



OFFERING MEMORANDUM

OLD KINGS PLAZA

210 OLD KINGS ROAD SOUTH, FLAGLER BEACH, FLORIDA 32136

Marcus & Millichap
THE VALIANI GROUP

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Activity ID# ZAG0310345

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MARKET OVERVIEW



PROPERTY LINES

Old Kings Plaza

Old Kings Plaza



OLD KINGS PLAZA

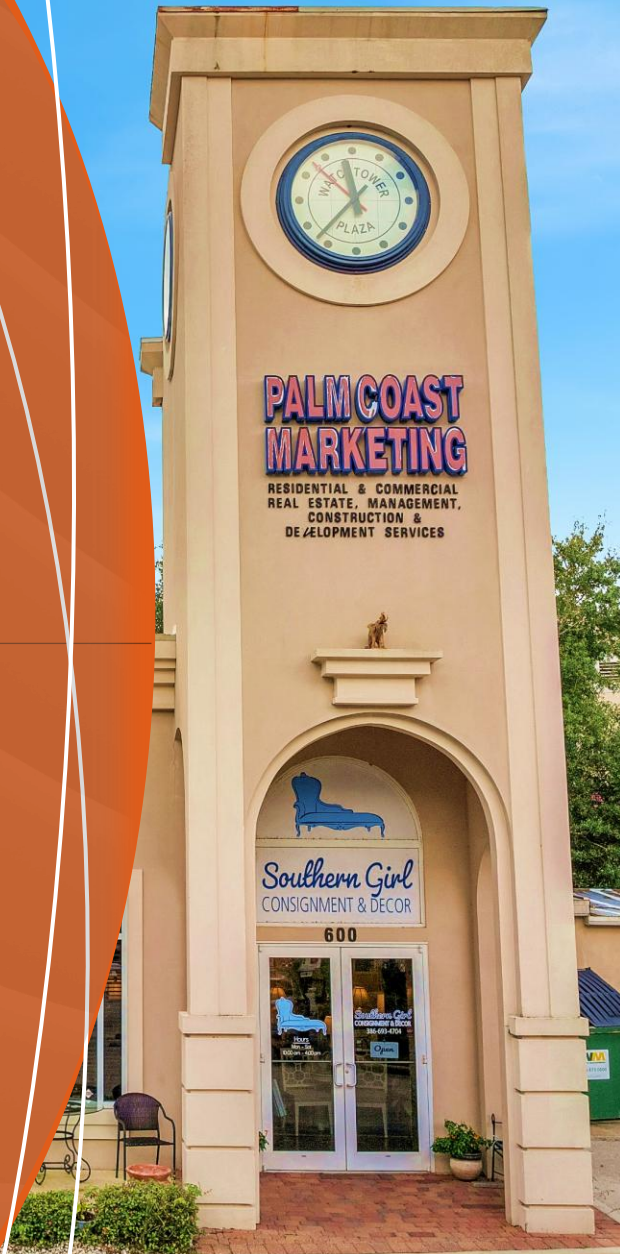


PROJECT MAGELLEN A \$500M ECONOMIC DEVELOPMENT IN THE WEST OF PALM COAST IS PROJECTED TO CREATE 2,000 JOBS AND GENERATE \$20M IN ANNUAL TAX REVENUE SCHEDULED FOR JANUARY 2026 COMPLETION WHICH WILL BRING ACCESSIBILITY TO NEW HOUSING DEVELOPMENTS.

[Link to Project Magellan Article](#)

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SECTION

01

EXECUTIVE SUMMARY

Offering Overview

Summary of Offering/Terms

Regional Map

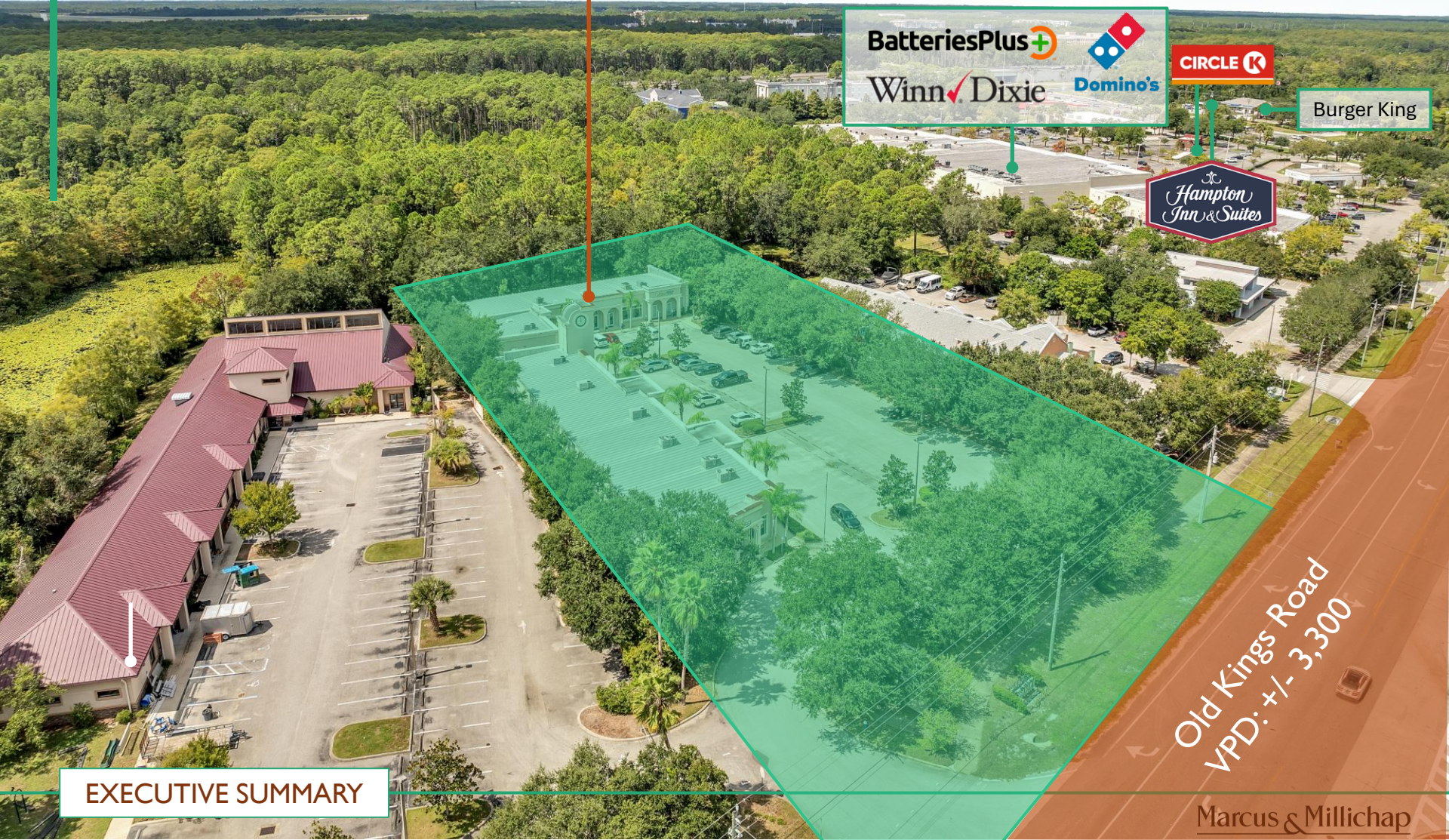
Investment Overview

Investment Highlights

Surrounding Retail Aerial

LOCAL MAP

OLD KINGS PLAZA



BatteriesPlus+
Winn-Dixie

Domino's

CIRCLE K

Burger King

Hampton
Inn & Suites

EXECUTIVE SUMMARY

Old Kings Road
VPD: +/- 3,300

Marcus & Millichap

OFFERING SUMMARY

Listing Price	\$3,100,000
Address	210 Old Kings Road South Flagler Beach, FL 32136
Net Operating Income	\$202,530
Gross Leasable Area	15,000 SF
Total Land Area	1.84 Acres
Property Type	Retail – Neighborhood /Strip Center
Year Built	2005
Tenant Occupancy	100%
Zoning	COM-2 : Neighborhood Commercial
Parking	86 Surface Spaces

TERMS OF SALE

This property is listed at \$3,100,000 with a current Cap Rate of 6.53%, with seller financing available at below market rate. Reach out to agents for more information.

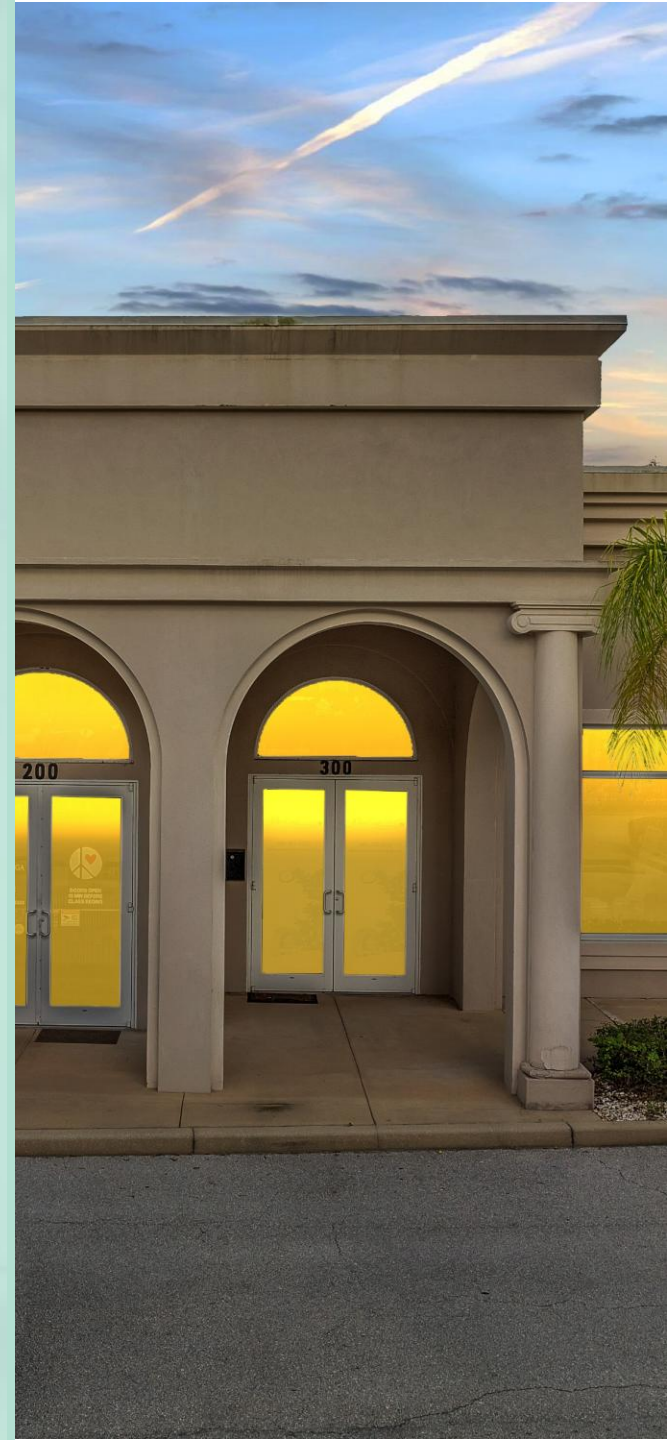
INTEREST OFFERED

Marcus & Millichap has been selected to exclusively market for Sale Old Kings Plaza, a retail center in the growing Flagler Beach market.

PROPERTY TOURS

Prospective purchasers are encouraged to visit the subject property prior to submitting offers. However, all property tours must be arranged with the Marcus & Millichap listing agent(s). **At no time shall the tenants, on-site management or staff be contacted without prior approval.**

TERMS
SUMMARY OF



POPULATION (2024)

3-MILE	16,263
5-MILE	47,718

AVG. HOUSEHOLD INCOME (2024)

1-MILE	\$85,728
3-MILE	\$94,741
5-MILE	\$94,650



15,000 SF RETAIL CENTER IN FLAGLER BEACH, FLORIDA MARKET

Marcus & Millichap is pleased to present the exclusive opportunity to acquire Old Kings Plaza, a 15,000-square-foot neighborhood retail center located in Flagler Beach, Florida. Built in 2005 and situated on 1.84 acres, the property consists of two single-story stucco buildings with excellent visibility along Old Kings Road, just off State Road 100 and Interstate 95. The plaza is 100 percent occupied across eight suites, providing investors with immediate in-place cash flow in one of Florida's fastest-growing coastal markets.

Old Kings Plaza presents a compelling mark-to-market opportunity, with in-place rents averaging approximately \$13.75 per square foot NNN, well below the CoStar-reported submarket average of \$19.67 per square foot NNN. This gap represents more than 40 percent upside potential through re-leasing and renewals. Given the existing tenant base and portfolio of lease expirations, the property is well positioned to capture substantial rental growth and drive value creation over time.

A key differentiator for this offering is the seller's willingness to provide owner financing at a 5.5% interest rate with 35 percent down, Interest Only, offering a rare path to acquisition without depending entirely on conventional debt. This structure enables a strong leveraged return profile, with a 8.45 percent cash-on-cash yield in Year 1, rising to 9.69 percent in Year 2. In a market where traditional underwriting is tightening, this ease of financing significantly enhances investment flexibility and certainty.

The property further benefits from favorable fundamentals, robust traffic exposure, and a powerful development tailwind. Located just under a half-mile from I-95, the site sees over 26,000 vehicles per day on Moody Boulevard and more than 93,000 on I-95. Palm Coast currently has 18,883 residential units in various stages of the pipeline—as of April 2025—with over 13,300 units having final plat or site plan approval and thus able to be built immediately. With continued population growth projected, this wave of new rooftops will generate long-term demand for neighborhood service, retail, and convenience-anchored tenants—making Old Kings Plaza a compelling asset for both income and upside.

HIGHLIGHTS



HIGH TRAFFIC COUNTS

Over 26,000 Vehicles Per Day On Moody Boulevard And 93,000 Vehicles Per Day On Interstate 95, Providing Strong Daily Exposure.

EXCELLENT VISIBILITY & ACCESS

230 Feet Of Frontage Along Old Kings Road With Prominent Pylon Signage, Less Than 0.5 Miles From Interstate 95 And State Road 100



EXPLOSIVE RESIDENTIAL GROWTH

Palm Coast Has More Than 18,800 Residential Units In The Development Pipeline, Including Over 13,300 Units Already Entitled Or Approved For Construction

RAPID TRADE AREA EXPANSION

Population Within A Three-mile Radius Is Projected To Grow By 23% Through 2029, Supported By New Housing And Steady In-migration



FLEXIBLE TENANT MIX

Diverse Lineup Of Service-oriented And Neighborhood Retailers With Suites Ranging From 1,200 SF To 3,578

STRONG ANNUAL RENT BUMPS

Attractive 2.5-4% Annual Rent Bumps For Each Tenants Create Predictable Cashflow Growth



MARK-TO-MARKET OPPORTUNITY

In-place Rents Average \$13.75/SF NNN Versus Costar's Submarket Average Of \$19.67/SF, With Built-in FMV Renewal Options Providing Clear Paths To Capture 40%+ Rental Upside

COSTAL FLORIDA MARKET

Located In Flagler Beach, One Of Florida's Fastest-growing Coastal Regions, Benefiting From Both Local Household Demand And Regional Commuter Traffic



OWNER FINANCING AVAILABLE

Seller Willing To Provide Financing At 5.5% Interest With 35% Down, Enabling A 7.30% Year 1 Cash-on-cash Return, Growing To 7.77% In Year 2

QUALITY CONSTRUCTION

Built In 2005 With Two Stucco, Single-story Buildings Featuring A \$300,000 Clock Tower, Strong Curb Appeal, And Durable Systems

AREA RETAIL



OLD KINGS PLAZA



THREE MILES FROM OLD KINGS PLAZA, THE APPROVED MIXED-USE VERANDA BAY DEVELOPMENT PROJECT ADDING 2,700+ HOMES AND COMMERCIAL SITES, POTENTIALLY DOUBLING CITY POPULATION AND DRIVING DEMAND FOR RETAIL AND SERVICES.

[Link to Veranda Bay Development Project Article](#)

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SECTION

02

PROPERTY OVERVIEW

PROPERTY DETAILS

SITE & LEASING PLAN

TENANT PROFILES



SITE & LEASING PLAN



SUITE	TENANT	SF
100-200	One Love Yoga	2,472
300	Palm Coast Construction LLC	1,200
400	Palm Coast Marketing of NYV Inc	1,200
500	Adams Rehab Solutions Physical Therapy	1,200

SUITE	TENANT	SF
600	Southern Girl Consignment LLC	1,500
700-800	Happy Chef LLC	3,578
900	Atlantic Nephrology	1,350
1000-1100	Allure European Day Spa	2,500

PROPERTY OVERVIEW

TENANT PROFILES



One Love Yoga

One Love Yoga Studio is a well-established wellness business located in Flagler Beach, Florida. The studio has been serving the local community for over five years and is known for its inclusive, therapeutic approach to yoga. One Love Yoga offers a diverse range of classes including infrared heated yoga, beginner and advanced sessions, prenatal yoga, and Y12SR recovery programs. The studio has cultivated a loyal customer base and consistently receives five-star reviews across platforms, reflecting its strong reputation and high level of client satisfaction. One Love Yoga serves as a community anchor in Flagler Beach, contributing to local foot traffic and neighborhood vitality. Its hybrid business model—offering both in-person and online classes—adds resilience and scalability, making it a stable and attractive tenant for investors. With minimal turnover, strong brand loyalty, and alignment with lifestyle-focused real estate trends, One Love Yoga represents a turnkey tenant with upside potential through lease renegotiation or service expansion.

Founded	2018
Locations	1
Employees	<25
Headquarters	Palm Coast, FL



Palm Coast Construction LLC

Palm Coast Homes Construction LLC is a reputable custom home builder headquartered in Flagler Beach, Florida. Established in 2019, the company has become a recognized name in Flagler County's residential construction market, with a strong focus on quality craftsmanship, energy efficiency, and customer satisfaction. The firm brings decades of combined experience in homebuilding, including work with nationally recognized companies such as Centex Homes. As a tenant, Palm Coast Homes Construction LLC offers stability, low turnover, and alignment with long-term commercial real estate trends favoring service-based and professional tenants. Their presence enhances the building's profile by attracting steady foot traffic and maintaining a clean, professional environment. With a proven track record of over 35 permitted projects in the past three years and a BuildZoom score of 87, the company demonstrates consistent activity and growth.

Founded	2019
Locations	1
Employees	6-10
Headquarters	Flagler Beach, FL

Palm Coast Marketing of NY Inc

Palm Coast Marketing of NYV Inc

Palm Coast Marketing of NY Inc is a licensed real estate corporation. Established in 2003, the company has over 22 years of experience in the real estate industry and specializes in buying, selling, renting, and marketing residential properties throughout Flagler County. Palm Coast Marketing maintains an active portfolio of listings and rentals, with recent transactions totaling nearly \$2 million in property value over the past 12 months. The business operates under a current and active Florida real estate license and has earned an A+ BBB rating, reflecting its credibility and compliance. With a strong reputation, consistent transaction volume, and deep local market expertise, Palm Coast Marketing of NY Inc represents a stable, service-oriented tenant that enhances the building's value and aligns with long-term commercial real estate trends favoring professional service firms.

Founded	2003
Locations	1
Employees	6-10
Headquarters	Flagler Beach, FL

PROPERTY OVERVIEW

TENANT PROFILES



Adams Rehab Solutions Physical Therapy

Adams Rehab Solutions LLC is a long-standing physical therapy and rehabilitation clinic located at 210 Old Kings Road South, Suite 500, in Flagler Beach, Florida. Established in 1998, the practice has earned a strong reputation for delivering personalized, one-on-one physical therapy services to patients throughout Flagler County. The clinic specializes in rehabilitation exercises, manual therapy techniques, strength and conditioning programs, gait and balance training, and pain management strategies. Their approach emphasizes customized treatment plans tailored to individual needs, supported by modalities such as ultrasound, electrical stimulation, and heat/cold therapy. As a tenant, Adams Rehab Solutions offers stability and reliability, with over two decades of continuous operation and a strong alignment with healthcare-driven real estate trends. Their presence enhances the building's profile by attracting consistent foot traffic and maintaining a professional environment.

Founded	1998
Locations	1
Employees	~29
Headquarters	Flagler Beach, FL



Southern Girl Consignment LLC

Southern Girl Consignment LLC is a boutique retail store specializing in high-quality consignment items, including women's apparel, accessories, home décor, and unique lifestyle products. Known for its curated selection and personalized shopping experience, Southern Girl Consignment has built a loyal customer base among local residents and seasonal visitors. The store consistently receives positive reviews for its friendly service and well-organized inventory, making it a trusted destination for sustainable fashion and home goods. Southern Girl Consignment enhances the property's value by attracting steady foot traffic and contributing to the building's diverse mix of service and retail tenants. With a strong community presence and alignment with growing trends in resale and sustainable shopping, this tenant represents a stable and appealing occupant for investors seeking long-term reliability.

Founded	2019
Locations	1
Employees	2-5
Headquarters	Flagler Beach, FL



Happy Chef LLC

Happy Chef LLC is a specialty food and catering business focuses on providing high-quality prepared meals, catering services, and gourmet food products to local residents and businesses. Known for its creative menus and commitment to fresh ingredients, Happy Chef has established a loyal customer base and strong community presence. The business caters to private events, corporate functions, and seasonal gatherings, making it a versatile and in-demand service provider in the Flagler Beach area. Happy Chef LLC enhances the property's value by attracting consistent traffic and aligning with lifestyle-driven trends in food and hospitality. With a reputation for reliability and quality, this tenant represents a stable and appealing occupant for investors seeking long-term returns.

Founded	2021
Locations	1
Employees	2-5
Headquarters	Flagler Beach, FL

PROPERTY OVERVIEW

Atlantic Nephrology Inc

Atlantic Nephrology

Atlantic Nephrology is a specialized medical practice focuses on kidney health and related conditions, offering comprehensive nephrology services including chronic kidney disease management, dialysis coordination, hypertension treatment, and preventive care. Staffed by board-certified nephrologists and experienced medical professionals, Atlantic Nephrology has built a strong reputation for delivering high-quality, patient-centered care to the Flagler County community. With a consistent flow of patients and a growing demand for specialized healthcare services, Atlantic Nephrology represents a stable and reliable tenant. Their presence enhances the building's profile by attracting steady traffic and aligning with healthcare-driven real estate trends, making them an ideal occupant for investors seeking long-term value.

Founded	2008
Locations	1
Employees	2-5
Headquarters	Flagler Beach, FL



Allure European Day Spa

Allure European Day Spa is a luxury wellness and beauty destination. The spa offers a full range of services including therapeutic massages, facials, body treatments, manicures, pedicures, and advanced skincare solutions. Known for its elegant European-inspired ambiance and highly trained staff, Allure has built a loyal clientele seeking premium self-care experiences. The business consistently earns top ratings and positive reviews for its exceptional service quality and relaxing environment, making it a leading spa in the Flagler Beach area. Allure European Day Spa enhances the property's value by attracting steady traffic and aligning with lifestyle-driven trends in health and wellness. With a strong reputation, stable operations, and high demand for spa services, this tenant represents a reliable and appealing occupant for investors seeking long-term returns.

Founded	2003
Locations	1
Employees	~9
Headquarters	Flagler Beach, FL

OLD KINGS PLAZA



OLD KINGS PLAZA PRESENTS A RARE OPPORTUNITY TO ACQUIRE A STABILIZED ASSET WITH ADVANTAGEOUS SELLER FINANCING. THE PROPERTY FEATURES A DIVERSE MIX OF SHORT- AND LONG-TERM TENANTS WITH BELOW-MARKET RENTAL RATES AND FAVORABLE FAIR MARKET VALUE RENEWAL OPTIONS, CREATING SIGNIFICANT UPSIDE POTENTIAL FOR FUTURE OWNERSHIP.

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SECTION

03

FINANCIAL ANALYSIS

FINANCIAL OVERVIEW
CASH FLOW
RENT ROLL

PROPERTY DESCRIPTION	
Property Name	Old Kings Plaza
Property Address	210 Old Kings Road South Flagler Beach, Florida 32136
Gross Leasable Area (RSF)	15,000 SF
Lot Size	1.84 Acres
Year Built	2005

PRICING	
Price	\$3,100,000
Sale Price/SF	\$206.67/SF

PROJECTED RETURNS	
Year 1 Net Operating Income (NOI)	\$202,530
Year 1 Cash Flows Before Debt Service	\$202,530
Year 1 Cash Flows After Debt Service	\$91,705
Year 1 Going-in Cap Rate (NOI/Sales Price)	6.53%
Year 1 Cash-on-Cash	8.45%

DEBT FINANCING	
Loan Amount	\$2,015,000
Loan to Value (LTV)	65%
Interest Rate	5.50%
Amortization	25 Years
Cash Flow Before Debt Service	\$202,530
Annual Debt Service Payment	\$110,825
Year 1 Debt Service Coverage Ratio (DSCR)	1.83

SUMMARY CASH FLOW (YEAR 1)	
Scheduled Base Rental Income	\$214,283
Total Reimbursement Income	\$59,580
Potential Gross Revenue	\$273,863
Effective Gross Revenue	\$273,863
Less: Operating Expenses	(\$71,333)
Net Operating Income	\$202,530
Cash Flow	\$202,530
Debt Service	(\$110,825)
Net Cash Flow After Debt Service	\$91,705
Principal Reduction	\$0
Total Return	\$91,705

OPERATING EXPENSES (YEAR 1)	
CAM	\$26,597
Insurance	\$20,348
Real Estate Taxes	\$15,988
Management Fee	\$8,400
Total Expenses	\$71,333

RENT ROLL													
GENERAL TENANT INFORMATION				LEASE DATES		RENT ESCALATIONS				REIMBURSEMENTS			
Tenant Name	Suite	GLA (SF)	Bldg Share %	Lease Start	Lease End	Increase Date	Rent/SF	Rent/Month	Rent/Year	Lease Type	Exp. Reimbursements	Renewal Options	
Gillian Taylor Yoga	100-200	2,472	16.5%	9/1/20	8/31/30	Current (2025)	\$11.81	\$2,433	\$29,196	Gross	\$0	1 5 Year Option FMV 4% Annual Esclations	
						Sept - 2026	\$12.28	\$2,530	\$30,364				
						Sept - 2027	\$12.77	\$2,632	\$31,578				
						Sept - 2028	\$13.29	\$2,737	\$32,842				
						Sept - 2029	\$13.82	\$2,846	\$34,155				
						Options 1: 5 Years	Sept - 2030	FMV	FMV				FMV
Palm Coast Construction LLC	300	1,200	8.0%	9/1/15	8/31/29	Current (2025)	\$15.23	\$1,523	\$18,276	NNN	\$5,035	1 4 Year Option FMV 3.5% Annual Esclations	
						Sept - 2026	\$15.76	\$1,576	\$18,916				
						Sept - 2027	\$16.31	\$1,631	\$19,578				
						Sept - 2028	\$16.89	\$1,689	\$20,263				
						Option 1: 4 Years	Sept - 2029	FMV	FMV				FMV
Palm Coast Marketing of NYV Inc	400	1,200	8.0%	10/1/03	8/31/30	Current (2025)	\$20.49	\$2,049	\$24,594	NNN	\$5,035	1 5 Year Option FMV 3% Annual Esclations	
						Oct - 2026	\$21.11	\$2,111	\$25,332				
						Oct - 2027	\$21.74	\$2,174	\$26,092				
						Oct - 2028	\$22.40	\$2,240	\$26,874				
						Oct - 2029	\$23.07	\$2,307	\$27,681				
						Option 1: 5 Years	Oct - 2030	FMV	FMV				FMV
Adams Rehab Solutions (Physical Therapy) LLC	500	1,200	8.0%	8/1/17	7/31/26	Current (2025)	\$14.18	\$1,418	\$17,016	NNN	\$5,035	1 3 Year Option FMV 3.5% Annual Escalation	
						Option 1: 3 Years	Aug - 2026	FMV	FMV				FMV
Southern Girl Consignment LLC	600	1,500	10.0%	8/22/19	9/30/28	Current (2025)	\$14.26	\$1,782	\$21,384	NNN	\$6,294	1 3 Year Option FMV 3.5% Annual Esclations	
						Sept - 2026	\$14.75	\$1,844	\$22,132				
						Sept - 2027	\$15.27	\$1,909	\$22,907				
						Option 1: 3 Years	Sept - 2028	FMV	FMV				FMV
Happy Chef LLC	700-800	3,578	23.9%	3/5/24	2/28/29	Current (2025)	\$12.09	\$3,605	\$43,260	NNN	\$15,012	1 5 Year Option Negotiable 4% Annual Esclations	
						Mar - 2026	\$12.57	\$3,749	\$44,990				
						Mar - 2027	\$13.08	\$3,899	\$46,790				
						Mar - 2028	\$13.60	\$4,055	\$48,662				
						Option 1: 5 Years	Mar - 2029	FMV	FMV				FMV
Atlantic Nephrology	900	1,350	9.0%	8/12/16	7/31/26	Current (2025)	\$14.45	\$1,626	\$19,512	NNN	\$5,664	1 2 Year Option FMV 2.5% Annual Escalations	
						Option 1: 2 Years	Aug - 2026	FMV	FMV				FMV
Allure European Day Spa	1000-1100	2,500	16.7%	10/1/03	6/1/29	Current (2025)	\$13.22	\$2,755	\$33,060	NNN	\$10,489	2 3 Year Options FMV 2.5% Annual Escalations	
						Oct - 2026	\$13.55	\$2,824	\$33,887				
						Oct - 2027	\$13.89	\$2,894	\$34,734				
						Oct - 2028	\$14.24	\$2,967	\$35,602				
						Option 1: 3 Years	June - 2029	FMV	FMV				FMV
Total		15,000					\$13.75	\$17,191	\$206,298		\$52,564		

MARK TO MARKET OPPORTUNITY - 5 YEAR ANALYSIS

Tenant (Suite)	SF	EXP.	Rent (SF)	Rent (Year)	Market Rent SF (NNN)*	Upside %
Gillian Taylor Yoga (100-200)	2,472	8/31/2030	\$11.81	\$29,196	\$19.67	67%
Palm Coast Construction (300)	1,200	8/31/2029	\$15.23	\$18,280	\$19.67	29%
Palm Coast Marketing of NYV (400)	1,200	8/31/2030	\$20.49	\$24,594	\$19.67	-
Adams Rehab Solutions (500)	1,200	7/31/2026	\$14.18	\$17,016	\$19.67	39%
Southern Girl Consignment (600)	1,500	9/30/2028	\$14.26	\$21,384	\$19.67	38%
Happy Chef LLC (700-800)	3,578	2/28/2029	\$12.09	\$43,260	\$19.67	63%
Atlantic Nephrology (900)	1,350	7/31/2026	\$14.45	\$19,512	\$19.67	36%
Allure European Day Spa (1000-1100)	2,500	6/1/2029	\$13.22	\$33,060	\$19.67	49%

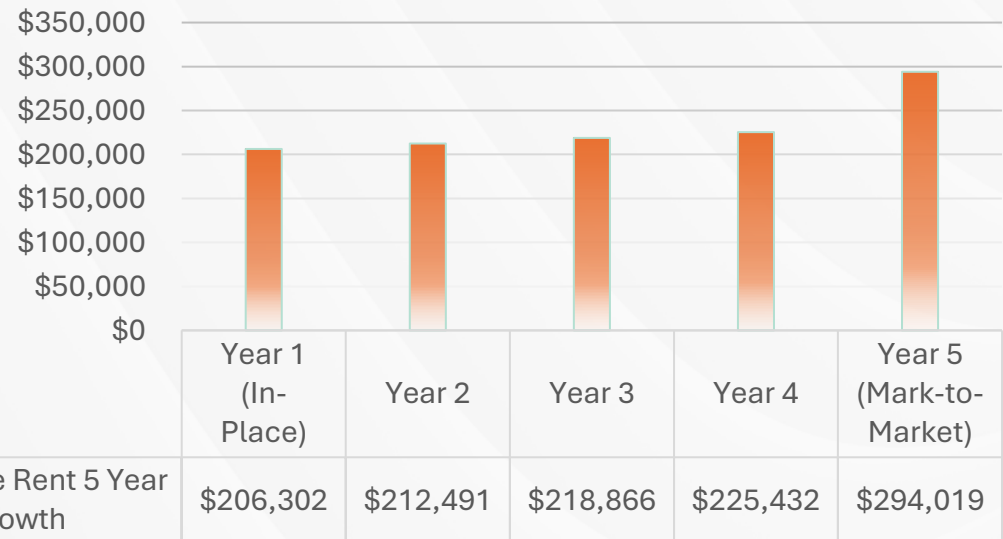
Assumptions

- Rent Growth:** Modeled At 3% Annually For Projection Purposes
- Tenant Options:** All tenants have options with fair market value verbiage providing a path to market rents
- Market Reset:** Year 5 Assumes \$19.67/SF Across 15,000 SF, Costar-reported Current Market Rent For Today Making These Rents Extremely Conservative For 2030

Highlights

- Current In-place Rents: Average \$13.75/SF (43% Below Market)
Costar Submarket Retail Rents: \$19.67/SF NNN
- Several Tenants Have FMV Renewals Options, Giving Ownership Ability To Reset Rents At Market
- Year 5 Stabilized At Market Rent (\$19.67/Sf): \$294,019
- At Market Reset (\$19.67/SF), The Property Achieves 43% Rent Growth Vs Today

TOTAL BASE RENT 5 YEAR GROWTH



FINANCIAL ANALYSIS

SECTION

04

MARKET OVERVIEW

MARKET OVERVIEW
DEMOGRAPHICS SUMMARY



DAYTONA BEACH

Sunshine, miles of sandy beaches and motor sports are among the many features that draw visitors to the Daytona Beach metro, making tourism the largest economic driver. The region's growing manufacturing industry and a vibrant health care sector also provide jobs. A more affordable cost of living than larger nearby metros attracts businesses and retirees. The Daytona Beach metro comprises all of Volusia and Flagler counties. The city of Daytona Beach itself is located 55 miles northeast of Orlando and 90 miles southeast of Jacksonville.

QUICK FACTS



POPULATION

717K

Growth 2024-2029*
5.0%



HOUSEHOLDS

303K

Growth 2024-2029*
5.4%



MEDIAN AGE

47.0

U.S. Median:
39.0



MEDIAN HOUSEHOLD INCOME

\$71,500

U.S. Median:
\$76,100

* Forecast



ECONOMY

- Daytona Beach is home to the oldest and largest aviation and aerospace university, Embry Riddle Aeronautical University, offering an abundance of opportunities for individuals interested in the aviation industry.
- The metro is growing quickly. The local population is estimated to expand by 36,000 residents over the next half decade and by over 16,000 households.
- A number of residents are employed in the retail, health care and manufacturing sectors. Major employers in these industries include Publix, Walmart, Lowe's, Winn-Dixie, Sparton Electronics and Cardinal Health.

METRO HIGHLIGHTS



HIGHER EDUCATION

Daytona State College, Stetson University and Bethune-Cookman University contribute to a skilled labor pool.



HEALTH CARE

AdventHealth Daytona Beach, Halifax Health and other health care organizations employ thousands of workers in the region.



TOURISM INDUSTRY

Visitors are drawn to the region for its beaches and outdoor activities, along with the yearly Daytona 500 NASCAR race, which brings hundreds of millions of dollars to the local economy.

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

DEMOGRAPHICS

POPULATION	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Population	1,223	16,840	64,051
2024 Estimate			
Total Population	1,027	15,112	57,729
2020 Census			
Total Population	760	12,568	49,041
2010 Census			
Total Population	596	9,060	39,744
Daytime Population			
2024 Estimate	947	16,263	47,718
HOUSEHOLDS	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Households	597	7,287	26,534
2024 Estimate			
Total Households	501	6,531	23,897
Average (Mean) Household Size	2.4	2.3	2.4
2010 Census			
Total Households	370	5,495	20,284
2010 Census			
Total Households	257	3,858	15,913
Occupied Units			
2029 Projection	639	8,185	29,658
2024 Estimate	536	7,350	26,746
HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
2024 Estimate			
\$150,000 or More	7.4%	15.8%	16.2%
\$100,000-\$149,999	20.2%	18.1%	18.4%
\$75,000-\$99,999	19.4%	15.6%	16.3%
\$50,000-\$74,999	14.3%	14.0%	15.6%
\$35,000-\$49,999	17.0%	12.1%	12.8%
Under \$35,000	21.7%	24.3%	20.8%
Average Household Income	\$85,728	\$94,741	\$94,650
Median Household Income	\$74,705	\$78,836	\$77,489
Per Capita Income	\$34,819	\$40,980	\$39,634

HOUSEHOLDS BY EXPENDITURE	1 Mile	3 Miles	5 Miles
Total Average Household Retail Expenditure	\$188,417	\$192,634	\$198,091
Consumer Expenditure Top 10 Categories			
Housing	\$23,404	\$23,808	\$24,436
Transportation	\$12,444	\$12,282	\$12,576
Food	\$8,013	\$8,067	\$8,284
Personal Insurance and Pensions	\$7,745	\$7,847	\$8,154
Entertainment	\$3,723	\$3,726	\$3,830
Cash Contributions	\$2,658	\$3,551	\$3,706
Apparel	\$1,338	\$1,333	\$1,358
Education	\$851	\$803	\$824
Personal Care Products and Services	\$759	\$785	\$807
Alcoholic Beverages	\$596	\$631	\$647
POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2024 Estimate Total Population	1,027	15,112	57,729
Under 20	23.6%	18.8%	19.2%
20 to 34 Years	16.2%	13.6%	14.4%
35 to 39 Years	7.2%	5.2%	5.2%
40 to 49 Years	12.5%	10.3%	10.8%
50 to 64 Years	20.7%	22.6%	21.8%
Age 65+	19.9%	29.5%	28.5%
Median Age	42.0	50.0	49.0
Population 25+ by Education Level			
2024 Estimate Population Age 25+	742	11,623	43,915
Elementary (0-8)	3.0%	3.3%	2.6%
Some High School (9-11)	7.1%	4.4%	4.3%
High School Graduate (12)	22.3%	26.4%	30.3%
Some College (13-15)	30.5%	24.9%	23.8%
Associate Degree Only	17.0%	12.7%	11.5%
Bachelor's Degree Only	17.6%	18.4%	18.0%
Graduate Degree	2.5%	9.8%	9.5%



POPULATION

In 2024, the population in your selected geography is 57,729. The population has changed by 45.25 percent since 2010. It is estimated that the population in your area will be 64,051 five years from now, which represents a change of 11.0 percent from the current year. The current population is 51.7 percent male and 48.3 percent female. The median age of the population in your area is 49.0, compared with the U.S. average, which is 39.0. The population density in your area is 736 people per square mile.



HOUSEHOLDS

There are currently 23,897 households in your selected geography. The number of households has changed by 50.17 percent since 2010. It is estimated that the number of households in your area will be 26,534 five years from now, which represents a change of 11.0 percent from the current year. The average household size in your area is 2.4 people.



INCOME

In 2024, the median household income for your selected geography is \$77,489, compared with the U.S. average, which is currently \$76,141. The median household income for your area has changed by 44.39 percent since 2010. It is estimated that the median household income in your area will be \$92,776 five years from now, which represents a change of 19.7 percent from the current year.

The current year per capita income in your area is \$39,634, compared with the U.S. average, which is \$40,471. The current year's average household income in your area is \$94,650, compared with the U.S. average, which is \$101,307.



EMPLOYMENT

In 2024, 24,227 people in your selected area were employed. The 2010 Census revealed that 63.6 percent of employees are in white-collar occupations in this geography, and 16.5 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 25.00 minutes.



HOUSING

The median housing value in your area was \$355,164 in 2024, compared with the U.S. median of \$321,016. In 2010, there were 11,417.00 owner-occupied housing units and 4,494.00 renter-occupied housing units in your area.

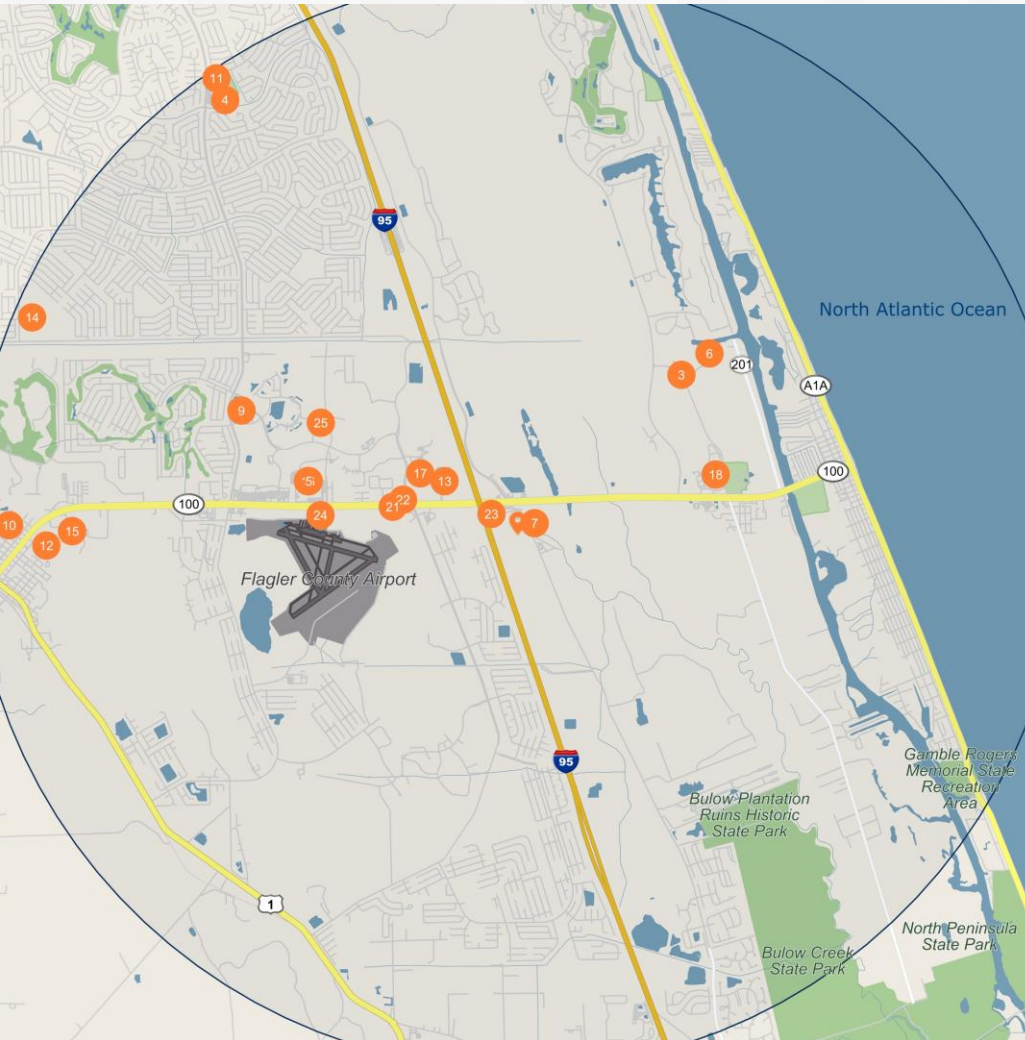


EDUCATION

The selected area in 2024 had a lower level of educational attainment when compared with the U.S. averages. 26.6 percent of the selected area's residents had earned a graduate degree compared with the national average of only 13.5 percent, and 11.5 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 14.8 percent vs. 8.8 percent, respectively.

The area had fewer high-school graduates, 1.5 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 39.2 percent in the selected area compared with the 19.7 percent in the U.S.



Major Employers

Employees

1	School Board Flagler County-Summit Academy	236
2	School Board Flagler County-Acadamies of Excellence	236
3	School Board Flagler County-Flagler Co Adult Ed Center	236
4	School Board Flagler County-Flagler County Middle School	236
5	School Board Flagler County-Flagler Technical Institute	236
6	Sea Ray Boats Inc-Manufacturing Facility	211
7	Flagler County Schools-Old Kings Elementary School	178
8	Flagler County Schools-Buddy Taylor Middle School	178
9	Publix Super Markets Inc-Publix 01138	150
10	Flagler County Schools-Bunnell Elementary School	146
11	Flagler County Schools-Lewis E Wdswrth Elementary Schl	146
12	Ms HUD Dixie LLC-Flagler Pines	138
13	Memorial Hospital Flagler Inc-ADVENTHEALTH PALM COAST	138
14	Flagler County Schools-Rymfire Elementary School	130
15	Flagler County Schools	122
16	Flagler County Schools-Phoenix Academy	114
17	Tomoka Surgery Center LLC-Tomoka Eye Associates	101
18	Publix Super Markets Inc	100
19	School Board Flagler County	98
20	Flagler County Schools-Flagler Technical Institute	97
21	Florida Power & Light Company-FPL	87
22	Covelli Family Ltd Partnership-Panera Bread 204175	80
23	Seagrass Inn LLC	79
24	Enterprise Rnt--car Boston LLC-Enterprise Rent-A-Car	79
25	City of Palm Coast	70

OLD KINGS PLAZA

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