



# Black Rifle Coffee

HIGH VISIBILITY LOCATION – PRIMARY RETAIL CORRIDOR  
U.S. HWY 17 BYPASS (40,780 VPD)

MYRTLE BEACH, SC



**CP PARTNERS**  
COMMERCIAL REAL ESTATE

In Association with Scott Reid & ParaSell, Inc. | A Licensed South Carolina Broker #23763



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# Black Rifle Coffee

118 LOYOLA DR, MYRTLE BEACH, SC 29588 [↗](#)

**\$1,797,000**

PRICE

**6.50%**

CAP RATE

NOI	\$116,787
RENT INCREASE	3% Annually
LEASE TYPE	Net Lease
LEASE TERM	10 Years
BUILDING SIZE	2,714 SF
LOT SIZE	1.00 AC / 43,560 SF



## High-growth market & outstanding demos (\$103K average household incomes in 1-mile radius)

Black Rifle Coffee Company (NYSE: BRCC) is located on U.S. Hwy 17 Bypass, the **main commercial thoroughfare** in Myrtle Beach with ~40,780 VPD. The property benefits from **excellent retail synergy**, surrounded by major national retailers including Walmart Supercenter, Publix, and Lowe's. Positioned in a **densely populated area**, there are 100,045 residents within a 5-mile radius. In 2024, the Myrtle Beach MSA ranked as the **third fastest-growing metro area in the United States** by percentage growth.



## Single-Tenant Asset

- Black Rifle Coffee Company (NYSE: BRCC) featuring a drive-thru - \$391.5 million in net revenue in 2024
- 3% annual rent increases
- New 10-year net lease with over 8 years remaining
- Personal guaranty
- Tenant responsible for CAM, taxes, insurance and HVAC

## High Traffic Location

- Located on U.S. Hwy 17 Bypass, a primary retail corridor (40,780 VPD)
- Adjacent to Noodles & Company and Firestone Complete Auto Care, across from ALDI and surrounded by residential neighborhoods
- Close to Lowe's, Walmart Supercenter, Publix, Kohl's, Ross, Dollar Tree, Goodwill, Office Depot, PetSmart, Discount Tire, Honda and Volkswagen Auto Dealerships
- Myrtle Beach (MYR) International Airport (9 miles)

## Economic and Growth Drivers

- Myrtle Beach metropolitan area has skyrocketed, becoming the third fastest-growing population center in the U.S. in 2024 by percentage growth, fueled by a pro-business climate, low-income taxes and incentives for growing companies
- Aerospace workforce has grown by 600% in the last 10 years because of strong workforce development programs in the Myrtle Beach region (136,000 employees in SC)
- Coastal Carolina University (10,306 students) and Horry-Georgetown Technical College (6,781 students)
- Horry County School District has 31 Elementary, 17 Middle and 12 High Schools (47,357 students)

		CURRENT
<b>Price</b>		<b>\$1,797,000</b>
<b>Capitalization Rate</b>		<b>6.50%</b>
Building Size (SF)		2,714
Lot Size (SF)		43,560
<b>Stabilized Income</b>		<b>\$/SF</b>
Scheduled Rent	\$43.03	\$116,787
<b>Less</b>		<b>\$/SF</b>
Taxes	NNN	\$0.00
Insurance	NNN	\$0.00
CAM	NNN	\$0.00
Total Operating Expenses	NNN	\$0.00
<b>Net Operating Income</b>		<b>\$116,787</b>

\*Landlord responsible for roof & structure



Tenant Info		Lease Terms		Rent Summary					
TENANT NAME	SQ. FT.		TERM YEARS		CURRENT RENT	MONTHLY RENT	YEARLY RENT	MONTHLY RENT/FT	YEAR RENT/FT
Black Rifle Coffee	2,714	*	9/1/2023	12/31/2026	\$116,787	\$9,732	\$116,787	\$3.59	\$43.03
3% Annual Rent Increases			1/1/2027	12/31/2027		\$10,024	\$120,291	\$3.69	\$44.32
			1/1/2028	12/31/2028		\$10,325	\$123,899	\$3.80	\$45.65
			1/1/2029	12/31/2029		\$10,635	\$127,616	\$3.92	\$47.02
			1/1/2030	12/31/2030		\$10,954	\$131,445	\$4.04	\$48.43
			1/1/2031	12/31/2031		\$11,282	\$135,388	\$4.16	\$49.89
			1/1/2032	12/31/2032		\$11,621	\$139,450	\$4.28	\$51.38
			1/1/2033	9/1/2033		\$11,969	\$143,633	\$4.41	\$52.92
	<i>Option 1</i>	<i>Years</i>	<i>11-15</i>	<i>3% annual increases in both 5-year options</i>					
	<i>Option 2</i>	<i>Years</i>	<i>16-20</i>						
<b>TOTALS:</b>	<b>2,714</b>				<b>\$116,787</b>	<b>\$9,732</b>	<b>\$120,291</b>	<b>\$3.59</b>	<b>\$43.03</b>

\*Annual 3% rent increase occur on January 1st each year

**Premise & Term**

Tenant	Franchisee
Lease Guarantor	Personal Guaranty
Lease Type	Net Lease
Lease Term	10 Years
Rent Commencement	September 1, 2023
Options	Two (2), 5-year
Year Built/Renovated	2016/2023

**Expenses**

CAM	Tenant's Responsibility
Property Taxes	Tenant's Responsibility
Insurance	Tenant's Responsibility
Utilities	Tenant's Responsibility
HVAC	Tenant's Responsibility
Repairs & Maintenance	Tenant's Responsibility
Roof & Structure	Landlord's Responsibility



**Disclaimer**

The details contained within the Lease Abstract are provided as a courtesy to the recipient for purposes of evaluating the subject property's initial suitability. While every effort is made to accurately reflect the terms of the lease document(s), many of the items represented herein have been paraphrased, may have changed since the time of publication, or are potentially in error. CPP and its employees explicitly disclaim any responsibility for inaccuracies and it is the duty of the recipient to exercise an independent due diligence investigation in verifying all such information, including, but not limited to, the actual lease document(s).

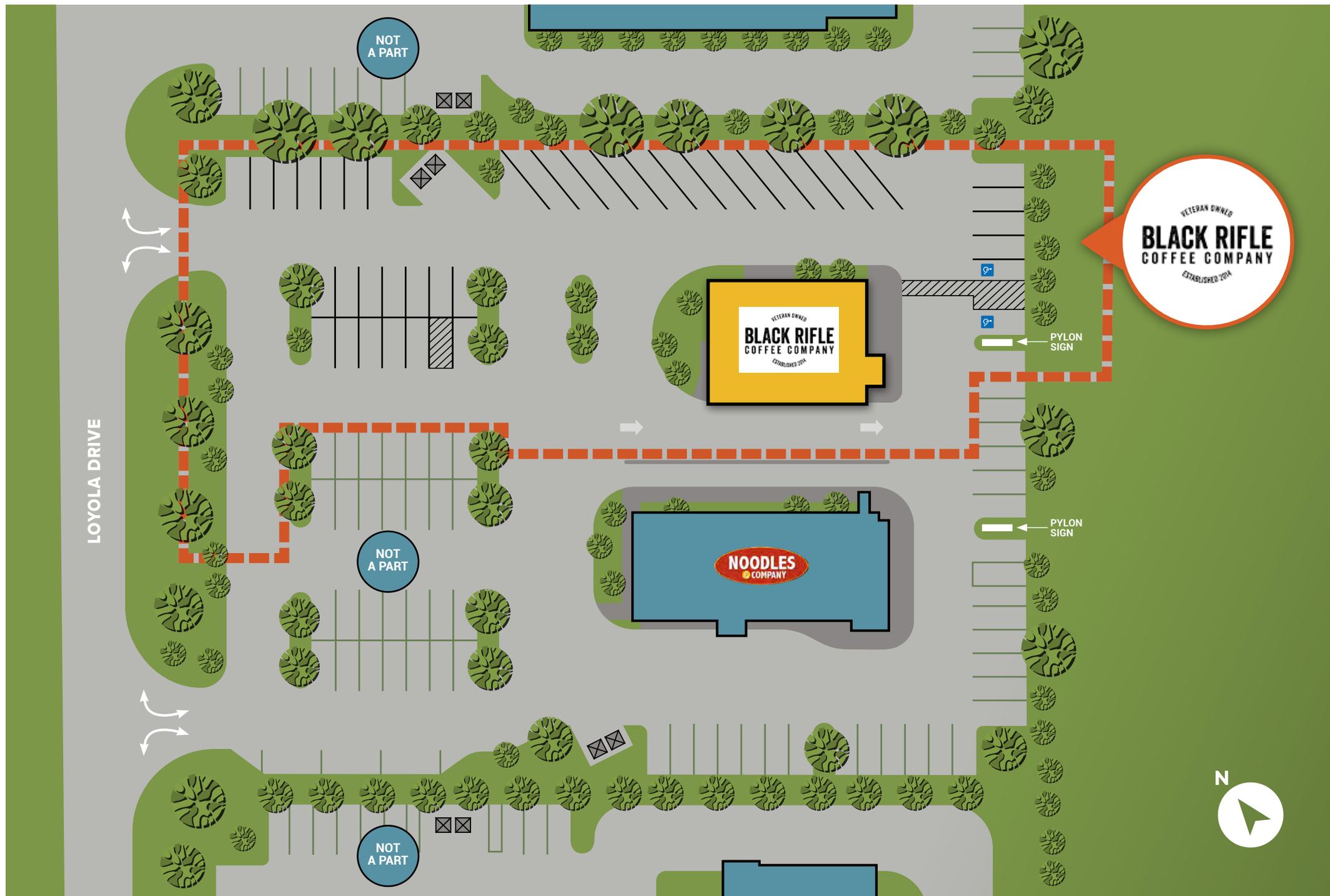
LEGEND

 Property Boundary

**2,714**  
Rentable SF

**43,560**  
Lot Size SF

 Egress



# Coffee and culture to people who love America



**\$391.5 Million**

NET REVENUE

**9%**

WHOLESALE REVENUE GROWTH  
COMPARED TO FY 2023



## About Black Rifle Coffee Company

- Headquartered in Salt Lake City, Utah, Black Rifle Coffee Company (NYSE: BRCC) is a Veteran-owned coffee and lifestyle company that has been serving premium coffee since its founding in 2014 by U.S. Army Veteran Evan Hafer
- With a strong military background, BRCC's mission is committed to supporting Veterans, active-duty military, first responders, and the American way of life
- Today, the company has grown into a widely recognized and nationally distributed brand operating through three primary channels: Wholesale (e.g. selling through retailers such as Walmart, Sam's Club, 7-Eleven, Casey's General Store, and Circle K), DTC, and Outposts
- Black Rifle Coffee Company's product offerings have expanded beyond roast coffee to include single-serve coffee, ready-to-drink (RTD) coffee, and as of late 2024, Black Rifle Energy, a RTD energy beverage, along with branded apparel, coffee brewing equipment, and outdoor/lifestyle gear
- In 2024, the company generated \$391.5 million in net revenue, with a 9% wholesale revenue growth compared to the previous year

[Tenant Website](#)

WILMINGTON  
83.9 MILES



AMAVIS DISCOUNT FLEET  
ZAXBY'S  
McDonald's  
Waffle House

DENTAL CARE AT SAYEBROOK  
T Mobile

goodwill

LOWE'S

ExtraSpace Storage

Firestone COMPLETE AUTO CARE

noodles & company

PANDA EXPRESS CHINESE KITCHEN  
bunzl Cakes  
tropical CAFE SMOOTHIE

Lowes FOODS  
KOHLS  
Hamrick's  
PET SMART  
CINNAHOLIC  
Office DEPOT  
Hallmark

TARGET  
petco  
AT&T  
ULTA  
Marshalls  
Crumbl COOKIES

BUFFALO WILD WINGS  
DOLLAR TREE  
MATTRESS FIRM  
MOD

SportClips  
McALISTER'S  
ups

Hi-Pop Taste of Taiwan

SUBJECT PROPERTY  
BLACK RIFLE COFFEE COMPANY

Publix

Walmart Supercenter  
SALLY BEAUTY C&O

JCPenney  
Dillard's  
CINEMARK  
DICK'S

Cadence Academy PRESCHOOL

7 ELEVEN

DISCOUNT TIRE

MYRTLE BEACH INTERNATIONAL AIRPORT

BARNES & NOBLE POTTERY BARN  
ORVIS

544

Chick-fil-E

Wendy's

ANIMAL EMERGENCY HOSPITAL

ALDI

40,780 VPD

Located in the 3rd largest growth MSA in the U.S.

40,780 VEHICLES PER DAY ALONG

83.9 miles TO WILMINGTON

LOYOLA DRIVE

17

17

WILMINGTON  
83.9 MILES



SUBJECT PROPERTY  
BLACK RIFLE  
COFFEE COMPANY

40,780 VPD



25,083 VPD

- GOVERNMENT OFFICE
- ELEMENTARY/ MIDDLE SCHOOL
- HIGH SCHOOL
- GOLF COURSE
- SPORTS COMPLEX

38,468 VPD

57,165 VPD

26,520 VPD

53,660 VPD

38,324 VPD

51,428 VPD



**DOWNTOWN MYRTLE BEACH**  
(9.3 MILES FROM SUBJECT PROPERTY)

### Ring Radius Population Data

	1-MILE	3-MILES	5-MILES
2024	2,628	55,572	100,045
2029 Projection	2,832	57,813	102,823

### Ring Radius Income Data

	1-MILE	3-MILES	5-MILES
Average	\$103,688	\$90,674	\$86,956
Median	\$86,022	\$73,225	\$68,328

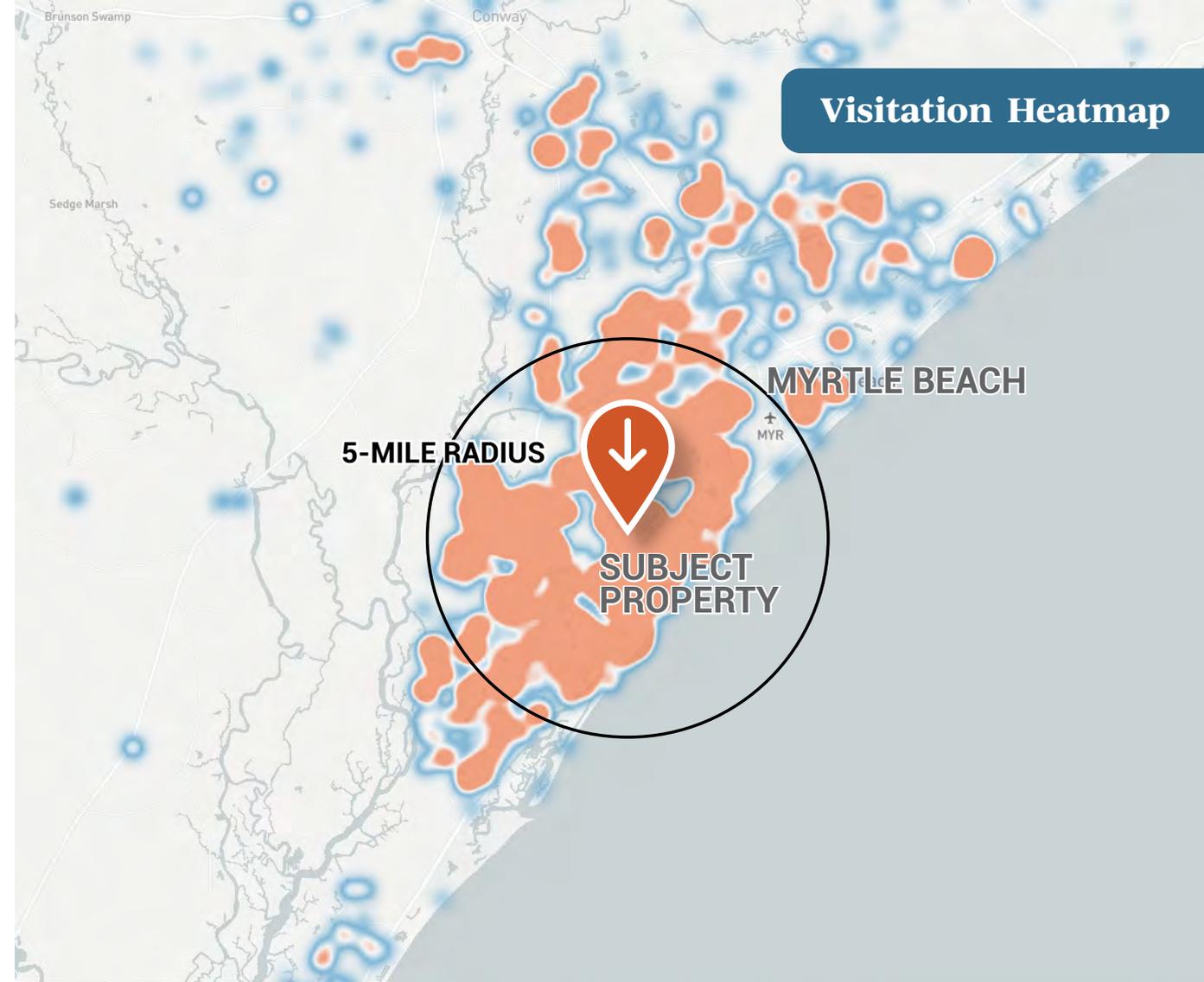
The typical visitor persona for individuals who visited the subject property in the last 12 months are individuals with **annual incomes of \$75k-\$100k**

**105.7K Visits**

OVER PAST 12 MONTHS AT THE SUBJECT PROPERTY

**20 Minutes**

AVERAGE DWELL TIME AT THE SUBJECT PROPERTY



Visitation Heatmap

The shading on the map above shows the **home location of people who visited the subject property over the past 12 months**. Orange shading represents the highest concentration of visits.

\*Map and data on this page provided by Placer.ai. Placer.ai uses location data collected from mobile devices of consumers nationwide to model visitation and demographic trends at any physical location.

# Myrtle Beach, SC

THE HEART OF SOUTH CAROLINA'S ATLANTIC COAST



## A Beachfront Destination

- Home to approximately 39,697 residents, Myrtle Beach is a premier resort city located in Horry County
- Recognized for its exceptional golf courses and beautiful coastline, Myrtle Beach is the hub of South Carolina's Grand Strand, an arc of pristine beach land extending 60 miles along the Atlantic Ocean
- Its world-famous Boardwalk features the 187-foot tall SkyWheel, one of the tallest ferris wheels, and the Family Kingdom amusement park

## Tourism & Its Economic Impact

- Myrtle Beach Int'l Airport (MYR) is one of the busiest airports in South Carolina, handling a record-breaking 3.8 million total passengers in 2024, a nearly 14% increase compared to the previous year
- Tourism accounts for a \$12.5 billion economic impact to the region in direct visitor spending, welcoming over 17.6 million annual visitors in 2023

## Business & Industry

- As a world-class destination for business in the Southeast, the Myrtle Beach region is a prime location for the aviation and aerospace industry due to its extensive infrastructure and proximity to the Ports of Charleston, Wilmington, Georgetown and Savannah
- The city is located just 90 miles north of the Boeing facility in Charleston and 75 miles south of the GE aircraft engine facility in Wilmington, NC
- In addition to tourism, other key industries in the broader Horry County include manufacturing, technology, healthcare, and retail

**397,478**

MYRTLE BEACH

**\$27.9 B**

MYRTLE BEACH MSA GDP



Regional Map



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