



Subject Property

## OFFERING MEMORANDUM

# The Learning Experience

10701 N Council Road, Oklahoma City, OK 73162



# CONFIDENTIALITY AND RESTRICTED USE AGREEMENT

OFFERED EXCLUSIVELY BY:

This Confidential Offering Memorandum ("COM") is provided by Northmarq, solely for your consideration of the opportunity to acquire the commercial property described herein (the "Property"). This COM may be used only as stated herein and shall not be used for any other purpose, or in any other manner, without prior written authorization and consent of Northmarq.

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**BY ACCEPTING THIS COM, YOU AGREE THAT:** (1) all information contained herein, and all other information you have received or may hereafter receive from Northmarq relating to the Property, whether oral, written or in any other form (collectively, the "Information"), is strictly confidential; (2) you will not copy or reproduce, and claim as your own without attribution to Northmarq, all or any part of this COM or the Information; (3) upon request by Northmarq at any time, you will return and/or certify your complete destruction of all copies of this COM and the Information; (4) for yourself and all your affiliates, officers, employees, representatives, agents and principals, you hereby release and agree to indemnify and hold harmless Northmarq all of its affiliates, officers, employees, representatives, agents and principals, from and with respect to any and all claims and liabilities arising from or related to the receipt or use of this COM and/or any other Information concerning the Property; (5) you will not provide this COM or any of the Information to any other party unless you first obtain such party's acceptance and approval of all terms, conditions, limitations and agreements set forth herein, as being applicable to such party as well as to you; and (6) monetary damages alone will not be an adequate remedy for a violation of these terms and that Northmarq shall be entitled to equitable relief, including, but not limited to, injunctive relief and specific performance, in connection with such a violation and shall not be required to post a bond when obtaining such relief.

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## SECTION 1

# ABOUT THE INVESTMENT



# THE OFFERING

Northmarq is pleased to exclusively offer for sale this brand new 2024 construction single tenant property operating as "The Learning Experience" located in Oklahoma City, Oklahoma. The tenant has signed a 15-year NNN lease with minimal landlord responsibilities, 10% rental increases every 5 years and a corporate guaranty from The Learning Experience. The Learning Experience is the fastest-growing childcare franchise with over 630 locations open, planned or under development across 22 states and internationally. TLE is featured on Entrepreneur Magazine's Top 500 Franchisee list and was ranked #1 in their category, and also featured in Franchise Business Review's "Best of the Best" list, was in 2019's Top 200 franchises.

The property is located at the intersection of Hefner & Council Road (combined VPD of 32,574) and surrounded by brand new residential with more homes going up every day. Nearby national tenants include a Walmart Supercenter, Kohl's, Sam's Club, Home Depot, Target, Casey's and more. This property is strategically located to be a go-to daycare provider for nearby residents and is a one-minute drive from nearby Harvest Hills and Ralph Downs Elementary Schools. The area boasts an excellent average household income of \$102k+ (projected to grow by 12% by '28) and population counts of 137K+ within a 5-mile radius of the property.



OFFERING PRICE:

**\$5,033,557**



CAP RATE:

**7.45%**

## INVESTMENT HIGHLIGHTS



**Best-in-Class Operator & Fastest-Growing Childcare Concept in the US. 630+ Centers Open, Planned or Under Development in 22 States and Internationally**



**Brand New 2024 Build-to-Suit Construction, Surrounded by New Construction Residential**



**15-Year NNN Lease with Minimal Landlord Responsibilities & 10% Rental Increases Every 5 Years**



**Rare Above-Market Corporate Guaranty from The Learning Experience (Contact Broker)**



**Located in a High Growth, Affluent Suburb of Oklahoma City**



**A Major Retail Hub is Located Within 1 to 2 Miles of the Property with Major Tenants. Nearby national brands include Sam's Club, Home Depot, Kohl's, Walmart, Target, TJ Maxx, and Others. The Property is also approximately 3 miles from Lake Hefner, a popular spot among the locals for all kinds of recreation**



**Excellent Average HH Income of \$102k+ in a 5-Mile Radius is Expected to Rise 12.90% by '28**



**Population Counts Exceed 137k in a 5-Mile Radius, and are Projected to Grow 2.83% by '28**



**\$332+ Million Spent on Education & Daycare in a 10-Mile Radius**

## SECTION 2

# PROPERTY OVERVIEW

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# PROPERTY SUMMARY

Lease Abstract	
Address	10701 N Council Road, Oklahoma City, OK 73162
Building Area (SF)	10,000
Playground Area (SF)	5,000
Land Area (AC)	1.21
Year Built	2024
Ownership	Fee Simple (Land & Building)
Tenant	TLE at Oklahoma-Hefner, LLC
Guarantor/Signator*	The Learning Experience Academy of Early Education
Rent Commencement	10/1/2024
Lease Expiration	10/1/2039
Base Lease Term	15.00 years
Remaining Lease Term	14+ years
NOI**	\$375,000
Rental Increases	10% every 5 years
Option Periods	2, 5-year
Expenses	NNN
Taxes	Tenant
Maintenance	Landlord is responsible for roof, structure and a portion of the HVAC (during last 7 years of lease)
Insurance	Tenant pays directly
Estoppel	15 days
SNDA	15 days
Financial Reporting	Yes
ROFR	Yes
Security Deposit	N/A

\* Limited Corporate Guarantee of \$600,000 for the first 6 years of the lease. This Guaranty amount limit will be reduced by \$100,000 on each anniversary of the Effective Date and shall further be reduced by the amount of any payment made by Guarantor to Landlord on Tenant's behalf.

\*\* Tenant has a partial rent abatement period during the first 12 months of the lease.

Rent Schedule		
Year	Annual Rent	Rental Increases
1-5	\$375,000	
6-10	\$412,500	10.00%
11-15	\$453,750	10.00%
16-20 (Option 1)	\$499,125	10.00%
21-25 (Option 2)	\$549,038	10.00%



Subject Property Photos

### SECTION 3

# TENANT & INDUSTRY OVERVIEW

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# TENANT OVERVIEW



For more than 30 years, the founders of **The Learning Experience**, have been positively impacting the lives of children by developing and implementing ground-breaking care and early education programs throughout the country. Starting in 2002 with a single location in Boca Raton, FL, the unique and proprietary programs quickly caught on and expansion soon followed with there now being over 630 locations open or planned/under construction across the United States. The foundation of The Learning Experience was built on three key educational and care principles: cognitive, physical, and social; or as The Learning Experience says: “learn, play, and grow!”

The Learning Experience is an industry leader and one of the nation’s fastest growing early education and child care franchises, with a proven track record of success for both students and center franchisees. More than 95% of pre-school graduates read before kindergarten, and more than 60% of center franchisees buy additional units or refer new franchisees to the company. Its been named an Ernst & Young Entrepreneur of the Year and a Make-a-Wish Foundation Corporation of the Year, as being annually ranked among the Franchise 500. In 2021, total system-wide sales exceeded \$360 million and in 2022 the company exceeded \$570 million in total revenue.

In July 2018, The Learning Experience was acquired by Golden Gate Capital (“GGC”), a leading private equity firm based in San Francisco that currently holds \$15+ billion in capital under management. Other sponsored brands include Bob Evans Restaurant, Red Lobster, Express Oil Change & Tire, Mavis Discount Tire, California Pizza Kitchen, and Zales.

Company Profile	
Company Name	The Learning Experience
Tenant Business	Early Childcare Center
Type	Private
FY 2022 Revenue	\$570 million
Locations Open or Planned/Under Construction	630+
Company Started	2002

## ACCOLADES & KEY METRICS

<p>Ernst &amp; Young Entrepreneur of the Year</p>	<p>Entrepreneur Franchisee 500</p>	<p>Franchise Times Top 200+</p>	<p>Inc. 5,000 America's Fastest-Growing Private Companies</p>	<table border="1"> <thead> <tr> <th colspan="2">SYSTEM-WIDE SALES (in millions)</th> <th colspan="2">NUMBER OF OPEN CENTERS</th> </tr> </thead> <tbody> <tr> <td>\$262</td> <td>2018</td> <td>213</td> <td></td> </tr> <tr> <td>\$310</td> <td>2019</td> <td>234</td> <td></td> </tr> <tr> <td>\$229</td> <td>2020</td> <td>264</td> <td></td> </tr> <tr> <td>\$360</td> <td>2021</td> <td>303</td> <td></td> </tr> <tr> <td>\$570</td> <td>2022</td> <td>340</td> <td></td> </tr> </tbody> </table>	SYSTEM-WIDE SALES (in millions)		NUMBER OF OPEN CENTERS		\$262	2018	213		\$310	2019	234		\$229	2020	264		\$360	2021	303		\$570	2022	340	
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<p><b>630+</b> Locations Open or Planned/Under Construction</p>	<p><b>60%</b> Franchisees Own More than 1 Unit</p>	<p><b>32.8%</b> System-wide Sales Growth Since 2002</p>	<p><b>1,000+</b> Corporate Partners</p>																									



# CHILDCARE INDUSTRY OVERVIEW

The U.S. child care market size was valued at \$61.7 billion in 2023 and is expected to reach \$91.68 billion by 2030, with a CAGR of 5.8% over the forecast period. The key factor driving the growth is the rising demand for early daycare & education services with more parents returning to working in offices, the rising number of single & working mothers, advancements in learning technologies for children, and the accessibility of government funding. The expenditure on daycare in the U.S. is very high. As per the cost of care survey facilitated by the U.S. Department of Health and Human Services, the expenditure on these services reached up to 7% of the household income in 2021. Families in the U.S. are willing to spend more on childcare services, indicating the high service demand in the U.S. Based on type, the market is segmented into early care, early education & daycare, backup service & others. Early education & daycare accounted for the largest revenue share of 47.0% in 2022.

The Global Child Care Market size was valued at over \$269 billion in 2023, registering a CAGR of 13.5% during the forecast period (2024-2032), and the market is projected to be worth over \$575 Billion by 2032.



Sources: <https://www.grandviewresearch.com/industry-analysis/us-child-care-market> | <https://www.globenewswire.com> | <https://www.thebusinessresearchcompany.com/report/child-day-care-services-global-market-report> | <https://www.researchandmarkets.com> | <https://www.linkedin.com/pulse/child-care-market-insight-comprehensive> | [https://finance.yahoo.com/news/u-child-care-early-care-141600763.html?guccounter=1&guce\\_referrer=aHR0cHM6Ly93d3cuZ29uZ2x1LnNvbS8&guce\\_referrer\\_sig=AQAAALGdkwzrlyRK6ZpnOPS2en-hiG9mBk3blel5niqGvqq99QQdw2iy6lJxvVByNMcl6l5eX2Gg5lGgHhDX0Rxs859RDj01g6KfJ3rQ15A6Gg-MIKJLQu9NGat-Yih5A\\_auXoc3zMoMdlYo-sDEFPDy1ldxmsXH655hb6w](https://finance.yahoo.com/news/u-child-care-early-care-141600763.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29uZ2x1LnNvbS8&guce_referrer_sig=AQAAALGdkwzrlyRK6ZpnOPS2en-hiG9mBk3blel5niqGvqq99QQdw2iy6lJxvVByNMcl6l5eX2Gg5lGgHhDX0Rxs859RDj01g6KfJ3rQ15A6Gg-MIKJLQu9NGat-Yih5A_auXoc3zMoMdlYo-sDEFPDy1ldxmsXH655hb6w)

## CHILDCARE MARKET STATS

### U.S. MARKET



5.8% CAGR

**\$61.7B**

Est 2023

U.S. Market Value

**\$91.68B**

Forecasted 2030

U.S. Market Value

### GLOBAL MARKET



13.5% CAGR

**\$269B**

Est 2023

Global Market Value

**\$575B**

Forecasted 2032

Global Market Value

### GROWING DEMAND

The demand for childcare services continues to rise as more parents join the workforce or pursue education. Factors such as increasing dual-income households and single-parent households contribute to this trend.

### ECONOMIC IMPACT

The childcare industry has a significant economic impact. It enables parents to work or study, thereby contributing to the overall productivity and economic growth of a country.

### EARLY CHILDHOOD EDUCATION

Many childcare facilities also offer early childhood education programs designed to promote children's cognitive, social, and emotional development. High-quality early childhood education has been shown to have long-term benefits for children, including improved academic outcomes and socio-emotional skills.

## SECTION 4

# MARKET OVERVIEW



# LOCATION OVERVIEW

**Oklahoma City** is the capital and most populous city in Oklahoma. It is part of the Oklahoma City MSA, one of the fastest-growing metros in the country with roughly 1.38 million people. From 2010 to 2015, Oklahoma City's metro population grew by nearly 10 percent, twice as fast as the nation. In the next few years, the metro is expected to grow even faster at 1.66 percent annually, growing from 1.4 M as of 2020 to over 2 million before the year 2040. Oklahoma City boasts an increasingly diversified economy, with aviation and aerospace making up the largest sector in both employment and economic impact.

Consumer Spending	
<b>Apparel and Services</b>	\$578,726,941
<b>Entertainment &amp; Recreation</b>	\$966,751,201
<b>Food</b>	\$2,734,514,804
<b>Household Operations</b>	
Child Care	\$134,417,825
Lawn and Garden	\$163,280,444
Moving/Storage/Freight Express	\$23,674,035
Housekeeping Supplies	\$241,482,167
<b>Transportation</b>	\$1,833,238,716
<b>Travel</b>	\$465,844,984

Source: ESRI 2024

## QUICK STATS



**#22** Most populous cities in the U.S.



**670K+**  
Workforce



**150K+**  
College Students

### Top Employers



### Headquarters



## RECENT DEVELOPMENTS

- Ramsay's Kitchen
- Lower Scissortail Park
- Oklahoma City Convention Center and Omni Headquarter Hotel
- Renovations to the Crystal Bridge Conservatory at Myriad Botanical Gardens
- First National Center
- Blessed Stanley Rother Shrine
- First Americans Museum

[Click Here for More >>](#)

## WHAT'S COMING

- OKANA Resort & Indoor Waterpark
- National Cowboy & Western Heritage Museum
- Bungalow 23
- OAK
- Fairgrounds Coliseum
- RIVERSPORT Expansion
- Oklahoma City Zoo Receiving \$71 Million in Upgrades
- Clara Luper Civil Rights Center
- Andretti's
- Boomtown OKC
- 3 New Hotels













Northwest Expy  
(± 27,064)

**HOBBY LOBBY**  
  
  
**QDOBA**

**Rockwell Plaza Shopping Center**  
  
**TARGET**  
  
**TJ-maxx**  
  
**five BEL'W**  
  
**Bath & Body Works**  
  
**JOANN**  
  
**PET SMART**  
  
**Cane's**  
  
**Taco Bueno**  
  
**KFC**  
  
**Schlotzsky's**

**Wiley Post Airport-PWA**

**Silver Springs Pointe**  
  
**Walmart Supercenter**  
  
**Office DEPOT**  
  
**KOHLS**  
  
**sams club**  
  
**THE HOME DEPOT**  
  
**IHOP**  
  
**Panda Express**  
  
**Casey's**  
  
**Pizza Hut**

**FAZOLI'S**  
  
**ALDI**  
  
**PETCO**  
  
**verizon**  
  
**BANK OF AMERICA**  
  
**AT&T**

**SONIC**  
  
**FedEx Ship Center**  
  
**Panera BREAD**

**Wiley Post Elementary**  
 +/- 519 Students

**Lake Hefner Townhomes**

**St. Ann's Skilled Nursing & Therapy**

**Lake Hefner Townhomes**

**Concordia Life Plan Community**

**Office Corridor**

**Prairie Springs Apartments**

**Downtown Oklahoma City, OK**  
 13 Mi Away from SP

**Hefner Mansions Senior Independent Living**

**Eagle Crest Apartments**

**Harvest Hills Elementary School**  
 +/- 420 Students

**Wilson Homes**

**UNITED STATES POSTAL SERVICE**

**Council Place Apartments**

**Ralph Downs Elementary School**  
 +/- 385 Students

**Morada Lake Hefner**

**Tamaron Village Apartments**

**PAPA MURPHY'S**  
 TAKE 'N BAKE PIZZA

**SecurCare SELF STORAGE**

**Shell**

**Casey's**

**W Hefner Rd**  
 (± 15,977)

**N Council Rd**  
 (± 16,597)



**THE LEARNING EXPERIENCE**



Rockwell Plaza Shopping Center



Silver Springs Pointe



Downtown Oklahoma City, OK  
13 Mi Away from SP

Eagle Crest Apartments

Prairie Springs Apartments

Council Place Apartments

Wilson Homes


N Council Rd  
(± 16,597)


HARBOR FREIGHT TOOLS  
OLIE'S Bargain OUTLET






# DEMOGRAPHICS

 POPULATION	1 MILE	3 MILES	5 MILES
2023 Population	14,234	72,415	137,299
2028 Population	14,488	73,992	141,185
% Change	1.78%	2.18%	2.83%

 HOUSEHOLDS	1 MILE	3 MILES	5 MILES
2023 Households	6,433	30,032	55,824
2028 Households	6,512	30,599	57,194
% Change	1.23%	1.89%	2.45%

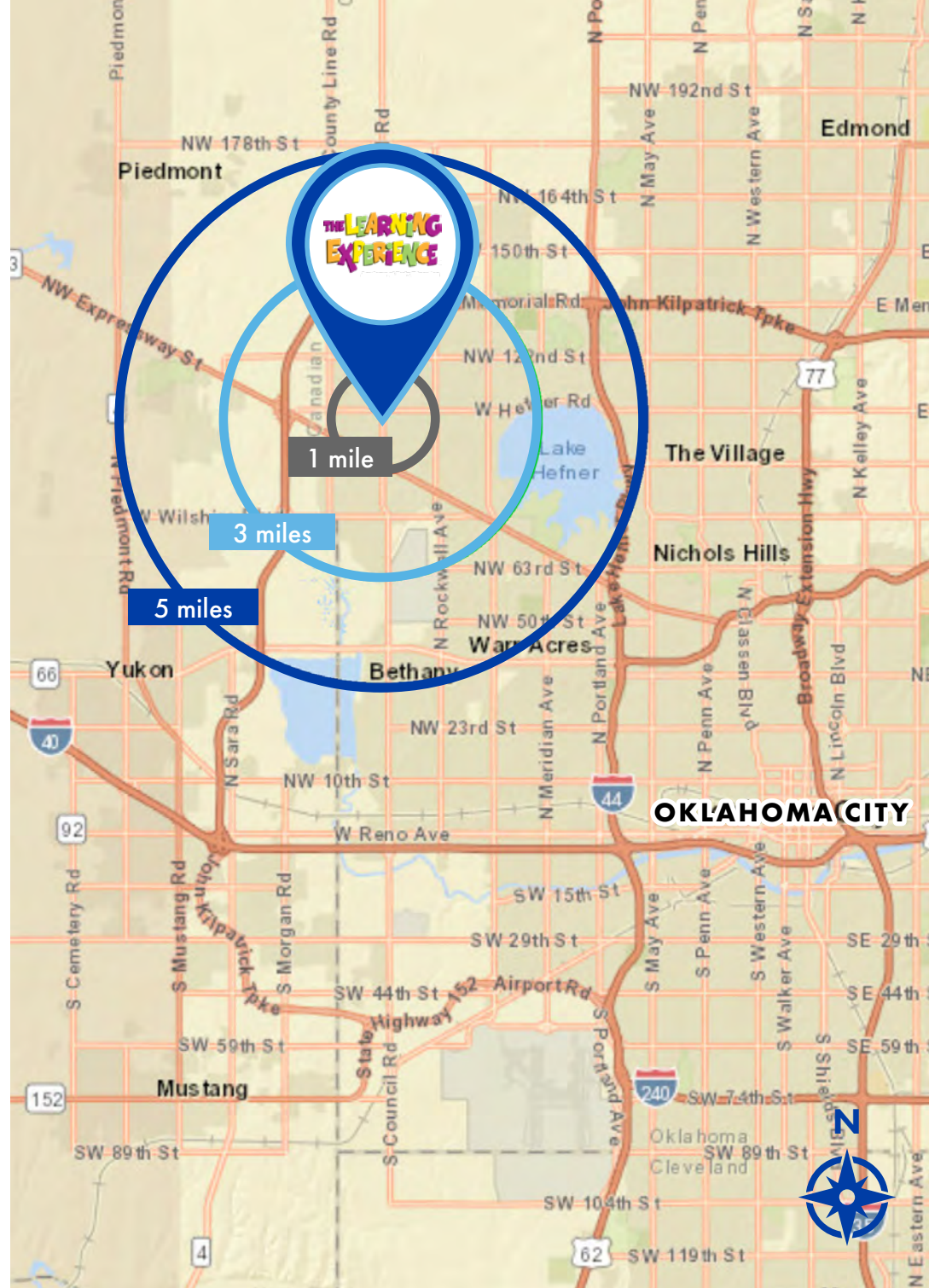
 HOUSEHOLD INCOME	1 MILE	3 MILES	5 MILES
2023 Average HH Income	\$89,234	\$100,493	\$102,043
2028 Average HH Income	\$100,760	\$113,483	\$115,203
% Change	12.92%	12.93%	12.90%



**137K**  
POPULATION  
(5 MILES)



**\$102K**  
AVG HH INCOME  
(5 MILES)





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**Commercial Real Estate**

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