



18200 WEST BLUEMOUND ROAD, BROOKFIELD, WI 53045

Marcus & Millichap
OVANESS-ROSTAMIAN GROUP



HOBBY LOBBY + Dunham's
SPORTS®



WATCH
VIDEO



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Activity ID: ZAH0120015



TABLE OF CONTENTS



01

EXECUTIVE
SUMMARY

02

PROPERTY
DESCRIPTION

03

LOCATION & MARKET
OVERVIEW

04

FINANCIAL
ANALYSIS



01

EXECUTIVE SUMMARY

THE OFFERING

 \$14,651,263

PROPERTY DESCRIPTION

Property	Brookfield Hobby Lobby & Dunham Sports
Property Address	18200 Bluemound Road
City, State, ZIP	Brookfield, WI 53045
Total Building Size	109,325 SF
Total Land Size	377,665 SF (± 8.66 AC)



THE OFFERING

Current Cap Rate	6.66%
2030 ProForma Cap Rate	6.75%
Net Operating Income	\$975,691



LEASE SUMMARY

Tenant	Hobby Lobby
Original Lease Term	10 Years
Lease Commencement	11/01/2015
Lease Expiration	09/30/2035
Lease Term Remaining	10 Years
Lease Type	NNN Lease
Landlord Responsibilities	Roof & Structure
Rental Increase	Fixed Increases Every 5 Years (Term & Options)
Options to Renew	Two 5-Year Extension Options

LEASE SUMMARY

Tenant	Dunham Sports
Original Lease Term	10 Years
Lease Commencement	11/01/2015
Lease Expiration	01/31/2030
Lease Term Remaining	4 Years
Lease Type	NNN Lease
Landlord Responsibilities	Roof & Structure
Rental Increase	Fixed Increases Every 5 Years (Term & Options)
Options to Renew	Four 5-Year Extension Options

INVESTMENT HIGHLIGHTS & SUMMARY

**NEW 10 YEAR TERM EXTENSION | OPTIONS TO EXTEND |
CORPORATE LOCATIONS | STRONG INTRINSIC VALUE AND
FUNDAMENTALS | LOW RENT BASIS | ATTRACTIVE FINANCING
OPTIONS**

- Hobby Lobby **extended their lease** in September 2025 for a **new term of 10 years** remaining on the initial term with options to extend demonstrating their long-term commitment to the site
- **Corporate locations**
- Rare **rental increases** every 5 years throughout the initial **term and options**
- Price/SF of \$134 with Avg. Rent/SF of \$9.26/SF/Yr for both spaces
- Excellent **financing options available** to help achieve potential **cash-on-cash return of 6.14%**

**NNN LEASE | FEE SIMPLE OWNERSHIP | MINIMAL LANDLORD
RESPONSIBILITIES**

- Tenant pays for CAM, insurance, and taxes
- Ideal, **low-management** investment for an out-of-state, passive investor
- **Landlord responsibilities limited** to roof & structure

**LOCATED ALONG MAIN RETAIL THOROUGHFARE |
INFRASTRUCTURE & CORRIDOR IMPROVEMENTS | HIGH
TRAFFIC COUNTS | STRONG ACCESS & CONNECTIVITY**

- Located along W. Bluemound Road/U.S. Highway 18, a prominent retail corridor with **over 33,000 cars per day** along Bluemound Road
- Bluemound Road corridor benefits from **road resurfacing projects and sanitary upgrades**, improving accessibility and aesthetics
- Located near I-94 interchange with **143,000+ cars per day**, ensuring high visibility and strong commuter traffic
- Supports long-term growth and stability for retail and mixed-use assets

**STRONG LOCAL RANKING PLACER.ai | TOP 33% HOBBY LOBBY
& #1 DUNHAM SPORTS IN A 15-MILE RADIUS**

- Hobby Lobby is ranked in the **top 33% of their chain** in a 15-Mile radius
- Dunham Sports relocated to this location adjacent to Hobby Lobby from their old site less than a mile down the road in 2016 and has since been a **top performing location** in a 15-Mile radius per Placer.ai

ACROSS FROM BROOKFIELD LAKES CORPORATE CENTER

- Directly across from the site is the Brookfield Lakes Corporate Center, a **158-acre, master-planned development**
- The **corporate park features over 1 million SF** of space comprised of 18 office buildings and 1 retail building
- Hobby Lobby & Dunham's Sports **benefit from** the strong nearby **employee customer base**

**NEARBY MULTIPLE SHOPPING CENTERS | NATIONAL TENANT
PRESENCE**

- The subject property is nearby Brownstones Shopping Center, Bluemond Plaza, Brookfield Square Mall and more (**over 1,090,000 SF of retail space**)
- **Major tenants** nearby include: Best Buy, Target, Aldi, Dicks Sporting Goods, Floor Décor, PetSmart, Michaels, TJ Maxx, Cost Plus World Market, Walgreens, CVS Pharmacy and more
- **Strong retail synergy** increases consumer traffic and crossover shopping within the area



INVESTMENT HIGHLIGHTS & SUMMARY

MAJOR EXPANSION AT THE CORNERS OF BROOKFIELD | MIXED-USE DEVELOPMENT | INCREASED FOOT TRAFFIC

- The Corners of Brookfield is planning a **West End expansion** featuring **278 luxury apartments** and **40,000 SF of new retail space** along Bluemound Road
- Construction expected to begin in **early 2026**, adding residential density and retail synergy
- Market Street refresh includes new retailers, expanded stores, and enhanced public spaces, strengthening the corridor's appeal

BROOKFIELD SQUARE REDEVELOPMENT | MIXED-USE PROJECT | HEALTHCARE AND DINING COMPONENTS

- Former Boston Store site at Bluemound & Moorland is being transformed into a **16-acre mixed-use development**
- Planned uses include **medical offices, restaurants, and community gathering spaces**, diversifying the area beyond traditional retail
- Creates a stable, service-oriented environment that attracts consistent consumer traffic

CALHOUN CROSSING RENOVATION | MODERNIZED RETAIL CENTER | STRONG TENANT MIX

- Calhoun Crossing shopping center along Bluemound Road has undergone a major facelift with updated façades and design
- Anchored by **Fresh Thyme Farmers Market, Total Wine, DSW, and Men's Warehouse**, reinforcing corridor's retail strength
- Enhances overall shopping experience and draws regional consumers

STRONG DEMOGRAPHICS IN AFFLUENT 5-MILE TRADE AREA

- More than 122,000 residents and 123,575 employees support the trade area
- Affluent average household income of \$124,540





02

PROPERTY DESCRIPTION

PROPERTY OVERVIEW



PARKING:

460 Spaces



ZONING:

Commercial General



TOTAL BUILDING SIZE:

109,325 SF



TOTAL LOT SIZE:

377,665 SF (± 8.66 AC)



YEAR BUILT / RENOVATED:

1992 / 2015



APN:

BKFT-1119-984-001

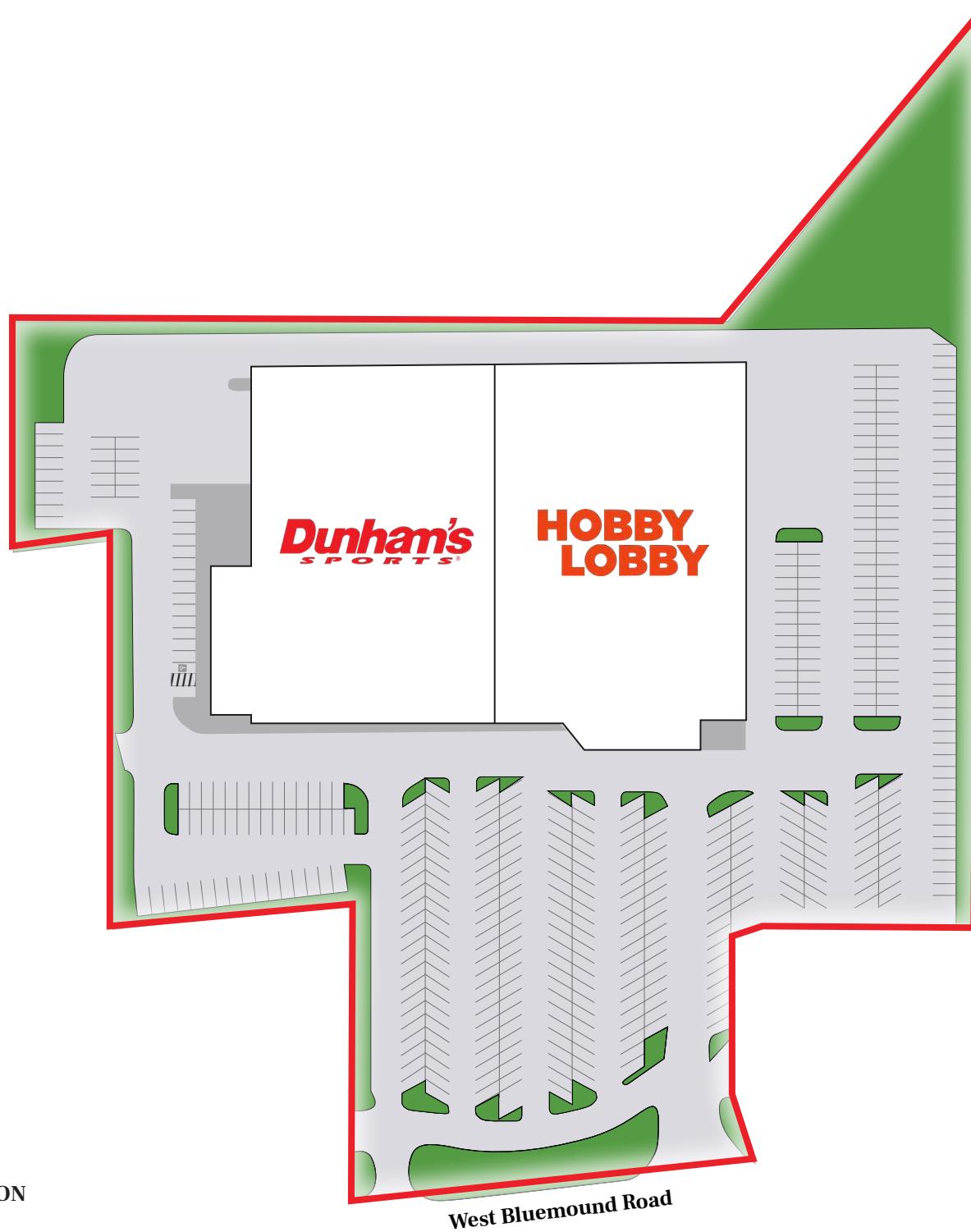


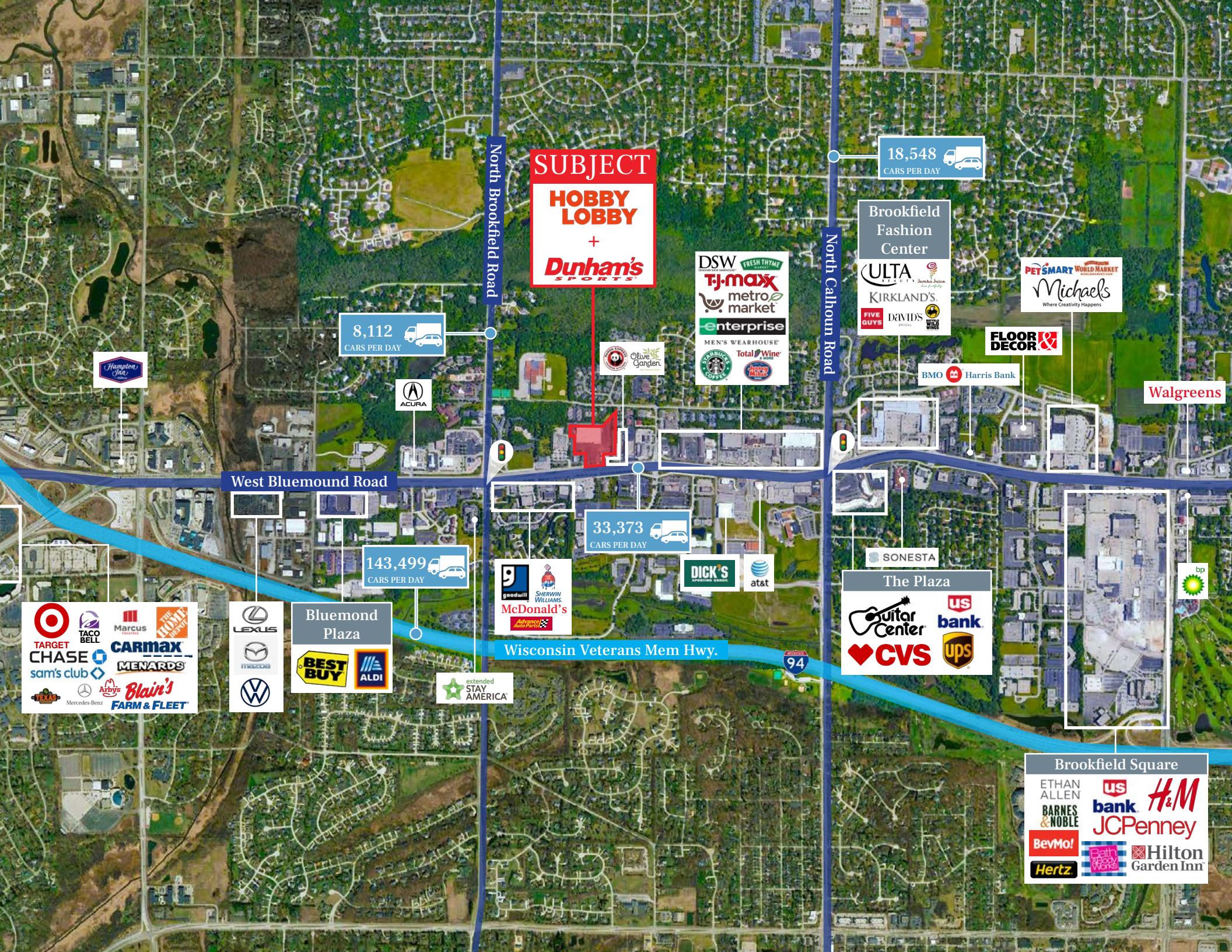
ADDRESS:

18200 West Bluemound Road,
Brookfield, WI 53045



SITE PLAN







SUBJECT

**HOBBY
LOBBY**
+
**Dunham's
SPORTS**

chico's Talbots

CVS

OLD NAVY

metro market

Total Wine & MORE

TJ-maxx

crumbl cookies

FIRST WATCH

THE DAYTIME CAFE

Ottawa University

116 students

HALF PRICE BOOKS

ups

Guitar Center

Cafe ZUPAS

HERZING UNIVERSITY

BROOKFIELD

383 students

Portillo's

HOT DOGS-BEEF-BURGERS-SALADS

Chick-fil-A

Bath & Body Works

OUTBACK STEAKHOUSE

Ethan Allen

Red Robin

UNCLE JULIO'S MEXICAN

COOPER'S HAWK WINERY & RESTAURANTS

DICK'S SPORTING GOODS

five BELOW

143,499 CARS PER DAY



33,373 CARS PER DAY



MISSION BBQ

The American Way

West Bluemound Rd.

Wisconsin Veterans Mem Hwy.





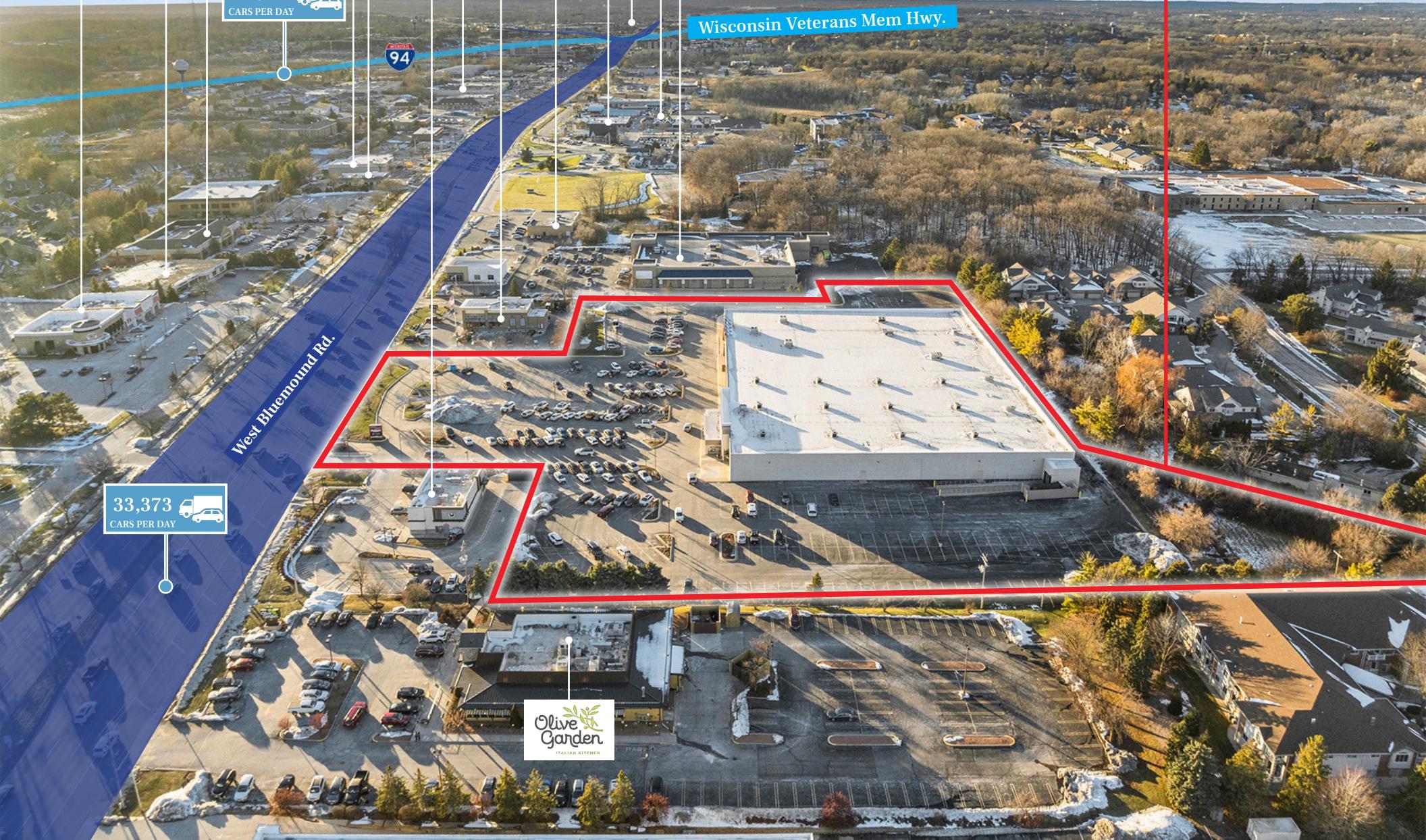
McDonald's
Advance Auto Parts



143,499 CARS PER DAY



SUBJECT
HOBBY LOBBY
+
Dunham's SPORTS



West Bluemound Rd.

33,373 CARS PER DAY

Olive Garden
ITALIAN KITCHEN

TENANT PROFILE

HOBBY LOBBY

COMPANY OVERVIEW

Headquarters	Oklahoma City, OK
Founded	1972
Website	www.hobbylobby.com
Employees	46,000+
Number of Locations	1,000+
Revenue	Approximately \$8 Billion (2024)

ABOUT HOBBY LOBBY

Hobby Lobby is a prominent arts and crafts retailer offering an extensive range of products for creative projects, home décor, and seasonal celebrations. Established in 1972, the company has grown to operate hundreds of stores nationwide, serving hobbyists, artists, and DIY enthusiasts. Known for its affordable pricing and diverse inventory, Hobby Lobby provides everything from crafting supplies and fabrics to custom framing and decorative items. Its focus on quality and customer service has made it a go-to destination for those looking to bring their creative ideas to life.

Dunham's Sports

COMPANY OVERVIEW

Headquarters	Troy, MI
Founded	1937
Website	www.dunhamssports.com
Employees	1,600-2,100
Number of Locations	250+
Revenue	Over \$1 Billion (2024)

ABOUT DUNHAM'S SPORTS

Dunham's Sports is one of the nation's largest sporting goods retailers, offering a comprehensive selection of athletic equipment, apparel, footwear, and outdoor gear. Established in 1937, the company has expanded to over 250 stores across the United States, primarily serving communities in the Midwest and Southeast. Dunham's is known for its competitive pricing and wide product range, catering to athletes, outdoor enthusiasts, and families seeking quality sporting goods for recreation and fitness. With a strong reputation for value and variety, Dunham's Sports continues to attract loyal customers and drive consistent foot traffic, making it a key anchor for retail centers.



PLACER.AI 2025 RANKING OVERVIEW

Hobby Lobby

W Bluemound Rd, Brookfield, WI

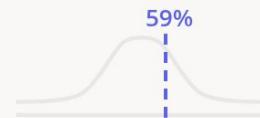
Dunham's Sports

W Bluemound Rd, Brookfield, W

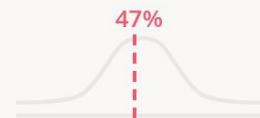
Chain: Hobby Lobby | Visits | Jan 1, 2025 - Dec 31, 2025
Data provided by Placer Labs Inc. (www.placer.ai)



12 / 27



12/21

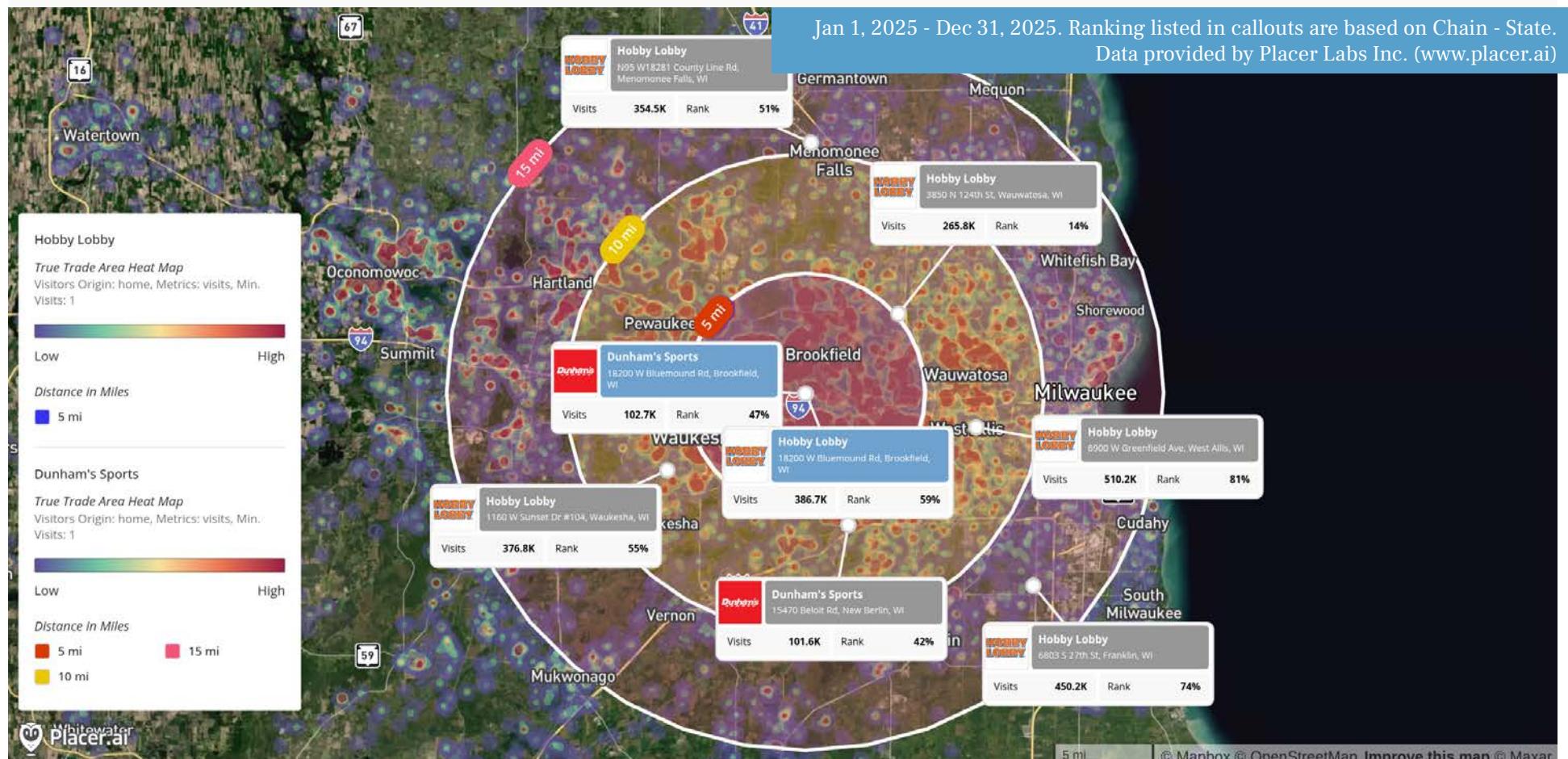


15 miles

3 / 6



100%



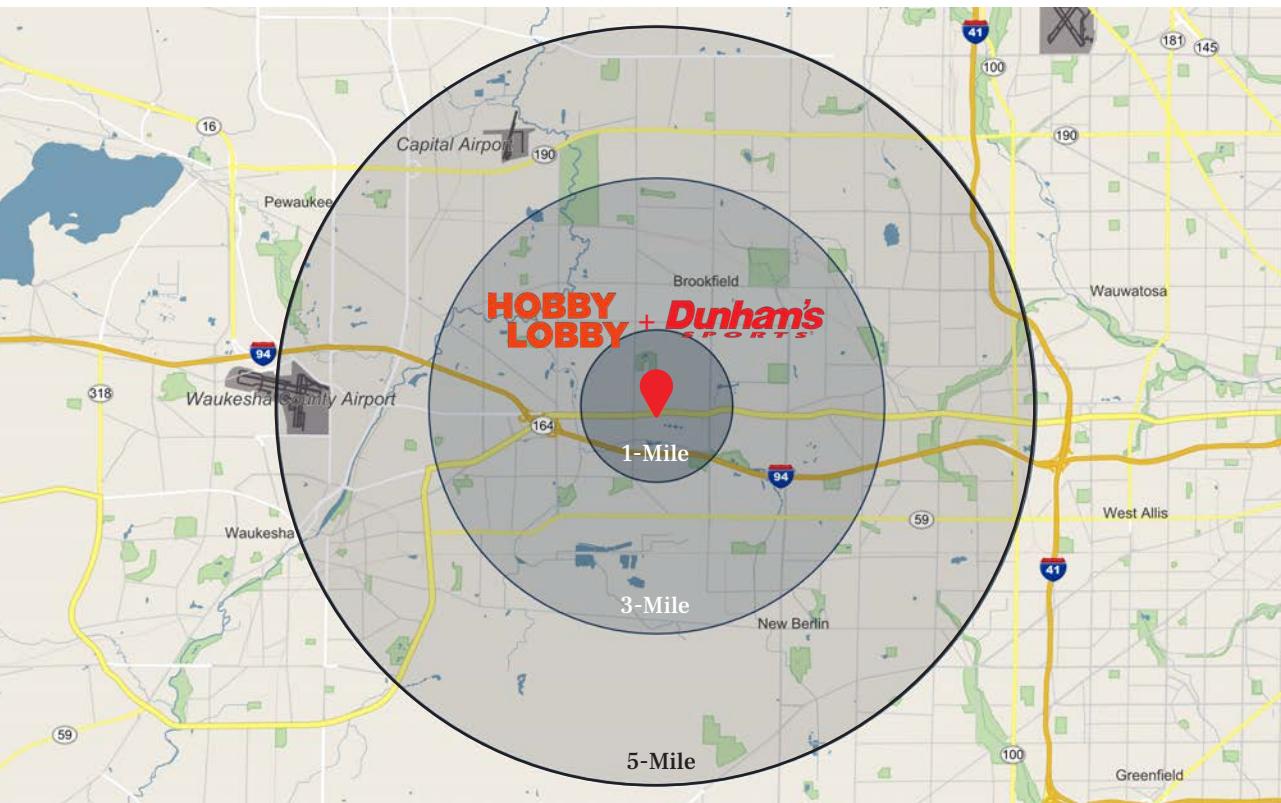


03

LOCATION & MARKET OVERVIEW

BROOKFIELD, WISCONSIN

Brookfield, Wisconsin is a thriving suburb located just west of Milwaukee, offering convenient access to major highways like I-94 and proximity to downtown Milwaukee. Known for its strong economy, excellent schools, and safe neighborhoods, Brookfield combines suburban comfort with urban connectivity. The city features vibrant retail corridors, including Brookfield Square Mall, and a variety of dining and entertainment options. Its high quality of life, business-friendly environment, and strong demographics make Brookfield an attractive destination for residents and retailers alike.



MILWAUKEE
12
MILES

KENOSHA
50
MILES

MADISON
75
MILES

APPLETON
100
MILES

GREENBAY
115
MILES

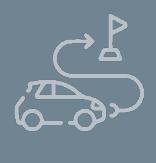
EAU CLAIRE
190
MILES

CITY HIGHLIGHTS WITHIN A 5-MILE RADIUS

 **122,229**
2024 POPULATION

 **\$124,540**
2024 AVERAGE HOUSEHOLD INCOME

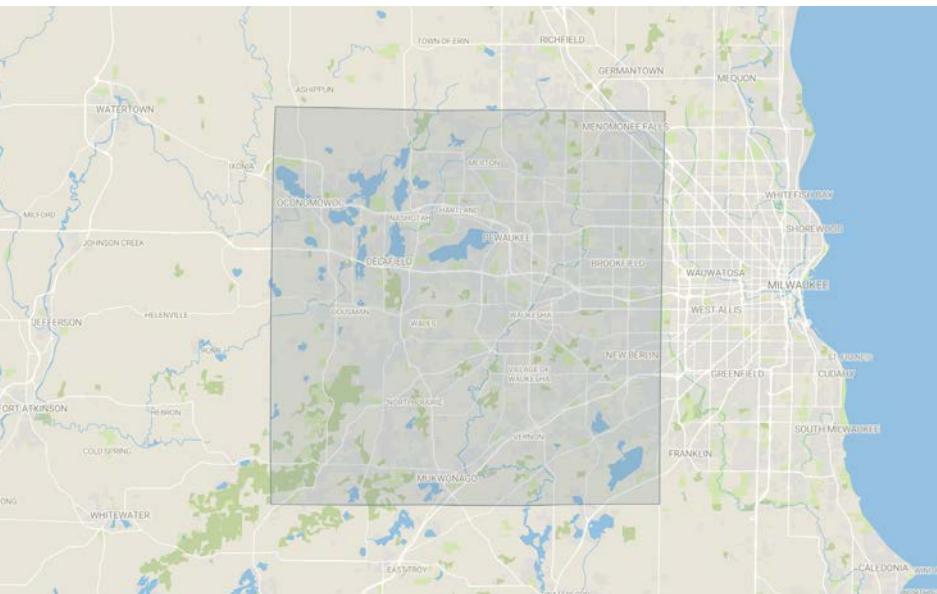
 **52,635**
2024 TOTAL HOUSEHOLDS

 **± 17 Minute Drive**
TO MILWAUKEE, WI

WAUKESHA COUNTY OVERVIEW

Waukesha County, located in southeastern Wisconsin, is one of the state's most prosperous and desirable regions. It offers a strong economic base, excellent schools, and a high quality of life, making it a top choice for families and businesses. The county is part of the Milwaukee metropolitan area, providing convenient access to major highways like I-94 and proximity to downtown Milwaukee. Known for its scenic parks, safe neighborhoods, and vibrant communities, Waukesha County combines suburban comfort with urban connectivity.

Home to Brookfield, Waukesha County boasts affluent demographics and a thriving retail and commercial market. The area features numerous shopping centers, corporate offices, and recreational amenities that attract both residents and visitors. Its business-friendly environment and strong consumer base make it an ideal location for retail investment and development. With consistent population growth and high household incomes, Waukesha County continues to be a key driver of economic activity.



HIGHLIGHTS

AFFLUENT DEMOGRAPHICS

Waukesha County is one of Wisconsin's wealthiest counties, with high median household income and strong purchasing power.

STRATEGIC LOCATION

Positioned in southeastern Wisconsin, it offers easy access to Milwaukee and major highways like I-94, making it ideal for business and retail growth.

QUALITY OF LIFE

Known for excellent schools, safe neighborhoods, and abundant parks and recreation, the county consistently ranks among the best places to live in the state.

ECONOMY

STRONG INCOME LEVELS

Waukesha County consistently ranks among Wisconsin's wealthiest counties, with a median household income well above the state average.

DIVERSE ECONOMIC BASE

The county supports a mix of industries including healthcare, manufacturing, technology, and retail, creating a stable and resilient economy.

LOW UNEMPLOYMENT & BUSINESS GROWTH

Waukesha County maintains a low unemployment rate and offers a business-friendly environment that attracts corporate headquarters and retail development.

MAJOR AREA EMPLOYERS

- HUSCO International
- Cardiac Science
- Cooper Power Systems LLC
- Safway Group Holding LLC
- Generac Holdings
- Lightning Pick Technologies
- YMCA of Greater Waukesha County
- Carroll University

DEMOGRAPHICS

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 SRS
Real Estate Partners

POPULATION	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Population	3,968	41,953	123,016
2024 Estimate			
Total Population	3,946	41,632	122,229
2020 Census			
Total Population	3,946	41,976	123,081
2010 Census			
Total Population	3,530	39,294	117,355
Daytime Population			
2024 Estimate	9,694	69,604	215,184
HOUSEHOLDS	1 Mile	3 Miles	5 Miles
2029 Projection			
Total Households	1,848	18,165	53,271
2024 Estimate			
Total Households	1,830	17,965	52,635
Average (Mean) Household Size	2.3	2.4	2.3
2010 Census			
Total Households	1,807	17,693	51,764
2010 Census			
Total Households	1,644	16,480	48,426
Occupied Units			
2029 Projection	1,965	19,000	55,661
2024 Estimate	1,947	18,788	54,996
HOUSEHOLDS BY INCOME	1 Mile	3 Miles	5 Miles
2024 Estimate			
\$150,000 or More	35.9%	30.8%	25.5%
\$100,000-\$149,999	16.0%	18.1%	20.7%
\$75,000-\$99,999	13.8%	12.7%	12.9%
\$50,000-\$74,999	14.7%	14.4%	15.8%
\$35,000-\$49,999	7.2%	9.0%	9.0%
Under \$35,000	12.3%	15.1%	16.1%
Average Household Income	\$142,703	\$138,920	\$124,540
Median Household Income	\$109,364	\$112,713	\$101,626
Per Capita Income	\$61,193	\$57,219	\$52,143

HOUSEHOLDS BY EXPENDITURE	1 Mile	3 Miles	5 Miles
Consumer Expenditure Top 10 Categories			
Housing	\$25,057	\$23,932	\$23,707
Transportation	\$11,749	\$11,564	\$11,573
Personal Insurance and Pensions	\$10,248	\$9,946	\$9,894
Food	\$10,132	\$9,919	\$9,834
Entertainment	\$4,054	\$3,938	\$3,901
Cash Contributions	\$3,145	\$2,597	\$2,525
Apparel	\$2,208	\$2,114	\$2,068
Education	\$1,574	\$1,511	\$1,468
Personal Care Products and Services	\$1,053	\$1,032	\$1,021
Alcoholic Beverages	\$598	\$576	\$575
POPULATION PROFILE	1 Mile	3 Miles	5 Miles
Population By Age			
2024 Estimate Total Population	3,946	41,632	122,229
Under 20	20.8%	22.2%	22.0%
20 to 34 Years	13.7%	16.0%	17.2%
35 to 39 Years	5.8%	6.5%	6.7%
40 to 49 Years	12.2%	12.1%	12.0%
50 to 64 Years	19.7%	19.8%	19.5%
Age 65+	27.7%	23.4%	22.5%
Median Age	47.0	44.0	43.0
Population 25+ by Education Level			
2024 Estimate Population Age 25+	2,949	30,226	88,801
Elementary (0-8)	0.6%	0.8%	1.1%
Some High School (9-11)	1.0%	1.8%	2.5%
High School Graduate (12)	15.2%	16.4%	19.4%
Some College (13-15)	15.2%	15.3%	16.6%
Associate Degree Only	7.0%	7.2%	8.5%
Bachelor's Degree Only	34.1%	33.9%	31.8%
Graduate Degree	27.0%	24.7%	20.2%



04

FINANCIAL ANALYSIS

PRICING

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PRICING SUMMARY

Price: **\$14,651,263**

			<u>Proposed Financing</u>
Down Payment:	\$5,860,505	40% Downpayment	Balance: \$8,790,758
Current Cap Rate:	6.66%	Current Cash on Cash: 6.14%	Term: 5
ProForma Cap Rate:	6.75%	ProForma Cash on Cash: 6.38%	Rate: 5.75%
Year Built/Renovated:	1992 / 2015		Amortization: 30
Total Building Size:	109,325		Maturity Date: Jan-2031
Price Per Square Foot:	\$134	Parking: 460	Yearly Payment: \$615,606
Lot Size (SF):	377,665	Land Price PSF: \$39	

FINANCIAL SUMMARY

2026

Total Rental Income (GLA): \$998,997

Expense Reimbursements: \$272,180

Total Gross Revenue: \$1,271,177

Operating Expenses: **(\$295,486)**

Net Operating Income (NOI): \$975,691

First Trust Deed/Mortgage: \$615,606

Pre-Tax Cash Flow: \$360,086

Interest Payment: \$502,519

Principle Payment: \$113,087

Total Return: \$473,172

2030

\$1,012,335

\$272,392

\$1,284,727

(\$295,486)

\$989,241

\$615,606

\$373,636

\$488,772

\$126,834

\$500,470

6.66%

6.75%

6.38%

8.07%

8.54%

ESTIMATED EXPENSES

Property Tax: \$173,324

Insurance: \$35,510

CAM:

Utilities: \$21,728

Sweeping: \$6,000

Ground Maint: \$33,500

Management (2%): \$25,424

Total Expenses: \$295,486

Expenses PSF/Yr (GLA): \$2.70

Expenses PSF/Mo (GLA): \$0.23

NOTE:

Panda Out-Lot Pays Annual REA Fee 10% Inc. Every 5 Years

RENT ROLL

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RENT ROLL: HOBBY LOBBY & DUNHAM SPORTS

TENANT NAME	SQ.FT.	LEASE START	LEASE END	DATE / INCREASE	MONTHLY	PSF	ANNUALLY	PSF	RECOVERY TYPE	OPTIONS
Hobby Lobby	55,985	11/1/2015							NNN	
Corporate Guarantee			9/30/2035	-	\$42,134	\$0.75	\$505,605	\$9.03		10 Yr Ext. of Term
				10/35 - 2.7%	\$43,273	\$0.77	\$519,270	\$9.28		Option 1: \$519,270
				10/40 - 2.63%	\$44,411	\$0.79	\$532,935	\$9.52		Option 2: \$532,935
				10/45 - 2.56%	\$45,550	\$0.81	\$546,600	\$9.76		Option 3: \$546,600
Dunham's Sports	53,340	11/1/2015		2/15	\$38,894	\$0.73	\$466,725	\$8.75	NNN	4 (5-year)
Corporate Guarantee				2/21 - 2.86%	\$40,005	\$0.75	\$480,060	\$9.00		
			1/31/2030	2/26 - 2.78%	\$41,116	\$0.77	\$493,392	\$9.25		Option 1: \$506,730
										Option 2: \$533,400
										Option 3: \$560,070
										Option 4: \$586,740
TOTAL	109,325				\$83,250		\$998,997			

EXCLUSIVELY LISTED BY

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Brookfield, WI 53005
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HOBBY LOBBY + *Dunham's*



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WISCONSIN REALTORS® ASSOCIATION
4801 Forest Run Road, Madison, WI 53704

Marcus & Millichap Real Estate
Effective July 1, 2016

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9 (b) The duty to exercise reasonable skill and care in providing brokerage services to you.
10 (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request
11 it, unless disclosure of the information is prohibited by law.
12 (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the
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14 (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your
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21 inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a
22 plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.
23 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents will keep confidential any information given to the
24 Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person
25 would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to
26 disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the
27 Firm is no longer providing brokerage services to you.
28 The following information is required to be disclosed by law:
29 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 42-51).
30 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection
31 report on the property or real estate that is the subject of the transaction.
32 To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may
33 list that information below (see lines 35-41) or provide that information to the Firm or its Agents by other means. At a
34 later time, you may also provide the Firm or its Agents with other information you consider to be confidential.
35 **CONFIDENTIAL INFORMATION:** _____
36 _____
37 _____
38 **NON-CONFIDENTIAL INFORMATION** (The following information may be disclosed by the Firm and its Agents): _____
39 _____
40 _____
41 _____ *(Insert information you authorize to be disclosed, such as financial qualification information.)*
42 **DEFINITION OF MATERIAL ADVERSE FACTS**
43 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such
44 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable
45 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction
46 or affects or would affect the party's decision about the terms of such a contract or agreement.
47 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee
48 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural
49 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information
50 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a
51 contract or agreement made concerning the transaction.
52 **NOTICE ABOUT SEX OFFENDER REGISTRY** You may obtain information about the sex offender registry and persons
53 registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at
54 <http://www.doc.wi.gov> or by telephone at 608-240-5830.

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

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