



SterlingCRE
ADVISORS

High Profile Showroom/Warehouse

2610 S Reserve St
Missoula, Montana

±28,512 SF | Retail Property

Exclusively listed by:

Connor McMahon

Connor@SterlingCREadvisors.com

406.370.2464





SterlingCRE
ADVISORS

Contents

(click to jump to section)

[Executive Summary](#)

[Property Details](#)

[Demographics](#)

[Market Overview](#)

[Brokerage Team](#)

[Limiting Conditions](#)

Opportunity Overview

SterlingCRE is excited to offer 2610 South Reserve Street, an exceptional retail and warehouse space in Missoula, Montana. This property is situated on a ±1.14-acre lot and features a total building size of ±28,512 square feet.

With its prime location and high visibility, this versatile space is ideal for retailers of all sizes looking to establish a strong presence in the area. This property has much to offer, including two bays with grade/truck loading capabilities, a rare 23-foot clearance height, and a spacious showroom floor with mezzanine space, providing exceptional retail flexibility.

The surrounding area is experiencing significant commercial and residential development and offers direct access to the Bitterroot Valley. Located on one of Montana’s busiest streets, the property benefits from high visibility, with ±28,082 vehicles passing by daily. It is also conveniently located near the Community Medical Center, Midtown Missoula, and the Brooks Street commercial corridor.

Interactive Links

 [Link to Listing](#)

 [Street View](#)

 [Video](#)

Details | 2610 South Reserve Street Missoula

Property Type	Retail
Total Acreage	±1.24 Acres
Building Size	±28,512 SF
Zoning	Commercial- Missoula C2-4
Access	Reserve Street
Notes	Mix of retail, showroom and warehouse space. Includes grade level loading.

List Price:
\$5,190,000

2610 South Reserve Street

\$5,190,000

Details | 2610 South Reserve Street Missoula

Property Type	Retail
Geocode	04-2200-32-2-51-01-0000
Total Acreage	±1.24 Acres
Building Size	±28,512 (Total) ±7,600 (Warehouse) ±14,000 (Retail) ±4,912 (Mezzanine - open) ±2,000 (Mezzanine - enclosed)
Zoning	Commercial- Missoula C2-4
Access	South Reserve Street
Traffic Count	±28,082 AADT (South Reserve)
Property Taxes	\$83,497.51 (2025)
Notes	Mix of retail, showroom and warehouse space. Includes grade level loading.





Located in high visibility area, directly off of South Reserve Street. Area includes high traffic volumes.



Well-maintained property with renovated building facade. Includes highly visible monument signage.



Permissive commercial (C2-4) zoning



Dedicated surface parking lot



Grade and truck loading in place with hard to find 23' clear height

An aerial photograph of a town, likely in a mountainous region, showing a mix of residential and commercial buildings, parking lots, and a golf course in the foreground. The word "LOCATION" is overlaid in a large, white, sans-serif font on a dark blue rectangular background.

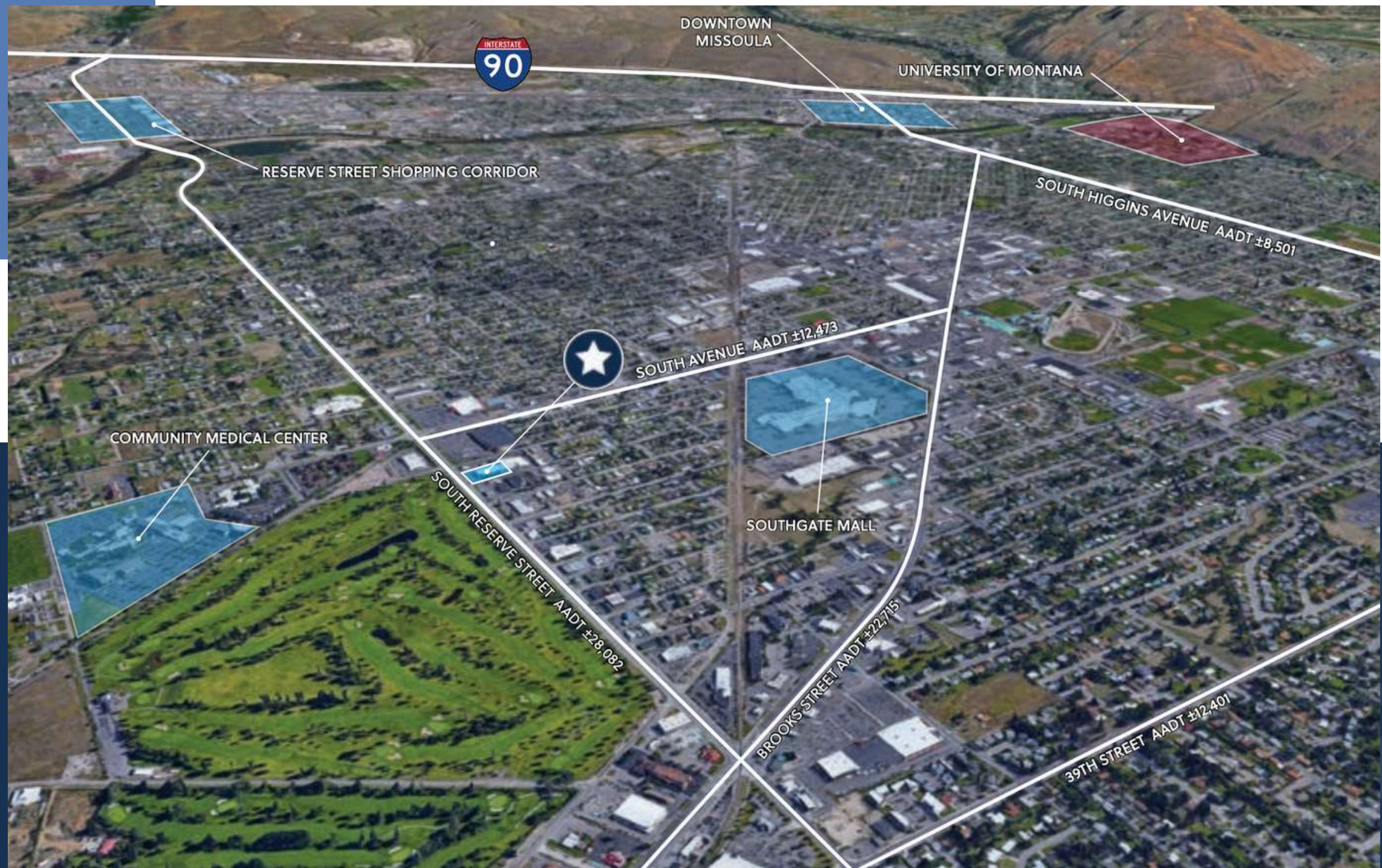
LOCATION



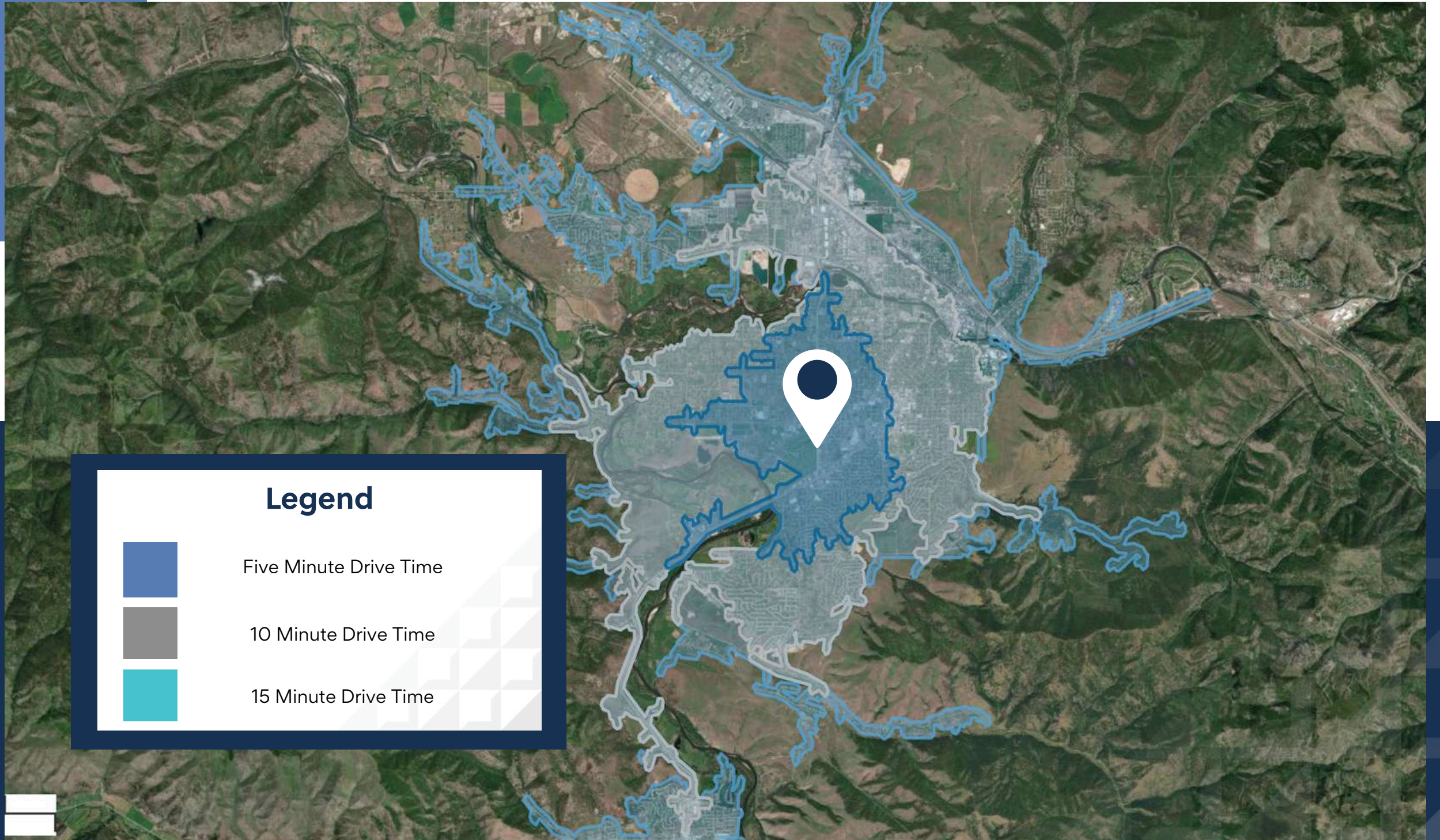
SterlingCRE
ADVISORS



Image Courtesy of Google Earth



Locator Map



Legend



Five Minute Drive Time



10 Minute Drive Time



15 Minute Drive Time

KEY FACTS

5 minutes

17,999

Population

37.3

Median Age

2.3

Average Household Size

\$65,234

Median Household Income

4,190

2023 Owner Occupied Housing Units (Esri)

3,689

2023 Renter Occupied Housing Units (Esri)

BUSINESS

5 minutes

1,341

Total Businesses

15,273

Total Employees

Variables	5 minutes	10 minutes	15 minutes
2022 Total Population	17,999	63,632	89,729
2022 Household Population	17,725	61,670	86,803
2022 Family Population	12,061	40,539	58,221
2027 Total Population	18,207	65,060	92,446
2027 Household Population	17,932	63,099	89,520
2027 Family Population	12,124	41,139	59,656

HOUSING STATS

5 minutes

\$421,122

Median Home Value

\$9,361

Average Spent on Mortgage & Basics

\$966

Median Contract Rent

2024 Households by income (Esri)

5 minutes

The largest group: \$100,000 - \$149,999 (17.1%)

The smallest group: \$150,000 - \$199,999 (4.9%)

Indicator ▲	Value	Diff	
<\$15,000	7.7%	+0.5%	
\$15,000 - \$24,999	6.7%	-0.2%	
\$25,000 - \$34,999	9.2%	+2.6%	
\$35,000 - \$49,999	15.0%	-0.1%	
\$50,000 - \$74,999	16.5%	+1.0%	
\$75,000 - \$99,999	16.7%	-0.1%	
\$100,000 - \$149,999	17.1%	+1.0%	
\$150,000 - \$199,999	4.9%	-1.9%	
\$200,000+	6.2%	-2.8%	

Bars show deviation from

Missoula County

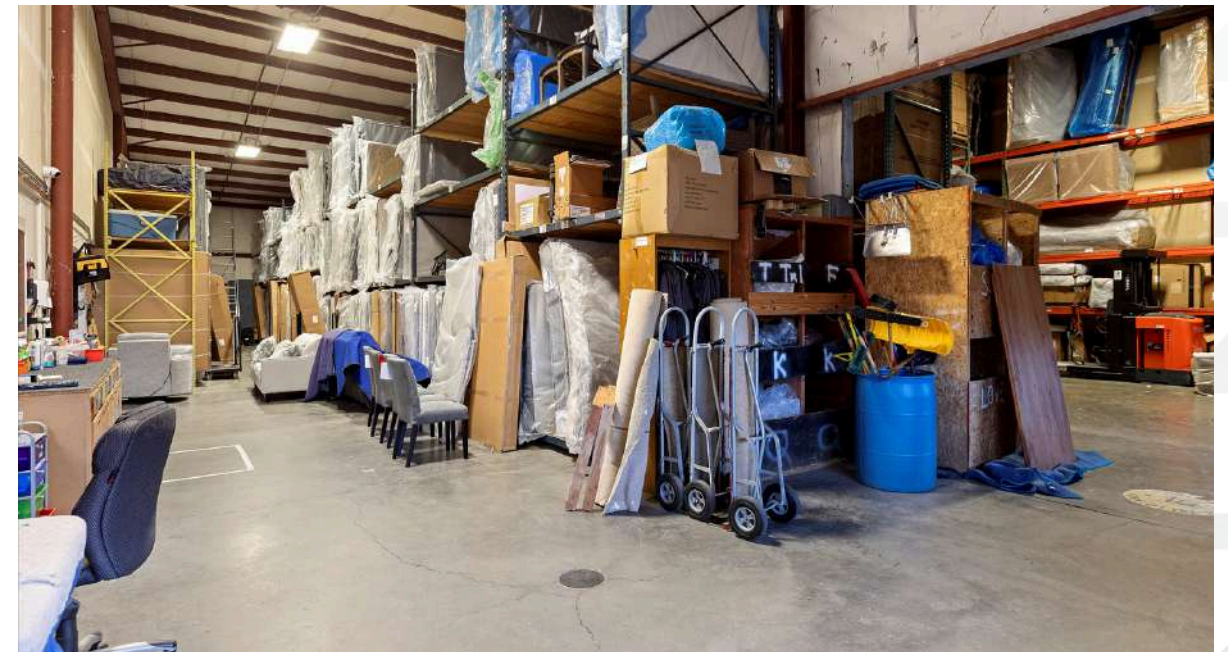
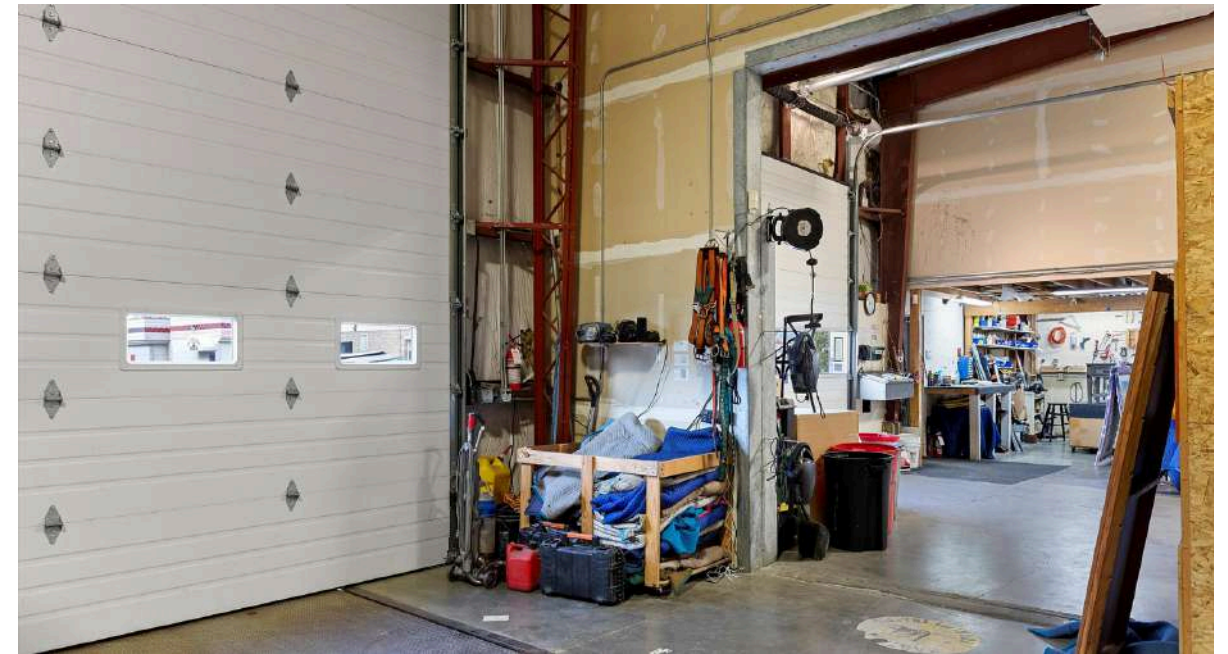
Variables	5 minutes	10 minutes	15 minutes
2022 Per Capita Income	\$38,036	\$40,043	\$40,169
2022 Median Household Income	\$65,234	\$63,646	\$65,718
2022 Average Household Income	\$87,121	\$88,583	\$90,795
2027 Per Capita Income	\$45,493	\$47,964	\$48,036
2027 Median Household Income	\$79,164	\$78,265	\$79,472
2027 Average Household Income	\$103,583	\$105,173	\$107,647

PROPERTY DETAILS



SterlingCRE
ADVISORS





MARKET OVERVIEW



SterlingCRE
ADVISORS

Missoula Retail Market Data | Q3 2025

LEASING ACTIVITY | RETAIL

	T12 Ending 9.30.2024	T12 Ending 9.30.2025	Change
County Average Lease Rate	\$23.17	\$20.09	-13.29% ↓
Downtown Average Lease Rate	\$24.44	\$19.58	-19.89% ↓
NNN Average	\$6.70	\$6.69	-0.15% ↓
County Vacancy	2.90%	3.81%	0.91% ↑

SALES ACTIVITY | RETAIL

	T12 Ending 9.30.2024	T12 Ending 9.30.2025	Change
County Average Sale Price PSF	\$365.71	\$351.53	-3.88% ↓
Condominium Average Sale Price PSF	\$395.91	NA	NA
Freestanding Average Sale Price SF	\$357.08	\$351.53	-1.55% ↓

All data covers the trailing 12 months
Lease data is based on NNN or NNN Equivalent

RETAIL DEVELOPMENT PIPELINE

Construction	±4,000 SF
Permitting	±17,480 SF
Planning	±78,880 SF
Completed YTD 2025	±21,253 SF



Missoula Air Service

Missoula International Airport offers **direct flights** to major cities on the west coast and midwest.

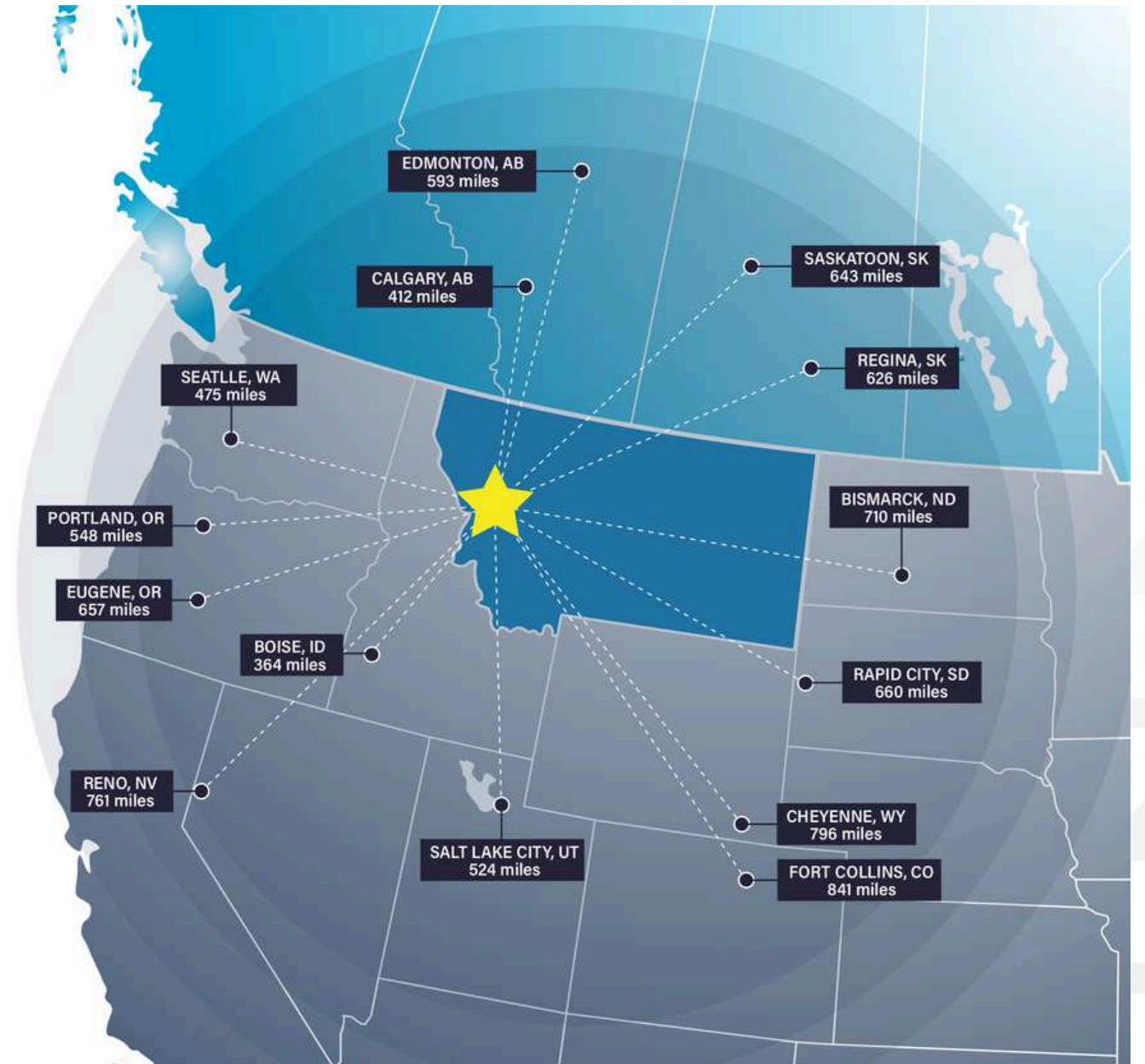


Missoula Access

Missoula offers strategic proximity to major cities in the Pacific Northwest, Midwest, and Canada.

Missoula is within a day's truck drive of cities across the Northwest, including major Canadian metros. Easy access to Interstate 90 and US Highway 93 means Montana's major cities including Billings, Bozeman, Butte, Helena, Great Falls, Kalispell and Missoula are within a half day's drive.

Access to rail and the Missoula International Airport round out the city's access to a multimodal transportation network.



Top Employers

University of Montana

3,000+ employees

Missoula County Public Schools

3,000+ employees

St. Patrick Hospital

1000+ employees

Montana Rail Link

1,000+r employees

Community Medical Center

1000+ employees

Missoula County

500+ employees

City of Missoula

500+ employees

Allegiance Benefits

500+ employees

Noteworthy

Submittable 



workiva



Pathlabs



Cognizant

PatientOne



Source: Montana Department of Labor & Industry | lmi.mt.gov & Zippia | zippia.com



About Missoula

ACCOLADES

#1 Most Fun City for Young People

Smart Assets

#2 Best Places to Live in the American West

Sunset Magazine

Top 10 Medium Cities for the Arts

2023 Southern Methodist University

#4 Best Small Cities in America to Start a Business

Verizon Wireless

#10 Best Small Metros to Launch a Business

CNN Money

#6 Best Cities for Fishing

Rent.com

#1 City for Yoga

Apartment Guide

Top 10 Cities for Beer Drinkers

2015, 2016, 2017, 2019, 2022

International Public Library of 2022

The International Federation of Library Associations World Congress

PEOPLE

12.5% Population Growth - 2012-2022

Missoula ranks among highest net migration cities in US

Median Age 34 Years Old

The median age in the US is 39

58.8% Degreed

Associates degree or higher, 18.7% have a graduate level degree

24.7% High Income Households

Incomes over \$100,000 a year

53.4% Renters

Top 5 Occupations

Office & Admin Support, Food Service, Sales, Transportation

ACCESS

16 Minutes

Average Commute Time

15.6% Multimodal Commuters

Walk or bike to work

81 Hours Saved

81 hours saved in commute yearly over national average

14 Non-Stop Air Destinations

With a recently upgraded terminal at the Missoula International Airport

62 Miles

Of bike lanes with a Gold rating from the League of American Bicyclists

12 Routes

Provided by a bus network across the City of Missoula

11 EV Charge Stations

Available to the public across Missoula

ECONOMY

Designated as a Tech Hub

Western Montana was one of 30 applicants out of 200 designated as a Tech Hub by the federal government and now eligible for millions of dollars in funding for research in smart, autonomous and remote sensing technologies.

Diversity Among Top Employers

University of Montana (education), Providence Health Services/St. Patrick's Hospital (medical), Community Medical Center (medical), Montana Rail Link (transportation), Neptune Aviation (aviation services)

High Labor Participation

Missoula consistently offers one of the highest labor force participation rates in the country.

Expanding Industries

Missoula has seen major growth in construction, professional, scientific, and manufacturing businesses over the past decade.

Growing Number of Technology Companies

Cognizant, onX, Submittable, and Lumenad are some leading tech firms in Missoula



Brokerage Team



CONNOR MCMAHON

Commercial Real Estate Advisor

Connor McMahon specializes in retail transactions, market penetration strategies, and complex lease negotiations. With a transaction volume exceeding \$150 million, Connor has successfully represented a diverse range of clients, from small businesses to Fortune 500 companies.



JOE TREDIK

Leasing Specialist

Joe brings a personal understanding of the local market, its trends, and its unique opportunities to the Sterling Team. He leverages his accounting background and leasing experience to provide clients with detailed financial analysis and strategic insights that enable clients to make well informed leasing decisions.



SIERRA PIERCE

Transaction Coordinator

Sierra has a sharp eye for detail with a background in client service and project coordination. With experience in marketing, small business ownership, and healthcare administration, Sierra has spent her career managing logistics, building strong relationships, and ensuring no task falls through the cracks.

Disclaimer

CONFIDENTIALITY & DISCLAIMER All materials and information received or derived from SterlingCRE Advisors its directors, officers, agents, advisors, affiliates, and/or any third party sources are provided without representation or warranty as to completeness, veracity, or accuracy, condition of the property, compliance or lack of compliance with applicable governmental requirements, developability or suitability, the financial performance of the property, the projected financial performance of the property for any party's intended use or any and all other matters. Neither SterlingCRE Advisors its directors, officers, agents, advisors, or affiliates makes any representation or warranty, express or implied, as to accuracy or completeness of any materials or information provided, derived, or received. Materials and information from any source, whether written or verbal, that may be furnished for review are not a substitute for a party's active conduct of its own due diligence to determine these and other matters of significance to such party. SterlingCRE Advisors will not investigate or verify any such matters or conduct due diligence for a party unless otherwise agreed in writing. EACH PARTY SHALL CONDUCT ITS OWN INDEPENDENT INVESTIGATION AND DUE DILIGENCE. Any party contemplating or under contract or in escrow for a transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third-party independent professionals selected by such party. All financial data should be verified by the party including by obtaining and reading applicable documents and reports and consulting appropriate independent professionals. SterlingCRE Advisors makes no warranties and/or representations regarding the veracity, completeness, or relevance of any financial data or assumptions. SterlingCRE Advisors does not serve as a financial advisor to any party regarding any proposed transaction. All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions, vacancy factors, and other issues in order to determine rents from or for the property. Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants, and governmental agencies. All properties and services are marketed by SterlingCRE Advisors in compliance with all applicable fair housing and equal opportunity laws.