



1275 MAIN ST BRAWLEY, CA 92227

# DOLLAR GENERAL PLUS

Top Performing Store | 5.2% Gross Occupancy Cost | 79th Percentile Nationwide  
11.25 Years Remaining | Absolute NNN Lease | Corporate Guaranteed | 2022 Construction

Marcus & Millichap  
ROSE RETAIL GROUP



# OFFERING SUMMARY

1275 MAIN ST



Price  
**\$2,750,000**



Cap Rate  
**5.37%**



Price/SF  
**\$258.46**

## FINANCIAL

Price	\$2,750,000
NOI	\$147,768
Cap Rate	5.37%
Price/SF	\$258.46

## OPERATIONAL

Lease Type	Absolute NNN
Roof & Structure	Tenant Responsible
Guarantor	Corporate Guarantee BBB S&P Rated
Lease Expiration	06/30/2037
Options	3 x 5-Years, 10% Increases
Rentable SF	10,640 SF
Lot Size	1.49 Acres (64,904 SF)
Occupancy	100%
Year Built	2022



# DOLLAR GENERAL PLUS

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## INVESTMENT OVERVIEW

Dollar General, BBB S&P credit rated daily needs retailer opened this newly constructed, ±10,640 square foot single-tenant location fronting Main Street in Brawley, California 2022. The Tenant Lease is an absolute triple-net lease structure, requiring Tenant to affect all repairs, maintenance, cleaning required of the building, roof, structure, equipment and parking lot, in addition to directly paying Imperial County Property Taxes and Liability Insurance Premiums. No remaining Landlord responsibilities. Tenant pays Landlord Monthly Rent by ACH direct deposit payments. The lease is guaranteed by Dollar General Corporation.

<https://www.dollargeneral.com/>

The Lease Term commenced June 8, 2022 and expires on June 30, 2037, providing approximately 11 years of fixed, firm term remaining, with three (3) five-year lease extension options and 10% rental increases at the start of each option period. The property demonstrates exceptional in-place store performance, generating approximately \$2.8 million in annual sales with a low 5.28% rent-to-sales ratio - well below typical Dollar General occupancy costs - indicating a highly profitable and durable location. The site also ranks in the 79th percentile nationally for foot traffic (Placer.ai), further supporting strong customer demand and long-term viability.

Strategically fronting Ben Hulse Highway 78 (Main Street), the primary east-west corridor through Brawley, the location serves California's Imperial Valley, one of the most productive agricultural regions in the United States, generating over \$1 billion in annual crop production supporting a large, stable workforce driving consistent demand for daily-needs goods and services.

## INVESTMENT HIGHLIGHTS

- TOP PERFORMING LOCATION - Low 5.28% Occupancy Cost Ratio, Consistent Sales Growth
- ABSOLUTE NNN LEASE - 11.25 Year firm term, 3 five-year Options
- CREDIT RATED BBB S&P - Dollar General Corporate Lease Guarantee
- NEW CONSTRUCTION - No Landlord Expenses
- GROWTH & INCOME - 100K+ Residents Earning \$82K+ | \$1B+ SoCal Agricultural Hub

# TENANT OVERVIEW

DOLLAR GENERAL

The Dollar General logo is displayed in a large, bold, black font on a bright yellow background. The text reads "DOLLAR GENERAL" with a registered trademark symbol (®) to the upper right of the word "GENERAL".

## TENANT OVERVIEW

Dollar General (NYSE: DG) is one of the largest discount retailers in the United States, operating over 20,000 locations nationwide and focusing on essential, everyday goods that drive consistent customer demand. The company's merchandise mix is heavily weighted toward consumables, supporting recurring traffic and stable store-level performance across economic cycles.

Dollar General's small-box format is strategically designed for rural and underserved markets, where it often benefits from limited competition and strong local demand. This model, combined with disciplined site selection and a low-cost operating structure, has enabled the company to scale efficiently and maintain consistent growth.

As a publicly traded company with over \$40 billion in annual revenue and an investment-grade credit rating (BBB, S&P), Dollar General represents a highly desirable net lease tenant, offering investors stable, credit-backed income supported by a proven and resilient business model.

## TENANT OVERVIEW

Company:	Dollar General (NYSE: DG)
Founded:	1939
Locations:	20,000+
Total Revenue:	\$42.7B
Headquarters:	Goodlettsville, Tennessee
Website:	www.dollargeneral.com
Credit Rating:	BBB (S&P)

## RENT SCHEDULE

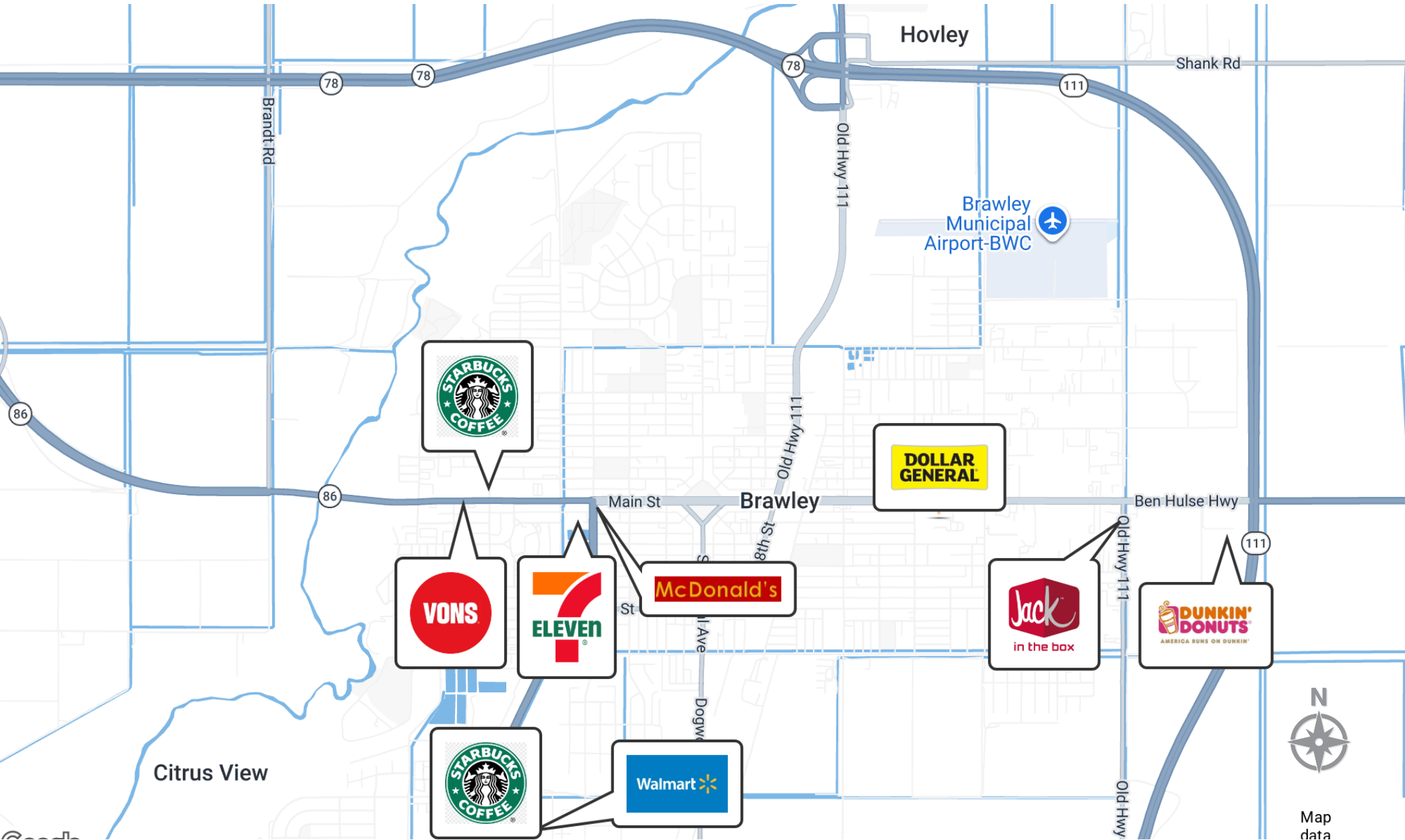
LEASE YEARS	ANNUAL RENT	MONTHLY RENT
Year 1 - Year 15 (June 30, 2037)	\$147,768	\$12,314
Year 16 - Year 20 (Option 1)	\$162,546	\$13,546
Year 21 - Year 25 (Option 2)	\$178,800	\$14,900
Year 25 - Year 30 (Option 3)	\$196,680	\$16,390

## TENANT HIGHLIGHTS

- 20,000+ locations nationwide; largest dollar store operator in the U.S.
- \$40B+ in annual revenue with consistent year-over-year growth
- Investment grade credit rating (BBB – S&P)
- Proven performance in rural and underserved markets with limited competition
- Recession-resistant business model focused on low-cost, everyday essentials
- Continued national expansion with 450+ new stores to open this year
- Over 80% of sales derived from consumables and essential goods
- Minimal reliance on e-commerce; in-store demand remains strong

# DOLLAR GENERAL PLUS

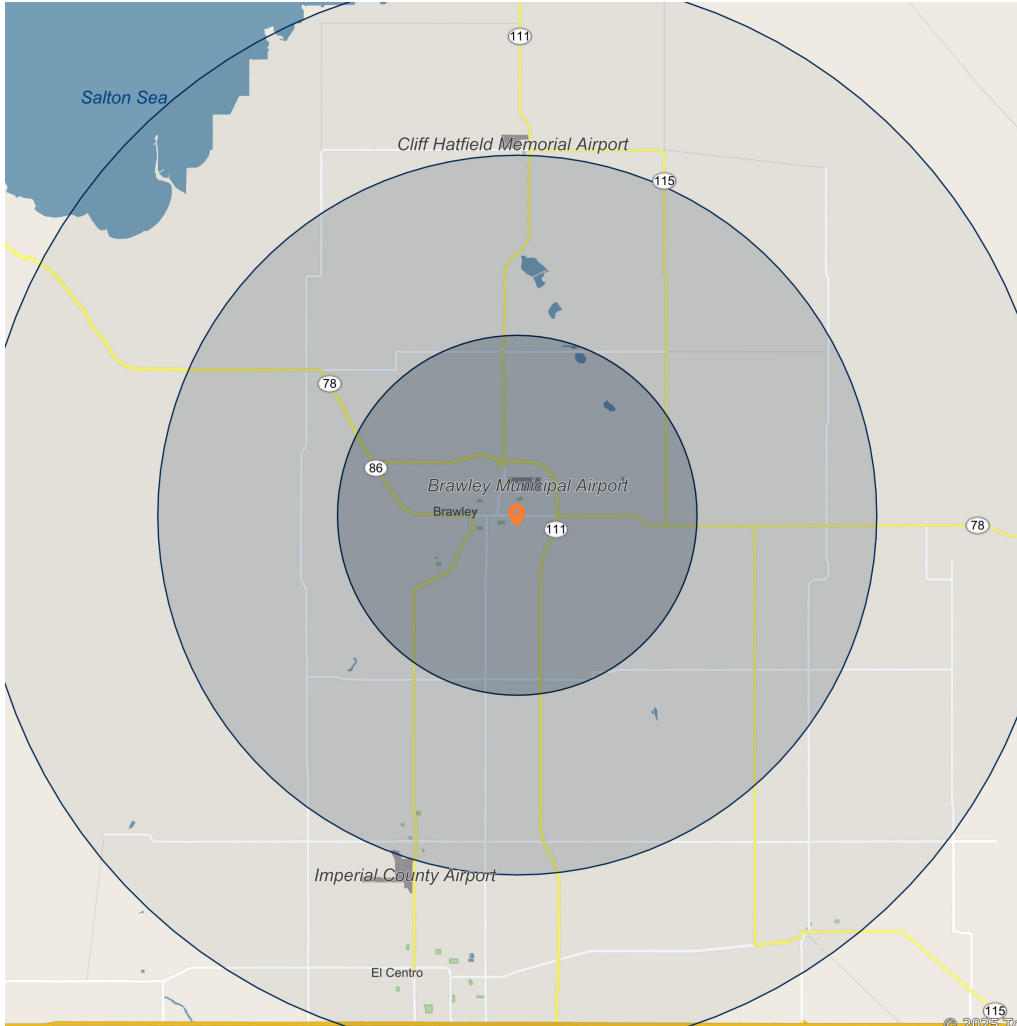
RETAILER MAP





# DOLLAR GENERAL PLUS

## DEMOGRAPHICS



	5 Miles	10 Miles	15 Miles
<b>POPULATION</b>			
2030 Projection	28,235	41,951	115,830
2025 Estimate	27,595	40,930	112,941
2020 Census	27,043	39,969	110,376
2010 Census	25,675	38,097	104,196
<b>HOUSEHOLD INCOME</b>			
Average	\$83,287	\$83,419	\$83,441
Median	\$68,258	\$67,791	\$68,395
Per Capita	\$27,074	\$27,159	\$27,154
<b>HOUSEHOLDS</b>			
2030 Projection	9,167	13,645	36,972
2025 Estimate	8,918	13,240	35,856
2020 Census	8,440	12,464	33,712
2010 Census	7,858	11,564	30,707
<b>HOUSING</b>			
Median Home Value	\$315,643	\$312,469	\$316,935
<b>EMPLOYMENT</b>			
2025 Daytime Population	23,856	37,310	103,884
2025 Unemployment	13.46%	12.08%	9.56%
Average Time Traveled (Minutes)	23	23	22
<b>EDUCATIONAL ATTAINMENT</b>			
High School Graduate (12)	3.12%	3.05%	3.05%
Some College (13-15)	30.61%	30.91%	31.40%
Associate Degree Only	20.87%	21.26%	18.42%
Bachelor's Degree Only	9.02%	8.29%	7.72%
Graduate Degree	14.84%	14.33%	15.22%

# BRAWLEY, CALIFORNIA

## MARKET OVERVIEW

Located in the heart of California's Imperial Valley, Brawley serves as a primary economic and agricultural hub for the northern portion of Imperial County. Positioned along State Route 86 with convenient access to Interstate 8, the city benefits from strong regional connectivity and functions as a central retail and service node for surrounding rural communities. With a population of approximately 27,000 residents and a broader county population of ~180,000, Brawley draws from a geographically captive consumer base with limited nearby competition.

The regional economy is anchored by one of the most productive agricultural regions in the United States. Imperial County generates over \$2 billion in annual crop output and ranks among the top agricultural counties in California. Critically, the Imperial Valley produces approximately two-thirds of all winter vegetables consumed in the United States, underscoring its essential role in the national food supply chain. This year-round farming cycle supports consistent employment and stable consumer spending, providing a reliable foundation for necessity-based retail. Additional economic drivers include healthcare, education, government services, and cross-border commerce with Mexico, further reinforcing long-term economic stability.

Retail demand in Brawley is driven by daily-needs spending and limited supply, with national tenants consistently achieving strong store performance relative to occupancy costs. The market's combination of steady employment, essential consumer demand, and limited competition positions it as a highly durable environment for long-term retail investment.



1275 MAIN ST

EXCLUSIVELY  
LISTED BY

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