

Subject Property



Wendy's



400 Old Franklin Turnpike STE 125  
Rocky Mount, VA 24151

Offering Memorandum  
Exclusive Net-Lease Offering



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Offering Memorandum

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Wendy's  
Investment Overview

LIST PRICE

\$2,352,988

CAP RATE

5.50%

NET OPERATING INCOME

\$129,414



Street	400 Old Franklin Turnpike STE 125
City, State Zip	Rocky Mount, VA 24151
Type of Ownership	Fee Simple
Property Subtype	Restaurant - Quick Service
Date Opened	Nov 2000
Year Built	2000

Estimated Building SF	2,695
Estimated Lot Size	0.91
Credit Type	Franchisee
Guarantor	Atlas Restaurant Group
Original Lease Term	20
Rent Commencement	9/4/2025

Lease Expiration	9/3/2045
Lease Term Remaining	20.0
Lease Type	Triple Net (NNN)
Landlord Responsibilities	None
Rental Increases	2.00% Annually
Renewal Options	4, 5-Year Options





Wendy's  
Rent Schedule

Lease Year	Annual Rent	Monthly Rent	Increases	Effective Cap Rate
Current - 9/3/2026	\$129,414	\$10,785	-	5.50%
9/4/2026 - 9/3/2027	\$132,002	\$11,000	2.00%	5.61%
9/4/2027 - 9/3/2028	\$134,642	\$11,220	2.00%	5.72%
9/4/2028 - 9/3/2029	\$137,335	\$11,445	2.00%	5.84%
9/4/2029 - 9/3/2030	\$140,082	\$11,673	2.00%	5.95%
9/4/2030 - 9/3/2031	\$142,884	\$11,907	2.00%	6.07%
9/4/2031 - 9/3/2032	\$145,741	\$12,145	2.00%	6.19%
9/4/2032 - 9/3/2033	\$148,656	\$12,388	2.00%	6.32%
9/4/2033 - 9/3/2034	\$151,629	\$12,636	2.00%	6.44%
9/4/2034 - 9/3/2035	\$154,662	\$12,888	2.00%	6.57%
9/4/2035 - 9/3/2036	\$157,755	\$13,146	2.00%	6.70%
9/4/2036 - 9/3/2037	\$160,910	\$13,409	2.00%	6.84%
9/4/2037 - 9/3/2038	\$164,128	\$13,677	2.00%	6.98%
9/4/2038 - 9/3/2039	\$167,411	\$13,951	2.00%	7.11%
9/4/2039 - 9/3/2040	\$170,759	\$14,230	2.00%	7.26%
9/4/2040 - 9/3/2041	\$174,174	\$14,515	2.00%	7.40%
9/4/2041 - 9/3/2042	\$177,658	\$14,805	2.00%	7.55%
9/4/2042 - 9/3/2043	\$181,211	\$15,101	2.00%	7.70%
9/4/2043 - 9/3/2044	\$184,835	\$15,403	2.00%	7.86%
9/4/2044 - 9/3/2045	\$188,532	\$15,711	2.00%	8.01%





## Wendy's Investment Highlights

### Investment Summary

Surmount is pleased to present the exclusive listing for a Wendy's located at 400 Old Franklin Turnpike STE 125, Rocky Mount, VA 24151. The site consists of roughly 2,695 rentable square feet of building space on an estimated 0.91-acre parcel of land. This Wendy's is subject to a 20-year Triple Net (NNN) lease, which commenced 9/4/2025. The current annual rent is \$129,414 and has scheduled increases of 2.00% annually.

### Outparcel to Kroger

The subject property is an outparcel to a large Kroger, which draws more than 787K visits annually (According to Placer AI). This consistent customer traffic enhances visibility and supports strong demand for the site.

### Excellent Visibility of Major Corridor

The site sits directly off of Old Franklin Turnpike, a heavily traveled retail artery with an ADTC of 30,000 vehicles, offering strong exposure and access for daily commuters and local residents alike.

### Surrounded by Premier Retail & Essential Services

Surrounding properties include McDonald's, Applebee's, Walmart, Kroger, Bojangles, Taco Bell, Sheetz, Dollar Tree, Lowe's, CVS, Cook Out, Food Lion, Subway, Zaxby's, Pizza Hut, Holiday Inn, CVS, Starbucks, and many more.

### Close Proximity to Education Centers

Franklin County High School, Lee M Ward School, and Rocky Mount Elementary School, all within 2-miles of the subject property. Total enrollment of 2,585 students.

### Long Operating History

This has been successfully serving the community for nearly over 25 years, demonstrating a proven business model and consistent customer demand. Its longevity underscores the property's stability and strong market presence, making it a reliable investment for buyers seeking established cash flow and minimal startup risk.

### Strong Franchisee Guarantee

The lease is guaranteed by an experienced multi-unit franchisee with 23 locations, offering investors added stability and security through a proven track record of success.



Wendy's  
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Wendy's  
**Concept Overview**



About the Concept

Founded in 1969 in Columbus, Ohio, Wendy's has grown into the third-largest quick-service hamburger chain in the world, with over 7,000 restaurants across the United States and international markets. The brand is best known for its fresh, never frozen beef, made-to-order menu items, and signature offerings such as the Frosty® and spicy chicken sandwiches. Wendy's has consistently differentiated itself in the competitive quick-service restaurant (QSR) sector through a focus on quality ingredients, continuous menu innovation, and a strong value proposition, which has helped build a loyal customer base across generations

About the Concept

Wendy's has established itself as a resilient and growth-oriented brand, supported by significant marketing power, digital ordering platforms, and strategic global expansion initiatives. The company continues to adapt to evolving consumer preferences by investing in technology, delivery partnerships, and store reimaging programs that enhance customer experience and drive sales growth. For investors, Wendy's represents a highly reliable tenant within the QSR industry, backed by a proven and scalable franchise model. Its combination of strong brand equity, nationwide recognition, and enduring consumer demand provides a stable, long-term investment opportunity in one of the most recognizable and durable names in quick-service dining.

















Wendy's  
Location Overview

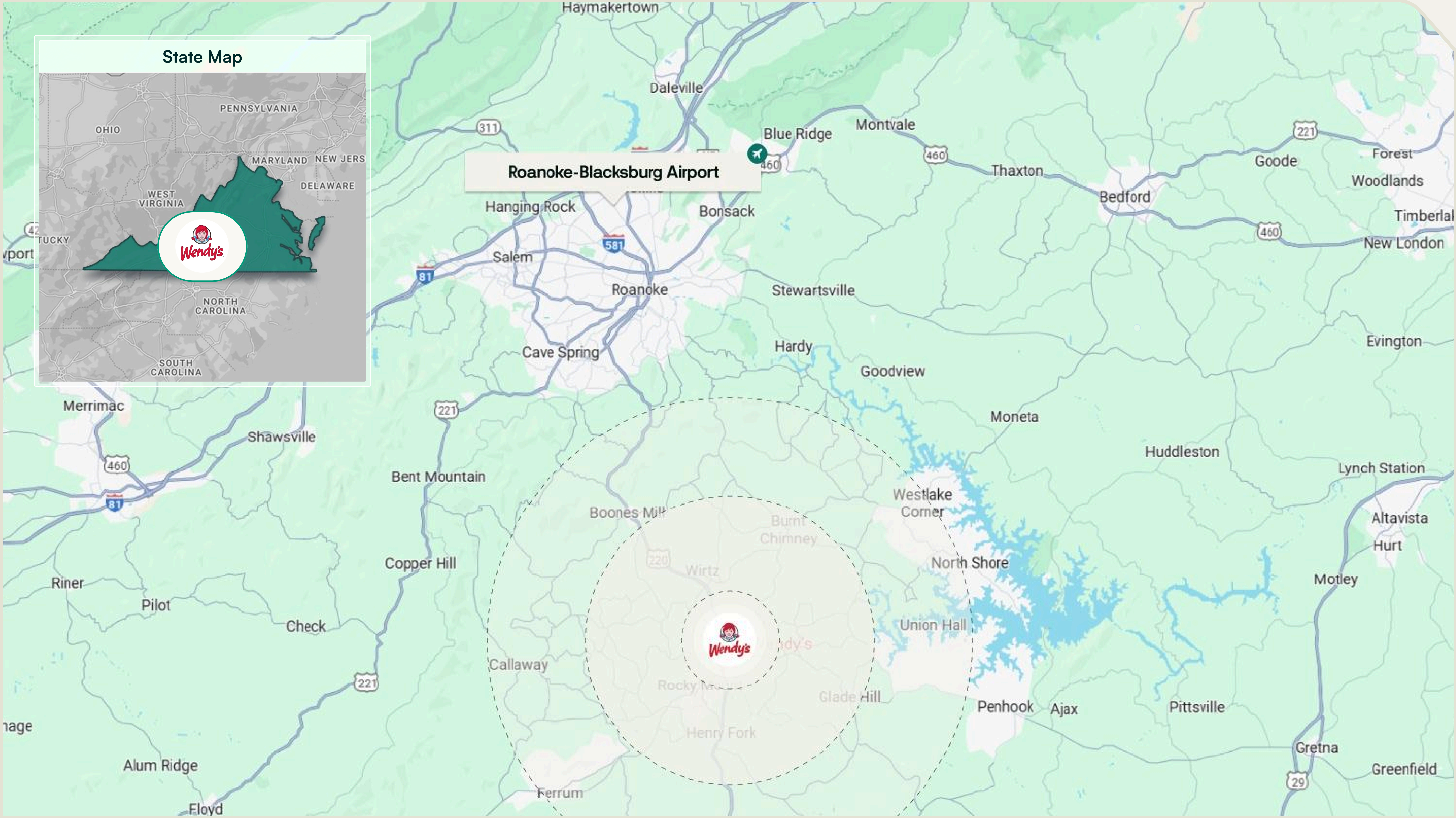
The subject property is a Wendy's on 400 Old Franklin Turnpike Rd, the subject property experiences over 20,000 vehicles daily along Old Franklin Turnpike Rd. The subject property is situated in a dense corridor of premier real estate and essential services. Surrounding properties include McDonald's, Applebee's, Walmart, Kroger, Bojangles, Taco Bell, Sheetz, Dollar Tree, Lowe's, CVS, Cook Out, Food Lion, Subway, Zaxby's, Pizza Hut, Holiday Inn, CVS, Starbucks, and many more. This Wendy's property is surrounded by multiple academic centers consisting of Franklin County High School, Lee M Ward School, and Rocky Mount Elementary School. With a total of 2,585 students enrolled within under 2-miles of the subject property.

Rocky Mount, VA offers an affordable real estate market with median home prices around \$225K and a cost of living 6—9% below the national average. Its location just 30 minutes from Roanoke provides small-town charm with easy access to city amenities. With growing regional interest, outdoor recreation, and a strong local music scene, it's an appealing choice for homebuyers, investors, and retirees alike.

	3 Miles	5 Miles	10 Miles
Population Trends			
2024 Population	7,395	14,107	31,034
2029 Population	7,443	14,187	31,380
Growth '24 - '29	0.10%	0.10%	0.20%
Household Trends			
2024 Households	3,195	5,936	12,780
2029 Households	3,209	5,957	12,899
Growth '24 - '29	0.10%	0.10%	0.20%
Household Income			
Avg HH Income	\$60,340	\$65,112	\$69,458
Median HH Income	\$52,026	\$56,092	\$55,910







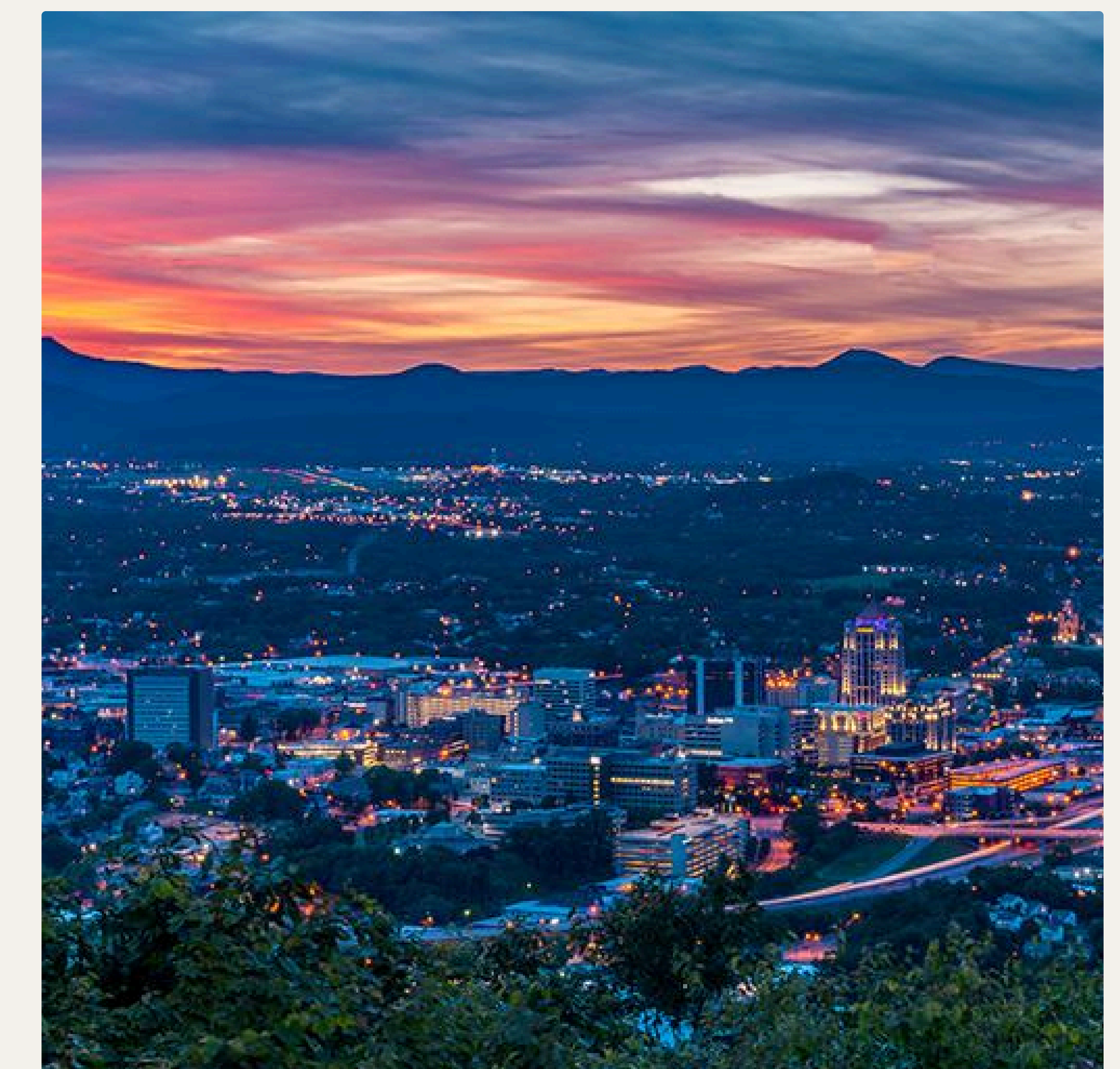
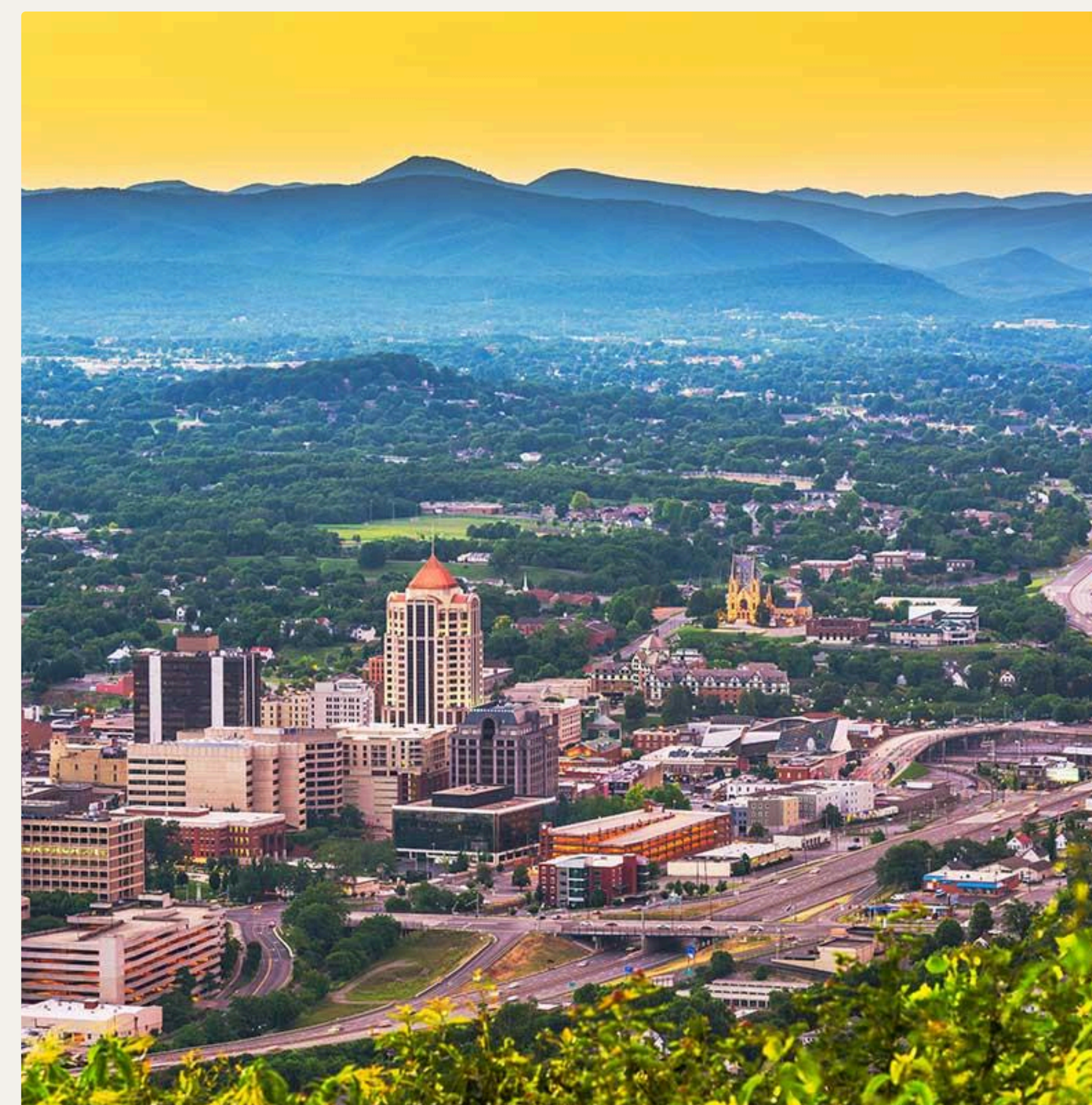


## Wendy's Market Overview

Roanoke is an independent city in Virginia. It is located in Southwest Virginia along the Roanoke River, in the Blue Ridge range of the greater Appalachian Mountains. Roanoke is approximately 50 miles north of the Virginia-North Carolina border and 250 miles southwest of Washington, D.C, along Interstate-81. At the 2020 census, Roanoke's population was 100,011, making it the most populous city in Virginia west of the state capital Richmond. It is the primary population center of the Roanoke Metropolitan Statistical Area, which had a population of 315,251 in 2020. The Roanoke MSA is sometimes referred to as the Roanoke Valley, even though the Roanoke MSA occupies a much larger area than the Roanoke Valley. Four counties and two independent cities are included in the Roanoke MSA. Counties include Botetourt, Craig, Franklin, and Roanoke, and the cities include Roanoke and Salem.

Roanoke is known for the Roanoke star, an 88.5-foot-tall, illuminated star that sits atop a mountain within the city's limits and is the origin of its nickname, "The Star City of the South." Other points of interest include the Hotel Roanoke, a 330-room Tudor Revival structure built by N&W in 1882, the Taubman Museum of Art, designed by architect Randall Stout, and the city's farmer's market, the oldest continuously operating open-air market in the state. The Roanoke Valley features 26 miles of greenways with bicycles and pedestrian trails, and the city's location in the Blue Ridge Mountains provides access to numerous outdoor recreation opportunities.

As of 2023, the city's top employer — and the largest employer west of Richmond — is Carilion Clinic, which developed from the 1987 merger of two of the area's largest hospitals. The non-profit group employs over 13,000 people. It operates nine hospitals in Western Virginia, along with public-private partnerships with Virginia Tech (Virginia Tech Carilion School of Medicine and Research Institute) and Radford University (Radford University Carilion). The clinic's expansions have spurred considerable development in the former brownfields located south of Roanoke's downtown, turning the once-abandoned industrial sites into an area called the "innovation corridor" by the city.





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Subject Property



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**Get in Touch**

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