

BLUEMOUND PLAZA

19555 W. Bluemound Road
Brookfield, WI

OFFERING MEMORANDUM
May 2026



NEWMARK

Table of Contents

3	EXECUTIVE SUMMARY
4	INVESTMENT HIGHLIGHTS
5	PRICING SUMMARY
6	SITE PLAN
7	PARCEL MAP
8	RETAIL AERIAL
9	LOCATION AERIAL
10	DEMOGRAPHICS
11	TENANT SUMMARIES



Newmark (Newmark, the "Agent") has been engaged as the exclusive sales representative for the sale of [insert building address here] (the "Property") by 'Ownership' (the "Seller"). This Memorandum does not constitute a representation that the business or affairs of the Property or Seller since the date of preparation (DATE) of this Memorandum have remained the same. Analysis and verification of the information contained in this Memorandum are solely the responsibility of the prospective purchaser.

Additional information and an opportunity to inspect the Property will be made available upon written request of interested and qualified prospective purchasers. Seller and Agent each expressly reserve the right, at their sole discretion, to reject any or all expressions of interest or offers regarding the Property, and/or terminate discussions with any party at any time with or without notice. Seller reserves the right to change the timing and procedures for the Offering process at any time in Seller's sole discretion. Seller shall have no legal commitment or obligations to any party reviewing this Memorandum, or making an offer to purchase the Property, unless and until such offer is approved by Seller, and a written agreement for the purchase of the Property has been fully executed and delivered by Seller and the Purchaser thereunder.

This Memorandum and the contents, except such information which is a matter of public record or is provided in sources available to the public, are of a confidential nature. By accepting this Memorandum, you agree that you will hold and treat it in the strictest confidence, that you will not forward, photocopy or duplicate it, that you will not disclose this Memorandum or any of the contents to any other entity (except to outside advisors retained by you, if necessary, for your determination of whether or not to make a proposal and from whom you have obtained an agreement of confidentiality) without the prior written authorization of Seller or Agent, and that you will not use this Memorandum or any of the contents in any fashion or manner detrimental to the interest of Seller or Agent.

Executive Summary

Newmark is pleased to exclusively market for sale Bluemound Plaza at 19555 W. Bluemound Road, a 100% leased multi tenant shopping center located in the heart of Brookfield, Wisconsin within the Milwaukee MSA. The ±108,000 SF shopping center is situated on 8.68 acres of land at the southeast corner of Bluemound Road and Janacek Road in the Town of Brookfield.

Bluemound Plaza is strategically located less than one mile east of Interstate 94 and 0.05 miles from The Corners of Brookfield, a regional shopping mall anchored by Von Maur Department Store that includes a 200+ multi family complex on the west end of Bluemound Road. Additionally, across from The Corners, there are 700+ residential units built and under construction at Poplar Creek Towne Center. Bluemound Road is known as the “Gold Coast” of Brookfield with daily traffic counts that exceed 34K VPD. The surrounding 1-mile radius features an affluent community with average household annual income exceeding \$100,000.



Investment Highlights

- ◇ The property is 100% leased and anchored by Best Buy & Aldi along with other national, regional and local tenants.
- ◇ Property is located in the highly desirable municipality of Brookfield near Goerke's Corners with easy access to I-94. Bluemound Road is the "Gold Coast" of Brookfield, as well as a desirable retail corridor for SE Wisconsin.
- ◇ Offered at \$16,950,000, the price is a 6.9% cap rate, based on end of 2025 income, owner handles property management.
- ◇ Entire property has been re-roofed over the last 2 years except Aldi whose roof is ±10 years old.
- ◇ New HVAC units installed at Best Buy, Dollar Tree, Strive, The Honeybee Salon, George Webb, and Wild Birds Unlimited.



Pricing Summary

Newmark, as exclusive brokerage firm, is pleased to present the opportunity to purchase Bluemound Plaza, 19555 W. Bluemound Road, Brookfield, WI, a ±108,000 SF shopping center.

Sale Price

\$16,950,000

Building Area (SF)

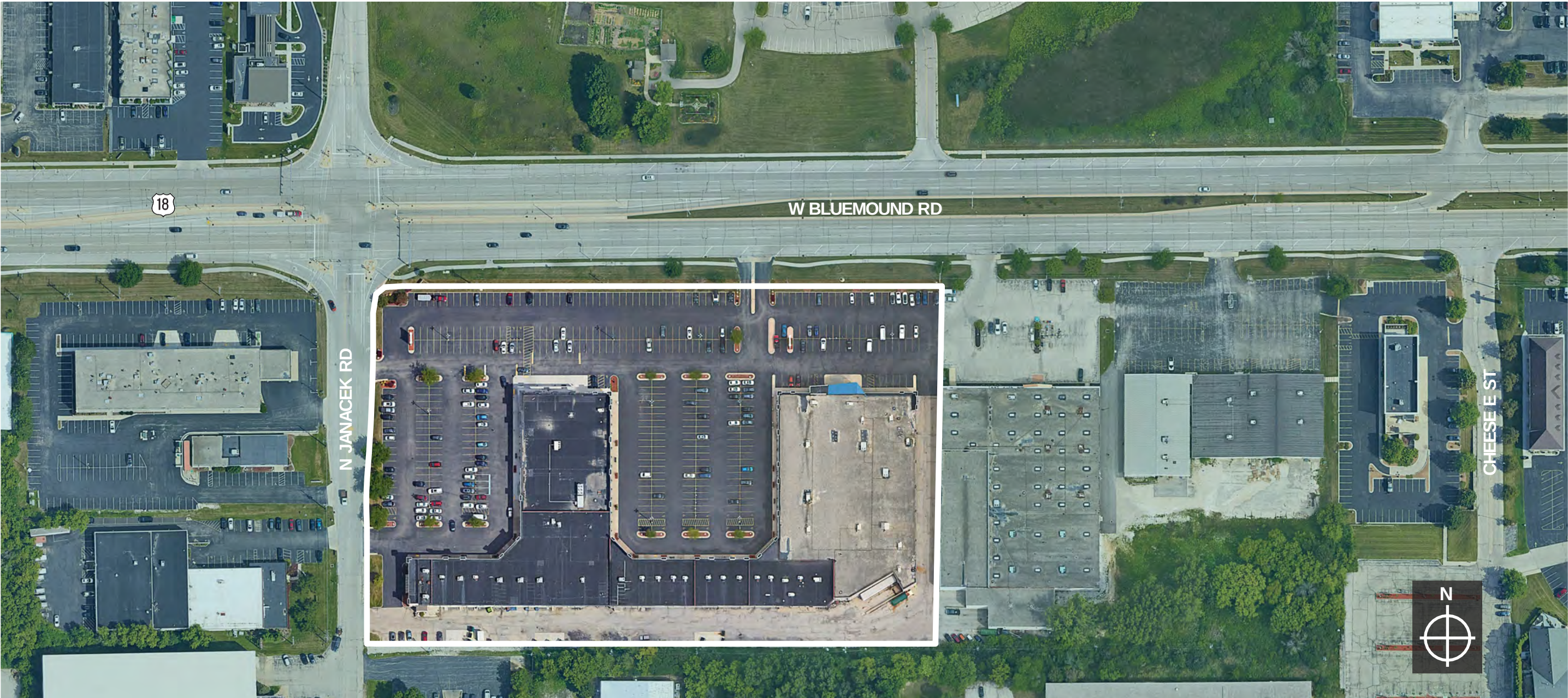
±108,000



Site Plan



Parcel Map



Retail Aerial



Location Aerial



Demographics

POPULATION SUMMARY	1 MILE	3 MILES	5 MILES
2025 Total Population	15,046	150,350	435,930
2030 Total Population	14,711	149,107	432,740
2010-2020 Population: Growth Rate	2.27%	-1.05%	-1.57%
2024-2029 Population: Growth Rate	-0.45%	-0.17%	-0.15%
2025 Median Age	37.5	37.6	35.8
2025 Male Population	7,486	74,125	213,622
2025 Female Population	7,560	76,225	222,308
DAYTIME POPULATION	1 MILE	3 MILES	5 MILES
2025 Total Daytime Population	26,839	165,191	439,724
2025 Daytime Population: Workers	19,737	92,404	209,443
2025 Daytime Population: Residents	7,102	72,787	230,281
2025 Total Businesses	620	6,249	14,730
2025 Total Employees	16,607	94,290	213,501
HOUSEHOLD SUMMARY	1 MILE	3 MILES	5 MILES
2025 Total Households	6,549	68,252	182,251
2030 Total Households	6,474	68,761	183,618
2010-2020 Household Growth Rate	-0.19%	-0.02%	-0.18%
2024-2029 Household Growth Rate	-0.23%	0.15%	0.15%
2025 Average Household Size	2.18	2.17	2.33
INCOME SUMMARY	1 MILE	3 MILES	5 MILES
2025 Average Household Income	\$115,676	\$99,211	\$85,515
2030 Average Household Income	\$132,168	\$112,153	\$96,707
2025 Median Household Income	\$85,230	\$75,341	\$96,707
2030 Median Household Income	\$100,582	\$84,788	\$71,561
2025 Per Capita Income	\$50,619	\$45,041	\$35,794
2030 Per Capita Income	\$58,469	\$51,717	\$41,072
EDUCATION ATTAINMENT	1 MILE	3 MILES	5 MILES
2025 Education Attainment Base	10,345	104,386	284,957
Less Than 9th Grade	51	2,193	13,839
9-12th Grade/No Diploma	161	4,004	18,088
High School Diploma	1,748	22,969	72,461
GED/ Alternative Credential	383	3,970	12,525
Some College/No Degree	1,596	17,887	50,887
Associate's Degree	1,006	9,548	26,286
Bachelor's Degree	3,248	29,490	60,468
Graduate/Professional Degree	2,152	14,325	30,403
EMPLOYMENT	1 MILE	3 MILES	5 MILES
2025 Population 18+	12,154	118,069	334,445
White Collar	18.1%	14.2%	11.6%
Blue Collar	15%	21%	24%
RACE/ETHNICITY	1 MILE	3 MILES	5 MILES
2025 Total Population	15,046	150,350	435,930
White Population	77%	62%	46%
Black/African American Population	6%	17%	27%
Hispanic Population	12%	16%	23%
Native American Population	1%	1%	1%
Asian Population	3%	4%	5%
Pacific Islander Population	0%	0%	0%
Other Race Population	1,006	9,548	26,286
Source: Esri Esri-Data Axle U.S. Census			



Tenant Summaries

TENANT	HQ	#LOCATIONS	OVERVIEW
	Batavia, IL	2,400+	At ALDI, their small differences are making a big impact – in store and in your wallet. They hand-select and curate high-quality products for you and your family. They can't promise you'll find ten choices of the same item, but they can promise you'll find the best ones at the best price. Since 1976, their number one priority has been to deliver great quality food at the lowest possible prices. Their goal is to create an environment where everyone who walks through our doors feels welcome, included and able to be their authentic self. They keep a close eye on the ingredients and materials that go into all their products to ensure they meet the highest standards. They are committed to human rights and fair labor practices throughout our supply chains, and all of their suppliers must comply with the Social Standards in Production. They offer groceries to fit everyone's specific dietary interests, needs or concerns. From organic certified gluten-free products and our meat products that contain no antibiotics, added hormones or animal byproducts, they can fit everyone's lifestyle. https://www.aldi.us/store/aldi/storefront
	Richfield, MN	1,000+	At Best Buy, their purpose is to enrich lives through technology. They do that by leveraging their unique combination of tech expertise and human touch to meet their customers' everyday needs, whether they come to them online, visit their stores or invite them into their homes. They have more than 1,000 stores and more than 85,000 employees in the United States and Canada. https://www.bestbuy.com/
	Chesapeake, VA	9,000+	At Dollar Tree, their customers can expect to find an environment where shopping is fun. They're known for their "thrill-of-the-hunt" shopping experience where customers can discover new, exciting items every week, from everyday essentials to fun craft, seasonal, and party merchandise. With additional price points, their expanded range gives them the ability to offer shoppers even more choices, providing a larger variety of quality items at great value. They continue to offer their customers all the products they've come to know and love, plus hundreds of new ones, and to bring back customer favorites at an incredible value. Many of the items they carry sell for more elsewhere, which means that our customers can stretch their dollars to get the products they need at a great value. We remain fiercely committed to our mission of bringing our great value every day, along with more thrills, more fun & new items every week! https://corporate.dollartree.com/

Tenant Summaries

TENANT	HQ	#LOCATIONS	OVERVIEW
	Sturtevant, WI	2	FloorTech Interiors has proudly served Sturtevant and Brookfield, WI since 1990, offering expert flooring solutions backed by family-owned service and decades of experience. With two convenient showrooms and professional installation services, they help homeowners and businesses across Southeastern Wisconsin find and install floors they truly love. https://www.floortechinteriors.com/
	Brookfield, WI	3	Game Universe is a gaming store with three locations in the Greater Milwaukee Area known for its selection of roleplaying and board games. Starting as a startup, it became a significant community fixture that hosts regular events just about every day of the week. Game Universe blends nostalgia, entertainment, and discovery in a vibrant destination for video game fans and collectors. Known for its wide selection of new and retro games, consoles, and accessories, the store offers something for both longtime gamers and newcomers alike. With a focus on variety, value, and the joy of play, guests are invited to explore a space where gaming culture and classic favorites come together. https://www.game-universe.com/
	Milwaukee, WI	20+	They've been a part of Wisconsin forever. Well, okay. Just since 1948, but you have to admit that's a pretty good record. George Webb Restaurants and Wisconsin naturally go together, like bacon and eggs or burgers and fries. Maybe it's thanks to the fresh, local products that you'll find on our menu. Or, maybe it's the outrageous baseball predictions (go Crew!) Or, it could be the friendly vibe at the front counter where everyone's a neighbor (except when the Packers lose, and everyone is grumbling. But at least we're all grumbling together). You probably have your own reasons for thinking of Webb's as a Wisconsin tradition. Why not swing by your local Webb's and tell us about it over a hot cup of coffee and a good meal. https://georgewebb.com/about

Tenant Summaries

TENANT	HQ	#LOCATIONS	OVERVIEW
	Brookfield, WI	1	The Honeybee Salon is a full-service hair and beauty destination in Brookfield known for its friendly atmosphere and talented team of stylists. From precision haircuts and vibrant color services to personalized styling and bridal looks, The Honeybee Salon blends creativity with expert technique to help clients look and feel their best. Whether you're updating your style or treating yourself to a fresh new look, this salon offers thoughtful service and a welcoming vibe that makes every visit memorable.
	Brookfield, WI	1	At HF Massage, they invite you to experience attentive and restorative therapeutic massage services right here in Brookfield. Every session is thoughtfully designed to help you relax, reduce tension, and support your overall well-being — whether you're seeking stress relief, muscle recovery, or simply a moment of calm. With skilled therapists and a peaceful setting, they aim to make every visit feel rejuvenating and grounded in comfort. Come unwind, release, and feel renewed as you enjoy personalized care tailored to your needs. https://hfmassage.com/
	Brookfield, WI	3	Mega Media Xchange (MMX) is a retail franchise and online seller specializing in buying, selling, and trading pre-owned video games, movies (DVD/Blu-ray), music, and electronics. Often featuring retro items and collectibles, these large stores operate in a "used media" format. They also have an eBay store offering sealed media, games, and collectibles. https://www.megamediax.com/brookfield

Tenant Summaries

TENANT	HQ	#LOCATIONS	OVERVIEW
	Waukesha, WI	2	Octane Coffee is a coffee hut startup with its first location in Brookfield and is looking to expand. Utilizing a custom App, customers order their coffee then drive-up for a quick pick-me-up. Open since August of 2025, the company is headquartered in Waukesha. https://www.getoctanecoffee.com/
	Brookfield, WI	1	Strive offers various specialized and natural treatments to address root causes of pain by offering a multitude of treatment options. https://strivechiropracticwi.com/
	Carmel, IN	50+	Wild Birds Unlimited (WBU) is a retail franchise specializing in backyard bird feeding and nature products, founded by Jim Carpenter in Indianapolis, Indiana, in 1981 and franchised in 1983. Operating over 300 stores across the United States and Canada, WBU offers bird seed, feeders, and supplies. https://www.wbu.com/

Rent Roll
Profit & Loss

Please complete the Confidentiality Agreement attached to this document and return to the brokers to receive the full OM with financial details. If you require electronic signature, please contact Karen to have that provided.

Karen Johnson
Managing Director
t 414-395-4683
karen.johnson@nmrk.com

Confidentiality Agreement

19555 W. Bluemound Road, Brookfield, WI

This Confidentiality Agreement (the “Agreement”) is executed by the undersigned, an interested party and prospective purchaser for 19555 W. Bluemound Road, Brookfield, Wisconsin (the “Interested Party” in the “Proposed Transaction”), in favor of the Seller (“Owner”):

In connection with Interested Party’s possible purchase from Owner of certain real property (the “Property”), Owner intends to make available certain information to Interested Party. The term “Information” means all information that Owner has made or is making available to Interested Party. Whether directly or through Newmark (Owner’s Property Representative”), whether before or after the date of this Agreement, whether tangible or intangible, and in whatever form, as well as all information generated by Interested Party or its representatives, as defined below, that contains, reflects or is derived from the furnished information. Such information may but shall not be required to be itemized on a schedule, which may now or later be attached to this Agreement and initialed by Interested Party. The information does not purport to contain all of the information that Interested Party may desire. Interested Party should conduct its own investigation and analysis of the information, for the Owner’s Property Representative does not warrant or represent the validity of the information and shall be held harmless

In consideration of Owner’s disclosure of the information to Interested Party, Interested Party agrees that it shall keep the information confidential and will not use any of the information in any way detrimental to Owner, without the prior written consent of Owner, such information shall not be disclosed by Interested Party or any of its officers, directors, partners, employees, affiliates, agents or representatives (collectively, “Representatives”) to any third party and shall not be used by Interested party or its Representatives other than in connection with the Proposed Transaction with the Owner.

Interested Party agrees that the information may be transferred only to such of its Representatives who need to know the information for the sole purpose of assisting Interested party in evaluating the Proposed Transactions, who are informed of this Agreement, and who in writing agree to be bound by the terms hereof as if a party hereto.

Neither Owner, Owner’s Property Representative, nor any of their representatives has made or makes any representation or warranty, express or implied, as to the accuracy or completeness of the information. Interested party agrees that neither Owner, Owner’s Property Representative, nor their representatives shall have any liability to Interested Party or to any of its Representatives resulting from the providing or use of the information.

ACCEPTED AND AGREED to this on the _____ day of _____, 2026.

Prospective Purchaser:

Signed: _____	Company: _____
Print Name: _____	Address: _____
Title: _____	_____
Phone: _____	Email: _____
Fax: _____	Website: _____

STATE OF WISCONSIN BROKER DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

STATE OF WISCONSIN BROKER DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the following disclosure statement.

BROKER DISCLOSURE TO CUSTOMERS

You are the customer of the brokerage firm (hereinafter Firm). The Firm is either an agent of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A broker or a salesperson acting on behalf of the Firm, may provide brokerage services to you. Whenever the Firm is providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the customer, the following duties:

- ◇ The duty to provide brokerage services to you fairly and honestly.
- ◇ The duty to exercise reasonable skill and care in providing brokerage services to you.
- ◇ The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless disclosure of the information is prohibited by law.
- ◇ The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the information is prohibited by law (see “Definition of Material Adverse Facts” below).
- ◇ The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your confidential information or the confidential information of other parties (see “Confidentiality Notice To Customers” below).
- ◇ The duty to safeguard trust funds and other property held by the Firm or its Agents.
- ◇ The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals.

Please review this information carefully. An agent of the Firm can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional property inspection, contact an attorney, tax advisor, or property inspector.

This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of a broker's duties to a customer under section 452.133 (1) of the Wisconsin statutes.

CONFIDENTIALITY NOTICE TO CUSTOMERS

The Firm and its Agents will keep confidential any information given to the Firm or its Agents in confidence, or any information obtained by the Firm or its Agents that a reasonable person would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the Firm is no longer providing brokerage services to you.

The following information is required to be disclosed by law:

1. Material Adverse Facts, as defined in section 452.01 (5g) of the Wisconsin statutes (see “definition of material adverse facts” below).
2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction.

To ensure that the Firm and its Agents is aware of what specific information you consider confidential, you may list that information below or provide that information to the Firm or its Agents by other means. At a later time, you may also provide the Firm or its Agents with other information that you consider to be confidential.

CONFIDENTIAL INFORMATION:

NON-CONFIDENTIAL INFORMATION (The following information may be disclosed by the Firm and its Agents):

(INSERT INFORMATION YOU AUTHORIZE TO BE DISCLOSED SUCH AS FINANCIAL QUALIFICATION INFORMATION)

SEX OFFENDER REGISTRY

Notice: You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at <http://www.doc.wi.gov/> or by phone at 608-240-5830.

DEFINITION OF MATERIAL ADVERSE FACTS

A “Material Adverse Fact” is defined in Wis. Stat. 452.01 (5g) as an adverse fact that a party indicates is of such significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction or affects or would affect the party's decision about the terms of such a contract or agreement. An “Adverse Fact” is defined in Wis. Stat. 452.01 (1e) as a condition or occurrence that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made concerning the transaction.

No representation is made as to the legal validity of any provision or the adequacy of any provision on any specific transaction.

NEWMARK

BLUEMOUND PLAZA

19555 W. Bluemound Road
Brookfield, WI

CONTACT

Karen Johnson

Managing Director

W +1 414-395-4683

M +1 414-659-9535

Karen.Johnson@nmrk.com

The information contained herein has been obtained from sources deemed reliable but has not been verified and no guarantee, warranty or representation, either express or implied, is made with respect to such information.

Terms of sale or lease and availability are subject to change or withdrawal without notice.