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CONNOISSEUR
MEDIA

1900

For Sale | Offering Memorandum

Mission Critical Investment Opportunity

1906 Pineview Road | Columbia, SC

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Investment Highlights

Address	1906 Pineview Road, Columbia, SC 29209
Tax Map Number	R19000-01-02 (Richland County)
Total Building Area	±10,320 SF
Lot Area	±2.00 acres
Stories	1
Year Built	1992
Year Renovated	2000
Tenancy	Single
Parking	41 dedicated surface spaces
HVAC	100%
Tenant	100% leased to Connoisseur Media
Lease Term	Existing lease expires December 31, 2030
NOI	\$151,788
Cap Rate	8.8%

SALE PRICE

\$1,725,000





Investment Opportunity



Radio stations are highly motivated to renew their leases due to relocation being costly, disruptive and risky. They invest heavily in specialized infrastructure—studios, transmitters and IT systems—often tied to FCC site-specific licenses, making moves complex and time-consuming. Renewal ensures operational continuity, stable signal coverage and audience retention, while avoiding months of construction and hundreds of thousands in relocation expenses. Stations also value predictable costs, co-location with transmission equipment and brand consistency tied to their current address.

These features that motivate radio tenants to remain in a space also make it a highly specialized and robust property. This makes properties like 1906 Pineview Road a marketable product that is highly desirable to a variety of tenants.

Tenant Overview



Tenant: Connoisseur Media
Website: www.connoisseurmedia.com
Headquarters: Westport, CT
Year Founded: 2004
Industry: Radio broadcasting

Connoisseur Media, founded in 2004 and headquartered in Westport, Connecticut, is a privately held media company specializing in radio broadcasting, digital marketing and custom content solutions. Led by founder and CEO Jeff Warshaw, the company operates more than 200 radio stations across numerous U.S. markets.

Its services include audio programming, video production, public relations, media buying and digital marketing through its Connrex Digital division.

Known for its community-focused approach, Connoisseur Media emphasizes local engagement, innovative advertising strategies and strong partnerships to connect brands with audiences. Through strategic acquisitions, the company continues to expand its footprint.

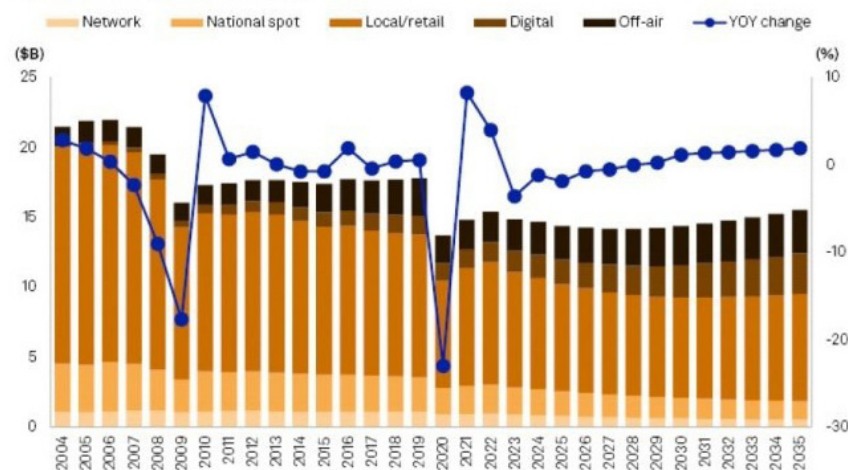
Top Radio Stations in the Market

Station	Format	Owner
WWDM-FM	Urban	Connoisseur Media
WLXC-FM	Urban	Cumulus Media
WHXT-FM	Hip Hop	Connoisseur Media
WCOS-FM	Country	iHeartMedia
WXBT-FM	Hip Hop	iHeartMedia

Featured Stations



US radio station advertising revenues

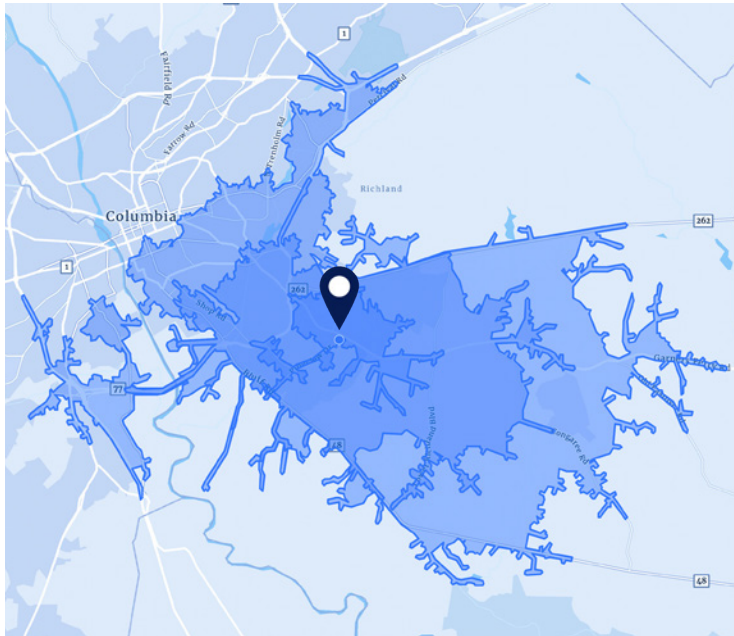


Data compiled June 2025.
 Sources: S&P Global Market Intelligence Kagan estimates; industry data.
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According to recent industry reports, U.S. radio advertising remains a resilient revenue channel, with total ad sales projected at \$13.6 billion in 2024, including \$2.9 billion from digital revenue—a 1.8% year-over-year increase. Looking to 2025, BIA estimates local radio will generate \$12.9 billion, with \$2.9 billion coming from radio digital.

Garners Ferry Corridor





Location Overview

1906 Pineview Road is located just outside of downtown Columbia in Richland County. Richland County has experienced astronomical growth celebrating a record-breaking year with over \$2.35 billion in investments and the creation of approximately 4,532 jobs in 2023. With a population growth of approximately 11% since 2011, new shopping centers and commercial developments have multiplied, catering to the increasing population and consumer demand.

The site has the advantage of immediate surrounding retail users within the Garners Ferry Road corridor, including Burger King, Hardee's, Wendy's, Walgreens, CVS, Zaxby's and more. It also benefits from proximity to the Burnside Farms residential development which consists of 300 multifamily units and 576 single-family units directly across Pineview Road.



Population

5 min: 8,565
10 min: 51,411
15 min: 116,872



Daytime Pop.

5 min: 9,622
10 min: 48,249
15 min: 124,386



Avg. HH Income

5 min: \$72,234
10 min: \$86,727
15 min: \$100,866



Med. Home Value

5 min: \$178,153
10 min: \$214,700
15 min: \$260,093



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