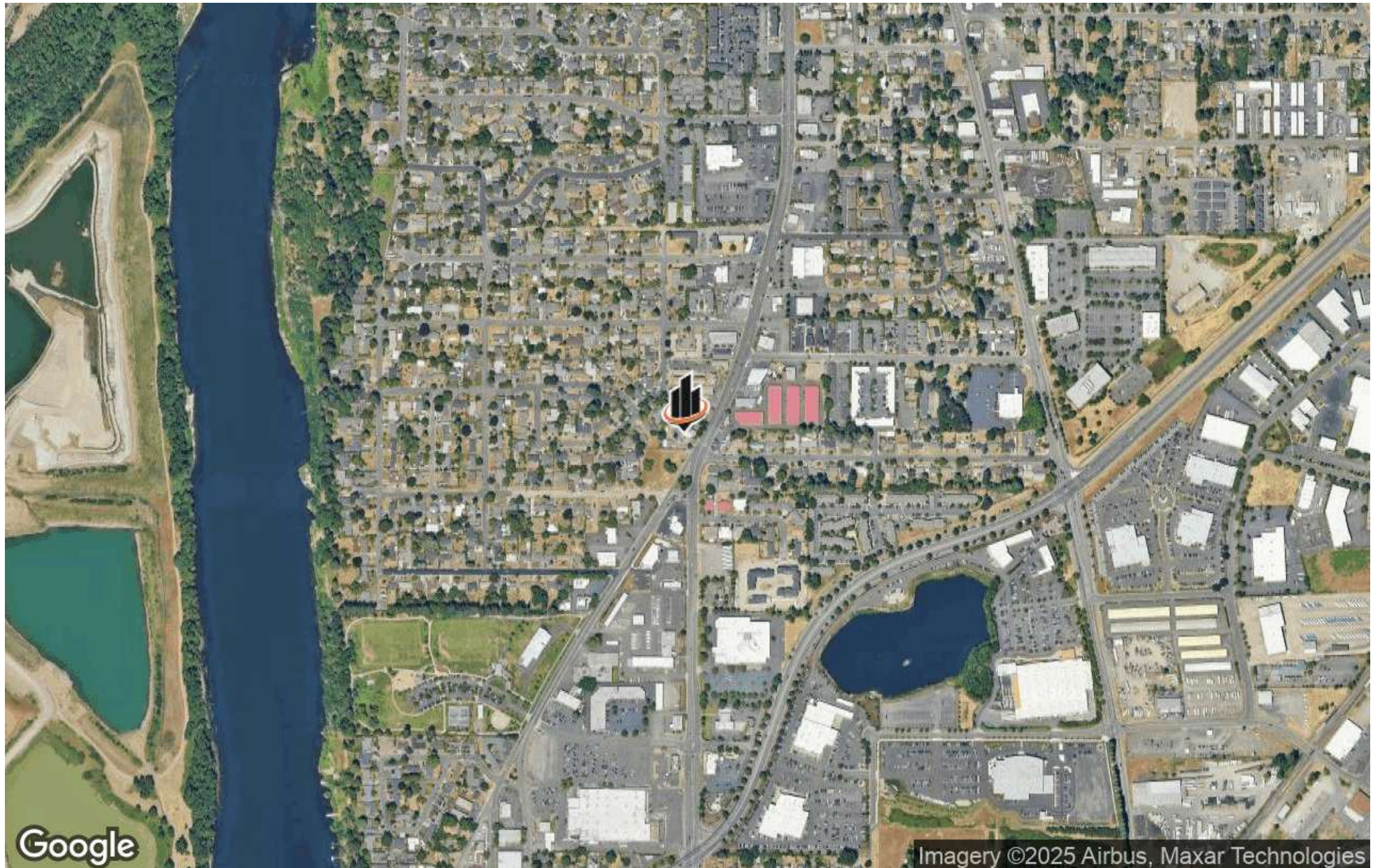
Perfect for an investor with an eye for potential, the area surrounding 3297 River Rd N in Salem, OR, offers an array of compelling opportunities. Situated in a vibrant and developing part of town, the location is ideal for a potential land or retail-pad investor seeking a prime spot. With easy access to major roadways and close proximity to notable landmarks and growing residential communities, this area holds great promise for those looking to capitalize on its strategic positioning. Nearby points of interest include the picturesque Willamette River, charming local shops and restaurants, and convenient transportation hubs. For an investor with vision, the possibilities in this area are limitless.



REGIONAL MAP



AERIAL MAP

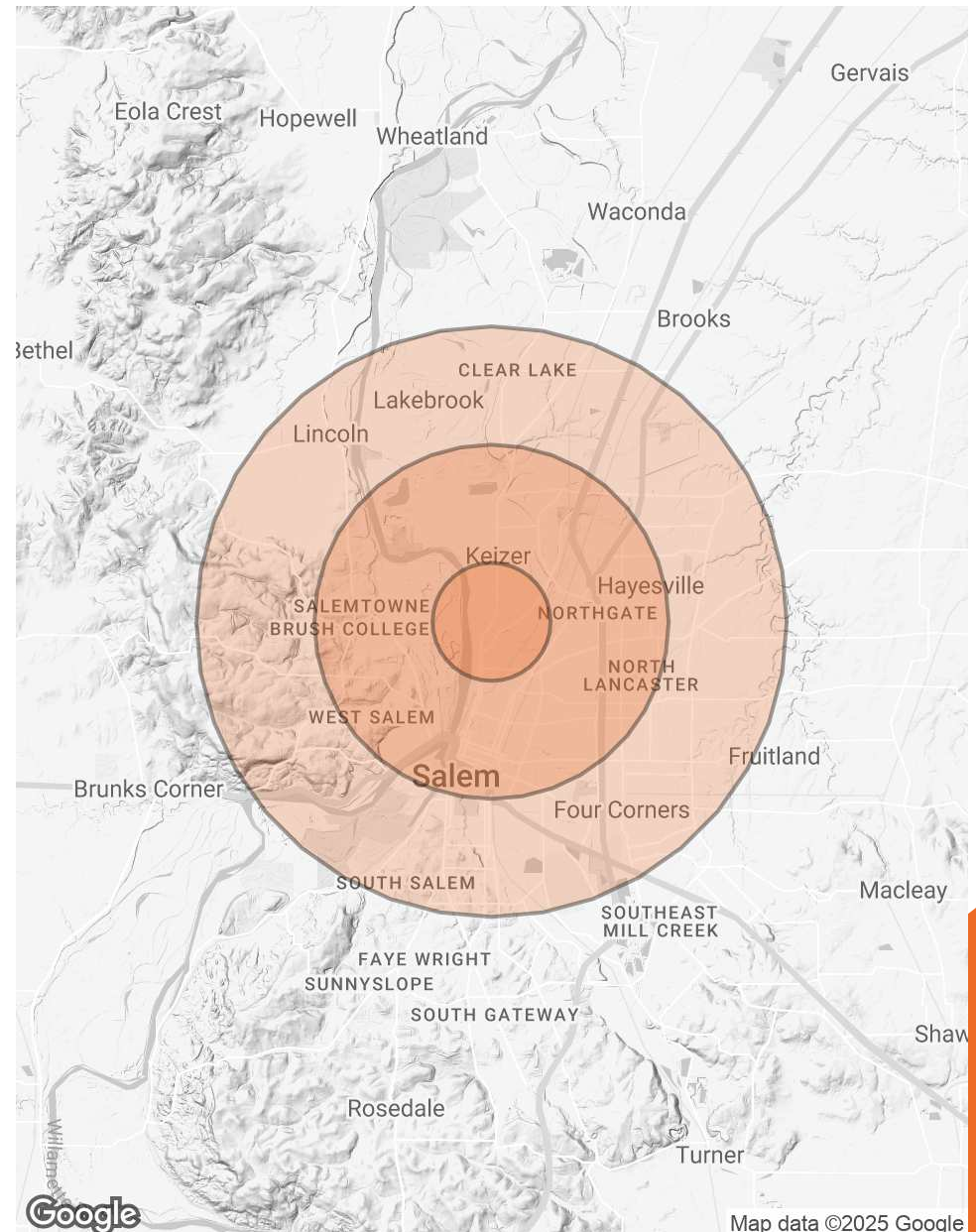


DEMOGRAPHICS MAP & REPORT

POPULATION	1 MILE	3 MILES	5 MILES
TOTAL POPULATION	10,870	100,430	212,111
AVERAGE AGE	33.2	33.4	34.3
AVERAGE AGE (MALE)	32.4	32.5	33.2
AVERAGE AGE (FEMALE)	34.1	34.7	35.5

HOUSEHOLDS & INCOME	1 MILE	3 MILES	5 MILES
TOTAL HOUSEHOLDS	4,145	36,791	78,687
# OF PERSONS PER HH	2.6	2.7	2.7
AVERAGE HH INCOME	\$48,375	\$51,997	\$53,702
AVERAGE HOUSE VALUE	\$205,608	\$193,955	\$209,610

2020 American Community Survey (ACS)



Map data ©2025 Google

CONTACT TO TOUR



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INITIAL AGENCY DISCLOSURE PAMPHLET - INFORMATION FOR REAL ESTATE BROKERS AND PRINCIPAL BROKERS

A licensed real estate broker or principal real estate broker is required to give a copy of an Initial Agency Disclosure Pamphlet to each consumer the broker will represent. The pamphlet describes the legal relationship between a broker and the consumer when the broker acts as the consumer's "agent." Real estate brokers and principal real estate brokers have legal obligations, called affirmative duties, to both buyers and sellers in a real estate transaction.

Oregon Revised Statute (ORS) 696.805 lists the affirmative duties of a licensed real estate broker or principal real estate broker acting as a seller's agent.

The affirmative duties of a broker or principal broker acting as a buyer's agent are found in ORS 696.810. ORS 696.815(1) allows a real estate licensee to represent both the seller and the buyer in a real estate transaction under a disclosed limited agency agreement, provided there is full disclosure of the relationship under the agreement.

Oregon Administrative Rules (OAR), adopted by the Oregon Real Estate Agency, provide the form and content of the disclosures and the related pamphlet. OAR 863-015-0215 is set forth below for the convenience of licensees. The Agency has provided a sample Initial Agency Disclosure Pamphlet after the broken line that meets the requirements of OAR 863-015-0125.

863-015-0215

Initial Agency Disclosure Pamphlet

(1) For purposes of this rule, "at first contact" means at the time the agent has sufficient contact information about a person to be able to provide an initial agency disclosure pamphlet to that person. Contact with a person includes, but is not limited to contacts in person, by telephone, over the Internet, by electronic mail, or by similar methods.

(2) An agent shall provide a copy of the initial agency disclosure pamphlet, which complies with section (5) of this rule, at first contact with:

(a) A prospective party to a real property transaction; or

(b) An unrepresented party seeking representation during the course of a real property transaction.

(3) An agent must provide the initial agency disclosure pamphlet in a written format by electronic mail, over the Internet, by USPS mail, facsimile, hand delivery or similar delivery method.

(4) An agent need not provide a copy of the initial agency disclosure pamphlet to a party who has, or may be reasonably assumed to have, received a copy of the pamphlet from another agent.

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(5) The initial agency disclosure pamphlet must contain: (a) The following information, directed to the consumer: (A) A licensed real estate broker or principal broker must give a copy of the initial agency disclosure pamphlet at first contact with a prospective party to a real property transaction or at first contact with an unrepresented party seeking representation during the course of a real property transaction. (B) A licensed real estate broker or principal broker need not provide a copy of the initial agency disclosure pamphlet to a party who has, or may be reasonably assumed to have, received a copy of the pamphlet from another broker. (C) The pamphlet describes the legal relationship between a broker and a consumer when the broker acts as the consumer's agent; and (D) The pamphlet is informational only and may not be construed to be evidence of intent to create an agency relationship, as provided in ORS 696.820. (b) A general definition of an agency relationship and the three real estate agency relationships of seller's agent, a buyer's agent and a disclosed limited agent. (c) The definition of "confidential information" in ORS 696.800. (d) The affirmative duties and responsibilities of a seller's agent under ORS 696.805. (e) The affirmative duties and responsibilities of a buyer's agent under ORS 696.810. (f) The affirmative duties and responsibilities of a disclosed limited agent who represents both the buyer and the seller in a transaction under ORS 696.815. (g) The following statement to the consumer, "Whether you are a buyer or seller, you cannot make a licensee your agent without the licensee's knowledge and consent, and an agent cannot make you a client without your knowledge and consent."

(6) The Real Estate Agency will make available a sample of an initial agency disclosure pamphlet that complies with section (5) of this rule on the Agency's website.

SAMPLE INITIAL AGENCY DISCLOSURE PAMPHLET

Consumers: This pamphlet describes the legal obligations of Oregon real estate licensees to consumers.

Real estate brokers and principal real estate brokers are required to provide this information to you when they first contact you. A licensed real estate broker or principal broker need not provide the pamphlet to a party who has, or may be reasonably assumed to have, received a copy of the pamphlet from another broker.

This pamphlet is informational only. Neither the pamphlet nor its delivery to you may be interpreted as evidence of intent to create an agency relationship between you and a broker or a principal broker.

SVN COMMERCIAL ADVISORS, LLC

The material contained in this Investment Offering Brochure is furnished solely for the purpose of considering the purchase of the property within and is not to be used for any other purpose. This information should not, under any circumstances, be photocopied or disclosed to any third party without the written consent of SVN Commercial Advisors, LLC or Owner, or used for any purpose whatsoever other than to evaluate the possible purchase of the Property.

The only party authorized to represent the Property Owner ("Owner") in connection with the sale of the Property is the SVN Commercial Advisors, LLC Advisor listed in this proposal, and no other person is authorized by the Owner to provide any information or to make any representations other than contained in this Investment Offering Brochure. If the person receiving these materials does not choose to pursue a purchase of the Property, this Offering Brochure must be returned to SVN Commercial Advisors, LLC.

Neither the SVN Commercial Advisors, LLC Advisor nor the Owner make any representation or warranty, express or implied, as to the accuracy or completeness of the information contained herein, and nothing contained herein is or shall be relied upon as a promise or representation as to the future performance of the Property. This Offering Brochure may include certain statements and estimates by SVN Commercial Advisors, LLC with respect to the projected future performance of the Property. These Assumptions may or may not be proven to be correct, and there can be no assurance that such estimates will be achieved. Further, the SVN Commercial Advisors, LLC Advisor and the Owner disclaim any and all liability for representations or warranties, expressed or implied, contained in or omitted from this Investment Offering Brochure, or any other written or oral communication transmitted or made available to the recipient. The recipient shall be entitled to rely solely on those representations warranties that may be made to it in any final, fully executed and delivered Real Estate Purchase Agreement between it and Owner.

Real Estate Agency Relationships

An "agency" relationship is a voluntary legal relationship in which a licensed real estate broker or principal broker (the "agent") agrees to act on behalf of a buyer or a seller (the "client") in a real estate transaction.

Oregon law provides for three types of agency relationships between real estate agents and their clients:

Seller's Agent -- Represents the seller only.

Buyer's Agent -- Represents the buyer only.

Disclosed Limited Agent -- Represents both the buyer and seller, or multiple buyers who want to purchase the same property. This can be done only with the written permission of all clients.

The actual agency relationships between the seller, buyer and their agents in a real estate transaction must be acknowledged at the time an offer to purchase is made. Please read this pamphlet carefully before entering into an agency relationship with a real estate agent.

Definition of "Confidential Information"

Generally, licensees must maintain confidential information about their clients. "Confidential information" is information communicated to a real estate licensee or the licensee's agent by the buyer or seller of one to four residential units regarding the real property transaction, including but not limited to price, terms, financial qualifications or motivation to buy or sell. "Confidential information" does not mean information that:

(1) The buyer instructs the licensee or the licensee's agent to disclose about the buyer to the seller, or the seller instructs the licensee or the licensee's agent to disclose about the seller to the buyer; and

(2) The licensee or the licensee's agent knows or should know failure to disclose would constitute fraudulent representation.

Duties and Responsibilities of a Seller's Agent

Under a written listing agreement to sell property, an agent represents only the seller unless the seller agrees in writing to allow the agent to also represent the buyer.

An agent who represents only the seller owes the following affirmative duties to the seller, the other parties and the other parties' agents involved in a real estate transaction:

(1) To deal honestly and in good faith;

(2) To present all written offers, notices and other communications to and from the parties in a timely manner without regard to whether the property is subject to a contract for sale or the buyer is already a party to a contract to purchase; and

(3) To disclose material facts known by the agent and not apparent or readily ascertainable to a party.

A seller's agent owes the seller the following affirmative duties:

(1) To exercise reasonable care and diligence;

(2) To account in a timely manner for money and property received from or on behalf of the seller;

(3) To be loyal to the seller by not taking action that is adverse or detrimental to the seller's interest in a transaction;

(4) To disclose in a timely manner to the seller any conflict of interest, existing or contemplated;

(5) To advise the seller to seek expert advice on matters related to the transaction that are beyond the agent's expertise;

(6) To maintain confidential information from or about the seller except under subpoena or court order, even after termination of the agency relationship; and

(7) Unless agreed otherwise in writing, to make a continuous, good faith effort to find a buyer for the property, except that a seller's agent is not required to seek additional offers to purchase the property while the property is subject to a contract for sale.

None of these affirmative duties of an agent may be waived, except (7). The affirmative duty listed in (7) can only be waived by written agreement between seller and agent.

Under Oregon law, a seller's agent may show properties owned by another seller to a prospective buyer and may list competing properties for sale without breaching any affirmative duty to the seller.

Unless agreed to in writing, an agent has no duty to investigate matters that are outside the scope of the agent's expertise, including but not limited to investigation of the condition of property, the legal status of the title or the seller's past conformance with law.

Duties and Responsibilities of a Buyer's Agent

An agent, other than the seller's agent, may agree to act as the buyer's agent only. The buyer's agent is not representing the seller, even if the buyer's agent is receiving compensation for services rendered, either in full or in part, from the seller or through the seller's agent.

An agent who represents only the buyer owes the following affirmative duties to the buyer, the other parties and the other parties' agents involved in a real estate transaction:

(1) To deal honestly and in good faith;

(2) To present all written offers, notices and other communications to and from the parties in a timely manner without regard to whether the property is subject to a contract for sale or the buyer is already a party to a contract to purchase; and

(3) To disclose material facts known by the agent and not apparent or readily ascertainable to a party.

A buyer's agent owes the buyer the following affirmative duties:

(1) To exercise reasonable care and diligence;

(2) To account in a timely manner for money and property received from or on behalf of the buyer;

(3) To be loyal to the buyer by not taking action that is adverse or detrimental to the buyer's interest in a transaction;

(4) To disclose in a timely manner to the buyer any conflict of interest, existing or contemplated;

(5) To advise the buyer to seek expert advice on matters related to the transaction that are beyond the agent's expertise;

(6) To maintain confidential information from or about the buyer except under subpoena or court order, even after termination of the agency relationship; and

(7) Unless agreed otherwise in writing, to make a continuous, good faith effort to find property for the buyer, except that a buyer's agent is not required to seek additional properties for the buyer while the buyer is subject to a contract for purchase.

None of these affirmative duties of an agent may be waived, except (7). The affirmative duty listed in (7) can only be waived by written agreement between buyer and agent.

Under Oregon law, a buyer's agent may show properties in which the buyer is interested to other prospective buyers without breaching an affirmative duty to the buyer.

Unless agreed to in writing, an agent has no duty to investigate matters that are outside the scope of the agent's expertise, including but not limited to investigation of the condition of property, the legal status of the title or the seller's past conformance with law.

Duties and Responsibilities of an Agent Who Represents More than One Client in a Transaction

One agent may represent both the seller and the buyer in the same transaction, or multiple buyers who want to purchase the same property, only under a written "Disclosed Limited Agency Agreement" signed by the seller and buyer(s).

Disclosed Limited Agents have the following duties to their clients:

(1) To the seller, the duties listed above for a seller's agent;

(2) To the buyer, the duties listed above for a buyer's agent; and

(3) To both buyer and seller, except with express written permission of the respective person, the duty not to disclose to the other person:

(a) That the seller will accept a price lower or terms less favorable than the listing price or terms;

(b) That the buyer will pay a price greater or terms more favorable than the offering price or terms; or

(c) Confidential information as defined above.

Unless agreed to in writing, an agent has no duty to investigate matters that are outside the scope of the agent's expertise.

When different agents associated with the same principal broker (a real estate licensee who supervises other agents) establish agency relationships with different parties to the same transaction, only the principal broker will act as a Disclosed Limited Agent for both the buyer and seller. The other agents continue to represent only the party with whom the agents have already established an agency relationship unless all parties agree otherwise in writing. The principal real estate broker and the real estate licensees representing either seller or buyer shall owe the following duties to the seller and buyer:

(1) To disclose a conflict of interest in writing to all parties;

(2) To take no action that is adverse or detrimental to either party's interest in the transaction; and

(3) To obey the lawful instructions of both parties.

No matter whom they represent, an agent must disclose information the agent knows or should know that failure to disclose would constitute fraudulent misrepresentation.

You are encouraged to discuss the above information with the licensee delivering this pamphlet to you. If you intend for that licensee, or any other Oregon real estate licensee, to represent you as a Seller's Agent, Buyer's Agent, or Disclosed Limited Agent, you should have a specific discussion with the agent about the nature and scope of the agency relationship. Whether you are a buyer or seller, you cannot make a licensee your agent without the licensee's knowledge and consent, and an agent cannot make you a client without your knowledge and consent.

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Disclaimer | Confidentiality

The information contained herein is subject to change without notice and the recipient of these materials shall not look to Owner or the SVN Commercial Advisors, LLC Advisor, nor any of their officers, employees, representatives, independent contractors or affiliates, for the accuracy or completeness thereof. Recipients of this Investment Offering Brochure are advised and encouraged to conduct their own comprehensive review and analysis of the Property.

This Investment Offering Brochure is a solicitation of interest only and is not an offer to sell the Property. The Owner expressly reserves the right, at its sole discretion, to reject any or all expressions of interest to purchase the Property and expressly reserves the right, at its sole discretion, to terminate negotiations with any entity, for any reason, at any time with or without notice. The Owner shall have no legal commitment or obligation to any entity reviewing the Investment Offering Brochure or making an offer to purchase the Property unless and until the Owner executes and delivers a signed Real Estate Purchase Agreement on terms acceptable to Owner, in Owner's sole discretion. By submitting an offer, a prospective purchaser will be deemed to have acknowledged the foregoing and agreed to release the Owner and the SVN Commercial Advisors, LLC Advisor from any liability with respect thereto.

To the extent Owner or any agent of Owner corresponds with any prospective purchaser, any prospective purchaser should not rely on any such correspondence or statements as binding Owner. Only a fully executed Real Estate Purchase Agreement shall bind the property and each prospective purchaser proceeds at its own risk.