

# EXCELLENT INCOME PRODUCING INVESTMENT IN THE HEART OF DOWNTOWN SELMA

107 N Raiford St | Selma NC 27576

**NICK MELFI**

908.255.9698

[nick@cityplat.com](mailto:nick@cityplat.com)

**VINCENZO VERDINO**

917.566.5944

[vincenzo@cityplat.com](mailto:vincenzo@cityplat.com)

**CITYPLAT**  
COMMERCIAL REAL ESTATE



# TABLE OF CONTENTS

---

3. Property Dashboard

4-9. Photos

10. Floor Plan

11. Development Activity

12. Location Map

12. Selma Overview Map

13. Market Overview

14. Parcel Map

15. Demographics

# PROPERTY DASHBOARD

\$625,000.00

Sale Price

\$113/sqft

Price Per SF

8%

Cap Rate

\$50,000/yr

NOI

5,533

Square Footage

## JOHNSTON COUNTY DEMOGRAPHICS (10mi Radius)

	2020	2024	2029(Proj.)
2024 POPULATION	78,638	90,989	111,109
HOUSEHOLDS	28,651	33,088	40,430

Johnston County is the fastest growing county in North Carolina with it's population having surged 15.6 % since 2020 and is projected to climb another 34 % by 2030—more than triple the state average.

## KEY DESCRIPTION

This ~~fully leased~~ +/- 5,533 sf multi tenant retail property in the heart of Selma's downtown pedestrian corridor offers a prime investment opportunity. Positioned in a prime location, the property sits directly off of a major exits on I-95, offers great access to Raleigh and Research Triangle Park via US-70, and is in the heart of Downtown Selma where there has been an increase of over 100,000 new residents since 2004. More recently, Selma and the greater Johnston County area has experienced an influx in large development projects such as Eastfield Crossing (3M sqft development), the first ever Target in Johnston County, as well as VeeTee and Crystal Window & Doors investing nearly \$100M each into the area. The property features 2 tenants, a well-established dog grooming salon (2nd location) on the first floor and a photography studio on the second. This site presents a strong opportunity for an investor seeking a return from day 1 with the ability to capitalize on the long term appreciation of the area as Johnston County continues to grow rapidly.

## PROPERTY HIGHLIGHTS

- Recent capital improvements include **flooring, electrical, HVAC, bathrooms, painting, structural reinforcements, new awning**
- Located downtown in a prime pedestrian corridor
- 100% occupied - 2 tenants on new leases
- Tenants are invested into the space, with Waggerz Too being on their second location after a long term successful flagship location in Garner





# WAGGERZ TOO

LEASED THROUGH 8/2029

## Tenant Highlights:

- Tenant improved the entire first floor of the building - lighting, flooring, Paint, Walls, Plumbing
- 5 Year lease term
- Second location for a highly successful local business





# WAGGERZ TOO

ENTRYWAY / RECEPTION AREA





# WAGGERZ TOO

GROOMING AREA / REAR SALON STATIONS / KENNELS





# ROYAL G FILMS PHOTOGRAPHY

2.5 YEARS REMAINING ON LEASE

## Tenant / Suite Highlights:

- New HVAC, New Bathroom, new floors, reinforced supporting floor joists
- 2.5 years remaining on lease
- Successful local photographer handling events, maternity, school photos, birthdays, etc.





# ROYAL G FILMS PHOTOGRAPHY







107 N RAIKORD (SUBJECT  
PROPERTY)

NEW TOWN PARKING LOT

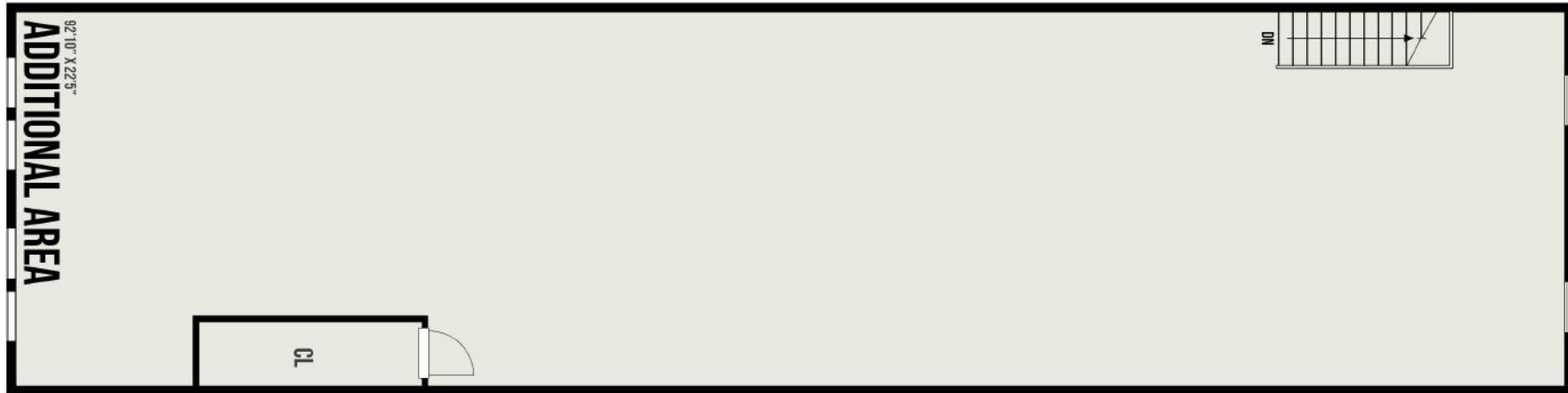
THE VAULT - NEW BREWERY



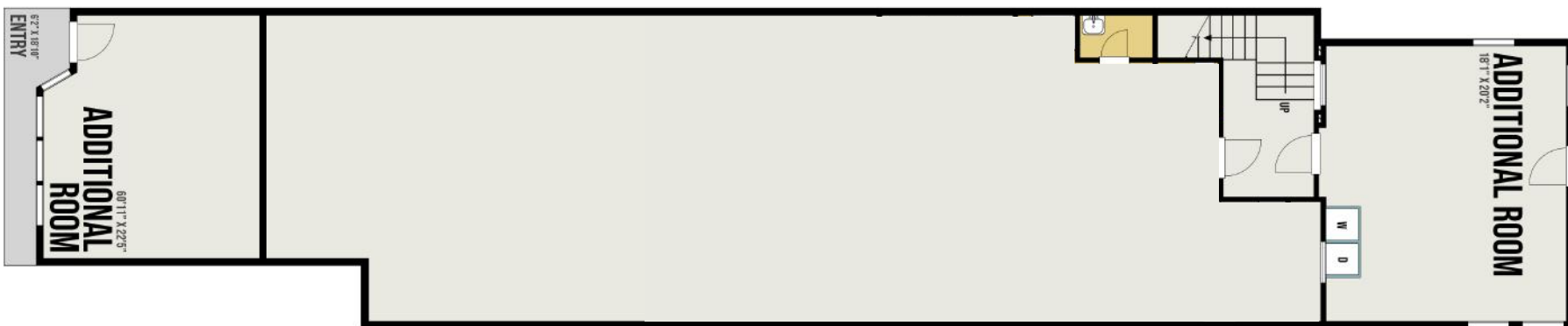
# FLOOR PLAN

107 N RAIFORD ST

## SECOND FLOOR - ROYAL G



## FIRST FLOOR - WAGGERZ TOO





# **NEARBY DEVELOPMENT ACTIVITY**

## **EASTFIELD CROSSING - 3,000,000 SQFT MIXED USE DEVELOPMENT**

- 435-acre master-planned mixed-use development
- Located at I-95 Exits 97 & 98 in Selma, NC
- Over 3 million SF of entitled space
- Includes:
  - 1M+ SF industrial business park
  - 500,000 SF retail with national tenants (Target, Hobby Lobby, etc.)
  - Multiple hotels
- Walkable residential community
- Smart city infrastructure and farm-to-table amenities
- Serves as a major commercial and lifestyle hub in the Triangle East region

## **Selma Union Depot**

- Recently completed a \$2.5M renovation on the Amtrak and Carolinian lines serving Selma to improve accessibility

## **SYSCO FOODS - \$52M, 400,000 SQFT DISTRIBUTION FACILITY**

- Bringing hundreds of jobs and income to the Selma market

## **VeeTee FOODS**

- Investing \$35.7 in a production facility to employ over 200 people in Selma

## **CRYSTAL DOORS & WINDOWS**

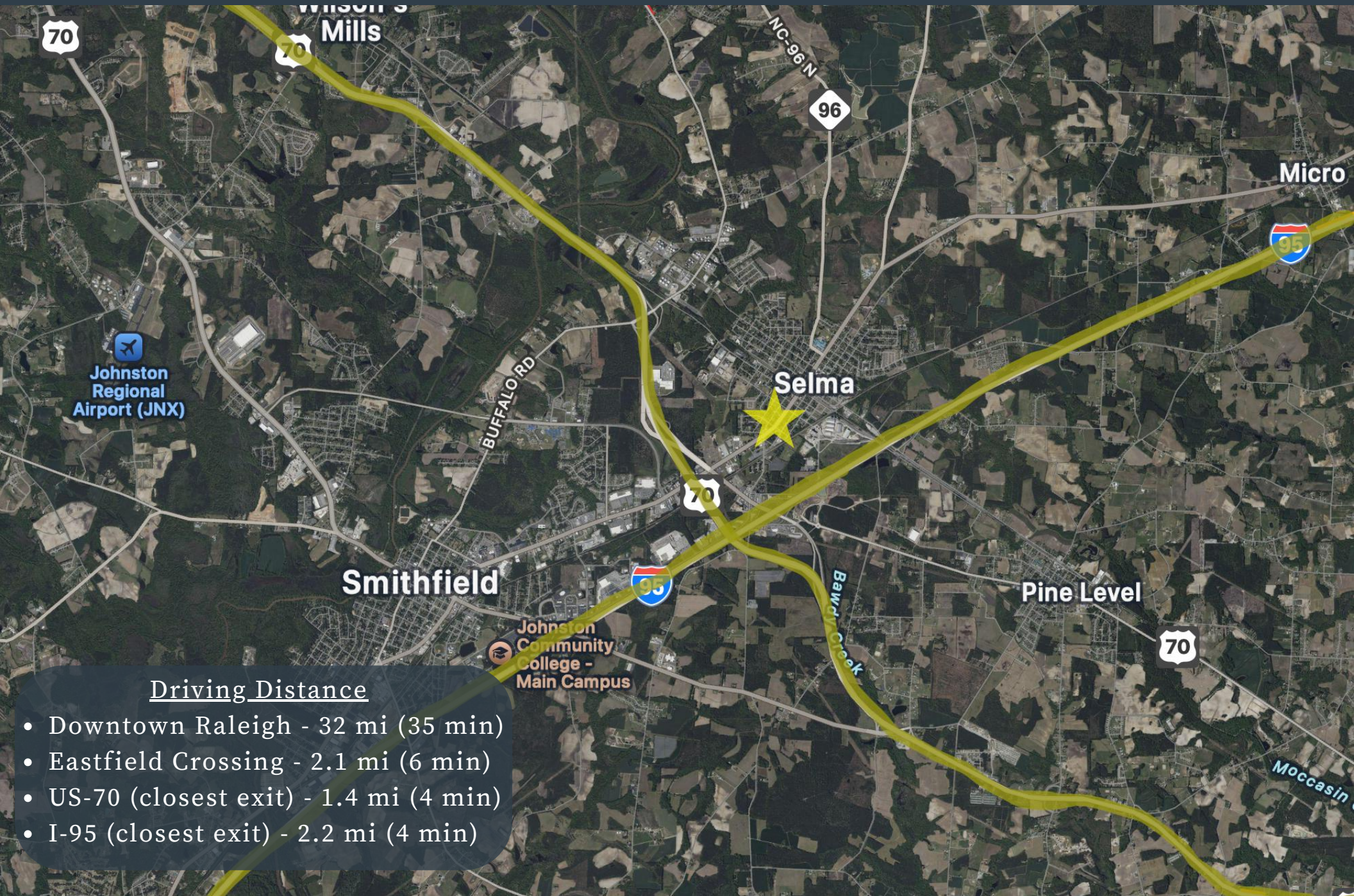
- Investing \$83.6M in new manufacturing facility
- Planning to employ over 200 people in Selma

## **THE VAULT; BY HATCHET BREWING**

- 1922 Town Hall underwent an adaptive re-use to turn into a brewery and revitalize downtown
- Underscores the Town of Selma's willingness to incentivize development and renovations



# LOCATION MAP



## Driving Distance

- Downtown Raleigh - 32 mi (35 min)
- Eastfield Crossing - 2.1 mi (6 min)
- US-70 (closest exit) - 1.4 mi (4 min)
- I-95 (closest exit) - 2.2 mi (4 min)

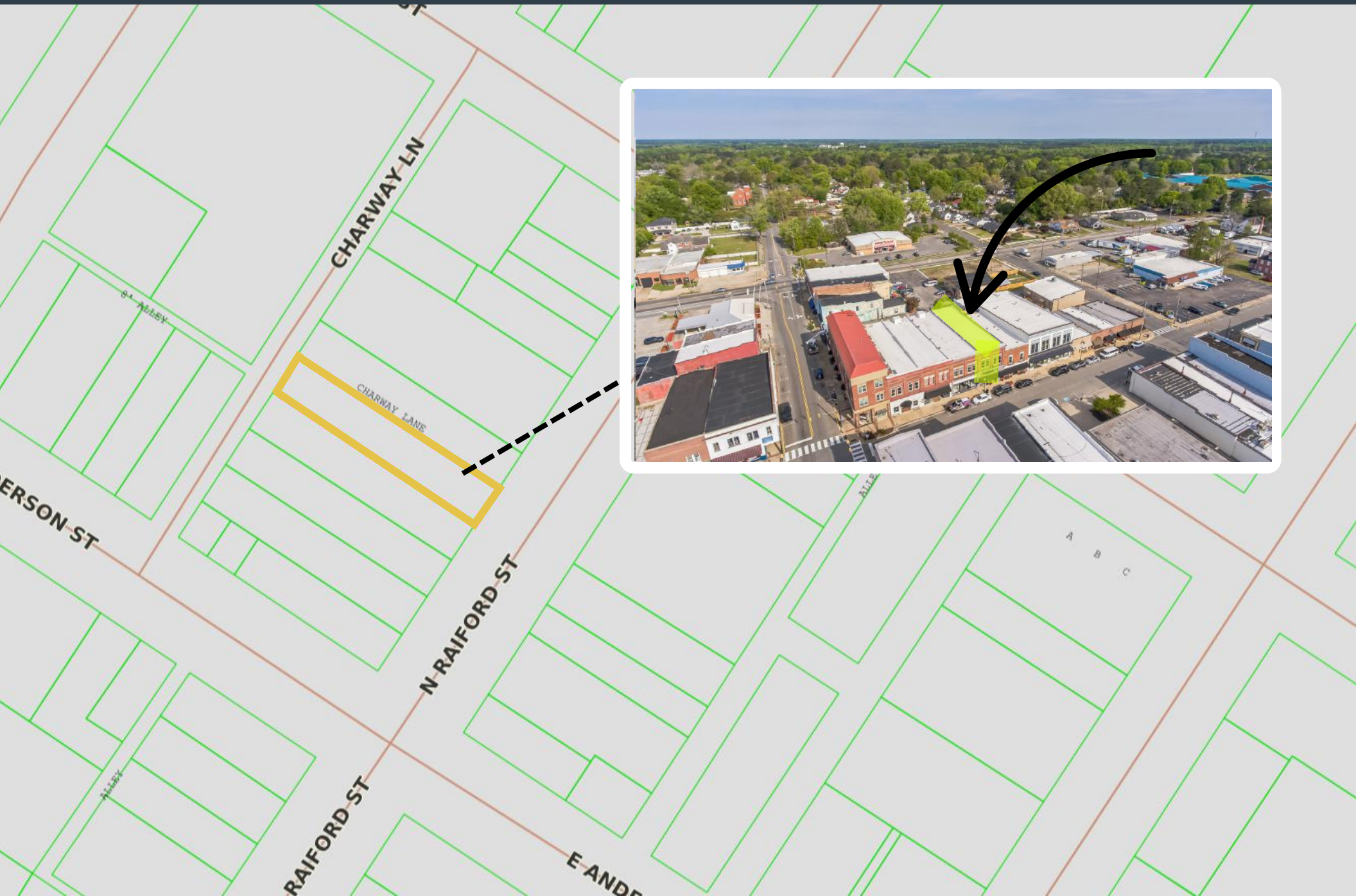


# SELMA, NC OVERVIEW MAP





# PARCEL MAP





# MARKET OVERVIEW

107 N Raiford St is located in Selma, North Carolina, a town experiencing notable growth within Johnston County—one of the fastest-growing counties in the state. Selma's strategic position at the intersection of I-95 and US-70 (future I-42) offers excellent connectivity to major markets, including Raleigh and the Research Triangle Park. The town is benefiting from significant developments such as Eastfield Crossing, a 2.8 million square foot mixed-use project featuring retail, industrial, medical, and residential spaces. This development is expected to create between 3,500 and 5,500 jobs, further stimulating the local economy.

Downtown Selma is undergoing revitalization efforts, with initiatives like Activate Selma bringing together residents and business owners to enhance the community. Projects such as The Vault by Hatchet Brewing, housed in the historic 1922 Town Hall, exemplify the town's commitment to preserving its heritage while fostering economic development.

The area offers potential tenants a blend of small-town charm and access to major commercial and research centers. With ongoing investments and infrastructure improvements, Selma presents a compelling opportunity for businesses seeking a strategic presence in a growing market.



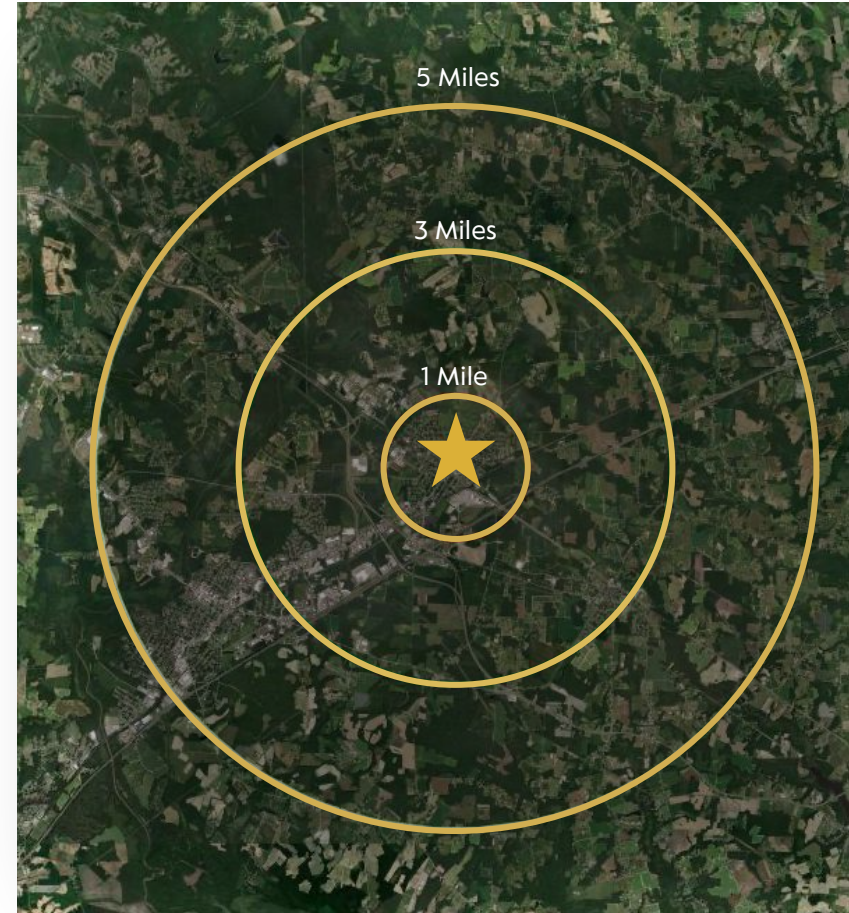


# SURROUNDING DEMOGRAPHICS

POPULATION	1 Mile	3 Miles	5 Miles
2020 POPULATION	4,905	12,541	27,200
2024 POPULATION	5,135	13,265	28,540
ANNUAL GROWTH 2020-2024	1.15%	1.42%	1.21%
ANNUAL GROWTH 2024-2029	1.08%	1.16%	1.12%
MEDIAN AGE	35.1	37.9	39.4

HOUSEHOLDS	1 Mile	3 Miles	5 Miles
2020 HOUSEHOLDS	1,870	4,479	10,196
2024 HOUSEHOLDS	1,941	4,728	10,677
ANNUAL GROWTH 2020-2024	0.94%	1.37%	1.17%
ANNUAL GROWTH 2024-2029	1.09%	1.20%	1.23%
AVG HOUSEHOLD SIZE	2.65	2.72	2.58

INCOME	1 Mile	3 Miles	5 Miles
AVG HOUSEHOLD INCOME	\$44,652	\$65,625	\$75,433
MEDIAN HOUSEHOLD INCOME	\$27,777	\$45,457	\$52,870



HOUSING	1 Mile	3 Miles	5 Miles
MEDIAN HOME VALUE	\$235,776	\$226,207	\$238,369
MEDIAN YEAR BUILT	1975	1983	1992



# CONFIDENTIALITY DISCLAIMER

The information contained in this Offering Memorandum is proprietary and strictly confidential. It is intended to be reviewed only by the party(ies) receiving it from CityPlat, LLC and should not be made available to any other person or entity without the written consent of CityPlat, LLC. If you are not the intended recipient, you are hereby notified that any retention, dissemination, duplication, forwarding, copying or taking any action in reliance on the contents of this information is strictly prohibited. If you receive this Offering Memorandum in error, whether in electronic or printed form, please notify the sender and destroy the document. This Offering has been prepared to provide a summary of unverified information to prospective purchasers, and to establish only a preliminary level of interest in the subject property. The information contained herein is not a substitute for a thorough due diligence investigation.

CityPlat, LLC has not made any investigation, and makes no warranty or representation, with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCB's or asbestos, the compliance with state and federal regulations, the physical condition of the improvements thereon, or the financial condition or business prospects of any tenant, or any tenant's plans or intentions to continue its occupancy of the subject property. The information contained in this Offering has been obtained from sources we believe are reliable; however, CityPlat, LLC has not verified, and will not verify, any of the information contained herein, nor has CityPlat, LLC conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided.





# CITYPLAT

## COMMERCIAL REAL ESTATE



**NICK MELFI**

Broker

908.255.9698

[nick@cityplat.com](mailto:nick@cityplat.com)



**VINCENZO VERDINO**

Principal

917.566.5944

[vincenzo@cityplat.com](mailto:vincenzo@cityplat.com)

107 Fayetteville St, Suite 400, Raleigh NC 27601

919.650.2643

[www.cityplat.com](http://www.cityplat.com)