



Sunset Crossings

100% OCCUPIED RETAIL CENTER | AFFLUENT TRADE AREA – \$111K INCOMES

AVERAGE RENT/SF WELL BELOW MARKET – \$6.01

WAUKESHA, WI (MILWAUKEE MSA)



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Sunset Crossings

120 E SUNSET DR, WAUKESHA, WI 53189 [↗](#)

\$8,263,000

PRICE

7.75%

CAP RATE

NOI	\$640,352
PRICE/SF	\$69.81
OCCUPANCY	100%
# OF TENANTS	6
LEASE TYPES	NNN
WALT	4.14 Years
BUILDING SIZE	118,357 SF
LAND AREA	9.63 AC



Excellent intrinsics – extremely low price per foot (\$69.81) and well below market average rents (\$6.01/FT)

A 100% occupied retail strip center **anchored by national tenants Crunch Fitness and Dollar Tree**. Subject property is located in a **dense retail corridor** in Waukesha – an **affluent Milwaukee suburb** boasting average household incomes of \$111K within a 5-mile radius. Nearby Shoppes at Fox River, ranked in the top 7% of shopping centers nationwide in terms of annual visits (per Placer.ai), attracts significant daytime traffic to the direct trade area.

The Offering

- 100% occupied retail strip center
- Anchored by national brands Crunch Fitness and Dollar Tree
- Multiple new leases signed in 2025 demonstrating tenant willingness to operate at this location
- Excellent intrinsics – extremely low price per foot (\$69.81) and well below market average rents (\$6.01/SF)

Market Highlights

- Affluent Milwaukee suburb – \$111K average household incomes within a 5-mile radius of the subject property
- Just 2 miles from major traffic draw Shoppes at Fox River (see below)

The Shoppes at Fox River

- Target-anchored regional shopping center with other major national tenants including T.J. Maxx, Ross, Ulta Beauty, Petco, Starbucks, and Panera Bread
- Ranked in the top 7% of shopping centers nationwide in terms of annual visits (per Placer.ai)

Surrounding Retail



		CURRENT
Price		\$8,263,000
Capitalization Rate		7.75%
Price Per Square Foot		\$69.81
Down Payment	35%	\$2,892,050
Loan Amount	65%	\$5,370,950
Total Leased (SF):	100.00%	118,357
Total Vacant (SF):	0.00%	0
Total Rentable Area (SF):	100.00%	118,357
Income	\$/SF	
Scheduled Rent	\$6.01	\$710,973
CAM Reimbursements ¹	\$1.50	\$177,974
Tax Reimbursements	\$1.09	\$129,000
Insurance Reimbursements	\$0.41	\$48,419
Effective Gross Income		\$1,066,366
Vacancy Factor (3%)	(\$0.27)	(\$31,991)
Adjusted Gross Income		\$1,034,375
Expense	\$/SF	
CAM ²	(\$1.26)	(\$148,635)
Property Taxes	(\$1.09)	(\$129,000)
Insurance	(\$0.61)	(\$72,561)
Capital Expenditure Reserve	(\$0.10)	(\$11,836)
Management Fee (3%)	(\$0.27)	(\$31,991)
Total Operating Expenses	(\$3.33)	(\$394,023)
Net Operating Income		\$640,352

¹CAM reimbursements include management reimbursement

²CAM expenses include utilities, fire safety, security, landscaping, parking lot sweeping, & snow removal

PROPOSED FINANCING/CASH FLOW

		PROPOSED
Proposed Loan Amount		\$5,370,950
Loan To Value		65%
Interest Rate		6.3%
Amortization (Years)		30
Term (Years)		10
Net Operating Income		\$640,352
Debt Service		(\$396,838)
Pre-Tax Cash Flow		\$243,514
Debt Coverage Ratio		1.61
Cash-on-cash Return		8.42%
Principal Pay down (Year 1)		\$62,937
Total Return		\$306,451
Yield		10.60%

Note: Proposed loan terms may fluctuate with market conditions and are for evaluation purposes only. CP Partners is not a lender or mortgage broker.

Tenant Info				Lease Terms		Rent Summary		
Tenant Name	Suite No.	SQ. FT.	% OF GLA	Term		Monthly Rent	Annual Rent	Rent/Ft
Crunch Fitness	100	34,000	28.73%	01/01/25	12/31/30	\$28,333	\$340,000	\$10.00
Franchisee			10% Increase	01/01/31	12/31/35	\$31,167	\$374,000	\$11.00
			Option 1	01/01/36	12/31/40	\$33,518	\$402,220	\$11.83
			Option 2	01/01/41	12/31/45	\$36,012	\$432,140	\$12.71
			Option 3	01/01/46	12/31/50	\$38,732	\$464,780	\$13.67
			Option 4	01/01/51	12/31/55	\$41,622	\$499,460	\$14.69
Rogan Shoes	110	12,505	10.57%	03/23/16	03/31/31	\$11,463	\$137,555	\$11.00
Corporate			Option 2	04/01/31	03/31/34	\$11,984	\$143,808	\$11.50
			Option 3	04/01/34	03/31/37	\$13,026	\$156,313	\$12.50
Storage Sense	140	55,372	46.78%	11/15/21	12/31/29	\$6,922	\$83,058	\$1.50
Personal			Option 1	01/01/30	12/31/34	\$7,614	\$91,364	\$1.65
			Option 2	01/01/35	12/31/39	\$8,375	\$100,500	\$1.81
			Option 3	01/01/40	12/31/44	\$9,213	\$110,550	\$2.00
			Option 4	01/01/45	12/31/49	\$10,134	\$121,605	\$2.20
Aura Dental	144	2,500	2.11%	1/8/2026	1/31/2027	\$3,125	\$37,500	\$15.00
Personal			3% Increase	2/1/2027	1/31/2028	\$3,219	\$38,625	\$15.45
			3% Increase	2/1/2028	1/31/2029	\$3,315	\$39,784	\$15.91
			3% Increase	2/1/2029	1/31/2030	\$3,415	\$40,977	\$16.39
			3% Increase	2/1/2030	1/31/2031	\$3,517	\$42,207	\$16.88
			3% Increase	2/1/2031	1/31/2032	\$3,623	\$43,473	\$17.39
			3% Increase	2/1/2032	1/31/2033	\$3,731	\$44,777	\$17.91
			3% Increase	2/1/2033	1/31/2034	\$3,843	\$46,120	\$18.45
			3% Increase	2/1/2034	1/31/2035	\$3,959	\$47,504	\$19.00
			3% Increase	2/1/2035	1/31/2036	\$4,077	\$48,929	\$19.57
			Option 1**	2/1/2036	1/31/2041	\$4,200	\$50,397	\$20.16
			Option 2**	2/1/2041	1/31/2046	\$4,869	\$58,424	\$23.37

Tenant Info				Lease Terms		Rent Summary		
TENANT NAME	SUITE NO.	SQ. FT.	% OF GLA	TERM		MONTHLY RENT	ANNUAL RENT	RENT/FT
Exclusive Tobacco	146	2,500	2.11%	01/27/25	01/31/30	\$2,708	\$32,500	\$13.00
Personal			Option 1	02/01/30	01/31/35	\$2,917	\$35,000	\$14.00
			Option 2	02/01/35	01/31/40	\$3,125	\$37,500	\$15.00
Dollar Tree	150	11,480	9.70%	10/29/15	01/31/28	\$6,697	\$80,360	\$7.00
Corporate			Option 1	02/01/28	01/31/33	\$7,175	\$86,100	\$7.50
			Option 2	02/01/33	01/31/38	\$7,653	\$91,840	\$8.00
			Option 3	02/01/38	01/31/43	\$8,132	\$97,580	\$8.50
OCCUPIED		118,357	100.00%	TOTAL CURRENT		\$59,248	\$710,973	\$6.01
VACANT		0	0.00%					
CURRENT TOTALS		118,357	100.00%					

*First Lease Year is a total of 18 months with the first 6 months of rent being abated

**3% annual rental increases throughout the Option Periods

LEGEND



Property
Boundary

118,357

Rentable SF

9.63

Acres



Egress





Dollar Tree

Dollar Tree, Inc. (NASDAQ: DLTR), ranked 137 on the Fortune 500 list, is the world's leading operator of \$1 price point variety stores. Headquartered in Chesapeake, VA, Dollar Tree operates over 8,900 stores across the 48 contiguous states and five Canadian provinces, supported by a coast-to-coast logistics network and more than 145,000 associates. In 2024, Dollar Tree Inc's consolidated net sales increased 4.7%, reaching \$17.6 billion.



Rogan Shoes

Founded in 1971 with its first store in Wisconsin, Rogan's is one of the nation's largest independent shoe retailers, with 28 stores in three midwestern states – Wisconsin, Minnesota and Illinois. With over 600 employees, Rogan's carries over 100 name brands and many styles of footwear for men and women. In February 2024, Shoe Carnival acquired Rogan's Shoes for \$45 million, driving future growth and expanding profitability.



Crunch Fitness

Crunch Fitness is a leading health and fitness brand known for its inclusive, no-judgments philosophy and dynamic, high-energy atmosphere. Founded in 1989 in New York City, Crunch has grown into a global franchise with over 2.4 million Crunch members across its 440 locations in 38 states and six countries. The brand combines fitness and entertainment to make exercise accessible, fun, and engaging for all levels. With flexible membership options and a strong community focus, Crunch continues to empower members to achieve their fitness goals in a supportive environment.



Storage Sense

With more than 200 storage facilities in 30 states, Storage Sense is a nationwide self-storage provider offering a range of unit types, including indoor, drive-up, temperature-controlled, and vehicle/RV storage units.

The nearby Shoppes at Fox River is ranked in the top 7% of shopping centers nationwide



MILWAUKEE
19.8 MILES



Located in
a thriving
Milwaukee
submarket

1M Visits

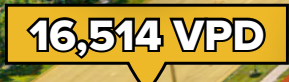
TO THE NEARBY MEIJER,
A TOP 5% GROCERY
STORE IN WISCONSIN PER
PLACER.AI

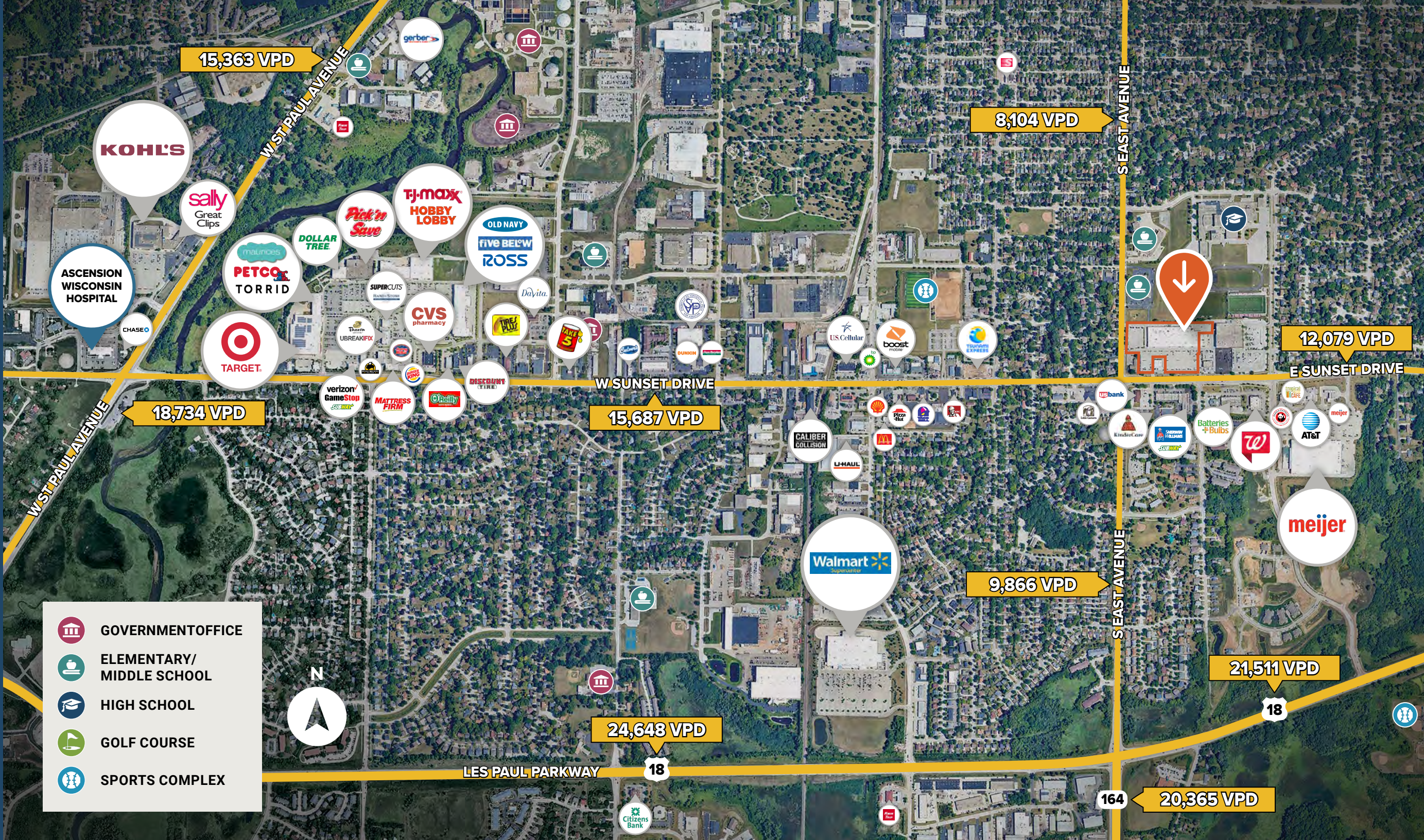
16,514

VEHICLES PER DAY ALONG
E SUNSET DRIVE

19.8 miles

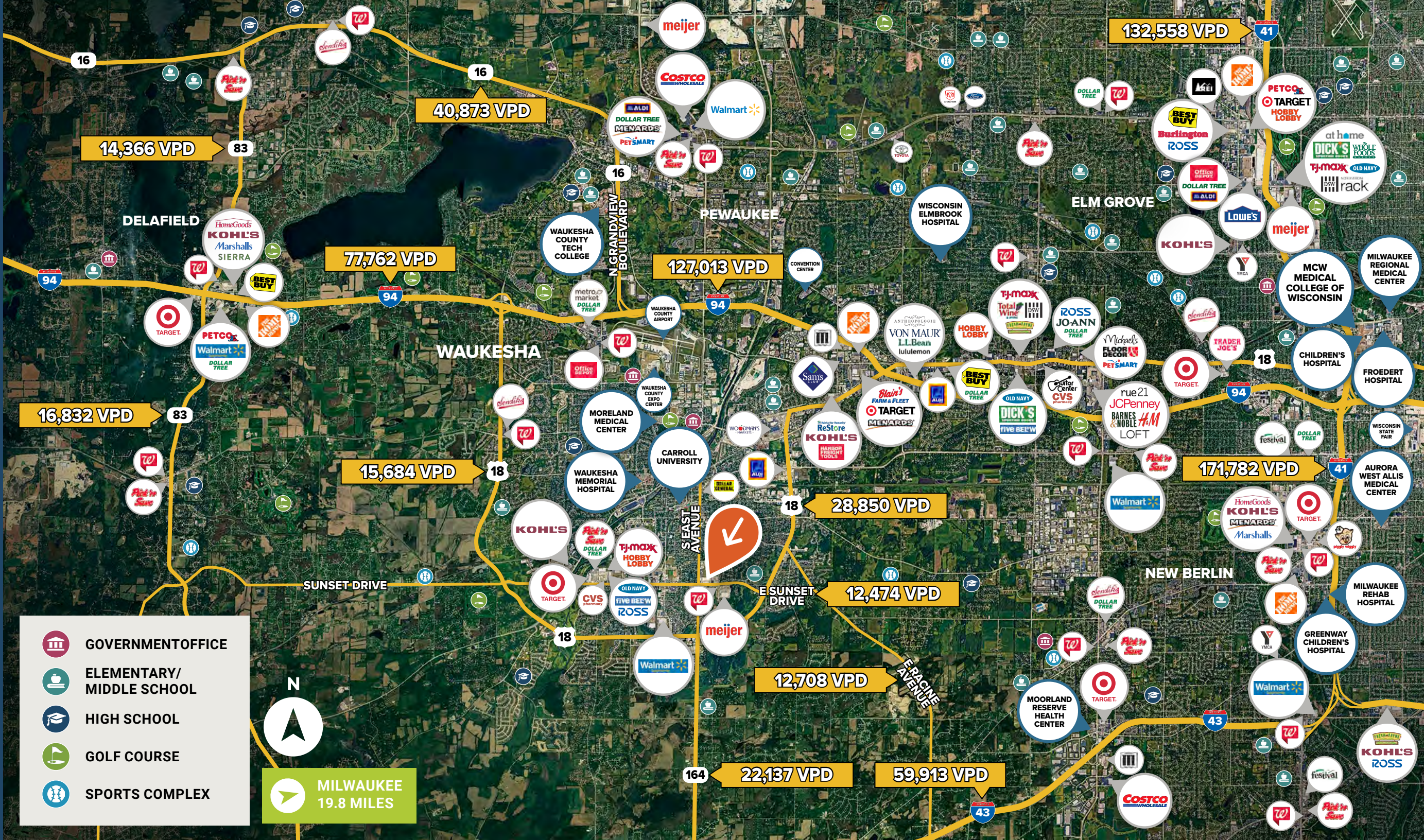
TO DOWNTOWN
MILWAUKEE






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







**GOVERNMENT OFFICE**


**ELEMENTARY/
MIDDLE SCHOOL**

**HIGH SCHOOL**

**GOLF COURSE**

**SPORTS COMPLEX**



 **MILWAUKEE**
19.8 MILES

Ring Radius Population Data

	1-MILE	3-MILES	5-MILES
2024	10,866	55,496	94,995
2029 Projection	11,034	56,530	96,224

Ring Radius Income Data

	1-MILE	3-MILES	5-MILES
Average	\$97,883	\$98,129	\$111,419
Median	\$83,932	\$81,611	\$88,335

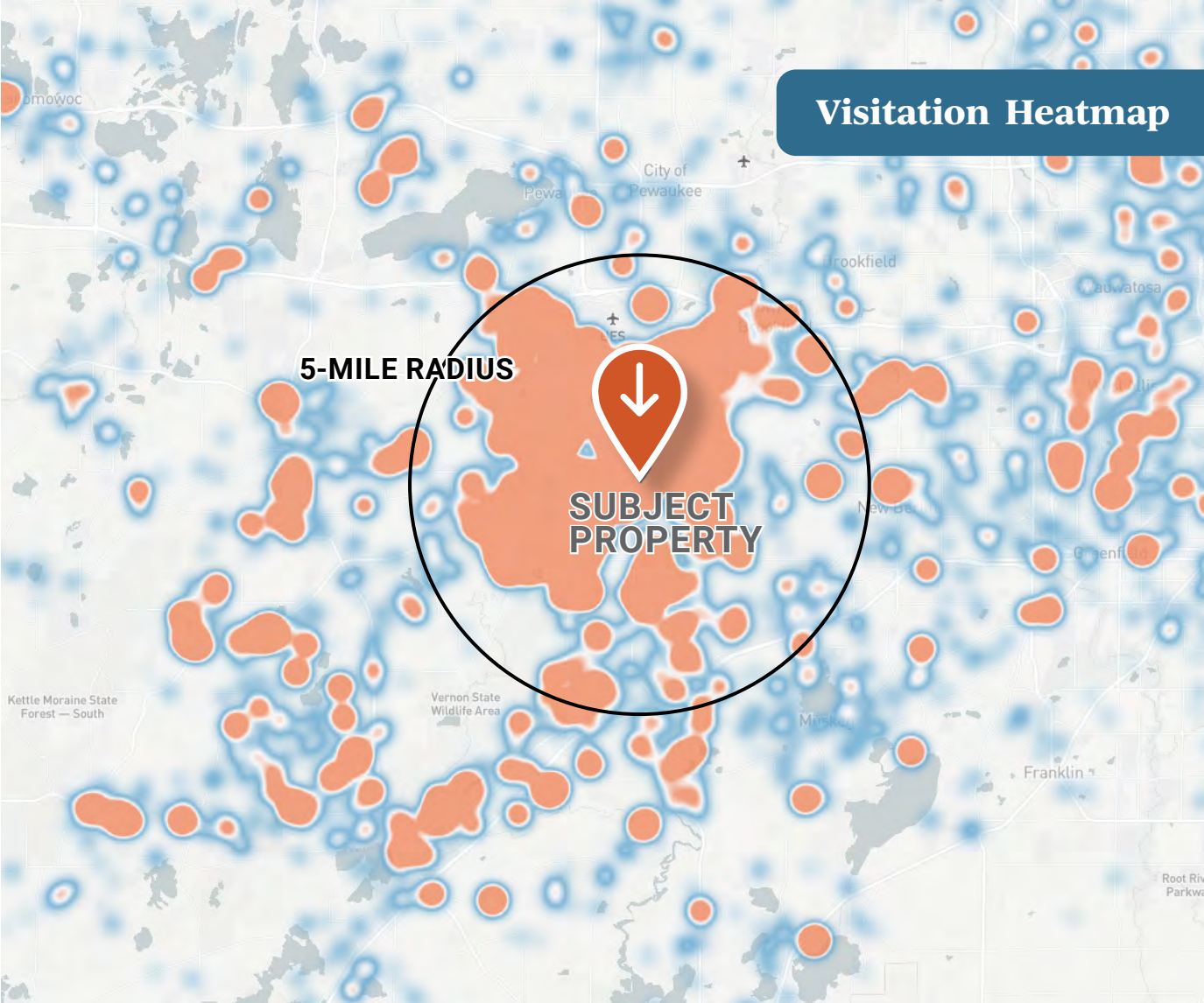
Over the past 12 months, **355.6K individuals** have visited the subject property **at least five times**, highlighting a strong base of loyal, repeat visitors

454.4K Visits

OVER PAST 12 MONTHS AT THE SUBJECT PROPERTY

46 Minutes

AVERAGE DWELL TIME AT THE SUBJECT PROPERTY



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.

Waukesha, WI

AN AWARD-WINNING, GROWING COMMUNITY



A Major Manufacturing Hub

- Waukesha is home to nearly 72,000 residents and ranks as the state's seventh-largest city
- Situated 15 miles west of Milwaukee in Lake Country, it serves as both the county seat and the largest city in Waukesha County
- A scenic Riverwalk along the Fox River connects public art installations, live performances, and cultural festivals throughout the year
- An award-winning parks and recreation system spans over 1,100 acres and 50 parks

About Milwaukee: A Great Lakes City

- Spanning 96.8 square miles along the western shore of Lake Michigan, Milwaukee is the county seat of Milwaukee County and largest city in Wisconsin with an estimated population of 561,385 residents
- Home to several higher education institutions, including the University of Wisconsin-Milwaukee, Marquette University, and the Milwaukee School of Engineering

Business & Industry

- Milwaukee's economy, traditionally rooted in manufacturing—particularly brewing, machinery, and industrial equipment—has diversified to include finance, healthcare, and education
- Major corporations headquartered in Milwaukee include Harley-Davidson, Northwestern Mutual, and Johnson Controls
- The Port of Milwaukee is a significant hub for shipping and trade on the Great Lakes, handling 2.3 million metric tons of cargo and generating \$155.7 million of economic activity

1.5 Million

MILWAUKEE MSA
ESTIMATED POPULATION

\$130.8 B

MILWAUKEE MSA GDP



Regional Map



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