



## Turn-Key Beach Block Mixed-Use

5400 Ocean Avenue, Wildwood Crest, NJ

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## THE OFFERING

Graystone Capital Advisors is pleased to present the exclusive opportunity to acquire 5400 Ocean Avenue in Wildwood Crest, NJ (the “Property”). The Property (4,523sf of improvements on 3,600sf parcel) is located less than one block from the beach and boardwalk, and is comprised of one, ground-floor commercial unit with two residential apartments on the second floor.

Given its proximity to the beach and boardwalk, as well as its corner location at a signalized intersection, the Property’s second floor benefits from unobstructed ocean views. The second floor contains a 900-square foot, 3-bedroom / 1-bathroom apartment as well as a 790-square foot, 2-bedroom / 1-bathroom apartment. The first floor is a turnkey restaurant/convenience store with a consistent operating history of over thirty years.

Property Name	Wildwood Mixed-Use
Property Address:	5400 Ocean Ave
Property City, State Zip:	Wildwood Crest, NJ 08260
APN:	0515-1.03-17.02
GLA:	4,523
Lot Size (SF / AC):	3,600 / 0.08
Year Built:	1984
Purchase Price:	\$1,800,000
Building Price Per Square Foot	\$397.97

# INVESTMENT HIGHLIGHTS



## Premier Beachfront Location with High-Foot Traffic

Prime beach-block location at 5400 Ocean Ave, directly across from the beach in the heart of the Wildwood Crest's bustling tourist district. This irreplaceable positioning guarantees perpetual high demand.



## Dual-Use Building - Diversifying Risk

The asset features a retail/restaurant space and two residential units. This model provides for the possibility of diversified income streams or breaking off units as condominiums.



## Strong & Growing Tourism Market Fundamentals

The Wildwoods attract over 9 million visitors annually. With limited new commercial development and a consistently high occupancy rate for vacation rentals, the market fundamentals support strong annual revenue growth and asset appreciation, protecting and enhancing investor capital.

### • Proven, Stabilized Customer/Tenant Base

The retail unit provides a location for reliable income through leasing, or may also serve as an excellent location for a personal business. The existing ownership has operated a successful business on the first floor for over thirty years. The residential units benefit from an irreplaceable location and comparatively larger sizing than many new units hitting the market, ensuring the property remains cash-flowing with minimal downtime, mitigating vacancy risk.

### • Immediate Value-Add & Pro-Forma Upside Potential

Being delivered vacant, a new investor has the immediate opportunity to implement a professional management strategy for the vacation units, combined with a pro forma approach to the retail unit, to achieve peak value for the asset upon stabilization.



# MARKET HIGHLIGHTS



## Tourism-Driven Economy

The Wildwoods attracts over 9 million visitors annually, fueling consistent demand for retail, hospitality, and seasonal services. This steady influx of tourism spending provides a reliable economic engine that supports local businesses year after year.



## Stable Coastal Population

Year-round population of ~3,100 residents, expanding more than 10x in summer months due to seasonal influx. This dramatic swing sustains demand for both residential and short-term commercial uses.



## Rising Rental Market

Average apartment rents have climbed to \$2,425/month in 2025, up nearly 20% since 2020. The surge in rental values underscores tightening supply and investor appetite for coastal multifamily assets.



## Strong Real Estate Appreciation

Median home values in Cape May County have grown 35% over the past five years, reflecting coastal demand. Limited buildable land further reinforces upward pricing pressure.



## Limited Commercial Supply

Office and retail spaces in Wildwood Crest are scarce, with small suites leasing at \$15–20/SF annually, creating a landlord-favorable environment. Investors benefit from low vacancy risk and minimal direct competition.



## Regional Connectivity

Located within the Philadelphia–Wilmington–Camden metro area (6.3M population), offering spillover economic and employment stability. This regional tie-in expands the Wildwood's economic base beyond tourism.

## Wildwood Crest, NJ

Wildwood Crest, New Jersey, is a compact coastal borough of just over 3,000 year-round residents that experiences a massive population surge each summer as vacationers and second-home owners flock to the Jersey Shore. The local economy is heavily tourism-driven, supporting a robust hospitality and retail base that benefits from seasonal demand. Despite a relatively static permanent population, Wildwood Crest's proximity to Philadelphia and the greater Cape May County market ensures consistent infrastructure investment and visitor inflows, sustaining steady revenue streams across the service and lodging sectors.

The borough's demographics lean older, with a median age of about 61 and a large share of retirees and seasonal homeowners. Median household income has risen to roughly \$82,000—above the county average—while the poverty rate remains relatively low near 8.5%.

Housing values continue to climb, with median home prices around \$525,000 and a homeownership rate near 80%, underscoring strong long-term demand for coastal property. Limited land availability and growing interest in short-term rentals have further tightened supply, making both residential and mixed-use assets highly competitive.

Commercial opportunities in Wildwood Crest are defined by scarcity. Most space caters to tourism, with limited professional or medical offices available, often commanding premium rents when well located. Investors will find a niche market that combines stable off-season service demand with sharp seasonal spikes in hospitality revenue. This balance—paired with a mature, affluent demographic and constrained inventory—positions Wildwood Crest as a resilient, high-value submarket for those seeking coastal real estate exposure with consistent long-term appreciation potential.

# AMENITIES MAP





Wildwoods Recreation Center

Centennial Park

The Offering

Wildwoods Convention Center

New Jersey Ave

Pacific Ave  
South/North Island Access

Ocean Ave  
Beach Ave

Rio Grand Ave (NJ-47)  
East/West Island Access

**5400**

OCEAN AVENUE  
WILDWOOD, NJ



E CRESSE AVE

OCEAN AVE

# First Floor Retail Unit

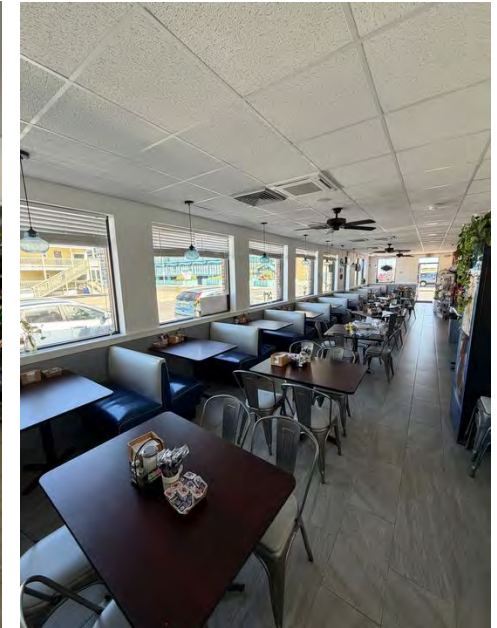
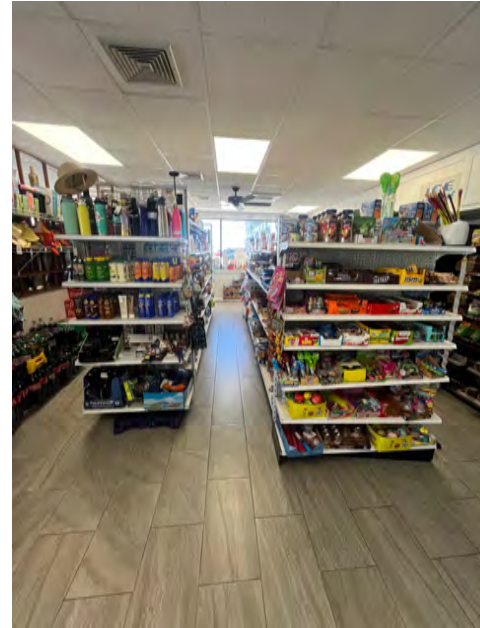
## Equipment List

- (4) True Manufacturing Co. refrigerator cases [(1): 2003, (4) 2021]
- (1) Continental Refrigerator (2023)
- (1) Hobart meat slicer
- (2) Cecilware Pro 90,000 BTU deep fryers (2023)
- (2) Cecilware Pro 4' gas griddle (2023)
- (1) Garland Sunfire 6-burner range and oven (2024)
- (1) Royal Range stock pot range (2025)
- (1) EcoLab ES2000 dishmachine (2010)
- (1) Hoshizaki 72" Steelheart Mega Top Refrigerator Reach-In (2025)
- (1) Walk-in freezer (compressor: 2024)
- (1) Walk-in cooler (compressor: 2023)
- (1) Hoshizaki ice-maker (2023)
- (1) Scotsman double chest ice-maker (2010)
- (1) Hobart H-600 mixer

List of the most substantial kitchen equipment as provided by Ownership. All information should be verified by Buyer as part of their Due Diligence.

## Unit Details

Total Unit GLA (SF)	2,833
Estimated Market Rent	\$35-39/Year/SF



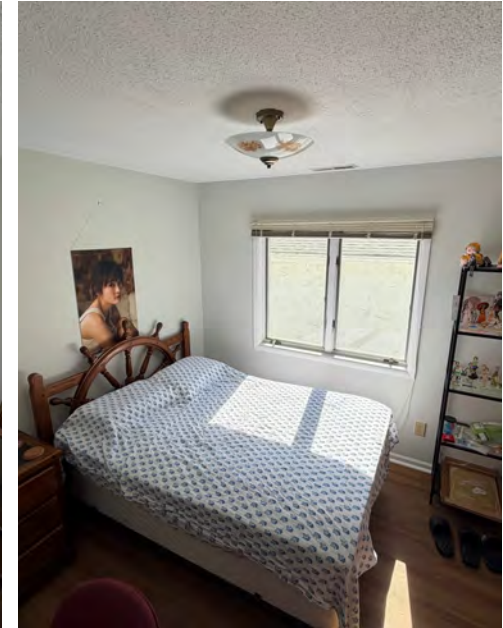


# Apartment Unit 1

## Unit Details

Suite	Unit Mix	Unit GLA	% of Total Building	Annual Rent
Unit 1	3BD/1BA	900	19.89%	\$54,000 (estimated)

A three-bedroom, one-bathroom unit with a large kitchen and living space covering 900 square feet. The unit also features access to a large outdoor patio offering unobstructed views of the ocean. Includes recently updated, stainless steel appliances and gas range.



## Apartment Unit 2

### Unit Details

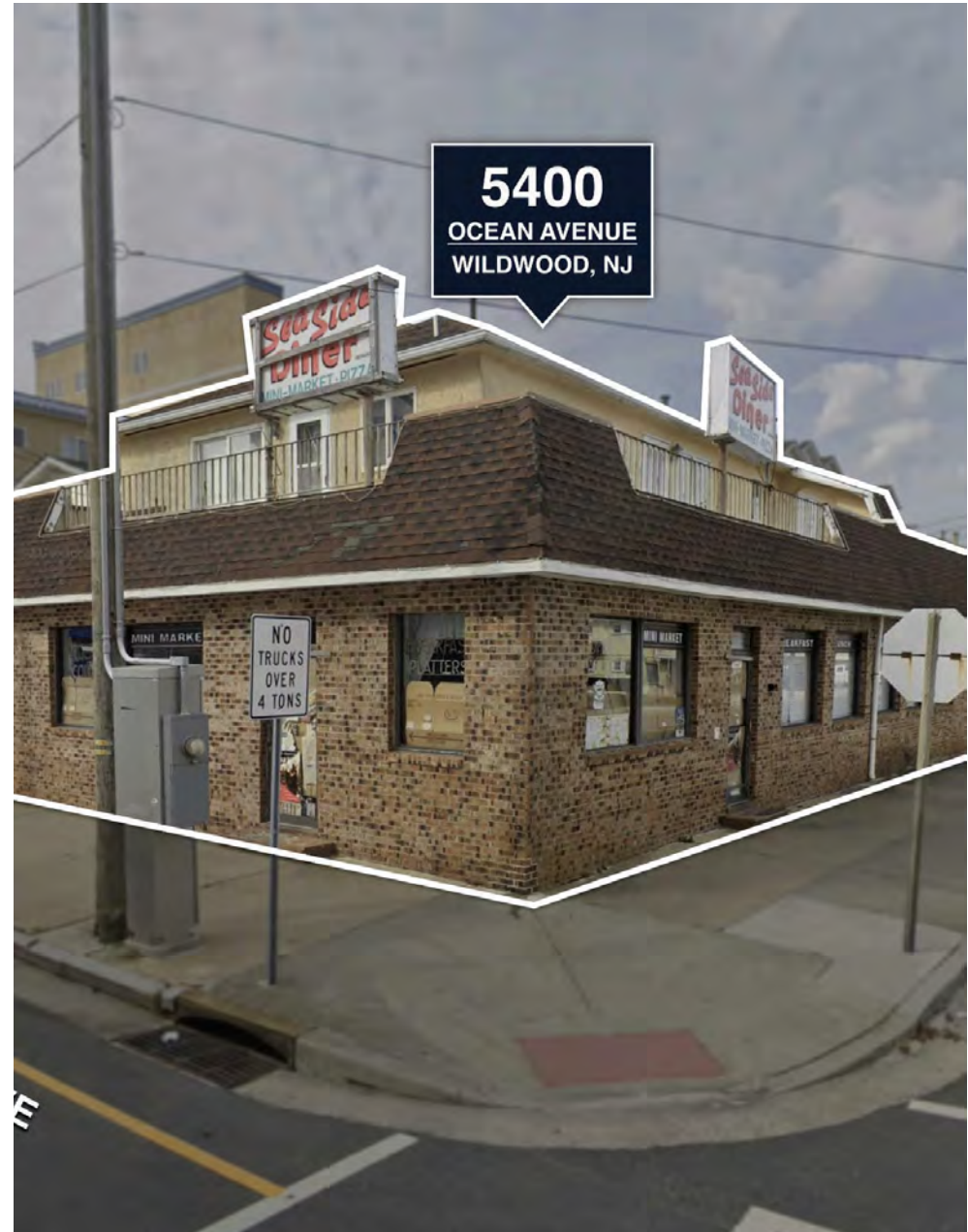
Suite	Unit Mix	Unit GLA	% of Total Building	Annual Rent
Unit 2	2BD/1BA	780	17.24%	\$37,500 (estimated)

A two-bedroom, one-bathroom unit with a large kitchen and living space covering 780 square feet. This unit has similar finishes to the front unit.



# Expenses

2024 Expenses		PSF
Real Estate Taxes	\$11,881	\$2.63
Property Insurance	\$6,849	\$1.51
Utilities	\$15,554	\$3.44
Repairs & Maintenance	\$1,019	\$0.23
<b>Total Expenses</b>	<b>\$35,303</b>	<b>\$7.81</b>





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