

# NAIPfefferle

**FOR LEASE**  
18,500 SF  
**Proposed Professional Building**



## Goose Lane & Rib Mountain Drive Rib Mountain, WI 54401

### Property Features

- Close to corridor of major retail stores and restaurants.
- Easy access to major highways.

### Details

Proposed 18,500 SF professional building at the corners of Goose Lane and Rib Mountain Drive.

LEASE RATE	\$19.50/SF NNN
LEASE TERMS	48 Months Minimum
PROPOSED BUILDING SF	Up to 18,500 and possible 2nd building
ACRES	4.7150
PARCEL #	068-2807-034-0940

For more information:  
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327 N. 17th Avenue, Suite 303  
Wausau, WI 54401  
715.261.2922  
[naipfefferle.com](http://naipfefferle.com)

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# For Lease

## Goose Ln. & Rib Mountain Dr.

## Rib Mountain, WI

## Site Plan



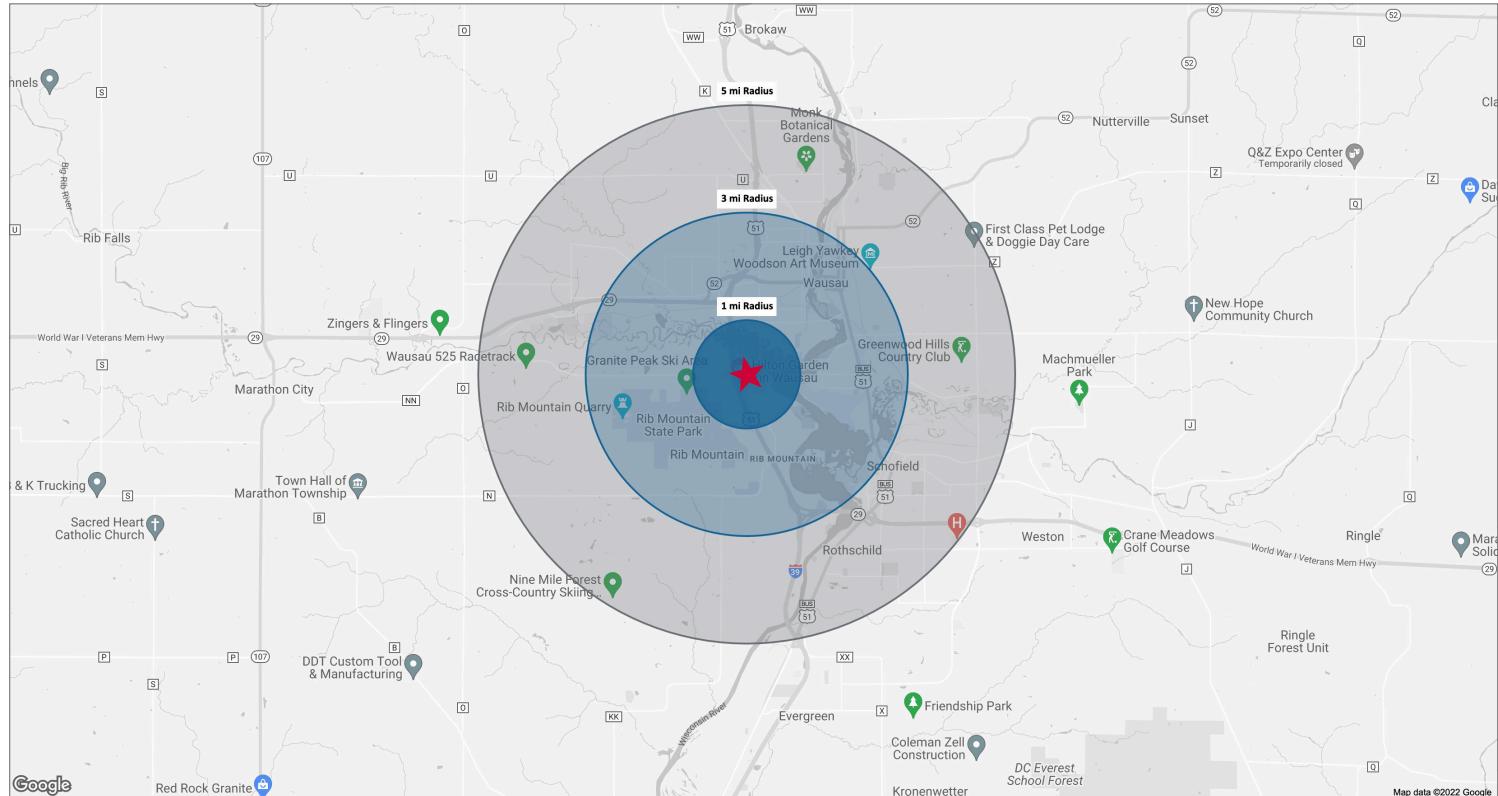
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# Parcel Map



## Area Demographics



### Population (2024)

	1 MILE	3 MILES	5 MILES
ESTIMATED POPULATION	2,473	33,989	62,961
MEDIAN AGE	43.3	38.2	38.7

### Households (2024)

	1 MILE	3 MILES	5 MILES
ESTIMATED HOUSEHOLDS	1,036	15,124	27,772
ESTIMATED AVERAGE HOUSEHOLD INCOME	\$103,400	\$91,378	\$94,275
ESTIMATED MEDIAN HOUSEHOLD INCOME	\$71,458	\$65,612	\$68,528

### Total Annual Consumer Expenditure (2024)

	1 MILE	3 MILES	5 MILES
TOTAL RETAIL EXPENDITURE	\$51.35 M	\$676.66 M	\$1.27 B
ENTERTAINMENT EXPENDITURE	\$5.6 M	\$75.61 M	\$142 M

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## Rib Mountain, WI

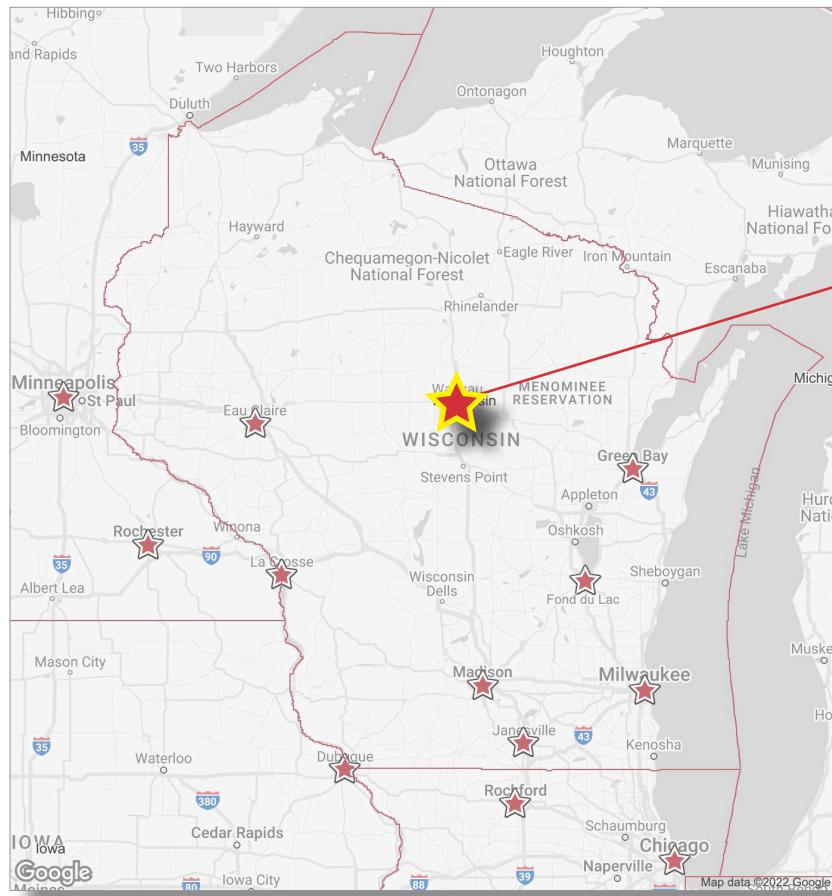
## Merchants & Traffic Counts Map



The logo for NIPfefferle, featuring the letters 'N' and 'I' in black, a red triangle pointing upwards, and the letters 'Pfefferle' in a grey sans-serif font.

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## Area Map



## Location Advantages

- Rib Mountain is the largest retail center in Northcentral Wisconsin.
- The Town of Rib Mountain has affordable business taxes and is a member of the International Council of Shopping Centers.
- Quality retail land and sites are available along Rib Mountain Drive.
- Large and growing population with a metro area of 134,000+.
- Growth corridor potential along Interstate 39/US Hwy 51/Hwy 29 in Rib Mountain.
- Major traffic corridor in the area with 50,000+ average daily traffic counts along I-39/US Hwy 51/Hwy 29.
- Rib Mountain was recently ranked #1 in the State of Wisconsin by Lending Tree for being the Best Place for Young Families.

## Driving Distance to Major Cities from Property

GREEN BAY	94 miles
EAU CLAIRE	99 miles
FOND DU LAC	120 miles
MADISON	140 miles
LA CROSSE	141 miles
MINNEAPOLIS	185 miles
DUBUQUE, IA	216 miles
CHICAGO, IL	279 miles

# STATE OF WISCONSIN BROKER DISCLOSURE

Wisconsin law requires all real estate licensees to give the following information about brokerage services to prospective customers.



**Prior to negotiating on your behalf the Brokerage firm, or an agent associated with the firm, must provide you the following disclosure statement.**

### Disclosure to Customers

You are a customer of NAI Pfefferle (hereinafter Firm). The Firm is either an agent of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the customer, the following duties:

- The duty to provide brokerage services to you fairly and honestly.
- The duty to exercise reasonable skill and care in providing brokerage services to you.
- The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless disclosure of the information is prohibited by law.
- The duty to disclose to you in writing certain Material Adverse Facts about a Property, unless disclosure of the information is prohibited by law.
- The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your confidential information or the confidential information of other parties.
- The duty to safeguard trust funds and other property held by the Firm or its Agents.
- The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals.

Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

### Confidentiality Notice to Customers

The Firm and its Agents will keep confidential any information given to the Firm or its Agents in confidence, or any information obtained by the Firm or its Agents that a reasonable person would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the Firm is no longer providing brokerage services to you.

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*No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.*

The following information is required to be disclosed by law:

1. Material Adverse Facts, as defined in section 452.01(5g) of the Wisconsin Statutes (see definition below).
2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction.

To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may list that information below or provide that information to the Firm or its Agents by other means. At a later time, you may also provide the Firm or its Agents with other information you consider to be confidential.

### CONFIDENTIAL INFORMATION

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### NON-CONFIDENTIAL INFORMATION

(the following information may be disclosed to the Firm and its Agents)

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*(Insert information you authorize to be disclosed, such as financial qualification information.)*

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### Definition of Material Adverse Facts

A "Material Adverse Fact" is defined in Wis. Stat. 452.01(5g) as an Adverse Fact that a party indicates is of such significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision about the terms of such a contract or agreement.

An "Adverse Fact" is defined in Wis. Stat. 452.01(1e) as a condition or occurrence that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made concerning the transaction.

### Notice About Sex Offender Registry

You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at <http://www.doc.wi.gov> or by telephone at 608-240-5830.