



## IDEAL 1031 EXCHANGE PROPERTIES

**DOLLAR GENERAL**

295 Ray Hollow Road  
Arena, WI 53503

**NAI**Pfefferle  
COMMERCIAL REAL ESTATE SERVICES, WORLDWIDE





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# Executive Summary and Company Overview

**DOLLAR GENERAL**

NAI Pfefferle is proud to present this exceptional investment opportunity located at 295 Ray Hollow Road, Arena WI 53503 for sale. The property features an **Absolute NNN Lease** with a **15-year term**, **built-in renewal options**, and **5% rent increases** beginning in year six. The lease is corporately guaranteed, backed by a strong credit tenant.

Arena is a village located in Iowa County. It has a population of around 844. The village is known for its scenic landscapes and outdoor recreational opportunities.

Dollar General Corporation (DG), headquartered in Goodlettsville, Tennessee, has evolved from a family-owned business into one of the leading discount retail chains in the United States. Known for its convenient locations and affordable pricing, Dollar General has established itself as one of the most profitable retailers in rural America.

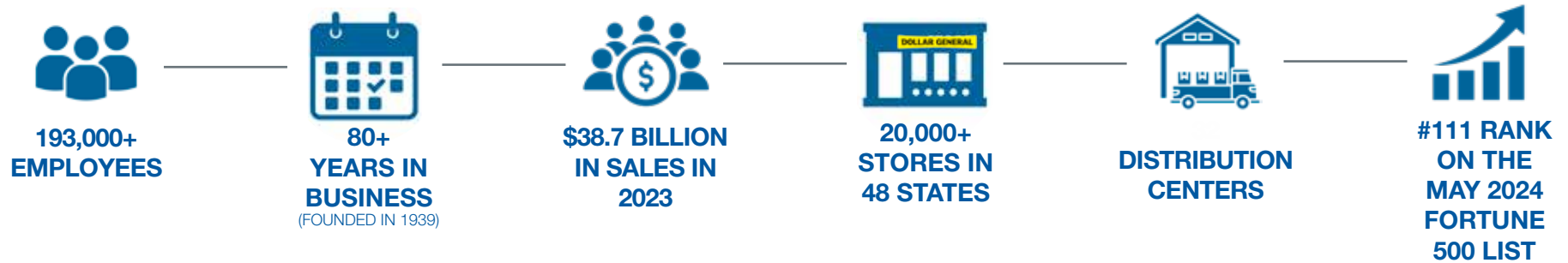
## History & Growth

Each new Dollar General store presents positive economic growth for the communities we proudly serve. Dollar General demonstrates their commitment to being a positive business partner through the creation of local jobs and numerous opportunities for employee development and career advancement, as well as through grants provided through the Dollar General Literacy Foundation that positively impact literacy and education initiatives at schools, non-profits and libraries.

## Products & Services

Dollar General specializes in basic household necessities at competitive prices, including:

- Health & beauty products
- Food & beverages (including private-label brands)
- Cleaning supplies
- Household essentials
- Seasonal merchandise
- Apparel



The retailer also continues to expand its fresh food and grocery selection, making it an increasingly important player in the food retail market.

### Business Model & Strategy

Dollar General differentiates itself through:

- Convenient, small-format stores that are easy to shop.
- Strategic locations in underserved communities with little competition.
- A strong focus on private-label brands, which offer high margins and affordability.
- Investment in digital initiatives, such as DG GO! (a self-checkout mobile app) and online shopping enhancements.

### Financial Strength & Market Position

Dollar General has remained one of the most profitable retailers in the discount sector due to its low-cost operations and high customer demand. Its ability to keep prices competitive while expanding store locations has contributed to consistent revenue growth.

### Commitment to Community

Dollar General is a leading retailer with over 20,000 stores nationwide, committed to providing affordable essentials and a hassle-free shopping experience. With more than 75 years of growth, the company continues to expand into new markets while maintaining its mission: “Save Time. Save Money. Every Day!”

The corporation’s lease is corporately guaranteed and holds an investment-grade credit rating of BBB/Stable from S&P Global Ratings, ensuring long-term financial stability for investors. As an essential business, Dollar General remains resilient to economic fluctuations, consistently meeting consumer demand with everyday low prices on food, health and beauty products, cleaning supplies, apparel, and more.

A Fortune 500 company ranked #108 and publicly traded on the NYSE (DG), Dollar General also demonstrates a strong commitment to philanthropy through the Dollar General Literacy Foundation, which has awarded over \$219 million in grants to support education across the U.S.

**DOLLAR GENERAL**

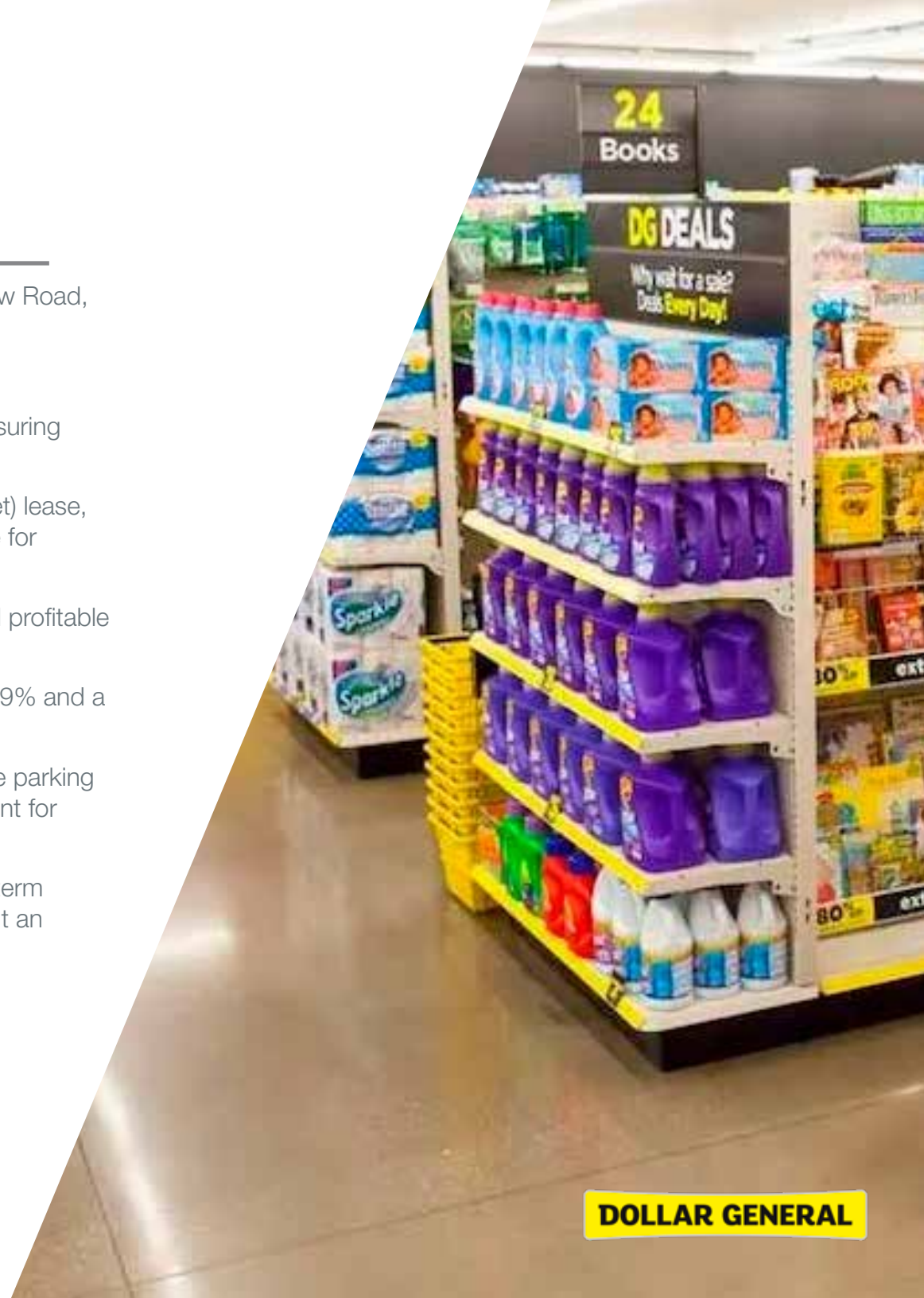


# Offering Summary

The Dollar General in Arena, WI, located at 295 Ray Hollow Road, offers a compelling investment opportunity.

Here are some key highlights:

- **New Construction:** The property was built in 2025, ensuring modern facilities and infrastructure.
- **Long-Term Lease:** It features a 15-year NNN (Triple Net) lease, which means the tenant (Dollar General) is responsible for property taxes, insurance, and maintenance.
- **Stable Tenant:** Dollar General is a well-established and profitable retail chain, providing a reliable income stream.
- **Attractive Financials:** The property has a cap rate of 6.9% and a net operating income (NOI) of \$130,883.
- **Prime Location:** Situated on a 1.75-acre lot with ample parking and good frontage, making it accessible and convenient for customers.
- This investment offers a combination of stability, long-term income, and minimal landlord responsibilities, making it an attractive option for investors.



# Investment Highlights



**SALE PRICE**  
\$1,896,860



**CAP RATE**  
6.9%



**NOI**  
\$130,883

**LEASE COMMENCEMENT DATE:** MARCH 2026

**LEASE TERM:** 15-YEAR WITH RENEWAL OPTIONS

**RENTAL ESCALATION:** 5% RENTAL INCREASE YEAR 6

**LEASE TYPE:** ABSOLUTE NNN LEASE

**TENANT:** DOLLAR GENERAL

**YEAR BUILT:** 2025/2026

**BUILDING SIZE:** 9,100 SF

**LAND SIZE:** 1.75 ACRES

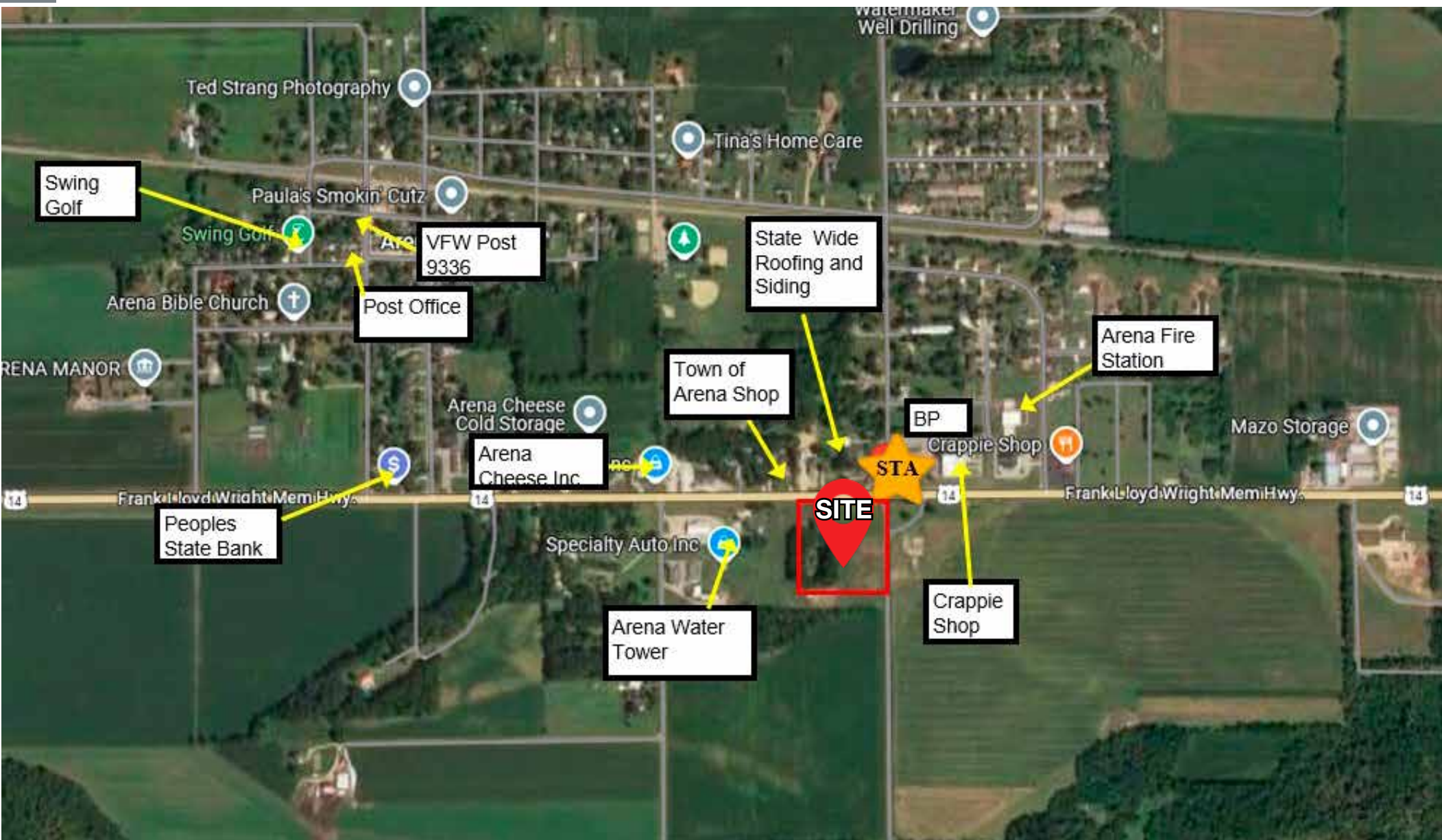




# Investment Highlights

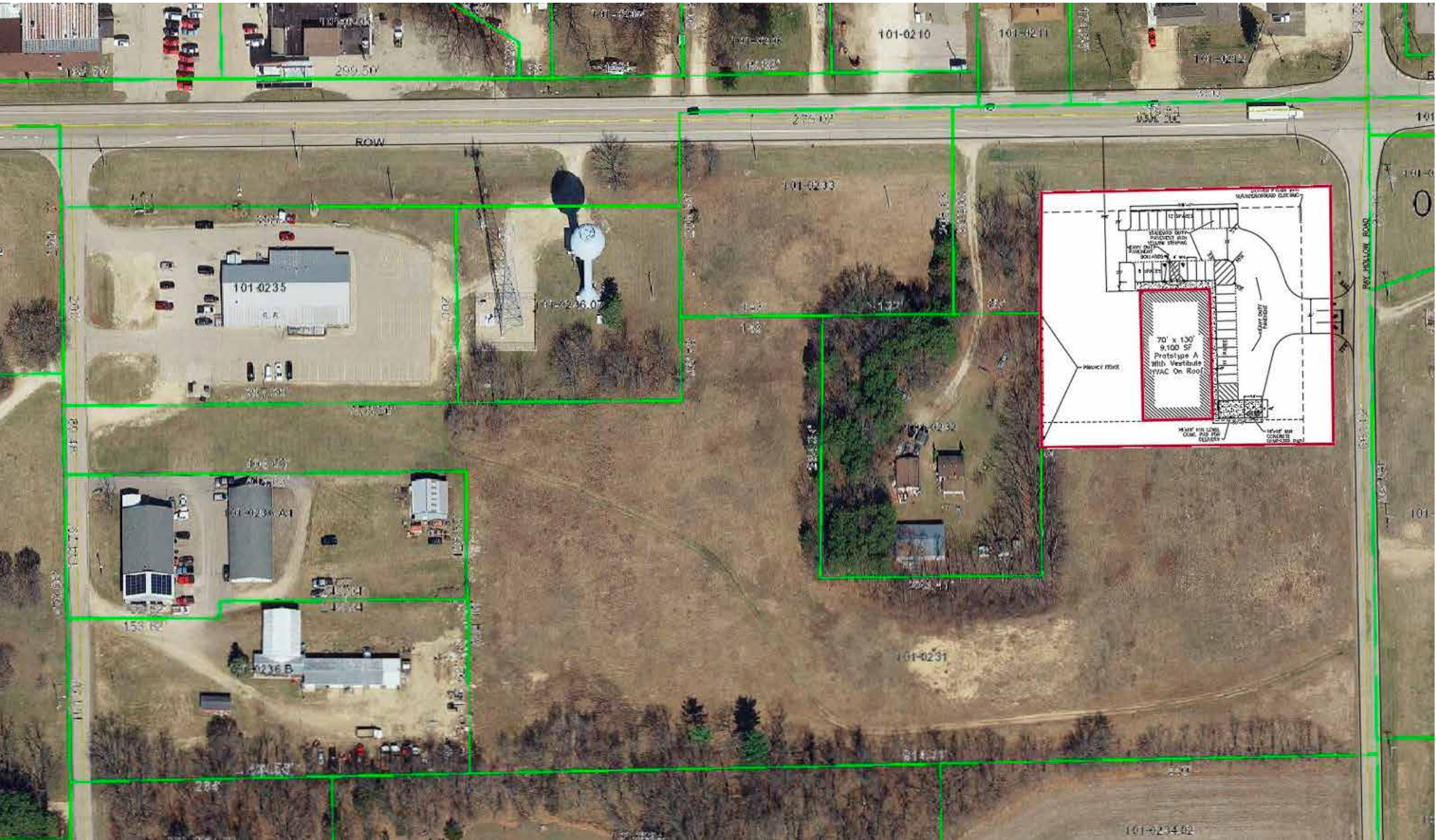
| <u>Lease Year</u>     | <u>Lease Dates</u> | <u>Monthly Rent</u> | <u>Annual Rent</u> | <u>PSF</u> | <u>% Increases</u> |
|-----------------------|--------------------|---------------------|--------------------|------------|--------------------|
| Primary Term          | Years 1-5          | \$10,906.94         | \$130,883.28       | \$14.38    |                    |
| Primary Term          | Years 6-10         | \$11,452.28         | \$137,427.00       | \$15.10    |                    |
| Primary Term          | Years 11-15        | \$12,024.90         | \$144,298.80       | \$15.86    |                    |
| First Renewal Option  | 5 years            | \$12,626.14         | \$151,513.68       | \$16.65    | 5.00%              |
| Second Renewal Option | 5 years            | \$13,257.45         | \$159,089.40       | \$17.48    | 5.00%              |
| Third Renewal Option  | 5 years            | \$13,920.32         | \$167,043.84       | \$18.36    | 5.00%              |
| Fourth Renewal Option | 5 years            | \$14,616.34         | \$175,396.08       | \$15.96    | 5.00%              |

# Aerial Map





# Site Plan



# Location Overview

## Arena, WI

Arena is a village in Iowa County in the U.S. state of Wisconsin. The population was 844 at the 2020 census.

**DOLLAR GENERAL**

Arena was founded in the mid-1800s and was originally a farming community. The village was officially incorporated in 1906, reflecting its growth. The arrival of the railroad in the late 1800s boosted local commerce and transportation. The village is known for its scenic landscapes and outdoor recreational opportunities.

Arena has maintained a small-town charm while developing community events and local businesses.

# Demographics

|    | POPULATION         |           |    | EMPLOYEES                         |       |
|-------------------------------------------------------------------------------------|--------------------|-----------|---------------------------------------------------------------------------------------|-----------------------------------|-------|
|                                                                                     | 1 MILE:            | 587       |                                                                                       | 1 MILE:                           | 134   |
|                                                                                     | 3 MILES:           | 1,492     |                                                                                       | 3 MILES:                          | 179   |
|                                                                                     | 5 MILES:           | 2,601     |                                                                                       | 5 MILES:                          | 627   |
|  | AVERAGE INCOME     |           |  | BUSINESSES                        |       |
|                                                                                     | 1 MILE:            | \$91,583  |                                                                                       | 1 MILE:                           | 18    |
|                                                                                     | 3 MILES:           | \$96,049  |                                                                                       | 3 MILES:                          | 25    |
|                                                                                     | 5 MILES:           | \$105,577 |                                                                                       | 5 MILES:                          | 74    |
|  | AVERAGE HOUSEHOLDS |           |  | TRAFFIC COUNTS (VEHICLES PER DAY) |       |
|                                                                                     | 1 MILE:            | 366       |                                                                                       | HIGHWAY 14                        | 7,664 |
|                                                                                     | 3 MILES:           | 640       |                                                                                       | VILLAGE EDGE ROAD                 | 682   |
|                                                                                     | 5 MILES:           | 1,111     |                                                                                       |                                   |       |



# Tenant

## Overview

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### DOLLAR GENERAL

Dollar General stock is sold on the NYSE under the ticker symbol DG and is ranked #111 on the Fortune 500 List. Dollar General's brands range from high-quality private brands to larger, well-known manufacturers such as Kellogg's (cereals and snacks), Unilever (Dove, Axe, Vaseline, Suave), Clorox (cleaning supplies and disinfectants), Hanes (clothing and undergarments), Coca-Cola (beverages), Energizer (batteries), and PepsiCo (Pepsi, Gatorade, Frito-Lay snacks). Additionally, Dollar General carries trusted national brands like Tide and Gain (laundry detergents), Lysol (disinfectants), Nestlé (coffee and snacks), Purina (pet food), Colgate and Crest (oral care), Pampers and Huggies (baby products), and L'Oréal (hair and skincare), ensuring a wide variety of essential household items at affordable prices.



# STATE OF WISCONSIN BROKER DISCLOSURE

Wisconsin law requires all real estate licensees to give the following information about brokerage services to prospective customers.



**Prior to negotiating on your behalf the Brokerage firm, or an agent associated with the firm, must provide you the following disclosure statement.**

### Disclosure to Customers

You are a customer of NAI Pfefferle (hereinafter Firm). The Firm is either an agent of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the customer, the following duties:

- The duty to provide brokerage services to you fairly and honestly.
- The duty to exercise reasonable skill and care in providing brokerage services to you.
- The duty to provide you with accurate information about market conditions within a reasonable time if you request it, unless disclosure of the information is prohibited by law.
- The duty to disclose to you in writing certain Material Adverse Facts about a Property, unless disclosure of the information is prohibited by law.
- The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your confidential information or the confidential information of other parties.
- The duty to safeguard trust funds and other property held by the Firm or its Agents.
- The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the advantages and disadvantages of the proposals.

Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services, but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

### Confidentiality Notice to Customers

The Firm and its Agents will keep confidential any information given to the Firm or its Agents in confidence, or any information obtained by the Firm or its Agents that a reasonable person would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the Firm is no longer providing brokerage services to you.

The following information is required to be disclosed by law:

1. Material Adverse Facts, as defined in section 452.01(5g) of the Wisconsin Statutes (see definition below).
2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection report on the property or real estate that is the subject of the transaction.

*Information shown herein was provided by Seller/Lessor and/or third parties and has not been verified by the broker unless otherwise indicated.*

To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may list that information below or provide that information to the Firm or its Agents by other means. At a later time, you may also provide the Firm or its Agents with other information you consider to be confidential.

### CONFIDENTIAL INFORMATION

### NON-CONFIDENTIAL INFORMATION

(the following information may be disclosed to the Firm and its Agents)

(Insert information you authorize to be disclosed, such as financial qualification information.)

### Definition of Material Adverse Facts

A “Material Adverse Fact” is defined in Wis. Stat. 452.01(5g) as an Adverse Fact that a party indicates is of such significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable party, that it affects or would affect the party’s decision to enter into a contract or agreement concerning a transaction or affects or would affect the party’s decision about the terms of such a contract or agreement.

An “Adverse Fact” is defined in Wis. Stat. 452.01(1e) as a condition or occurrence that a competent licensee generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a contract or agreement made concerning the transaction.

### Notice About Sex Offender Registry

You may obtain information about the sex offender registry and persons registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at <http://www.doc.wi.gov> or by telephone at 608-240-5830.





For additional information please contact:



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Amy Pfefferle Oelhafen is the president of Pfefferle Companies, Inc., overseeing the operations and client services of its subsidiaries, NAI Pfefferle and Pfefferle Management, based in Appleton. Leading a team of more than 120 employees and 20 licensed real estate brokers, Amy spearheads operations across offices in Appleton, Green Bay, Wausau, and Sheboygan. Her purview extends to serving a diverse clientele, ranging from small businesses to municipalities and multi-national corporations.

Beyond business, Pfefferle Companies is deeply embedded in the communities it serves. Amy and her team are actively engaged in various local organizations, dedicating support to multiple causes. They are recognized as regional thought leaders and valued advisors to numerous partner organizations. The company's footprint spans the entire state, managing over 13 million square feet of commercial real estate, solidifying its position as one of Wisconsin's largest commercial real estate firms.

Amy's journey with Pfefferle Investments commenced in 1998, where she specialized in selling and leasing commercial properties statewide. Her expertise in facilitating business transactions is evident in her successful management of deals ranging from \$300,000 to \$17 million.

## CONNECT WITH US:

