

# BELL AMERICAN PLAZA

7111-7121 W BELL RD, GLENDALE, AZ 85308



**PHOENIX WEST**  
COMMERCIAL



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BELL AMERICAN PLAZA  
**EXECUTIVE SUMMARY**

## EXECUTIVE SUMMARY

Bell American Plaza is a two-building, professionally managed, multi-tenant office and medical complex ideally positioned in Glendale's dynamic **Arrowhead** corridor. Just steps from **Arrowhead Towne Center** and surrounded by premier retail, dining, and lifestyle amenities, this  $\pm 36,010$  SF property offers investors a stable, well-located asset in one of the West Valley's most resilient office markets.



With a **Weighted Average Lease Term (WALT)** of **3.53 years**, a diverse tenant roster, and a proven history of occupancy, Bell American Plaza combines consistent income with long-term upside. The site benefits from excellent visibility and accessibility along **Bell Road ( $\pm 50,749$  VPD)** and immediate proximity to **Loop 101** and **I-17**, connecting tenants to the broader Phoenix metro.

## HIGHLIGHTS



Two-building, B-class multi-tenant office totaling ±36,010 SF



Anchored by established tenants:  
*Law Office of Kevin Jensen, ACES, Ideal Insurance, Driggs Title, Guaranteed Rate, Simply Taxes*



Modernized common areas with ongoing renovations since 2019



Monument and building signage exposure on Bell Road

## EXECUTIVE SUMMARY



Covered parking with an overall ratio of 4.22 / 1,000 SF, including 67 covered stalls.



Common conference room (seats 49) included in rent as an amenity



Exceptional access to retail, dining, and freeway network, an important characteristic for suburban office tenants

The image shows the exterior of the Bell American Plaza building. The building features a modern design with large glass windows and stone pillars. Two tall palm trees are visible in the foreground. A white car is parked in the lower right corner. The sky is blue with scattered white clouds. A semi-transparent dark blue banner is overlaid across the middle of the image, containing the text "BELL AMERICAN PLAZA" and "INVESTMENT HIGHLIGHTS" in white, bold, sans-serif font. The word "ones" is partially visible on the right side of the building's facade.

BELL AMERICAN PLAZA  
**INVESTMENT HIGHLIGHTS**

## OVERVIEW

### **Stabilized Income Stream**

Diverse rent roll across legal, insurance, mortgage, healthcare, and financial services sectors.

### **High-Demand Size Segment**

Sub-50,000 RSF office buildings continue to attract strong investor interest post-COVID due to their agility and tenant diversity.

### **Strategic Location**

Steps from Arrowhead Towne Center, Costco, Trader Joe's, and numerous national retailers.

## INVESTMENT HIGHLIGHTS



## OVERVIEW

### **Exceptional Traffic & Visibility**

Bell Road frontage with  $\pm 50,749$  vehicles per day.

### **Growth Corridor Positioning**

Benefiting from robust development along the I-17 / TSMC corridor and accelerating population growth in Peoria and Glendale.

### **Strong Demographics**

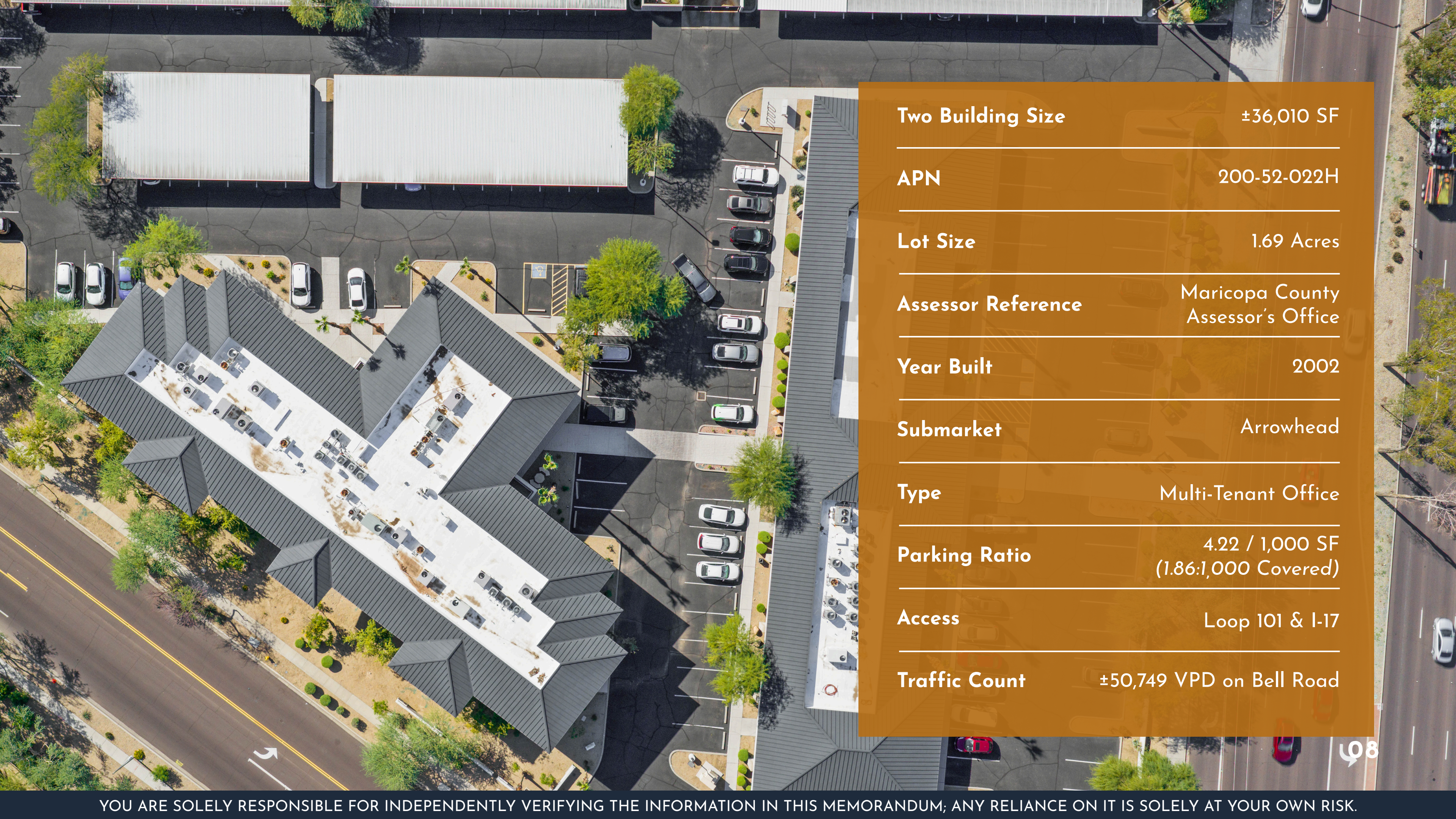
Within 10 minutes: population 191K +, average household income \$109,964.

## INVESTMENT HIGHLIGHTS



# BELL AMERICAN PLAZA PROPERTY OVERVIEW

BELL AMERICAN PLAZA 7121			
Devoted Guardians	10L	Guaranteed Rate	200
Mark Fugit Orthotics	20L	Med Insurance Agency	210
...	...	...	...



**Two Building Size** ±36,010 SF

**APN** 200-52-022H

**Lot Size** 1.69 Acres

**Assessor Reference** Maricopa County  
Assessor's Office

**Year Built** 2002

**Submarket** Arrowhead

**Type** Multi-Tenant Office

**Parking Ratio** 4.22 / 1,000 SF  
(1.86:1,000 Covered)

**Access** Loop 101 & I-17

**Traffic Count** ±50,749 VPD on Bell Road



## TENANT MIX

## PROPERTY OVERVIEW

The property's rent roll showcases a well-balanced mix of local and regional tenants from complementary professional sectors. Long-term occupancy by key tenants ensures stable revenue and minimizes rollover risk, whilst allowing for turn-over of shorter term leases for a light value-add component.



## TENANT HIGHLIGHTS



**ACES** provides pediatric to teen and young adult autism care across the country, with over 80 locations nationwide. Their services include center-based ABA, home and community-based ABA, early intervention, social skills groups, school behavioral supports and training, individual parent training, and group parent workshops. ACES started as an idea by an innovative special education teacher, Kristin Farmer, in 1996. Kristin built a model autism classroom using environmental arrangement, clear visual structure, and child-friendly spaces where behavioral expectations and learning targets were consistent and clearly communicated to students. ACES just signed their lease at Bell American Plaza, and took occupancy in October of 2025. Their operations in the 7111 building will comprise pediatric to teenager and young adult autism therapy.

## PROPERTY OVERVIEW



**Guaranteed Rate Affinity**, a subsidiary of Guaranteed Rate Companies (d.b.a. Rate), was founded in Chicago in 2000 by Victor F. Ciardelli III. Through 2020, it was the third largest retail mortgage lender in the United States. They have approximately 5,500 employees across the country as of April 2024, and are in 46 of the 50 states. In 2023, they funded over \$35 billion across all of the Rate companies. The same year, they also launched the Same Day Mortgage program, allowing for a loan approval within 24 hours. To date, they have reportedly funded over \$4 billion through the platform. Their location in Bell American Plaza is a suburban corporate satellite mortgage branch for the Arrowhead submarket.

## TENANT HIGHLIGHTS

## PROPERTY OVERVIEW



**Genesis Family Law** is comprised of a team of 18 attorneys, and 6 "Legal Professionals", spanning 10 offices in Arizona and 1 office in Michigan. Their specialties include divorce, child custody and support, community property, spousal support, parenting plans, prenuptial agreements, and grandparent's rights. This also extends to adoption, protective orders, and much more. Over the years, the firm has received numerous awards and recognitions for "unparalleled service" and legal expertise, with dozens of testimonials posted to their website.



**Ideal Insurance** is a local full-service insurance brokerage, spanning from auto, to homeowner, life, asset protection, and business insurance. The team is comprised of 9 personnel, and is under the umbrella of the Trusted Choice digital insurance marketing platform - comprised of over 250,000 insurance agents, and over 50 insurance company partners. Ideal Insurance is a longstanding Tenant in the Bell American Plaza, their dedication to the building showcased by closing their Sun City office this year, and tripling their footprint from 810 RSF to 3,301 RSF to pull all of their personnel under one roof.



7121

# BELL AMERICAN PLAZA MARKET OVERVIEW

Edward Jo

15 MINUTE PARKING

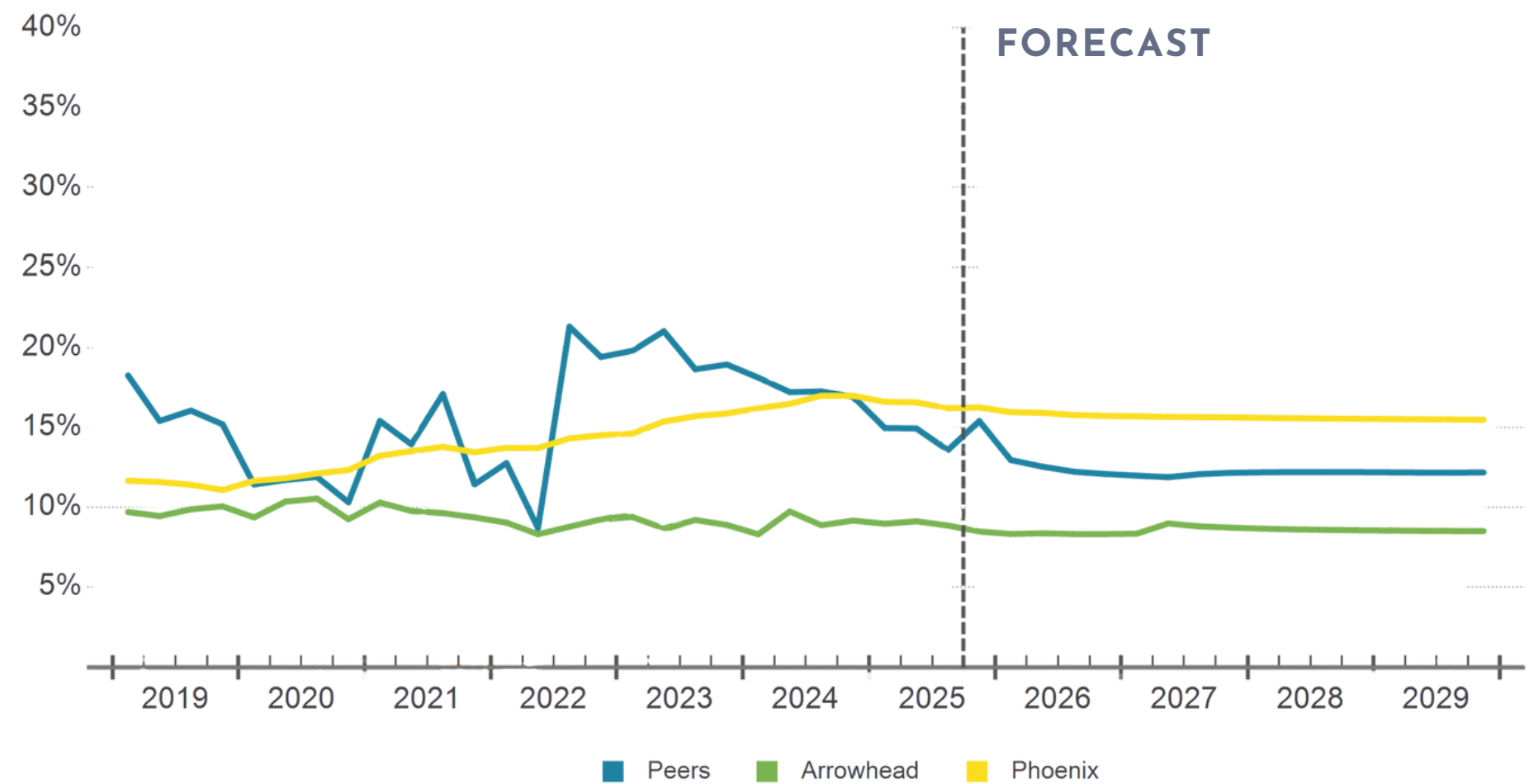
# PHOENIX VACANCY OVERVIEW

The Phoenix office market is showing steady recovery, with four consecutive quarters of positive net absorption through Q3 2025 – the first sustained growth since the pandemic. Over the past year, 1.6 million SF of positive net absorption has reduced vacancy from 17.0% to 16.3%, one of the few year-over-year declines among major U.S. markets.

Limited new supply, owner-user acquisitions, and redevelopments have aided stabilization, while tenants continue to right-size footprints and favor efficient, well-located spaces. As prime Class A availability tightens, demand is gradually shifting toward competitive B-class assets like Bell American Plaza.

# MARKET OVERVIEW

VACANCY RATE

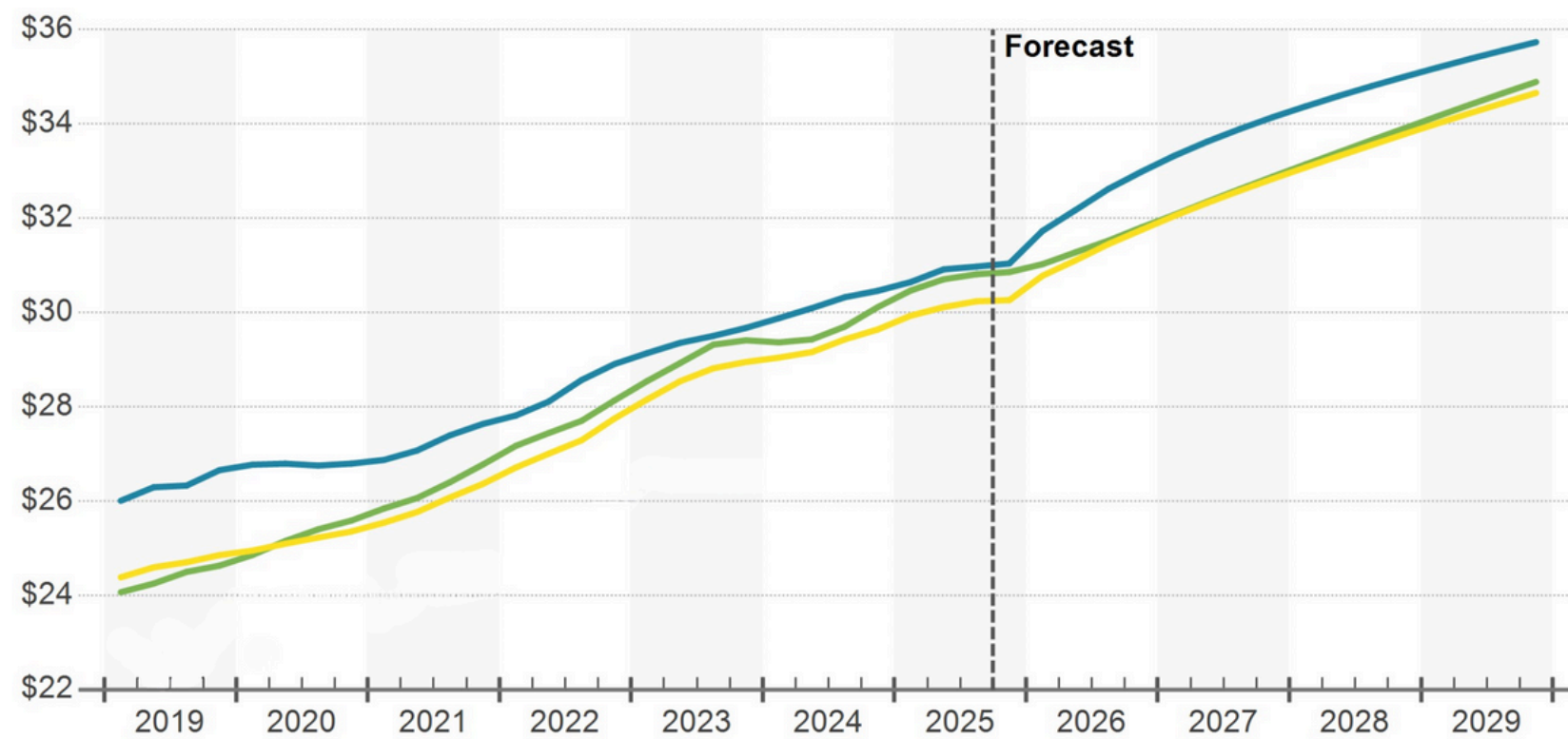


# PHOENIX RENT TRENDS

## MARKET OVERVIEW

Phoenix has outperformed many U.S. markets, with rents up 2.5% over the past year. Elevated tenant improvement (TI) allowances, especially in premium submarkets (\$85-\$100/SF), help maintain asking rents despite buildout costs. Trophy Class A offices see top rents above \$50/SF, while sublease space offers ~20% discounts. Rent growth is expected to stay moderate at 2-3% annually through 2026 amid high vacancy and subdued demand.

GROSS ASKING RENT PER SQUARE FOOT



■ Peers (Market) ■ Arrowhead (Market) ■ Phoenix (Market)

GROSS ASKING RENT PER SQUARE FOOT

	Peers		Arrowhead		Phoenix	
	Market Asking Rent	Trend (YOY)	Market Asking Rent	Trend (YOY)	Market Asking Rent	Trend (YOY)
2019	\$26.66	4.2%	\$24.63	3.5%	\$24.85	3%
2020	\$26.79	0.5%	\$25.58	3.9%	\$25.35	2%
2021	\$27.63	3.1%	\$26.77	4.6%	\$26.36	4%
2022	\$28.91	4.6%	\$28.13	5.1%	\$27.75	5.3%
2023	\$29.67	2.7%	\$29.41	4.5%	\$28.95	4.3%
2024	\$30.46	2.6%	\$30.11	2.4%	\$29.64	2.4%
YTD	\$31.04	1.9%	\$30.86	2.5%	\$30.26	2.1%
2026	\$32.98	8.3%	\$31.02	3%	\$31.75	7.1%
2027	\$34.14	3.5%	\$32.07	3.4%	\$32.84	3.4%
2028	\$35.00	2.5%	\$33.14	3.4%	\$33.78	2.9%
2029	\$35.73	2.1%	\$34.16	3.1%	\$34.65	2.6%

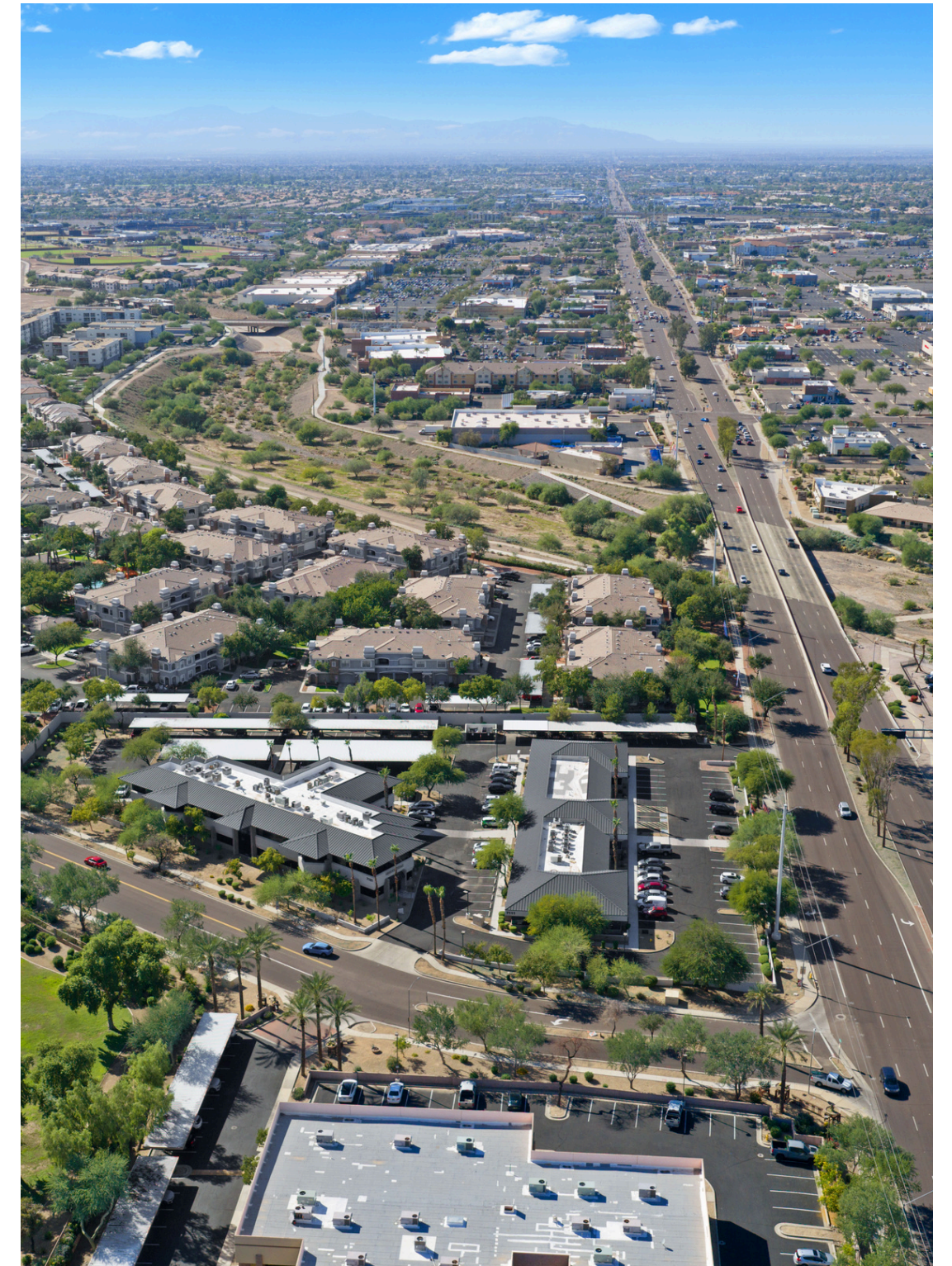
## ARROWHEAD SUBMARKET

The Arrowhead submarket of Glendale remains a preferred destination for professional services, healthcare, and financial users due to its robust amenity base and freeway connectivity. Located adjacent to Arrowhead Towne Center, tenants enjoy immediate access to shopping, dining, and hospitality options including Nordstrom Rack, The Cheesecake Factory, Oregano's, First Watch, and Costco.

Bell Road serves as the primary east-west arterial through Glendale and Peoria, accommodating more than 50,000 vehicles per day and linking directly to the Loop 101. The corridor continues to experience strong commercial and residential growth, further reinforced by the transformational TSMC semiconductor plant and supplier network to the north along I-17.

Investor confidence across Phoenix's suburban office markets remains high, with sub-50,000 SF assets outperforming larger buildings due to steady demand from small and mid-sized professional tenants, showcased by its 8.5% vacancy rate in the submarket.

## MARKET OVERVIEW



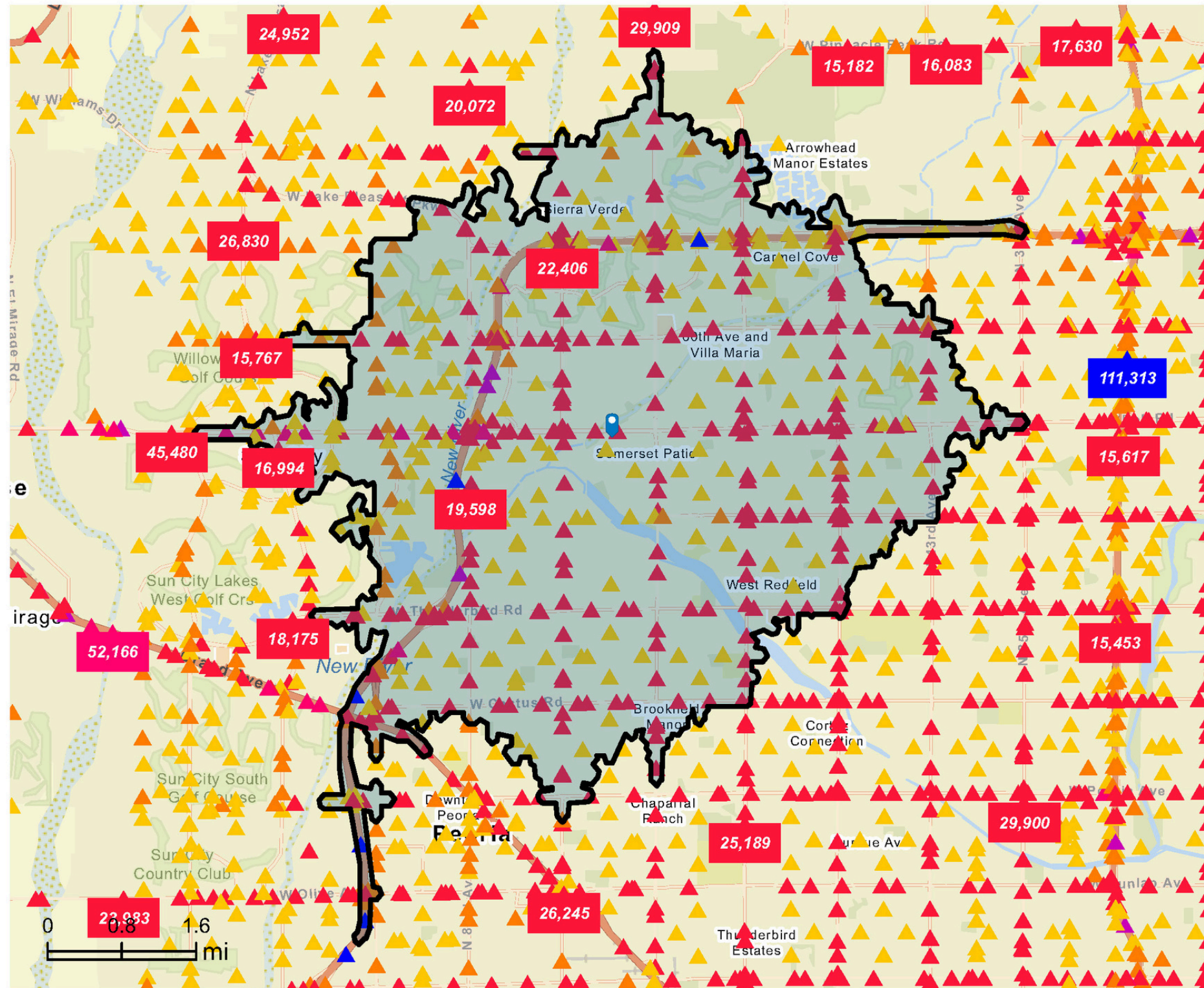
# ARROWHEAD SUBMARKET - MAP

## MARKET OVERVIEW

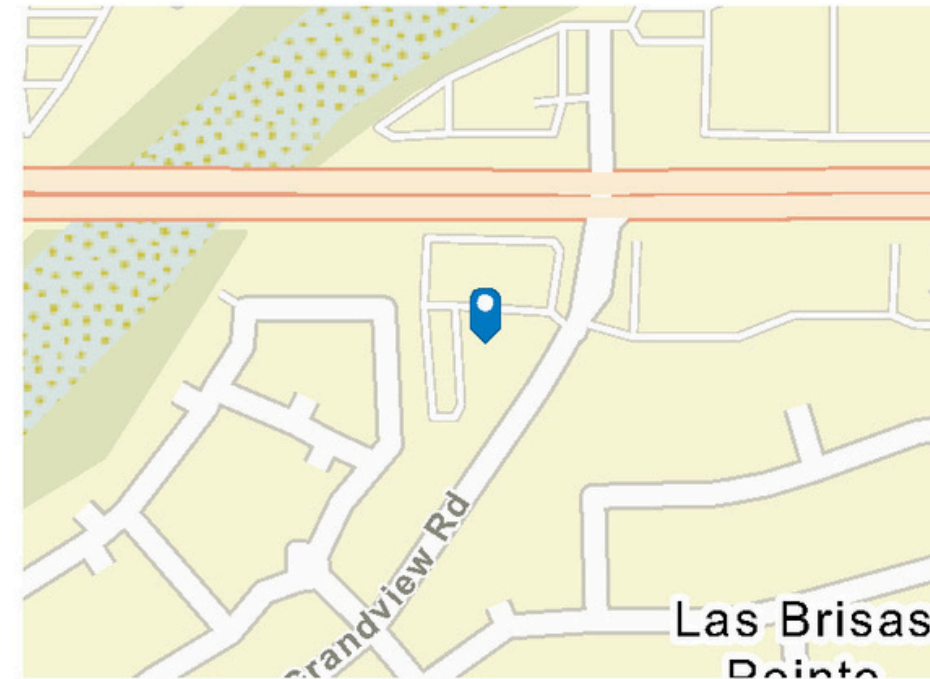


= BELL AMERICAN PLAZA

# TRAFFIC COUNT



# MARKET OVERVIEW



## Average Daily Traffic Volume

- ▲ Up to 8,000 vehicles per day
- ▲ 8,001 - 15,000
- ▲ 15,001 - 50,000
- ▲ 50,001 - 70,000
- ▲ 70,001 - 100,000
- ▲ More than 100,000 per day

# 2025 DEMOGRAPHICS & INCOME PROFILE

## DRIVE TIME OF 10 MINUTES



POPULATION  
**139,052**



HOUSEHOLDS  
**53,925**

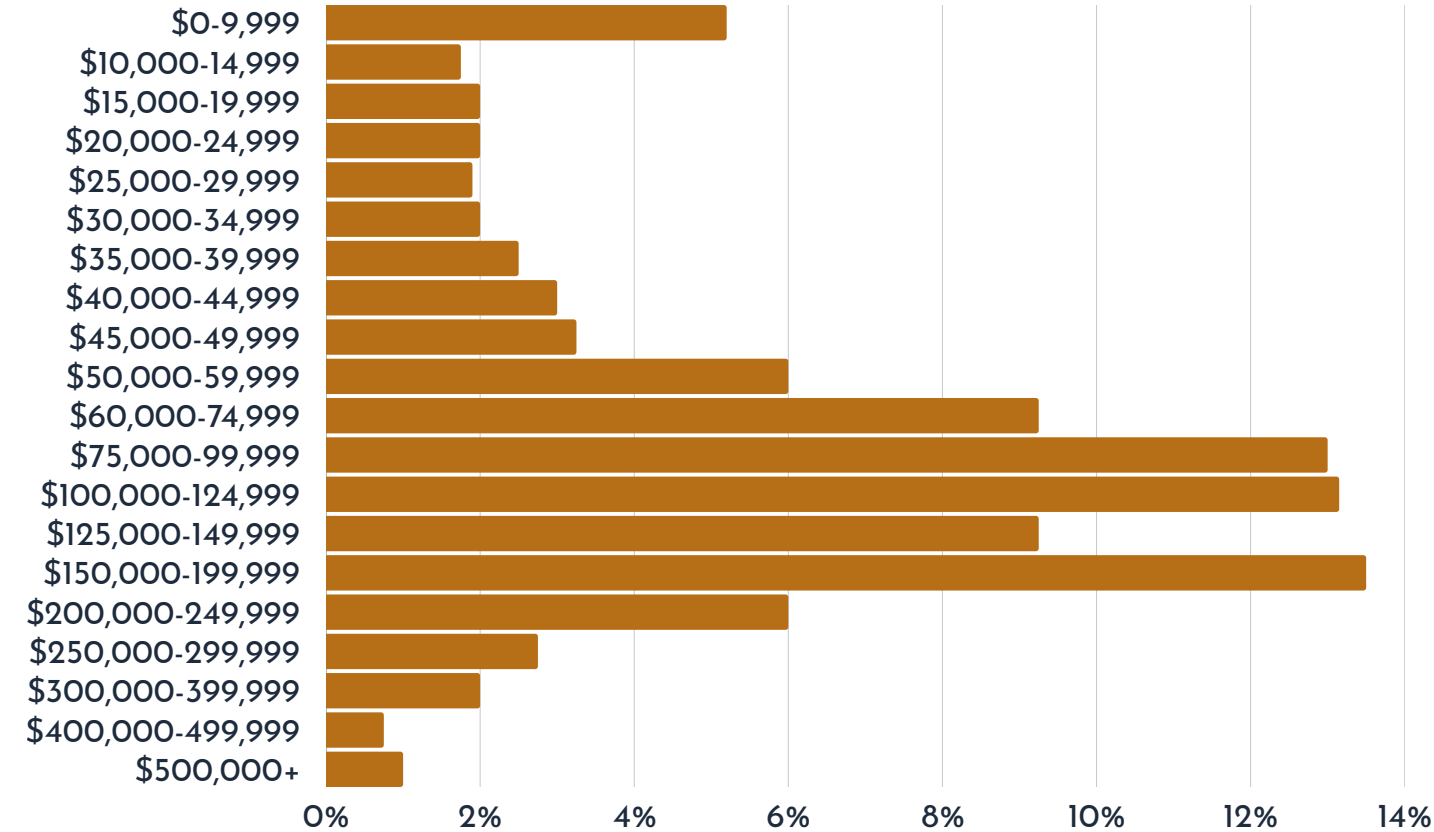


AVG. HOUSEHOLD SIZE  
**2.52**



MEDIAN AGE  
**41.1**

### HOUSEHOLD INCOME



### EMPLOYMENT

 **69.2%**

WHITE COLLAR

 **16.7%**

BLUE COLLAR

 **14.1%**

SERVICES



## MARKET OVERVIEW



MEDIAN HOUSEHOLD INCOME  
**\$96,038**



MEDIAN NET WORTH  
**\$301,698**



PER CAPITA INCOME  
**\$44,835**

# 2025 DEMOGRAPHICS & INCOME PROFILE

## DRIVE TIME OF 20 MINUTES



POPULATION  
**843,993**



HOUSEHOLDS  
**326,649**

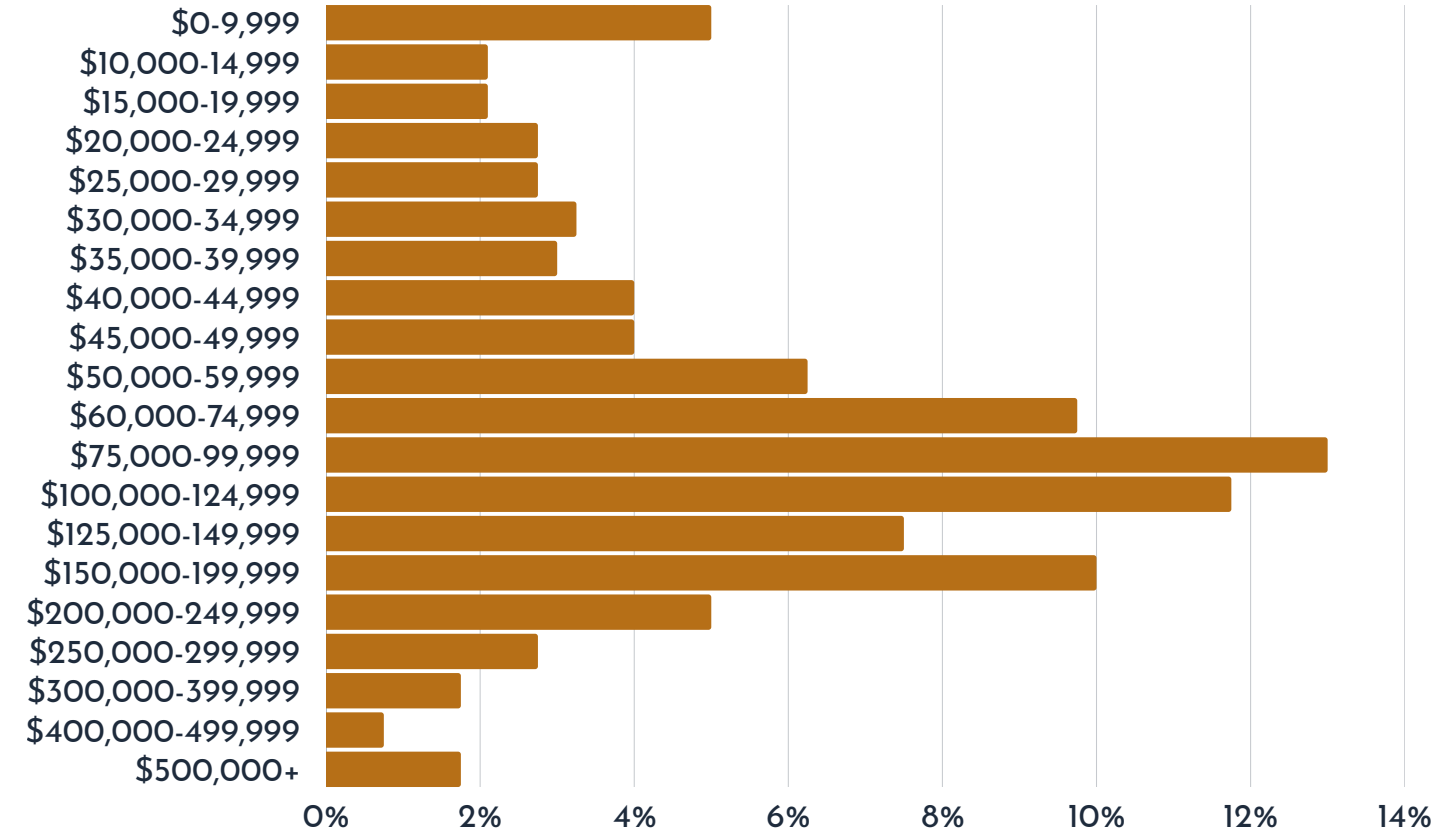


AVG. HOUSEHOLD SIZE  
**2.55**



MEDIAN AGE  
**39.6**

### HOUSEHOLD INCOME



### EMPLOYMENT



## MARKET OVERVIEW



MEDIAN HOUSEHOLD INCOME  
**\$80,048**



MEDIAN NET WORTH  
**\$241,099**



PER CAPITA INCOME  
**\$41,087**

# 2025 DEMOGRAPHICS & INCOME PROFILE

DRIVE TIME OF 30 MINUTES



POPULATION  
**2,206,208**



HOUSEHOLDS  
**822,962**

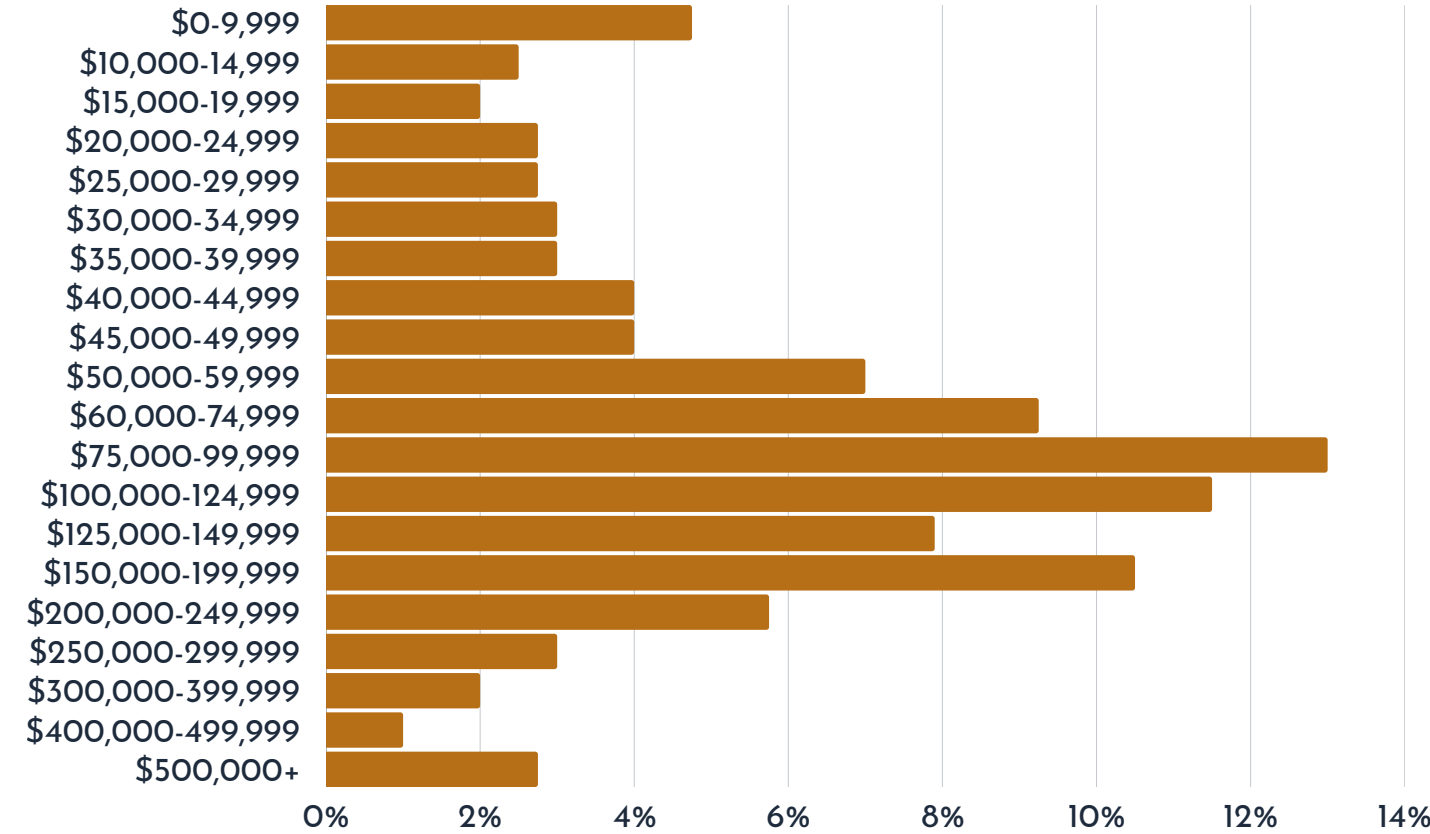


AVG. HOUSEHOLD SIZE  
**2.63**



MEDIAN AGE  
**37.7**

## HOUSEHOLD INCOME



## EMPLOYMENT

61.7%

WHITE COLLAR

21.7%

BLUE COLLAR

16.6%

SERVICES



## MARKET OVERVIEW



MEDIAN HOUSEHOLD INCOME  
**\$84,939**



MEDIAN NET WORTH  
**\$242,067**



PER CAPITA INCOME  
**\$43,435**

# DISCLOSURES

## CONFIDENTIALITY

Your receipt of this Offering Memorandum constitutes your acknowledgement that it is a confidential memorandum solely for your limited use and benefit in determining whether you desire to express further interest in the acquisition of Bell American Plaza, you will hold it in the strictest confidence, you will not disclose it or its contents to any third party without the prior written authorization of the owner of Bell American Plaza or Phoenix West Commercial, LLC, and you will not use any part of this Offering Memorandum in any manner detrimental to the owner of Bell American Plaza or Phoenix West Commercial, LLC.

## DISCLAIMER

This Offering Memorandum contains select information to Bell American Plaza and its ownership, and does not purport to be all-inclusive or contain all or part of the information which prospective investors may require to evaluate a purchase of Bell American Plaza. The information contained in this Offering Memorandum has been obtained from sources believed to be reliable, but has not been verified for accuracy, completeness, or fitness for any particular purpose. All information is presented "as is" without representation or warranty of any kind. Such information includes estimates based on forward-looking assumptions relating to the general economy, market conditions, competition and other factors which are subject to uncertainty and may not represent the current or future performance of the property. All references to acreages, square footages, and other measurements are approximations. This Offering Memorandum describes certain documents, including leases and other materials, in summary form. These summaries may not be complete nor accurate descriptions of the full agreements referenced. Additional information and an opportunity to inspect Bell American Plaza may be made available to qualified prospective buyers. You are advised to independently verify the accuracy and completeness of all summaries and information contained herein, to consult with independent financial and legal advisors, and carefully investigate the economics of this transaction and Bell American's suitability for your needs. ANY RELIANCE ON THE CONTENT OF THIS OFFERING MEMORANDUM IS SOLELY AT YOUR OWN RISK.



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