

Mixed-Use Sales, Service & Storage Facility – Prime Highway Location



- 4 acres with highway frontage outlined in blue
- 21,000 sq. ft. facility ready for redevelopment
- \$700,000 SC Abandoned Building Rehabilitation Credit
- 1 Mile from Kiwi Marina
- High-visibility Hwy 123 frontage, near Oconee Lanes & retail

Perfect for RV, Tractor, Heavy Equipment, PowerSports, Truck Sales, or Rental Companies (Sunbelt / United Rentals style).

Financial Snapshot & Pro Forma

Initial Net Investment (after credit)	\$625,000
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Phase 2 Expansion (Year 3)	\$450,000
Total Net Investment	\$1.075M

Year	Drivers	NOI	ROI %
1	50 uncovered storage units	\$45,600	7.3%
2	70 uncovered storage units	\$63,840	10.2%
3	98 uncovered + 100 covered + service dept.	\$862,080	80.0%
4	137 uncovered + 100 covered + service dept.	\$899,520	83.7%
5	191 uncovered + 100 covered + service dept.	\$951,360	88.5%

- Year 5 NOI: ~\$950K
- Valuation at 10% Cap Rate: ~\$9.5M
- Equity Multiple: ~8-9x
- Multi-industry potential reduces risk
- Recurring Boat, RV, Trailer, Car storage cash flow
- Long-term equity lift from credit + NOI growth

Immediate cash flow. Multi-industry potential. Long-term equity growth.

Luxury Storage & Sales Opportunity in Seneca, SC

298 By-Pass 123 & 210 Worth Street

This property is a rare opportunity to create a high-end boat and RV storage facility, dealership, or service center in a location with unmatched visibility and flexibility.

Designed for Premium Storage

- **Ideal for Luxury Boat & RV Storage**

With over 21,000 square feet under roof and nearly 4 acres of land, this property is built to accommodate large vehicles with ease. There's ample room for covered or enclosed storage, valet service, and climate-controlled options.

- **High-Impact Display Area**

The elevated frontage offers a natural showcase for high-end boats, RVs, or vehicles—perfect for attracting attention from the highway and highlighting premium inventory.

- **Engineer-Approved Building**

The structure has been reviewed and approved by a licensed engineer and is ready for immediate use. Whether for storage, service, or sales, the hard part is already done.

Visibility and Brand Presence

- **Direct Access and Visibility on By-Pass 123**

Located on a major corridor with consistent traffic, your operation will benefit from exceptional visibility and easy access for customers trailering boats or driving motorhomes.

- **Monument Signage in Place**

Professionally installed signage is already up and ready for branding, saving you time and cost.

- **Room to Expand**

Includes an adjacent parcel with frontage on Worth Street, giving you flexibility to expand into additional services like detailing, custom builds, or client amenities.

Financial Advantages

- **Abandoned Building Tax Credit Eligible**

This site qualifies for South Carolina's recently approved tax credit program, potentially offering significant savings on rehabilitation and development costs.

- **Minimal Carrying Costs**

Annual property taxes are approximately \$146, allowing for low overhead while you build out a high-margin business model.

Ideal for:

- High-end boat and RV storage
- Premium marine or RV dealership
- Indoor/outdoor showroom with customer lounge
- Concierge service and detailing center
- Multi-use retail or commercial hub with expansion potential

Investor Questions Q&A

From: Lee Levandowski (lee@charlotteskiboats.com)

To: afhennes@aol.com

Cc: amanda@charlotteskiboats.com

Date: Tuesday, September 2, 2025 at 11:25 AM EDT

Adrienne

I created this for you for quick answers.

Investor Q&A – Seneca Mixed-Use Facility

Q1: Does it cash flow?

A: Yes. Even in Year 1, uncovered Boat, RV, Trailer, and Car storage generates ~\$45,600 in net operating income. With covered storage and service bays added in Year 3, projected NOI grows to ~\$862,000, stabilizing near ~\$950,000 annually by Year 5.

Q2: What is the Cap Rate?

A: At full build-out (Year 5), NOI is projected at ~\$950,000. At a conservative 10% cap rate, the property would be valued around **\$9.5M**. That's an ~8–9x equity multiple on the net \$1.075M invested.

Q3: How soon does the investment begin producing income?

A: Immediately. The uncovered storage units (50 spaces in Year 1) provide recurring monthly cash flow from day one. Expansion in Year 3 accelerates growth significantly with service and covered storage.

Q4: What are the risks?

A: Downside risk is limited by the **\$700,000 South Carolina Abandoned Building Rehabilitation Credit**, which reduces net investor capital to \$625,000 in Year 1. Storage demand in this market is stable, and the facility is designed for multi-industry use — reducing reliance on a single business type.

Q5: What industries can this property serve?

A: The facility is versatile. It works for:

- RV Sales & Service
- Tractor / Heavy Equipment Dealership
- PowerSports & Truck Sales
- Equipment Rental Companies (Sunbelt, United Rentals style)
- Marine / Boat Dealership (original concept)

Q6: Why is this location strategic?

A:

- Highway 123 frontage (high visibility).
- 1 mile from Kiwi Marina & Lake Keowee.
- 4-acre site with 21,000 sq. ft. building.

- Surrounded by recreation, residential, and retail growth.

Q7: What's the exit strategy?

A: With stabilized NOI near \$950K and strong demand for mixed-use storage/service facilities, investors can expect **resale valuation around \$9–10M at a 10% cap rate.**

Q8: How much could it rent for?

A:

- **Uncovered Boat/RV/Trailer/Car Storage:** \$95–\$100/month per space.
 - 191 spaces at full build-out = \$183,360 NOI).
- **Covered Storage (12'x40' units):** \$150–\$200/month per space.
 - 100 units = \$192,000 NOI).
- **Service Department (4 bays):** ~7,680 billable hours/year @ \$125/hr = \$576,000 margin).
- **Showroom/Facility Lease Potential:** \$8–\$12/sq. ft. annually.
 - With 21,000 sq. ft., that's **\$168,000–\$252,000 per year** if leased long-term.

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298 By Pass Next Steps

From: Lee Levandowski (lee@charlotteskiboats.com)

To: afhennes@aol.com

Cc: amanda@charlotteskiboats.com

Date: Tuesday, September 2, 2025 at 11:32 AM EDT

Team we have created some great momentum with our new flyer, potential customers engaged and now backed with financial data showing a current and a 5 yr future state. This is all VERY GOOD.

Below are some next steps and good points for us to stay on to get this property sold. Remember this is a great opportunity, we just need to find that person!

The next moves should do three things: **build confidence, narrow the field, and create urgency.**

Here's how I'd suggest positioning your next steps:

1. Control the Narrative with the Flyer + Pro Forma

- You now have a **professional 2-page flyer** that ties the vision, location, and numbers together.
- Your realtor should **lead every conversation** with this document not just reactively answer questions.
- This shifts the tone from "what is this property?" → "look at this structured, proven opportunity."

👉 Positioning: *"Here's the full financial picture, supported by the state credit, with multiple high demand use cases. Whether you're in RV, equipment rental, tractors, or power sports, this location is ready to cash flow."*

2. Segment Buyers by Interest (Marine vs. Multi-Industry)

- Some will care about the **boat dealership vision** (fits your background).
- Others (likely the strongest buyers) will care more about **multi-industry positioning**: RV, rental companies, tractors, power sports.
- Adjust your emphasis depending on who's in front of you but **always keep the numbers consistent** (storage + service + sales flexibility).

👉 Positioning: *"We intentionally designed this so it isn't single use. It flexes between industries with equal strength widening your exit options and reducing risk."*

3. Be Ready with Answers to Investor Questions

The ones you'll likely hear next:

- **"What's my exit strategy?"** → Cap rate story, resale at \$9.5M based on NOI.
- **"What's the competitive landscape?"** → Highlight scarcity of mixed use space on Hwy 123 near Lake Keowee.
- **"How soon does cash flow start?"** → Day 1 uncovered storage; Year 3 upside with service + covered storage.

- **“What’s my downside risk?”** → Rehab credit lowers capital exposure, and storage demand is stable across cycles.

👉 Positioning: *“We’ve taken downside off the table the state covers more than 1/3 of your capital. From there, it’s about how fast you want to maximize returns.”*

4. Create Urgency

The property has been on the market 1.5 years, but now you’ve **reframed it into an opportunity**. Don’t let that linger you want momentum.

- Ask your realtor to set a **soft deadline for offers** (e.g. “We’re moving discussions forward with buyers over the next 30 days”).
- Highlight that **multiple parties are engaged** which creates competitive tension.
- Investors hate missing out let the realtor lean on that.

👉 Positioning: *“We’ve already got investors at the table asking detailed questions. This isn’t a passive listing anymore it’s an active opportunity that won’t sit.”*

5. Next Tactical Moves

- **Short-Term (this week):** Send the flyer to all interested parties; realtor follows up with calls.
- **Medium-Term (next 2–3 weeks):** Line up property walkthroughs for serious buyers.
- **Decision Point (30 days):** Push for LOIs (Letters of Intent) or bids from qualified buyers.

✅ Summary for You & Realtor:

Your job now is **not to keep selling the idea** it’s to give investors enough **confidence and urgency** that they move from “interested” → “committed.” The flyer + pro forma is your credibility piece, the SC credit is your risk-reduction hook, and the multi-industry flexibility is your buyer pool expander.

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