

# Multi-Family Investment Portfolio



**2801 Merrill St**

Lincoln, NE 68503

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## Sale Offering

Asking Price: \$4,900,000  
Occupancy: 100% Leased  
Cap Rate: 4.9%

## Property Information

Units 30 Units  
20-3BR/2BA (1,188 SF)  
10-4BR/2BA (1,408 SF)

Year Built: 1990

Exterior: Roofs replaced in 2020 and siding replaced in 2024

Lot Size: 4.19 Acres  
Includes excess land for future development

Unit Features: Private attached garages, central A/C, ceiling fans, full kitchens, patios/balconies, & designated laundry area equipped with washer & dryer hookups

Parking: Each unit has a private garage, street parking, & driveway parking

Amenities: Playground, walking trails, grocery, retail, and close to the University of Nebraska and Nebraska Wesleyan University



## Why Invest in Lincoln, Nebraska?

A Stable, Growing Midwestern Market with Strong Fundamentals

Lincoln offers investors a compelling blend of economic stability, population growth, and livability — making it one of the Midwest's most reliable markets for multifamily investment.

### Market Snapshot

Population (2023): ~294,000 (City), ~367,000 (Metro)  
Median Household Income: \$70,300  
Unemployment Rate (Aug 2025): 2.4% (vs. 3.8% U.S. average)  
New Units Under Construction (Q3 2025): ~1,100

### Major Employers

Lincoln benefits from a well-diversified employment base that supports demand across all housing types:

- State of Nebraska (Government HQ)
- University of Nebraska–Lincoln (27,000+ students and staff)
- Bryan Health & CHI Health (Leading hospital systems)
- Ameritas (Insurance & financial services HQ)
- Hudl (National sports tech leader)
- Olsson (Regional engineering firm)
- Lincoln Public Schools
- Monolith (Innovative green energy manufacturing)

The logo for Bryan Health, featuring the name 'Bryan Health' in a dark blue font with a stylized blue and white graphic element to the left.The logo for the University of Nebraska Lincoln, featuring the word 'Nebraska' in a large, red, serif font, with 'UNIVERSITY OF' in a smaller, blue, sans-serif font above it and 'Lincoln' in a smaller, blue, serif font below it.The logo for Hudl, featuring a stylized orange and white circular graphic to the left of the word 'hudl' in a bold, black, sans-serif font.The logo for Ameritas Life Insurance Corp., featuring the word 'AMERITAS' in a bold, red, sans-serif font, with 'LIFE INSURANCE CORP.' in a smaller, black, sans-serif font below it, and a small black silhouette of a bull to the right.

### Economic Highlights

**Government & Education Stability:** As the state capital and home to a Big Ten university, Lincoln provides consistent employment and rental demand.

**Emerging Tech Scene:** Startups and innovation hubs, like Nebraska Innovation Campus, are creating jobs and attracting young professionals.

**Logistics & Industry:** Central U.S. location with strong infrastructure and access to I-80, rail, and air — supporting continued industrial growth.

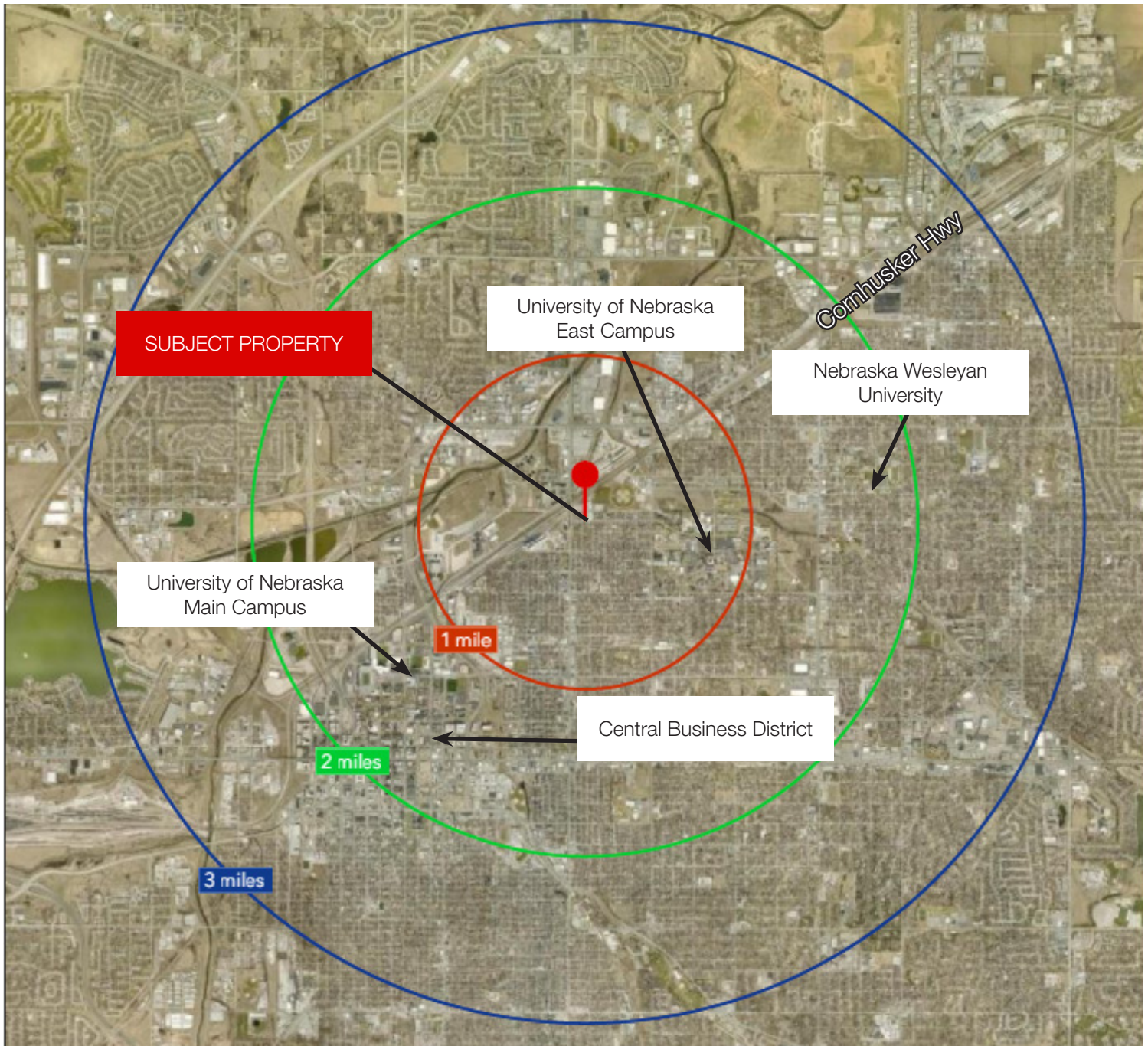
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### Demographic Highlights

#### Demographic Overview (1–3 Mile Radius)

Source: Esri, U.S. Census, 2025 Projections

##### Strong Rental Demand:

- Population expected to rise ~1.4% by 2030, maintaining a young, renter-heavy profile.
- Within 1 mile, 68% of units are renter-occupied, demonstrating stable leasing potential.

##### Young & Diverse Demographics:

- Median Age: 28.5 years – driven by proximity to the University and employment centers
- Diversity Index: 69 (1-Mile radius)- a dynamic mix of residents and workforce

##### Income & Affordability

###### Median Household Income:

- 1 mile: \$51,418
- 2 miles: \$49,667
- 3 miles: \$54,468

Housing Affordability Index: 82–94 across trade areas – supporting sustainable rent growth.

Wealth Index: 37–45, indicating solid middle-income households with upward mobility.

##### Educational & Employment Drivers:

- Direct access to University of Nebraska–Lincoln (1 mile) – consistent student and staff rental demand.
- Easy commute to Downtown Lincoln, state offices, and healthcare employers.

##### Population Composition:

- Dominant 25–34-year-old cohort (~19% within 1 mile) aligns with workforce and student rental base.
- Steady household growth, +0.5% annually projected through 2030.