



..... OFFERING MEMORANDUM .....

# 2149 MARCONI AVENUE

Sacramento, CA

Marcus & Millichap  
THE HURD RETAIL GROUP



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Activity ID #ZAG0030311

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An aerial photograph of a commercial property located at 2149 Marconi. The property is outlined in orange and features a large paved parking lot with a green-roofed structure in the center. It is situated on a street corner with a multi-lane road in the foreground containing several cars. The background shows a residential neighborhood with houses and trees under a clear blue sky.

**2149 MARCONI**  
**50+ CAR CAPACITY**



..... 2149 MARCONI AVE

EXCLUSIVELY  
LISTED BY

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**Marcus & Millichap**  
THE HURD RETAIL GROUP



# OFFERING SUMMARY

2149 MARCONI AVE



Listing Price  
**\$1,790,000**



Lot Capacity  
**50+ Cars**



Opportunity  
**Owner/Operator**

## FINANCIAL

|               |             |
|---------------|-------------|
| Listing Price | \$1,790,000 |
| Price/SF      | \$1,057.92  |

## OPERATIONAL

|            |                        |
|------------|------------------------|
| Gross SF   | 1,692 SF               |
| Lot Size   | 0.42 Acres (18,295 SF) |
| Year Built | 1965                   |





# 2149 MARCONI AVENUE

Sacramento, CA 95821

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## INVESTMENT OVERVIEW

This is a chance for an Owner/User to capture an excellent location for Automotive Sales along one of Sacramento's most active thoroughfares. The site is strategically placed less one mile from Town Center Village Shopping Center which is home TJ Maxx, Ross, Sprouts, Bank of America, Walmart, CVS, Starbucks and Five Guys to name a few.

The property offers easy access to the surrounding communities and is less than 5 miles from Downtown Sacramento, East Sacramento, Arden Park, Carmichael, Del Paso and Sac State University ( $\pm 31,000$  Students). The property demographics are excellent with  $\pm 146,520$  households with a population density of 372,000 people within a five-mile radius.

The property sits on close to half an acre with a 1,692 square foot fully built out sales office, an additional  $\pm 600$  square foot private office and a  $\pm 900$  square foot covered shop space.

## INVESTMENT HIGHLIGHTS

- Exceptional Location @ the Intersection of Howe and Marconi ( $\pm 41,000$  cars per day)
- Population density of  $\pm 372,000$  within a five-mile radius
- Located less than 400 yards from Capital City Freeway with 137, 000 cars per day.
- Less than 5 miles from Downtown Sacramento, East Sacramento, Arden Park, Carmichael, Del Paso & California State University, Sacramento ( $\pm 31,000$  Students).
- Can accommodate  $\pm 50$  cars on the subject property.



# 2149 MARCONI AVENUE

REGIONAL MAP





# 2149 MARCONI AVENUE

LOCAL MAP





# 2149 MARCONI AVENUE

## MARKET OVERVIEW

### SACRAMENTO

As capital to the largest U.S. state economy, the Sacramento-Roseville-Arden-Arcade metro is a hub of public and private sector activity. Two major universities foster an educated workforce that draws new companies to the market. New job opportunities, in turn, foster population growth as more households seek residential options in less dense areas. Lying in the middle of the 450-mile-long Central Valley, the metro is comprised of four counties: Sacramento, El Dorado, Placer and Yolo. More than 2.4 million people call the area home, and unlike the nearby Bay Area, Sacramento is seismically quiet, making it an ideal location for data centers and cloud computing storage. The city of Sacramento is the most populous, at approximately 510,000 residents, followed by Elk Grove and Roseville.

#### METRO HIGHLIGHTS



##### BUSINESS ADVANTAGES

Lower costs relative to the Bay Area attract businesses and have driven job creation here in recent years.



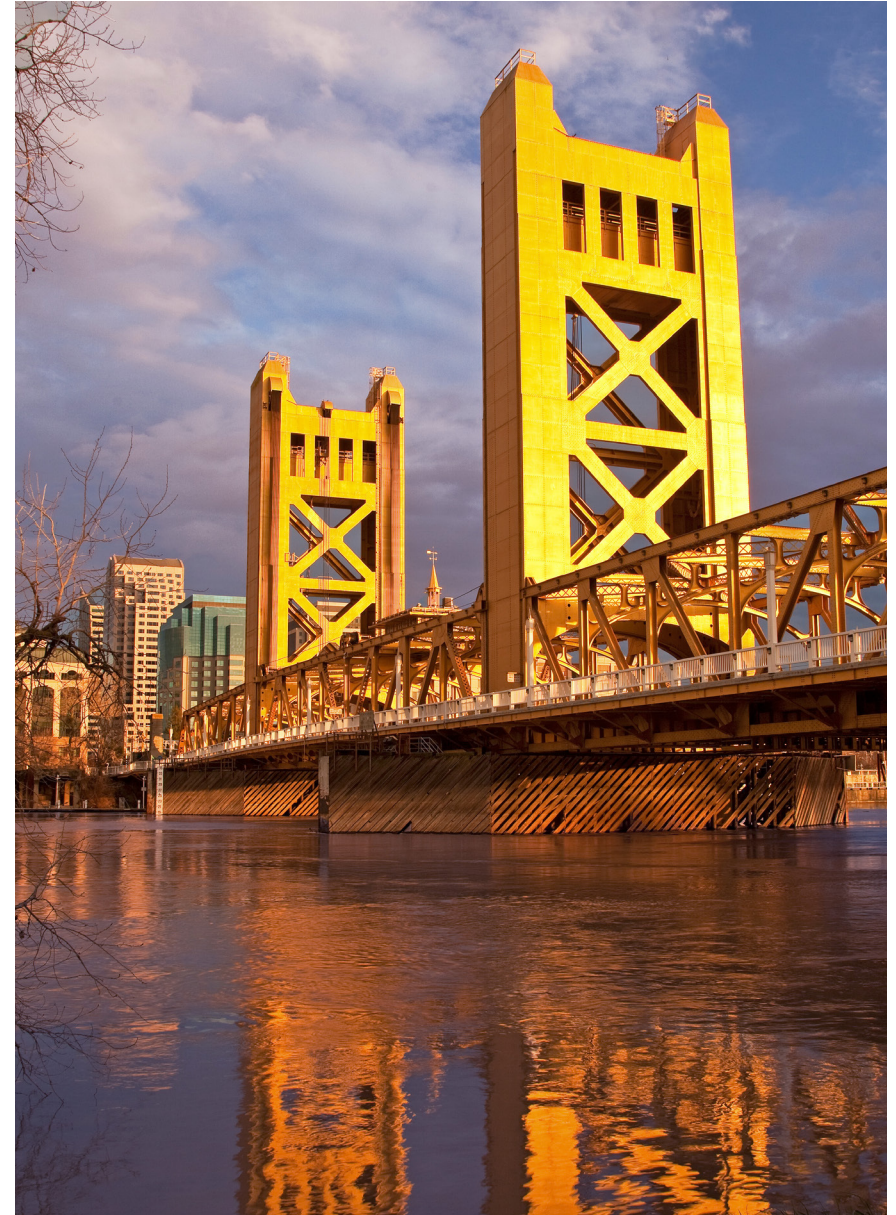
##### RESILIENT EMPLOYMENT BASE

Sacramento's employment total rebounded from the COVID-19 pandemic quicker than most major California metros, while the overall workforce is anticipated to continue setting new records in the coming year.



##### EXPANDING RESIDENTIAL NEEDS

Placer County overall is one of the fastest-growing areas in the state, contributing to robust long-term local housing demand.



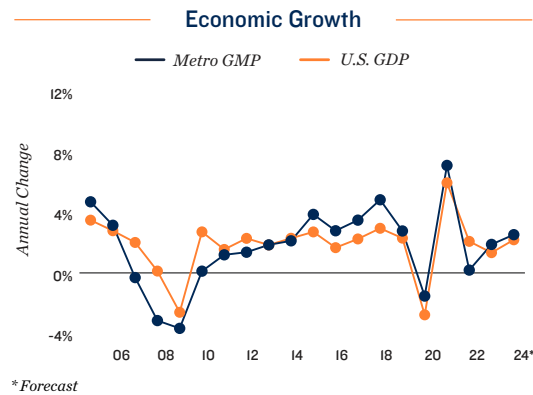


# 2149 MARCONI AVENUE

## MARKET OVERVIEW

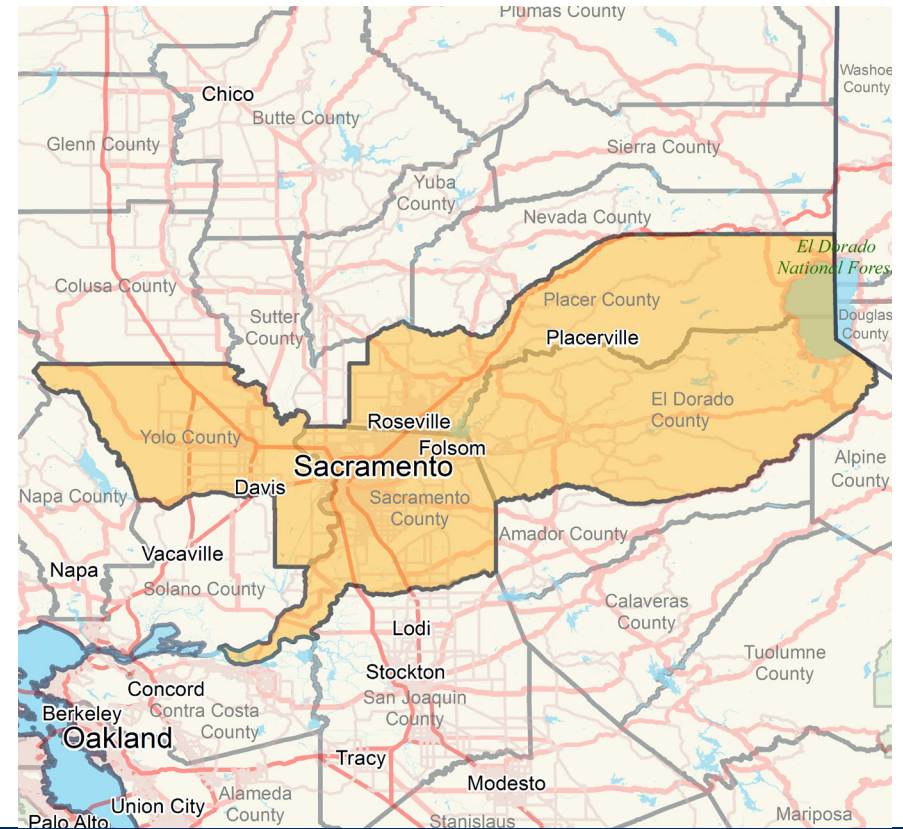
### ECONOMY

- Sacramento is home to the state capital, making the government sector important to the region's economy, even with its recent diversification.
- Health care is a prominent component of the local employment base. Top employers in the metro include Kaiser Permanente, Sutter Health and Dignity Health.
- University of California, Davis and California State University, Sacramento, along with associated medical systems, prop up a large education and health services ecosystem, forming a broad base for employment, along with many area hospitals.

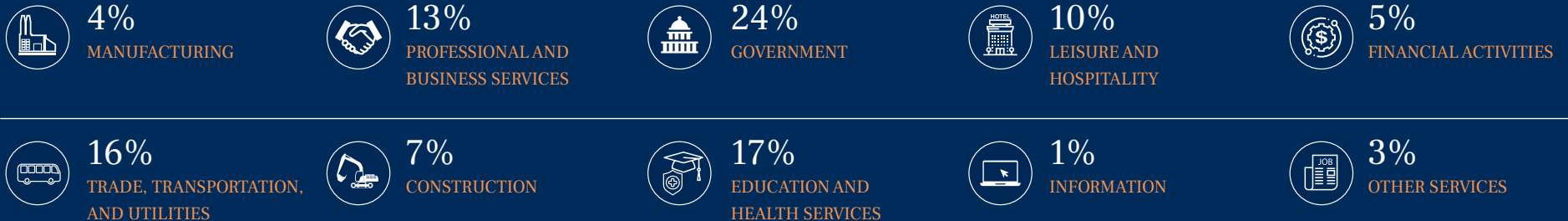


#### MAJOR AREA EMPLOYERS

- California State University, Sacramento
- Sutter Health
- Kaiser Permanente
- Verizon
- UPS
- Intel Corp.
- Catholic Healthcare West/Mercy Healthcare
- University of California, Davis
- Blue Shield of California
- Wells Fargo



### SHARE OF 2023 TOTAL EMPLOYMENT



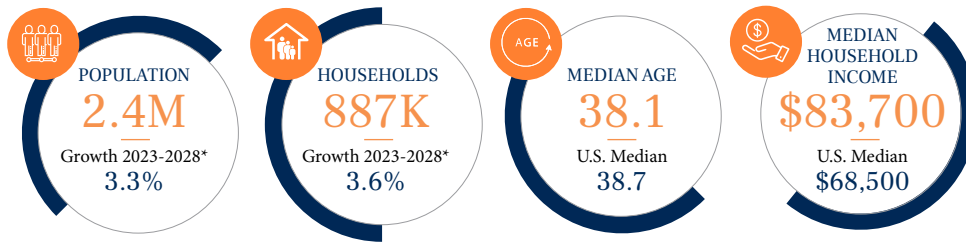


# 2149 MARCONI AVENUE

## MARKET OVERVIEW

## DEMOGRAPHICS

- The metro is expected to add nearly 80,000 people over the next five years, resulting in the formation of roughly 32,000 households.
- A median home price below other major California markets has produced a homeownership rate of 57 percent.
- Among residents ages 25 and older, 31 percent hold bachelor's degrees and 12 percent also have a graduate or professional degree.



### 2023 POPULATION BY AGE



## QUALITY OF LIFE

Residents and visitors to Sacramento can enjoy many recreational activities. The region is home to professional sports teams, headlined by the Kings (NBA). Within a short drive away are some of the world's finest wine-producing regions — the Napa, Sonoma and Alexander valleys. Sacramento is also just a short distance from Lake Tahoe and its popular ski resorts. The area offers various cultural opportunities, including the ballet, opera, museums, a zoo and music festivals. In addition to four community colleges, there are two universities located in the region: California State University, Sacramento and University of California, Davis. Students new to the area can visit Old Sacramento, which is a 28-acre historical landmark that pays homage to California circa the 1849 Gold Rush.

## SPORTS

|            |                                     |
|------------|-------------------------------------|
| Basketball | <b>NBA</b>   SACRAMENTO KINGS       |
| Baseball   | <b>MiLB</b>   SACRAMENTO RIVER CATS |
| Soccer     | <b>USL</b>   SACRAMENTO REPUBLIC FC |
| Soccer     | <b>WPSL</b>   CALIFORNIA STORM      |
| Football   | <b>WTFL</b>   SACRAMENTO SIRENS     |

## EDUCATION

- UNIVERSITY OF CALIFORNIA, DAVIS
- CALIFORNIA STATE UNIVERSITY, SACRAMENTO
- CALIFORNIA NORTHSTATE UNIVERSITY
- SACRAMENTO CITY COLLEGE
- WILLIAM JESSUP UNIVERSITY
- SIERRA COLLEGE
- FOLSOM LAKE COLLEGE

## ARTS & ENTERTAINMENT

- SACRAMENTO ZOO
- SACRAMENTO PHILHARMONIC ORCHESTRA
- SACRAMENTO HISTORY ALLIANCE
- CROCKER ART MUSEUM
- MEMORIAL AUDITORIUM
- GOLDEN 1 CENTER ARENA
- SAFE CREDIT UNION CONVENTION CENTER

\* Forecast

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



# 2149 MARCONI AVENUE

## DEMOGRAPHICS

| POPULATION                    | 1 Mile   | 3 Miles  | 5 Miles  |
|-------------------------------|----------|----------|----------|
| <b>2029 Projection</b>        |          |          |          |
| Total Population              | 19,821   | 140,649  | 372,647  |
| <b>2024 Estimate</b>          |          |          |          |
| Total Population              | 19,442   | 138,425  | 367,334  |
| <b>2020 Census</b>            |          |          |          |
| Total Population              | 19,352   | 139,427  | 369,263  |
| <b>2010 Census</b>            |          |          |          |
| Total Population              | 16,009   | 120,600  | 321,492  |
| <b>Daytime Population</b>     |          |          |          |
| 2024 Estimate                 | 17,279   | 156,018  | 488,546  |
| HOUSEHOLDS                    | 1 Mile   | 3 Miles  | 5 Miles  |
| <b>2029 Projection</b>        |          |          |          |
| Total Households              | 7,340    | 52,949   | 146,520  |
| <b>2024 Estimate</b>          |          |          |          |
| Total Households              | 7,261    | 52,249   | 144,569  |
| Average (Mean) Household Size | 2.6      | 2.6      | 2.5      |
| <b>2010 Census</b>            |          |          |          |
| Total Households              | 7,153    | 51,286   | 141,892  |
| <b>2010 Census</b>            |          |          |          |
| Total Households              | 6,475    | 46,679   | 131,025  |
| <b>Occupied Units</b>         |          |          |          |
| 2029 Projection               | 7,711    | 55,562   | 154,321  |
| 2024 Estimate                 | 7,620    | 54,812   | 152,225  |
| HOUSEHOLDS BY INCOME          | 1 Mile   | 3 Miles  | 5 Miles  |
| <b>2024 Estimate</b>          |          |          |          |
| \$150,000 or More             | 8.2%     | 13.0%    | 18.5%    |
| \$100,000-\$149,999           | 13.5%    | 14.6%    | 16.8%    |
| \$75,000-\$99,999             | 8.5%     | 11.6%    | 12.9%    |
| \$50,000-\$74,999             | 14.2%    | 16.5%    | 15.8%    |
| \$35,000-\$49,999             | 16.5%    | 12.1%    | 10.6%    |
| Under \$35,000                | 39.0%    | 32.2%    | 25.3%    |
| Average Household Income      | \$67,379 | \$82,423 | \$97,219 |
| Median Household Income       | \$46,837 | \$62,229 | \$77,189 |
| Per Capita Income             | \$25,164 | \$31,792 | \$39,862 |

| HOUSEHOLDS BY EXPENDITURE                     | 1 Mile    | 3 Miles   | 5 Miles   |
|---|-----------|-----------|-----------|
| Total Average Household Retail Expenditure    | \$176,994 | \$202,259 | \$224,781 |
| <b>Consumer Expenditure Top 10 Categories</b> |           |           |           |
| Housing                                       | \$24,340  | \$27,357  | \$30,208  |
| Transportation                                | \$10,125  | \$11,381  | \$12,329  |
| Food  | \$8,904   | \$10,007  | \$10,898  |
| Personal Insurance and Pensions               | \$6,478   | \$8,005   | \$9,336   |
| Entertainment                                 | \$2,693   | \$3,082   | \$3,445   |
| Apparel                                       | \$1,670   | \$1,960   | \$2,197   |
| Cash Contributions                            | \$1,650   | \$1,978   | \$2,422   |
| Education                                     | \$870     | \$1,069   | \$1,249   |
| Personal Care Products and Services           | \$783     | \$874     | \$935     |
| Alcoholic Beverages                           | \$458     | \$536     | \$602     |
| POPULATION PROFILE                            | 1 Mile    | 3 Miles   | 5 Miles   |
| <b>Population By Age</b>                      |           |           |           |
| 2024 Estimate Total Population                | 19,442    | 138,425   | 367,334   |
| Under 20                                      | 27.8%     | 26.6%     | 23.9%     |
| 20 to 34 Years                                | 23.2%     | 24.2%     | 25.0%     |
| 35 to 39 Years                                | 7.7%      | 7.5%      | 7.6%      |
| 40 to 49 Years                                | 11.6%     | 11.6%     | 11.7%     |
| 50 to 64 Years                                | 16.8%     | 16.4%     | 16.8%     |
| Age 65+                                       | 12.9%     | 13.6%     | 15.0%     |
| Median Age                                    | 34.0      | 35.0      | 37.0      |
| <b>Population 25+ by Education Level</b>      |           |           |           |
| 2024 Estimate Population Age 25+              | 12,895    | 92,101    | 251,852   |
| Elementary (0-8)                              | 12.4%     | 8.8%      | 5.8%      |
| Some High School (9-11)                       | 9.8%      | 8.2%      | 6.2%      |
| High School Graduate (12)                     | 28.0%     | 25.4%     | 22.2%     |
| Some College (13-15)                          | 23.0%     | 24.1%     | 23.0%     |
| Associate Degree Only                         | 9.8%      | 9.1%      | 8.8%      |
| Bachelor's Degree Only                        | 10.8%     | 15.8%     | 20.9%     |
| Graduate Degree                               | 6.3%      | 8.5%      | 13.2%     |



# 2149 MARCONI AVENUE

## DEMOGRAPHICS



### POPULATION

In 2024, the population in your selected geography is 367,334. The population has changed by 14.26 percent since 2010. It is estimated that the population in your area will be 372,647 five years from now, which represents a change of 1.4 percent from the current year. The current population is 50.9 percent male and 49.1 percent female. The median age of the population in your area is 37.0, compared with the U.S. average, which is 39.0. The population density in your area is 4,672 people per square mile.



### HOUSEHOLDS

There are currently 144,569 households in your selected geography. The number of households has changed by 10.34 percent since 2010. It is estimated that the number of households in your area will be 146,520 five years from now, which represents a change of 1.3 percent from the current year. The average household size in your area is 2.5 people.



### INCOME

In 2024, the median household income for your selected geography is \$77,189, compared with the U.S. average, which is currently \$76,141. The median household income for your area has changed by 81.73 percent since 2010. It is estimated that the median household income in your area will be \$88,353 five years from now, which represents a change of 14.5 percent from the current year.

The current year per capita income in your area is \$39,862, compared with the U.S. average, which is \$40,471. The current year's average household income in your area is \$97,219, compared with the U.S. average, which is \$101,307.



### EMPLOYMENT

In 2024, 175,002 people in your selected area were employed. The 2010 Census revealed that 66 percent of employees are in white-collar occupations in this geography, and 15 percent are in blue-collar occupations. In 2024, unemployment in this area was 6.0 percent. In 2010, the average time traveled to work was 24.00 minutes.



### HOUSING

The median housing value in your area was \$479,240 in 2024, compared with the U.S. median of \$321,016. In 2010, there were 58,553.00 owner-occupied housing units and 72,473.00 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. 32.6 percent of the selected area's residents had earned a graduate degree compared with the national average of only 13.5 percent, and 8.8 percent completed a bachelor's degree, compared with the national average of 21.1 percent.

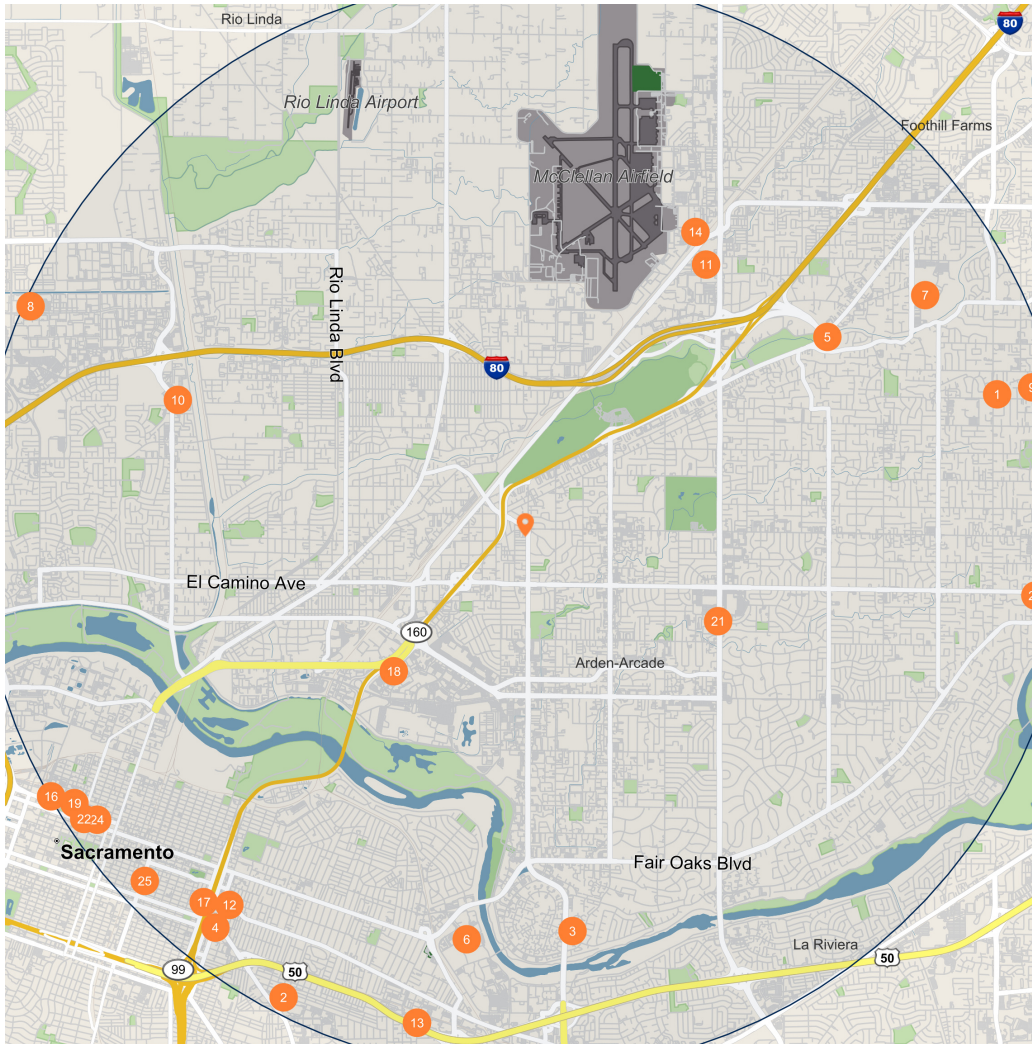
The number of area residents with an associate degree was higher than the nation's at 16.5 percent vs. 8.8 percent, respectively.

The area had fewer high-school graduates, 2.6 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 28.7 percent in the selected area compared with the 19.7 percent in the U.S.



# 2149 MARCONI AVENUE

## DEMOGRAPHICS



### Major Employers

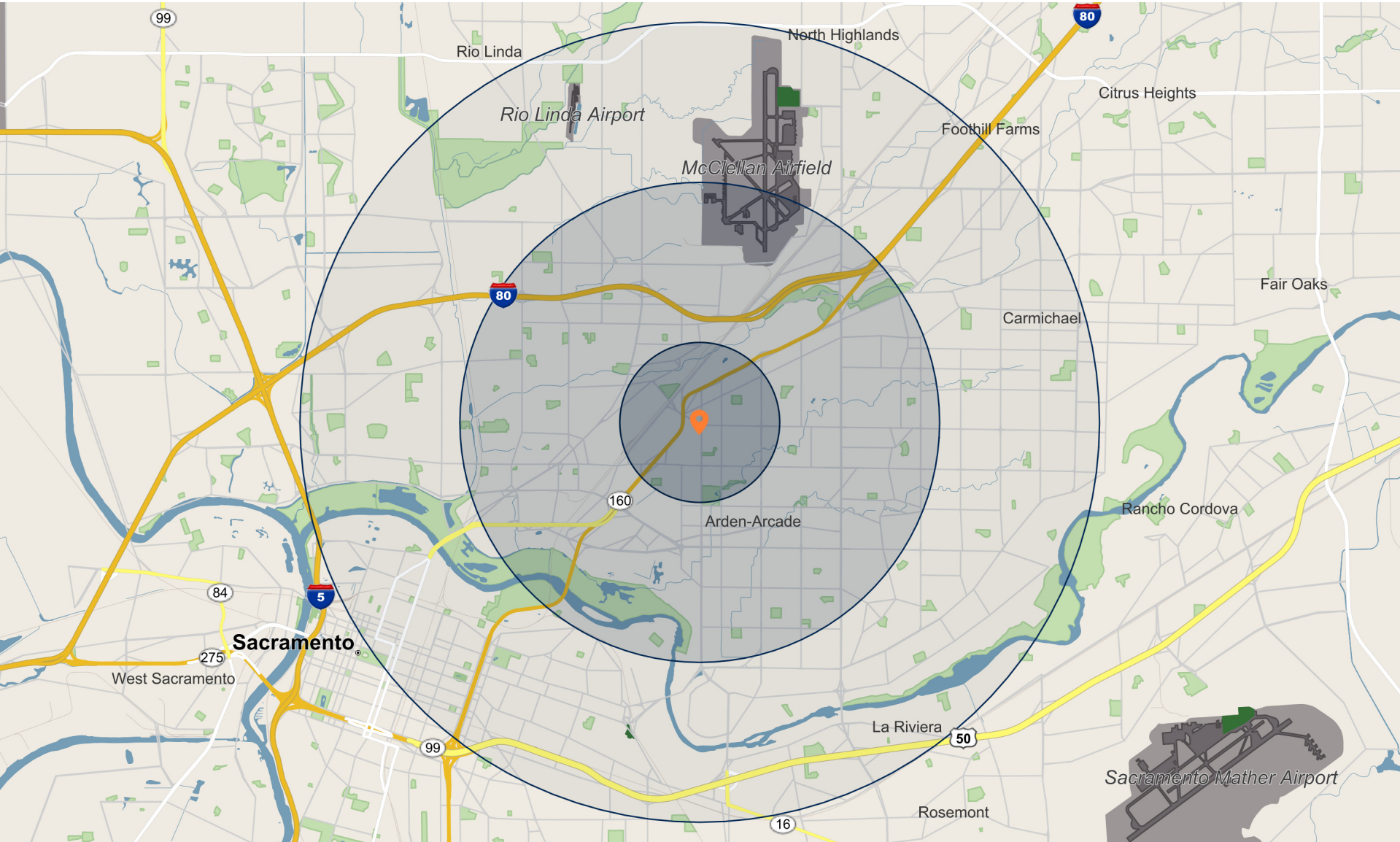
### Employees

|    |  |       |
|----|--|-------|
| 1  | Sunbridge Brttany Rhlbtion Ctr-American Rver Care Rhlbtion C | 3,163 |
| 2  | Davis Uc Medical Center                                      | 3,148 |
| 3  | Northwest Stffng Rsrces Inc-Resource Staffing Group          | 2,824 |
| 4  | McClatchy Newspapers Inc-Sacramento Bee                      | 2,500 |
| 5  | Willow Springs LLC-Heritage Oaks Hospital                    | 1,872 |
| 6  | University Enterprises Inc-Sacramento State Sponsored RES    | 1,856 |
| 7  | Los Rios Community College Dst-American River College        | 1,787 |
| 8  | California Dept Consmr Affairs-Califnia Gvrnmnt Optrons Agc  | 1,732 |
| 9  | Blue Shield Cal Lf Hlth Insur                                | 1,324 |
| 10 | Unilab Corporation   | 1,214 |
| 11 | Homeq Servicing Corporation                                  | 1,000 |
| 12 | Unilab Corporation-Physicians Clinical Lab                   | 910   |
| 13 | Sacramento Municpl Utility Dst-Supply Change Services        | 773   |
| 14 | Fortuna Bus MGT Consulting Inc-Fortuna BMC                   | 750   |
| 15 | Sacramento Municpl Utility Dst-S M U D                       | 710   |
| 16 | County of Sacramento-Deputy County Executives                | 700   |
| 17 | Sacramento Regional Trnst Dst-Sacr                           | 700   |
| 18 | Niello Company   | 612   |
| 19 | State Water Resources Ctrl Bd-CAL/EPA                        | 600   |
| 20 | Acct Holdings LLC  | 594   |
| 21 | Interim Healthcare Inc-Interim Services                      | 578   |
| 22 | Stantec Arch & Engrg PC                                      | 501   |
| 23 | Air Resources Board-A R B                                    | 500   |
| 24 | Attorney General Cal Office of                               | 500   |
| 25 | Keypoint Credit Services LLC                                 | 500   |



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DEMOGRAPHICS





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