



OFFERING MEMORANDUM

16805 MT ROSE HWY

Reno, NV 89511

Marcus & Millichap

16805 MT ROSE HWY

EXCLUSIVELY
LISTED BY

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Marcus & Millichap

OFFERING SUMMARY

16805 MT ROSE HWY



Listing Price
\$1,900,000



Lot Size
2.33 Acres



Zoning
Neighborhood Commercial

PROPERTY DETAILS

Offering Type	Raw Land
Listing Price	\$1,900,000
Total Acreage	2.33 Acres (101,635 SF)
Price/Acre	\$815,451/Acre
Price/SF	\$18.69/SF
Total Return	Fee Simple
Zoning	Neighborhood Commercial
Utilities	All Adjacent to Site
APN #'s:	047-161-11 & 047-161-12



16805 MT ROSE HWY

Reno, NV 89511

INVESTMENT OVERVIEW

The Subject Property, 16805 & 16955 Mount Rose Highway, consists of two contiguous parcels totaling 2.33 acre(s). The offering is raw land, with all utilities nearby. This site is one of the very few commercial properties along Mount Rose Highway, and is well suited for a variety of uses that can serve the ~10,500 cars per day that pass the property. The two parcels can be sold separately, though it is the owner's preference that they be sold together.

This Property is located in an extremely affluent submarket, with average household incomes exceeding \$212,000 in a one-mile radius. The site is located just a couple minutes away from the high-end golf community "Montreux", where average home prices exceed \$2.5MM. In addition, it has great visibility along Mount Rose Highway, where the traffic largely consists of both locals and tourists on their way to and from Mount Rose Ski resort, Lake Tahoe, and other destinations that are only a few miles away.

The existing zoning is Neighborhood Commercial, which allows for a variety of commercial uses and low-to-medium density residential. Nearby uses include a coffee and wine bar, medical office, professional office, a sporting goods retailer, and residential.

Developable land for commercial uses is incredibly difficult to find in this submarket. Much of the land between this site and Lake Tahoe is a mix of national forest and wilderness, and of the few private parcels mixed in, many have steep topography that makes development cost prohibitive.

Offered at \$1,900,000, or just over \$18.70 per square foot, this property provides an investor a hard-to-find parcel of land in an extremely affluent submarket.

INVESTMENT HIGHLIGHTS

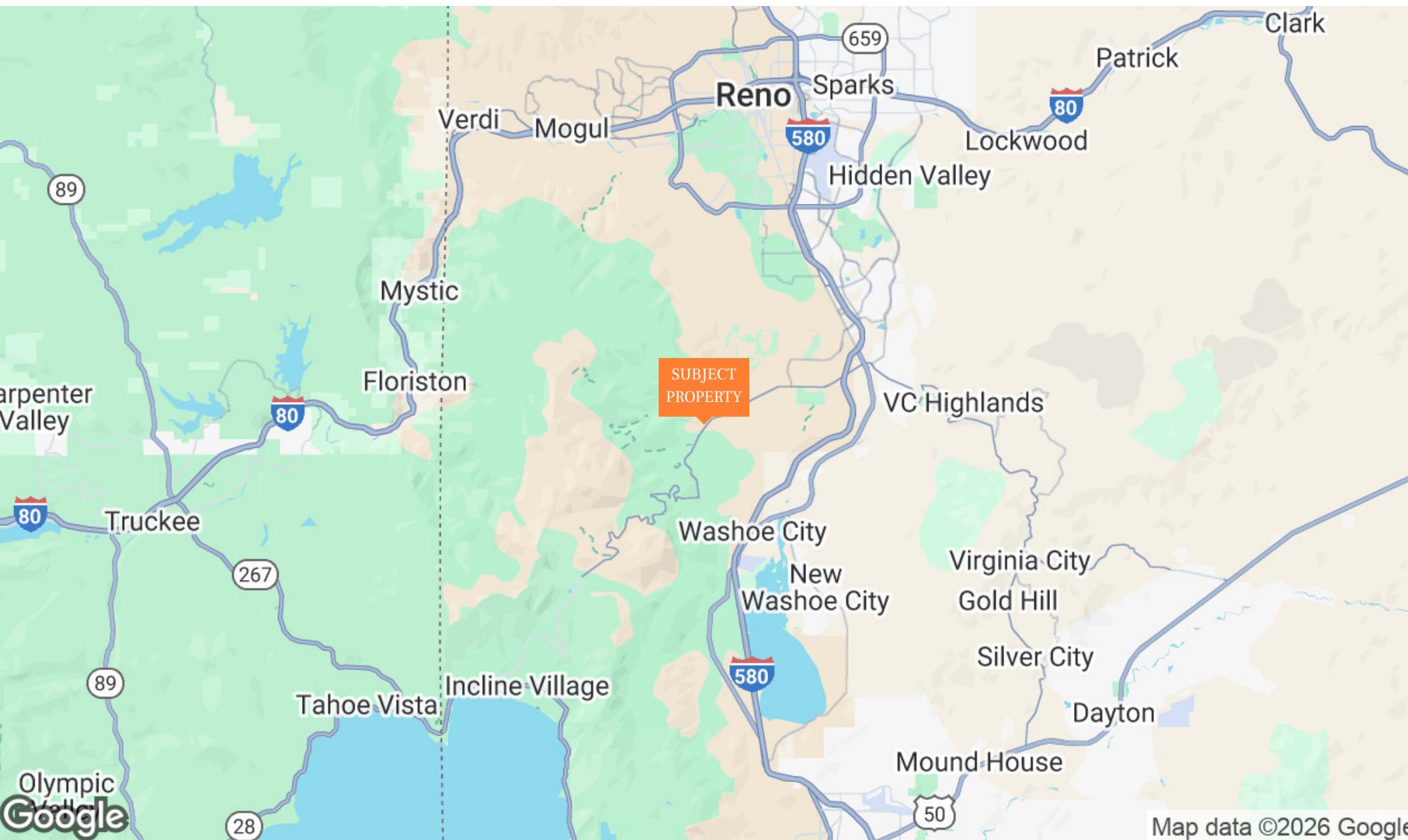
Rare Offering of 2.33 acre(s) of Land Along Mount Rose Highway, Near Montreux

Average Household Incomes Exceed \$212,000 in a One-Mile Radius

Primary Thoroughfare from Reno to Mount Rose Ski Resort (~8 Miles), and Lake Tahoe (~20 Miles)

16805 MT ROSE HWY

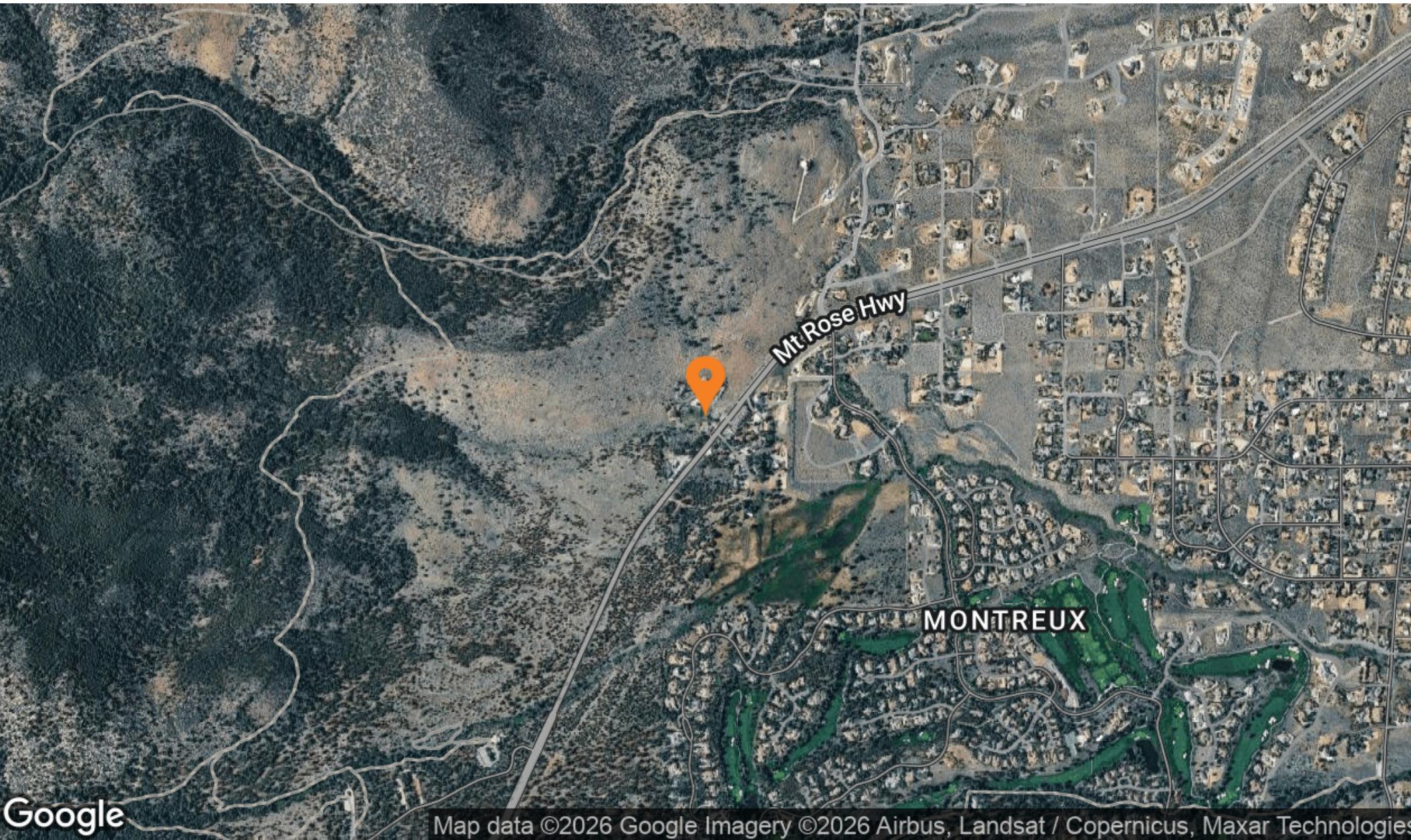
REGIONAL MAP



Map data ©2026 Google

16805 MT ROSE HWY

LOCAL MAP



Google

Map data ©2026 Google Imagery ©2026 Airbus, Landsat / Copernicus, Maxar Technologies



E

Downtown Reno

17.5 mi | 20 min

SHAYDEN SUMMIT

Open-Air Shopping Mall
(65+ Stores / 600,000+ SF)

5.8 mi | 10 min

Virginia City

19.4 mi | 31 min



4.8 mi | 8 min



1.5 mi | 5 min

431
NEVADA

Mt Rose Hwy

Subject Property

*Parcel outlines are approximate

10,500+
Cars per Day



Mt. Rose
SKI TAHOE

8.3 mi | 20 min



lake
tahoe

19.9 mi | 40 min

 **Montrêux**
Golf & Country Club

1.5 mi | 5 min

10,500+
Cars per Day



431
NEVADA

Mt Rose Hwy

the
LODGE
Bar & Patio

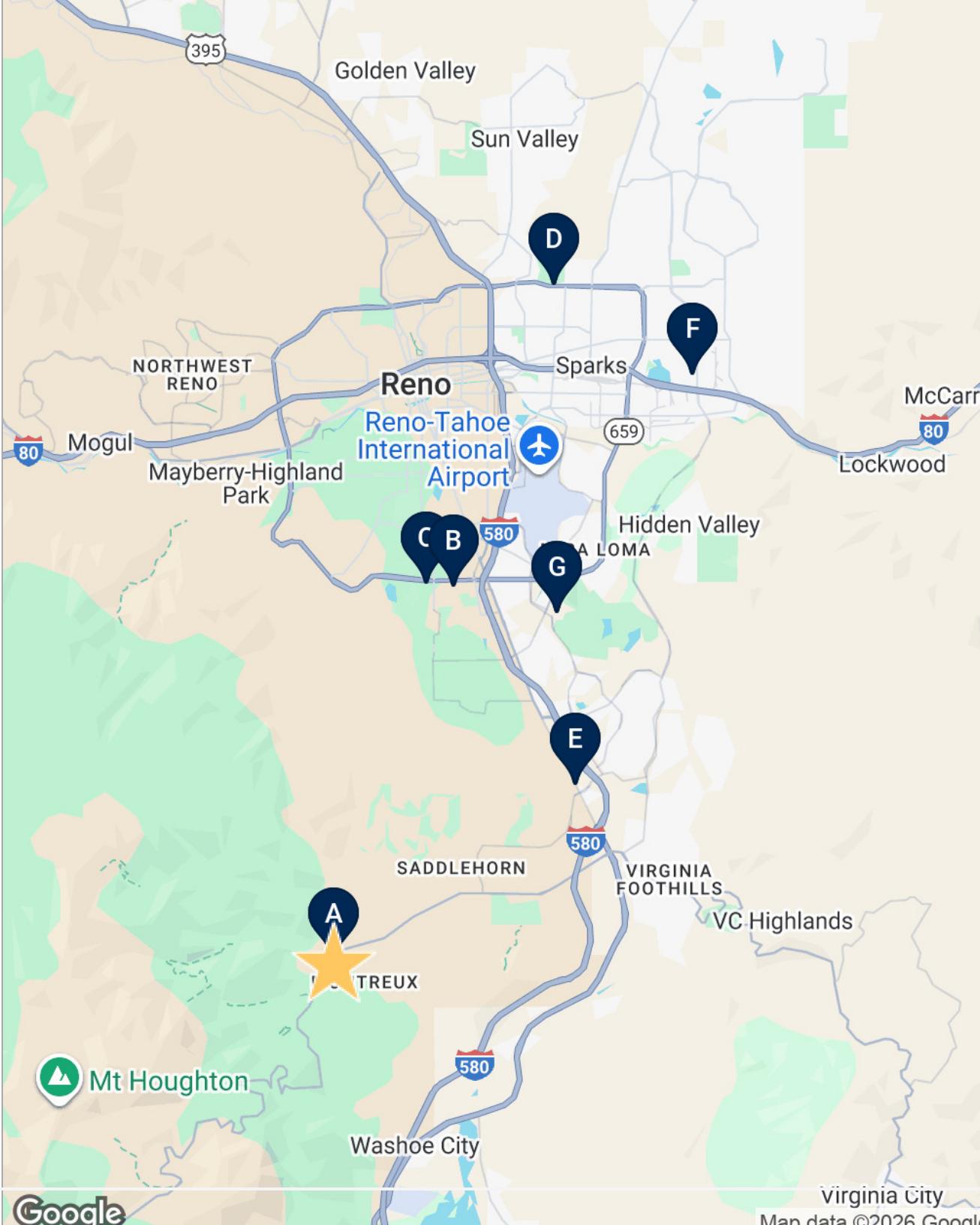
Subject Property

*Parcel outlines are approximate



SALE COMPS MAP

- ★ 16805 Mt Rose Hwy
- A 16795 Mt Rose Hwy
- B 5495 Talbot Ln
- C 6000 Plumas St
- D 4620 Wedekind Rd
- E 12325 S Virginia St
- F 1415 Scheels Drive
- G Reno Corporate Dr



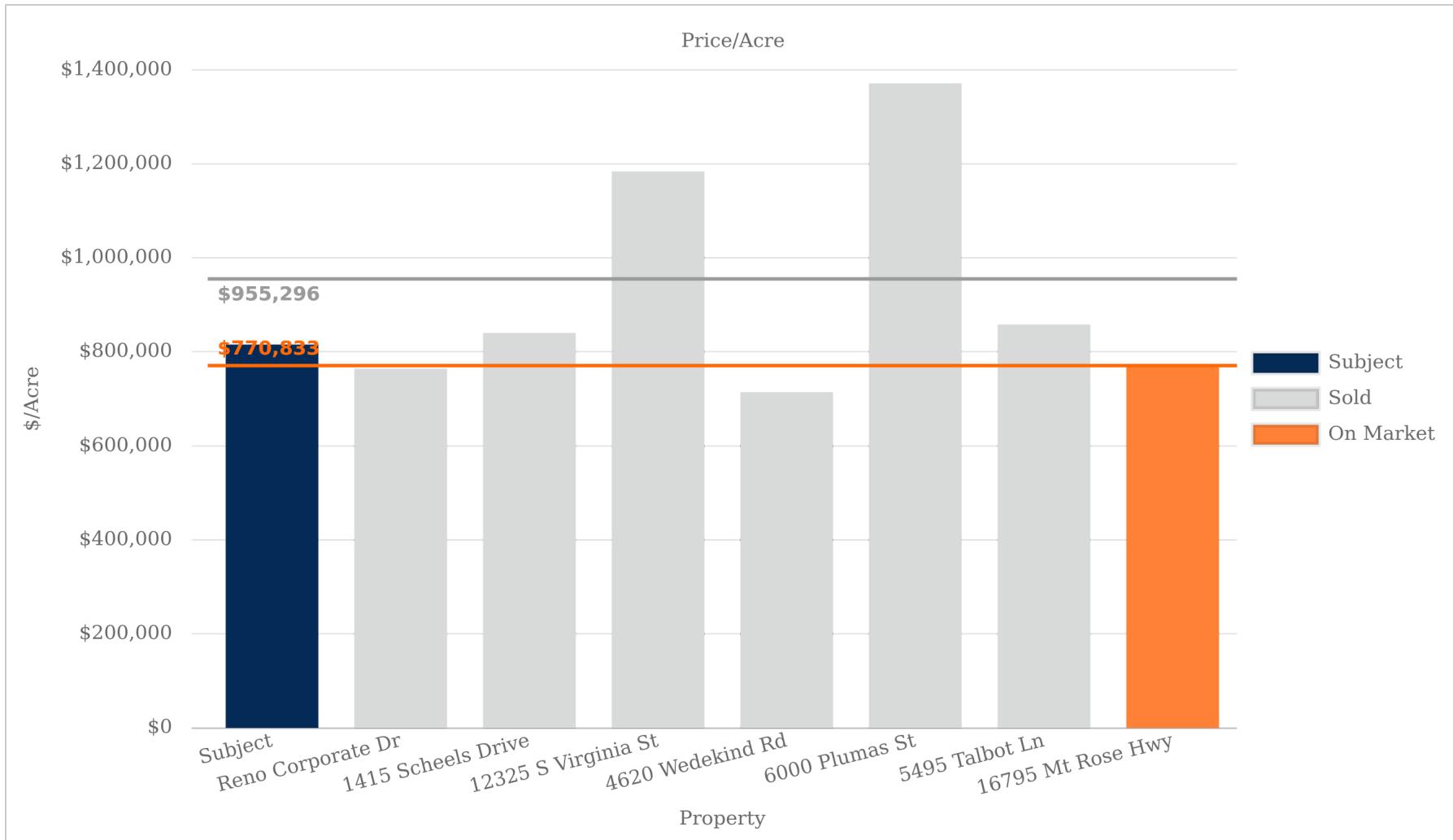
16805 MT ROSE HWY

SALE COMPS SUMMARY

	SUBJECT PROPERTY	PRICE	LOT SIZE	\$/ACRE	CLOSE
	16805 Mt Rose Hwy Reno, NV 89511	\$1,900,000	2.33 AC	\$815,451	On Market
	SALE COMPARABLES	PRICE	LOT SIZE	\$/ACRE	CLOSE
	16795 Mt Rose Hwy Reno, NV 89511	\$1,295,000	1.68 AC	\$770,833	On Market
	5495 Talbot Ln Reno, NV 89509	\$2,600,000	3.03 AC	\$858,085	12/08/2025
	6000 Plumas St Reno, NV 89519	\$13,000,000	9.48 AC	\$1,371,308	10/30/2025
	4620 Wedekind Rd Sparks, NV 89431	\$1,150,000	1.61 AC	\$714,285	07/31/2025
	12325 S Virginia St Reno, NV 89511	\$3,800,000	3.21 AC	\$1,183,800	12/20/2024
	1415 Scheels Drive Sparks, NV 89434	\$3,075,000	3.66 AC	\$840,163	10/24/2024
	Reno Corporate Dr Reno, NV 89511	\$2,109,000	2.76 AC	\$764,130	04/24/2024
AVERAGES		\$3,861,286	3.63 AC	\$928,943	-

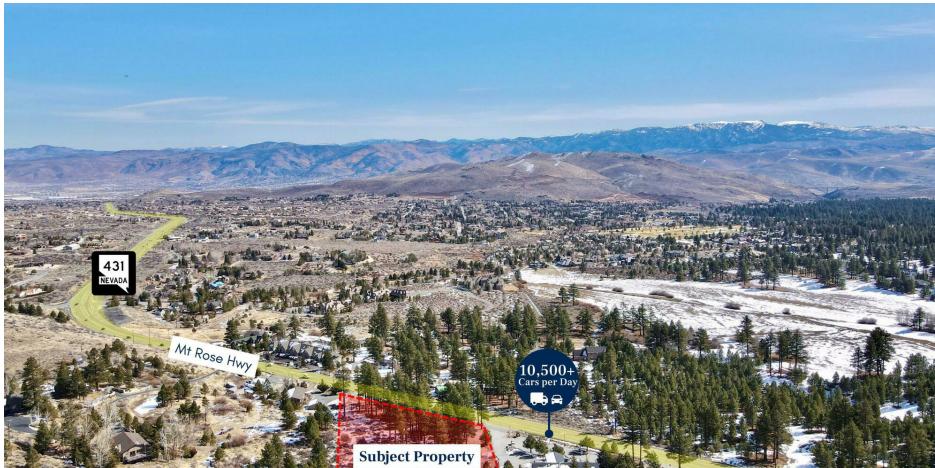
16805 MT ROSE HWY

PRICE PER ACRE CHART



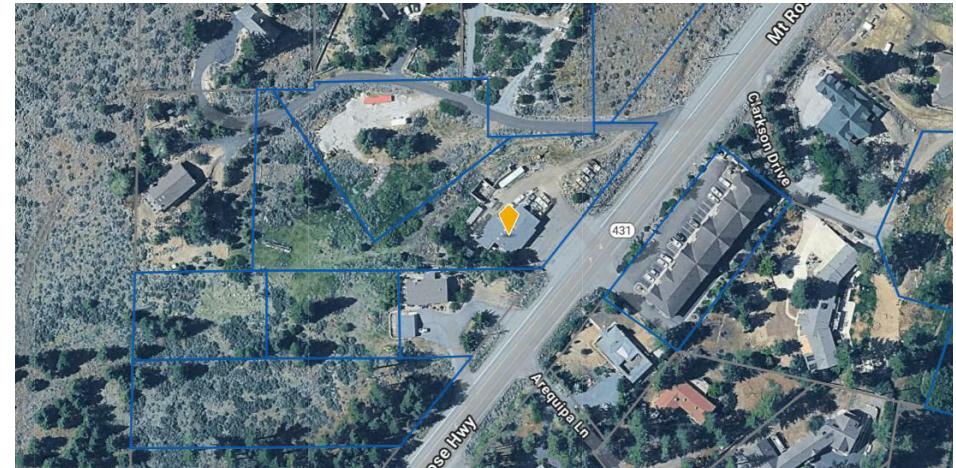
16805 MT ROSE HWY

SALE COMPS



16805 Mt Rose Hwy Reno, NV 89511

Listing Price:	\$1,900,000	Lot Size:	2.33 Acres
Price/Acre:	\$815,451		
Zoning:	Neighborhood Commercial		



A 16795 Mt Rose Hwy Reno, NV 89511

Listing Price:	\$1,295,000	COE:	On Market
Lot Size:	1.68 Acres	Price/Acre:	\$770,833
Zoning:	(NC) ALL - NEIGHBORHOOD COMMERCIAL 10,000 SQ FT		

This commercial land is currently on the market, said to be under contract. The site is an "hourglass" shape, with some topography.

16805 MT ROSE HWY

SALE COMPS



B 5495 Talbot Ln
Reno, NV 89509

Sale Price:	\$2,600,000	COE:	12/08/2025
Lot Size:	3.03 Acres	Price/Acre:	\$858,085
Zoning:	LLR1		

This 3.03-acre commercial land sold for \$858,085/AC on December 8th, 2025. The property is zoned LLR1 (ALL - LARGE LOT RESIDENTIAL1 ACRE)



C 6000 Plumas St
Reno, NV 89519

Sale Price:	\$13,000,000	COE:	10/30/2025
Lot Size:	9.48 Acres	Price/Acre:	\$1,371,308
Zoning:	General Commercial		

This 9.48-acre commercial land sold for \$1,371,307/AC on October 30th, 2025. The property is zoned General Commercial.

16805 MT ROSE HWY

SALE COMPS



D 4620 Wedekind Rd Sparks, NV 89431

Sale Price:	\$1,150,000	COE:	07/31/2025
Lot Size:	1.61 Acres	Price/Acre:	\$714,285
Zoning:	Master Planned Commercial		

This 1.61-acre commercial land sold for \$714,282/AC on July 31st, 2025. The property is zoned Master Planned Commercial.



E 12325 S Virginia St Reno, NV 89511

Sale Price:	\$3,800,000	COE:	12/20/2024
Lot Size:	3.21 Acres	Price/Acre:	\$1,183,800
Zoning:	MS		

This 3.21-acre mixed-use land sold for \$1,183,797/AC on December 20th, 2024. The property is zoned MS (RENO - MIXED-USE SUBURBAN).

16805 MT ROSE HWY

SALE COMPS



F 1415 Scheels Drive Sparks, NV 89434

Sale Price:	\$3,075,000	COE:	10/24/2024
Lot Size:	3.66 Acres	Price/Acre:	\$840,163
Zoning:	NUD		

This 3.66-acre commercial land sold for \$840,162/AC on October 24th, 2024. The property is zoned NUD (SPKS - NEW URBAN DEVELOPMENT/MUST HAVE PLAN FILED).



G Reno Corporate Dr Reno, NV 89511

Sale Price:	\$2,109,000	COE:	04/24/2024
Lot Size:	2.76 Acres	Price/Acre:	\$764,130
Zoning:	IC		

This 2.76-acre industrial commercial land sold for \$764,128/AC on April 24th, 2024. The property is zoned IC (ALL - INDUSTRIAL COMMERCIAL).

16805 MT ROSE HWY

MARKET OVERVIEW

RENO-SPARKS-CARSON CITY

Once dominated by government and gambling, the Reno-Sparks-Carson City metro has diversified into an emerging high-tech manufacturing and logistics hub in western Nevada, boosting employment opportunities. Lower cost and higher-quality living, as well as a business-friendly environment, are drawing companies and residents from across the nation, particularly from neighboring California. Across the next five years, nearly 30,000 additional people are expected to enter the metro, which encompasses Washoe and Storey counties, as well as Carson City, home to the state's capital. The eastern shore of Lake Tahoe is included in the market, contributing to an active outdoor recreation segment. A diverse array of activities — including gambling and cultural amenities — sustain the growing tourism industry.

METRO HIGHLIGHTS



LOWER BUSINESS COSTS
More affordable costs and a business-friendly climate attract firms, including Switch Data, Apple, Google and Tesla, to the region.



STRONG EMPLOYMENT GAINS
Between 2019 and the end of 2023, Reno's employment growth rate has nearly doubled that of the national average.



TOURISM
Special events, such as the Reno Rodeo or Reno Jazz Festival, as well as the region's many lakes, rivers, casinos, conventions and ski resorts, draw visitors and residents to the metro.



16805 MT ROSE HWY

MARKET OVERVIEW

ECONOMY

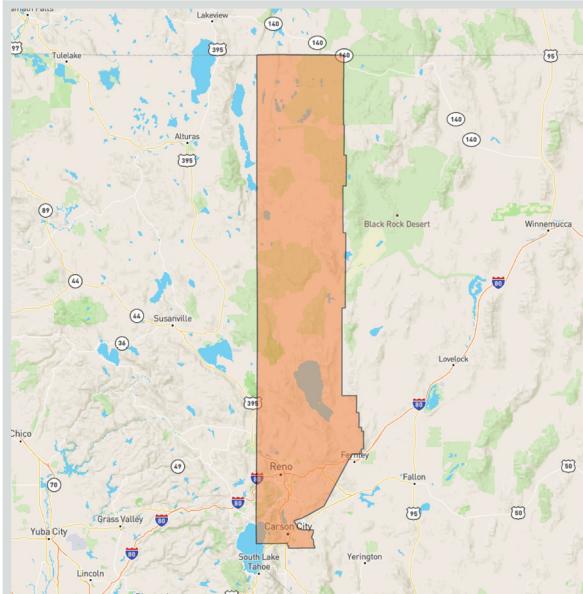
- The region is becoming an important center for distribution and industrial expansion, as all West Coast markets can be reached in one day.
- Pro-business environment and proximity to California attract an array of firms. Apple, Amazon and Jet.com have opened facilities in the metro. Tesla's Gigafactory and the Switch Digital Citadel, the world's most advanced data center, are also here.
- Redeveloping unique neighborhoods, such as the Brewery District and Mid-Town, are drawing businesses, tourists and residents.



* Forecast

MAJOR AREA EMPLOYERS

- Peppermill Reno
- Honeywell
- Eldorado Resort Casino
- Saint Mary's Health Network
- Carson Tahoe Health
- Tesla Gigafactory
- Sun Technical Services, Inc.
- Boomtown, LLC
- SanMar Corp.
- Chewy.com LLC



SHARE OF 2025 TOTAL EMPLOYMENT



Note: Figures are rounded to nearest whole percentage point

16805 MT ROSE HWY

MARKET OVERVIEW

DEMOGRAPHICS

- The local population will swell by roughly 30,000 people by 2029, supporting a household gain of 5.5 percent or nearly 13,000 new households, driving demand for more housing. Home prices below large California markets continue to draw residents from the neighboring state.
- Roughly 65 percent of residents ages 25 and older have completed some college, while more than 31 percent hold at least a bachelor's degree, creating a skilled workforce.

QUALITY OF LIFE

Outdoor activities abound in the metro, with golf courses, parks and trails for biking, running and hiking. The region's rivers, lakes and reservoir offer numerous water sports, while the mountains provide a scenic backdrop and snow in the winter. Cultural venues include the Nevada Museum of Art, Discovery Children's Museum, Brüka Theatre, Fleischmann Planetarium, the Pioneer Center for the Performing Arts, and a host of other museums, galleries and festivals. More than 50,000 students attend local institutions of higher education, including the University of Nevada, Reno, Truckee Meadows Community College, Western Nevada College and Sierra Nevada College. These institutions also contain cultural and sports venues.

SPORTS

Baseball | **AAA** | Reno Aces
Basketball | **NCAA** | Nevada Wolf Pack



EDUCATION

- Western Nevada College
- Sierra Nevada College
- University of Nevada, Reno
- Truckee Meadows Community College

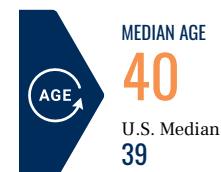


ARTS & ENTERTAINMENT

- Terry Lee Wells Nevada Discovery Museum
 - Nevada Museum of Art
- Pioneer Center for the Performing Arts
 - Fleischmann Planetarium



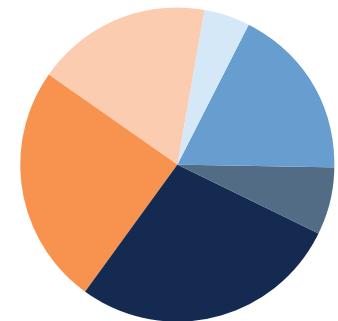
QUICK FACTS



*Forecast

2025 Population by Age

5%	0-4 years
18%	5-19 years
6%	20-24 years
28%	25-44 years
25%	45-64 years
18%	65+ years



*Forecast

Sources: Marcus & Millichap Research Services; BLS; Bureau of Economic Analysis; Experian; Fortune; Moody's Analytics; U.S. Census Bureau

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DEMOGRAPHICS

POPULATION	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Population	957	6,432	18,945
2024 Estimate			
Total Population	934	6,270	17,966
2020 Census			
Total Population	914	6,158	16,935
2010 Census			
Total Population	796	5,392	15,319
Daytime Population			
2024 Estimate	749	5,024	14,865
HOUSEHOLDS	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Households	411	2,648	7,520
2024 Estimate			
Total Households	400	2,575	7,131
Average (Mean) Household Size	2.5	2.5	2.5
2020 Census			
Total Households	384	2,476	6,594
2010 Census			
Total Households	312	2,092	5,796

HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
2024 Estimate			
\$250,000 or More	33.5%	30.2%	24.6%
\$200,000-\$249,999	14.2%	12.8%	10.6%
\$150,000-\$199,999	11.6%	14.2%	16.4%
\$125,000-\$149,999	6.5%	6.8%	9.5%
\$100,000-\$124,999	12.2%	10.9%	10.2%
\$75,000-\$99,999	7.0%	10.1%	8.9%
\$50,000-\$74,999	5.0%	5.6%	7.9%
\$35,000-\$49,999	3.7%	2.7%	3.5%
\$25,000-\$34,999	1.9%	1.9%	2.6%
\$15,000-\$24,999	2.1%	1.5%	2.2%
Under \$15,000	2.2%	3.5%	3.6%
Average Household Income	\$212,811	\$202,780	\$184,587
Median Household Income	\$195,088	\$177,224	\$158,212
Per Capita Income	\$86,420	\$82,440	\$73,747

16805 MT ROSE HWY

DEMOGRAPHICS

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2024 Estimate	934	6,270	17,966
0 to 4 Years	2.7%	2.8%	3.4%
5 to 14 Years	9.3%	10.3%	11.0%
15 to 17 Years	3.6%	3.8%	4.0%
18 to 19 Years	1.7%	1.6%	1.8%
20 to 24 Years	3.0%	3.1%	3.3%
25 to 29 Years	2.0%	2.0%	2.4%
30 to 34 Years	2.6%	2.5%	2.8%
35 to 39 Years	3.5%	3.9%	4.5%
40 to 49 Years	11.5%	11.3%	11.8%
50 to 59 Years	16.2%	16.5%	16.1%
60 to 64 Years	11.1%	10.8%	10.1%
65 to 69 Years	12.0%	11.3%	10.0%
70 to 74 Years	10.1%	9.8%	8.4%
75 to 79 Years	6.7%	6.5%	5.8%
80 to 84 Years	2.3%	2.5%	2.9%
Age 85+	1.6%	1.5%	1.7%
Median Age	56.0	56.0	53.0

POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population 25+ by Education Level			
2024 Estimate Population Age 25+	743	4,912	13,757
Elementary (0-8)	0.0%	0.0%	0.3%
Some High School (9-11)	1.7%	1.3%	2.2%
High School Graduate (12)	12.2%	13.1%	15.1%
Some College (13-15)	19.9%	18.6%	18.4%
Associate Degree Only	9.8%	8.8%	8.4%
Bachelor's Degree Only	32.8%	32.9%	31.4%
Graduate Degree	23.6%	25.4%	24.1%
HOUSING UNITS	1 Mile	3 Miles	5 Miles
Occupied Units			
2029 Projection	438	2,825	7,872
2024 Estimate	426	2,747	7,465
Owner Occupied	361	2,399	6,620
Renter Occupied	19	149	551
Vacant	27	172	335
Persons in Units			
2024 Estimate Total Occupied Units	400	2,575	7,131
1 Person Units	13.2%	14.0%	16.1%
2 Person Units	56.0%	55.0%	49.6%
3 Person Units	11.2%	11.7%	13.0%
4 Person Units	12.5%	12.1%	12.8%
5 Person Units	4.8%	5.1%	6.6%
6+ Person Units	2.0%	2.1%	1.9%

16805 MT ROSE HWY

DEMOGRAPHICS



POPULATION

In 2024, the population in your selected geography is 17,966. The population has changed by 17.28 percent since 2010. It is estimated that the population in your area will be 18,945 five years from now, which represents a change of 5.4 percent from the current year. The current population is 49.5 percent male and 50.5 percent female. The median age of the population in your area is 53.0, compared with the U.S. average, which is 39.0. The population density in your area is 228 people per square mile.



HOUSEHOLDS

There are currently 7,131 households in your selected geography. The number of households has changed by 23.03 percent since 2010. It is estimated that the number of households in your area will be 7,520 five years from now, which represents a change of 5.5 percent from the current year. The average household size in your area is 2.5 people.



INCOME

In 2024, the median household income for your selected geography is \$158,212, compared with the U.S. average, which is currently \$76,141. The median household income for your area has changed by 54.09 percent since 2010. It is estimated that the median household income in your area will be \$173,719 five years from now, which represents a change of 9.8 percent from the current year.

The current year per capita income in your area is \$73,747, compared with the U.S. average, which is \$40,471. The current year's average household income in your area is \$184,587, compared with the U.S. average, which is \$101,307.



EMPLOYMENT

In 2024, 8,134 people in your selected area were employed. The 2010 Census revealed that 81.1 percent of employees are in white-collar occupations in this geography, and 8.4 percent are in blue-collar occupations. In 2024, unemployment in this area was 3.0 percent. In 2010, the average time traveled to work was 23.00 minutes.



HOUSING

The median housing value in your area was \$941,866 in 2024, compared with the U.S. median of \$321,016. In 2010, there were 5,250.00 owner-occupied housing units and 545.00 renter-occupied housing units in your area.



EDUCATION

The selected area in 2024 had a lower level of educational attainment when compared with the U.S averages. 52.1 percent of the selected area's residents had earned a graduate degree compared with the national average of only 13.5 percent, and 8.4 percent completed a bachelor's degree, compared with the national average of 21.1 percent.

The number of area residents with an associate degree was higher than the nation's at 12.6 percent vs. 8.8 percent, respectively.

The area had fewer high-school graduates, 1.2 percent vs. 26.2 percent for the nation, but the percentage of residents who completed some college is higher than the average for the nation, at 20.9 percent in the selected area compared with the 19.7 percent in the U.S.

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Marcus & Millichap

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