

Marketing Presentation



5020 OLD HIGHWAY 11, HATTIESBURG, MS

2.2 ACRES COMMERCIAL LAND FOR SALE \$600,000

Presented By:

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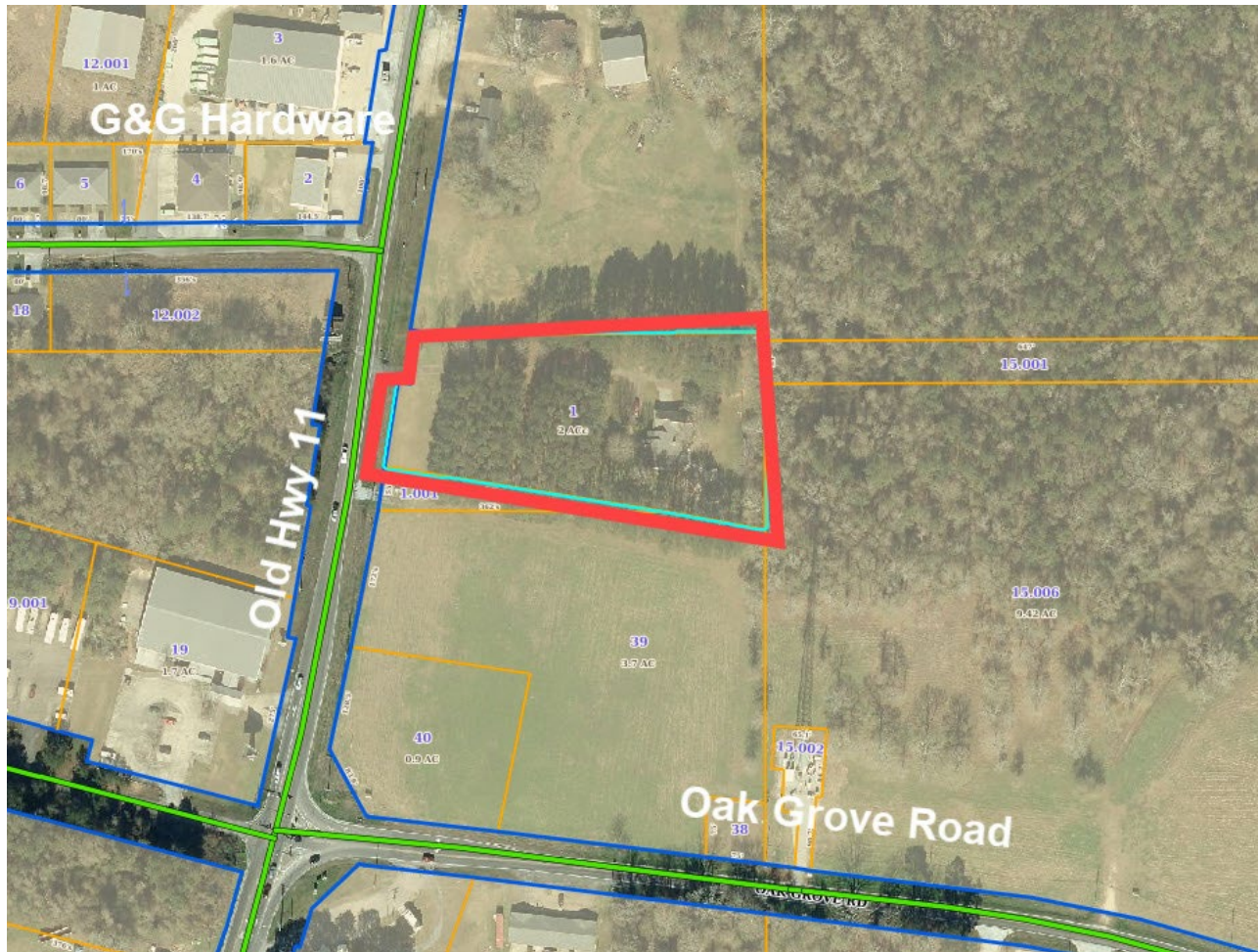


April 9, 2026



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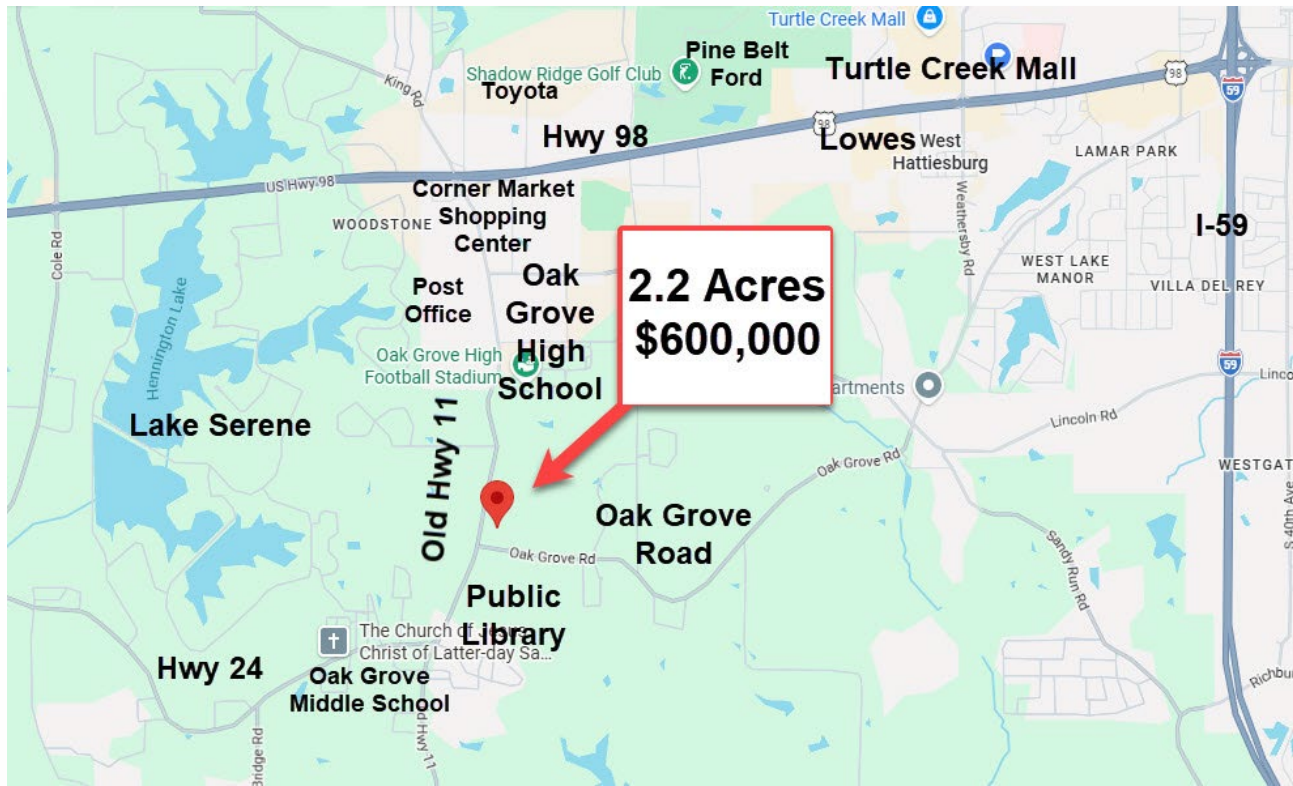
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Location

The property is located in Lamar County, just outside the Hattiesburg city limits, with 170 feet fronting Old Highway 11 and 435 feet deep. The Oak Grove area is known for its excellence in public schools including Oak Grove Middle School, Upper and Lower Elementary Schools, and Oak Grove High School which is ranked in the top 20 schools in Mississippi.



These Businesses Will Do Well In This Location

Using sophisticated demographic analysis, these businesses will do well in a retail environment in this location due to the nearby residents' spending patterns:

Medical

Appliances

Furniture

Pet Stores

Clothing

Grocer



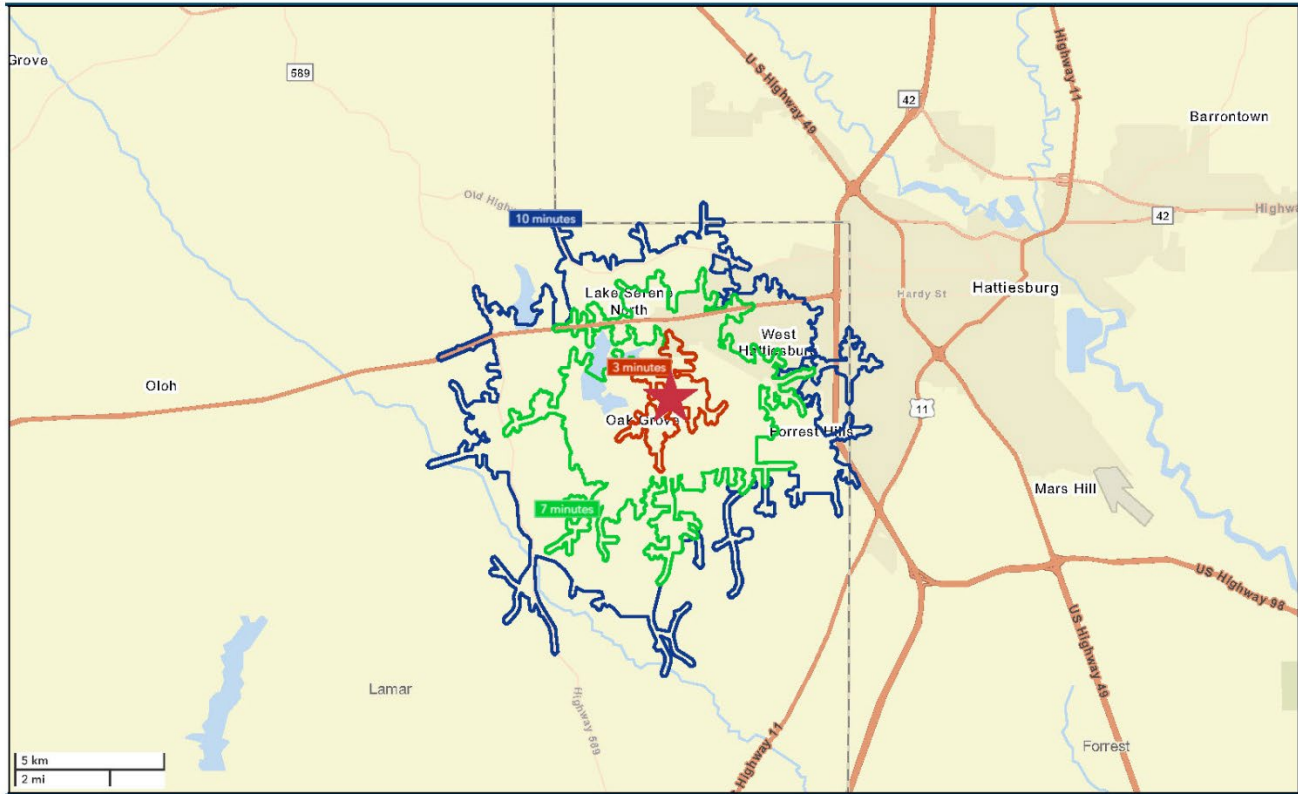
Demographics

The location works for office, medical and retail development. As shown in the map below, the 7 minute drive time allows easy access from a high traffic count on Highway 98 which extends to the highest income areas of Lake Serene and Canebrake. The 10 minute drive time captures 102,000 residents and extends east to Interstate 59 which averages 36,000 cars per day.



3, 7 and 10 Minute Drive Time Map

5020 Old Hwy 11



April 12, 2026

Drive time map: 3 minutes shown in red, 7 minutes shown in green and 10 minutes in blue.

3, 5 and 10 Mile Radius Demographics

	3 miles	5 miles	10 miles
Population	19,684	48,982	102,163
Households	8,101	20,748	42,124
Families	5,516	12,465	24,781
Median Age	35.5	33.8	33.5
Median Household Income	\$70,580	\$58,705	\$54,046



What Businesses Will Do Well In This Location

The property would work for a retail development because tenants draw customers from a population over 100,000 within a 10 minute drive time, and upscale retailers can benefit from the \$168,000 annual household income area of Lake Serene. The table below shows the data on how residents within a 3, 5 and 10 mile radius spend their money, which can be translated into what businesses will be supported by residents and will do well in this location.

Retail Demand Outlook			
5020 Old Highway 11, Hattiesburg, Mississippi, 39402 (3 miles, 5 miles, 10 miles)			
	3 miles	5 miles	10 miles
	2030 Demand	2030 Demand	2030 Demand
Food at Home	\$60,269,567	\$148,763,300	\$264,635,221
Food Away from Home	\$33,337,233	\$82,183,875	\$142,223,265
Vehicles	\$26,147,782	\$63,026,870	\$111,219,676
Apparel and Services	\$20,204,451	\$49,477,197	\$85,999,897
Small Appliances	\$10,968,772	\$26,624,445	\$46,292,984
TV/Video/Audio	\$10,145,604	\$24,924,430	\$44,356,078
Pets	\$8,370,894	\$20,499,206	\$36,608,752
Furniture	\$7,473,867	\$17,927,989	\$31,135,905

CLOTHING STORES WILL DO WELL IN THIS LOCATION

Within the 10 mile drive time spending on apparel is forecasted to exceed \$85,000,000, including the highest category of spending on women's clothing of \$29,000,000 alone.

	3 miles	5 miles	10 miles
	2030 Demand	2030 Demand	2030 Demand
Apparel and Services	\$20,204,451	\$49,477,197	\$85,999,897
Women's	\$6,938,543	\$16,959,814	\$29,877,617
Footwear	\$4,414,976	\$10,969,712	\$18,978,365
Men's	\$3,980,298	\$9,800,980	\$17,029,409
Children's	\$2,885,519	\$6,904,389	\$11,813,317
Watches & Jewelry	\$1,615,221	\$3,928,199	\$6,716,348



TELEVISION/APPLIANCE STORES WILL DO WELL

Spending on small appliances is forecasted to be \$46,000,000 and \$31,000,000 on furniture.

	3 miles	5 miles	10 miles
	2030 Demand	2030 Demand	2030 Demand
Small Appliances	\$10,968,772	\$26,624,445	\$46,292,984
Furniture	\$7,473,867	\$17,927,989	\$31,135,905
Major Appliances	\$4,171,446	\$9,782,646	\$17,208,922
Household Textiles	\$968,990	\$2,391,176	\$4,175,244
Housewares	\$769,450	\$1,928,846	\$3,422,791
Rugs	\$315,531	\$750,364	\$1,292,315

PET STORES WILL DO WELL

Spending on pets is expected to exceed \$36,000,000 annually within the drive time, and \$8,000,000 spent on sports equipment, \$6,000,000 spent on hobbies and toys, and even \$4,000,000 spent on golf carts and ATVs.

	3 miles	5 miles	10 miles
	2030 Demand	2030 Demand	2030 Demand
Pets	\$8,370,894	\$20,499,206	\$36,608,752
Sports/Recreation/Exercise Equipment	\$2,047,634	\$5,029,893	\$8,813,399
Toys/Games/Crafts/Hobbies	\$1,473,378	\$3,623,318	\$6,390,078
Recreational Vehicles and Fees	\$1,592,155	\$3,589,238	\$6,138,998
Reading	\$933,791	\$2,363,265	\$4,092,567

GROCERS WILL DO WELL

Spending on food at home is forecasted at \$260,000,000, and there are only 3 grocery chains in the area. This category includes spending of \$140,000,000 on dining out, and over \$100,000,000 spent on snacks.

	3 Miles	5 Miles	10 Miles
	2030 Demand	2030 Demand	2030 Demand
Food	\$93,606,801	\$230,947,175	\$406,858,486
Food at Home	\$60,269,567	\$148,763,300	\$264,635,221
Food Away from Home	\$33,337,233	\$82,183,875	\$142,223,265
Snacks and Other Food at Home	\$23,571,938	\$58,272,728	\$104,105,649
Meats, Poultry, Fish, and Eggs	\$12,474,320	\$30,796,647	\$54,693,261
Fruits and Vegetables	\$10,114,455	\$24,945,856	\$43,967,704
Bakery and Cereal Products	\$8,024,116	\$19,697,461	\$35,093,530
Dairy Products	\$6,084,739	\$15,050,607	\$26,775,076
Alcoholic Beverages	\$5,407,580	\$13,020,644	\$22,226,507

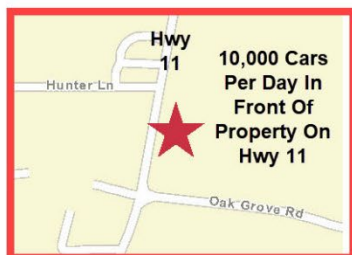
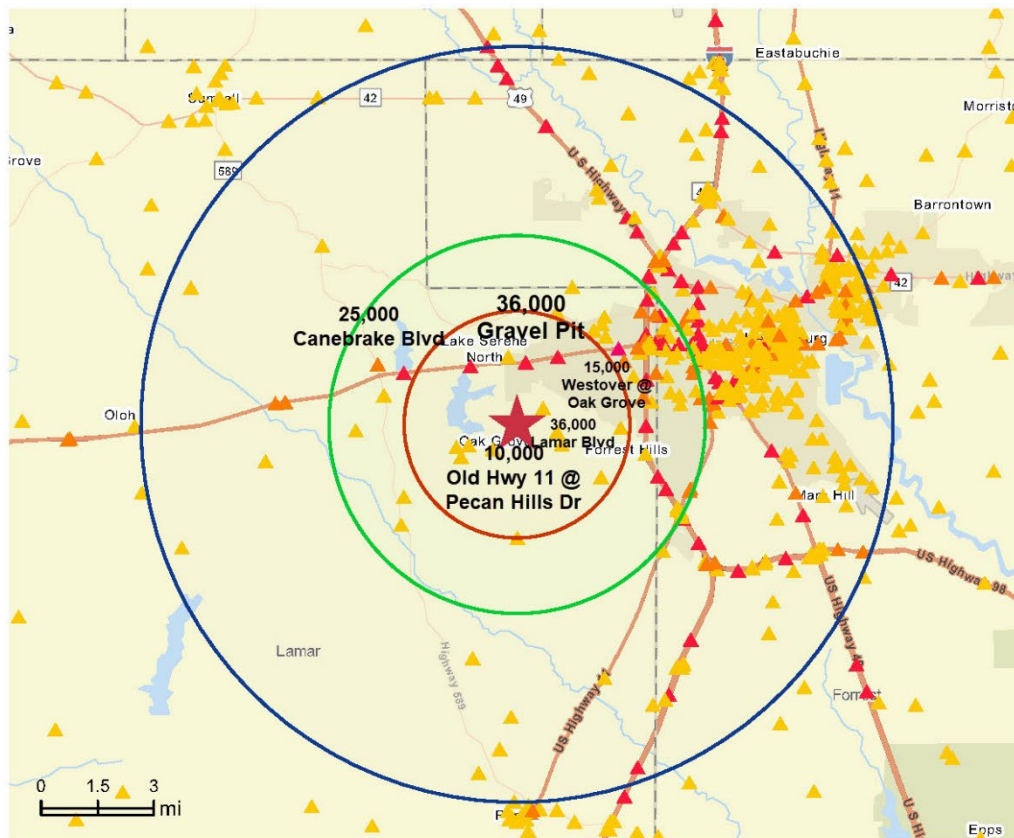


Traffic Count Map

The traffic count is published by the Mississippi Department of Transportation and an average of 10,000 cars per day travel in front of the property (shown as red star) since it is a major thoroughfare from Oak Grove to Highway 98. Traffic at nearby Gravel Pit Road is 36,000 cars per day and 25,000 cars per day on Highway 98 at Canebrake.

Traffic Count Map

5020 Old Highway 11, Hattiesburg, Mississippi, 39402
5014 Old Highway 11, Hattiesburg, Mississippi, 39402
Rings: 3, 5, 10 mile radii



Average Daily Traffic Volume

- ▲ Up to 8,000 vehicles per day
- ▲ 8,001 - 15,000
- ▲ 15,001 - 50,000
- ▲ 50,001 - 70,000
- ▲ 70,001 - 100,000
- ▲ More than 100,000 per day



[Source:](#) Traffic Counts (2025)

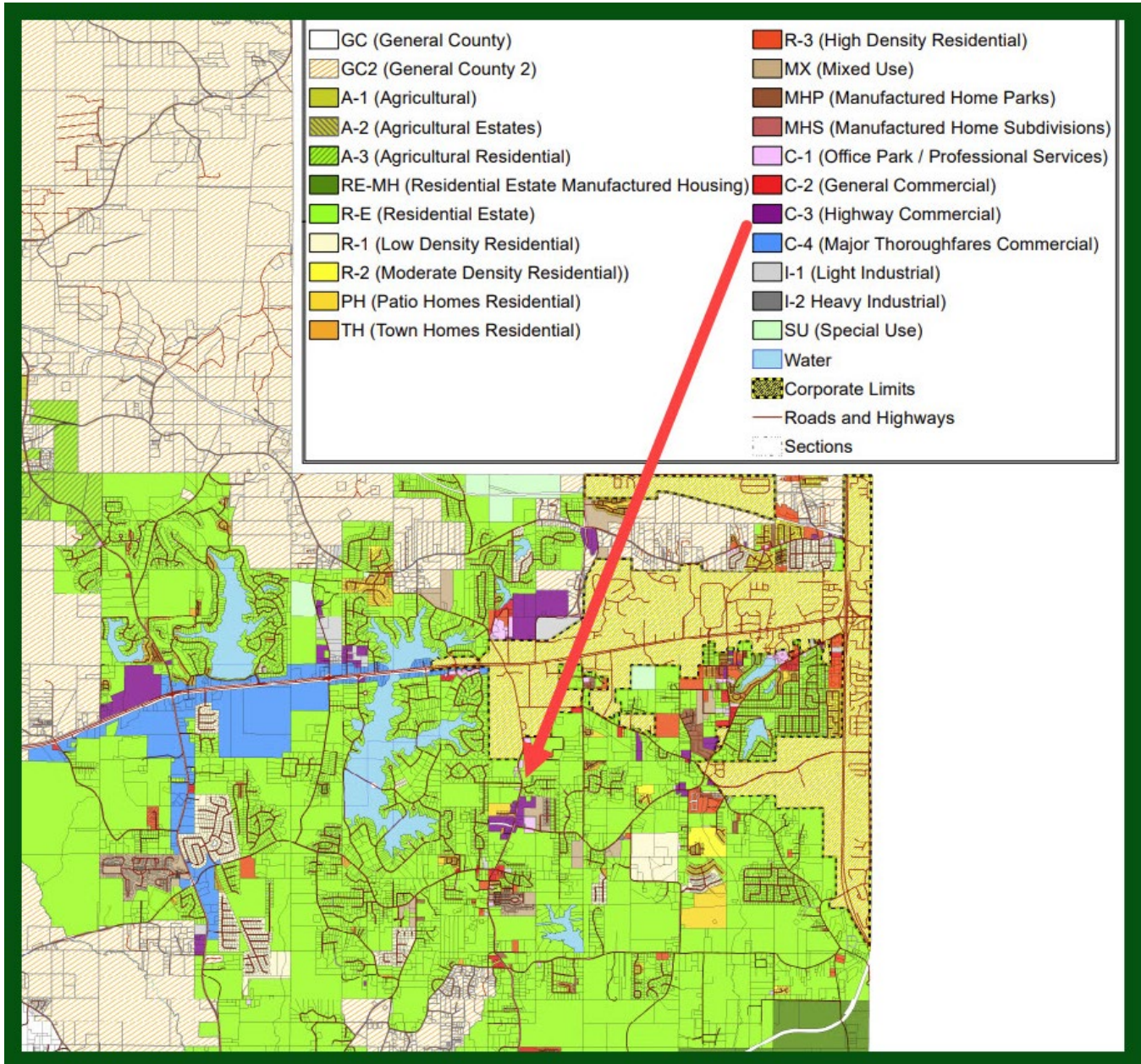
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Zoning

The 2.2 acres is zoned C-3, Highway Commercial, which allows C-1 zoning permitted uses and includes:

- Supermarkets.
- Indoor recreational buildings.
- Restaurants.
- Service Stations.
- Vehicle sales.
- Yard and garden centers.
- Business and professional offices.





About Mississippi Commercial Realty

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- *Commercial Investment Real Estate Magazine*- "Valuing Commercial Real Estate Using Regression Analysis",
- *Commercial Investment Real Estate Magazine*- "Visualizing Risk In a Lease Buyout Decision",
- *Commercial Investment Real Estate Magazine*- "Using Lifestyle Demographic Analysis To Make Better Commercial Real Estate Decisions",
- *Chief Executive Officer Magazine*- "Return of The AutoMat",
- *Registered Representative Magazine*- "Growing Your Business By Providing a Higher Level of Services",

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