

# SALE

## OVERSEAS PUB & GRILL

3574 Overseas Highway Marathon, FL 33050



**SALE PRICE**

**\$4,250,000**

**Joshua Mothner**

(305) 289-6649

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## **CONFIDENTIALITY AGREEMENT**

This offering has been prepared solely for informational purposes. It is designed to assist a potential investor in determining whether it wishes to proceed with an in-depth investigation of the subject property. While the information contained herein is from sources deemed reliable, it has not been independently verified by the Coldwell Banker Commercial affiliate or by the Seller.

The projections and pro forma budget contained herein represent best estimates on assumptions considered reasonable under the circumstances. No representations or warranties, expressed or implied, are made that actual results will conform to such projections.

This document is provided subject to errors, omissions and changes in the information and is subject to modification or withdrawal. The contents herein are confidential and are not to be reproduced without the express written consent.

Interested buyers should be aware that the Seller is selling the Property "AS IS" CONDITION WITH ALL FAULTS, WITHOUT REPRESENTATIONS OR WARRANTIES OF ANY KIND OR NATURE. Prior to and/or after contracting to purchase, as appropriate, buyer will be given a reasonable opportunity to inspect and investigate the Property and all improvements thereon, either independently or through agents of the buyer's choosing.

The Seller reserves the right to withdraw the Property being marketed at any time without notice, to reject all offers, and to accept any offer without regard to the relative price and terms of any other offer. Any offer to buy must be: (i) presented in the form of a non-binding letter of intent; (ii) incorporated in a formal written contract of purchase and sale to be prepared by the Seller and executed by both parties; and (iii) approved by Seller and such other parties who may have an interest in the Property. Neither the prospective buyer nor Seller shall be bound until execution of the contract of purchase and sale, which contract shall supersede prior discussions and writings and shall constitute the sole agreement of the parties.

Prospective buyers shall be responsible for their costs and expenses of investigating the Property and all other expenses, professional or otherwise, incurred by them.

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Confidentiality & Disclaimer

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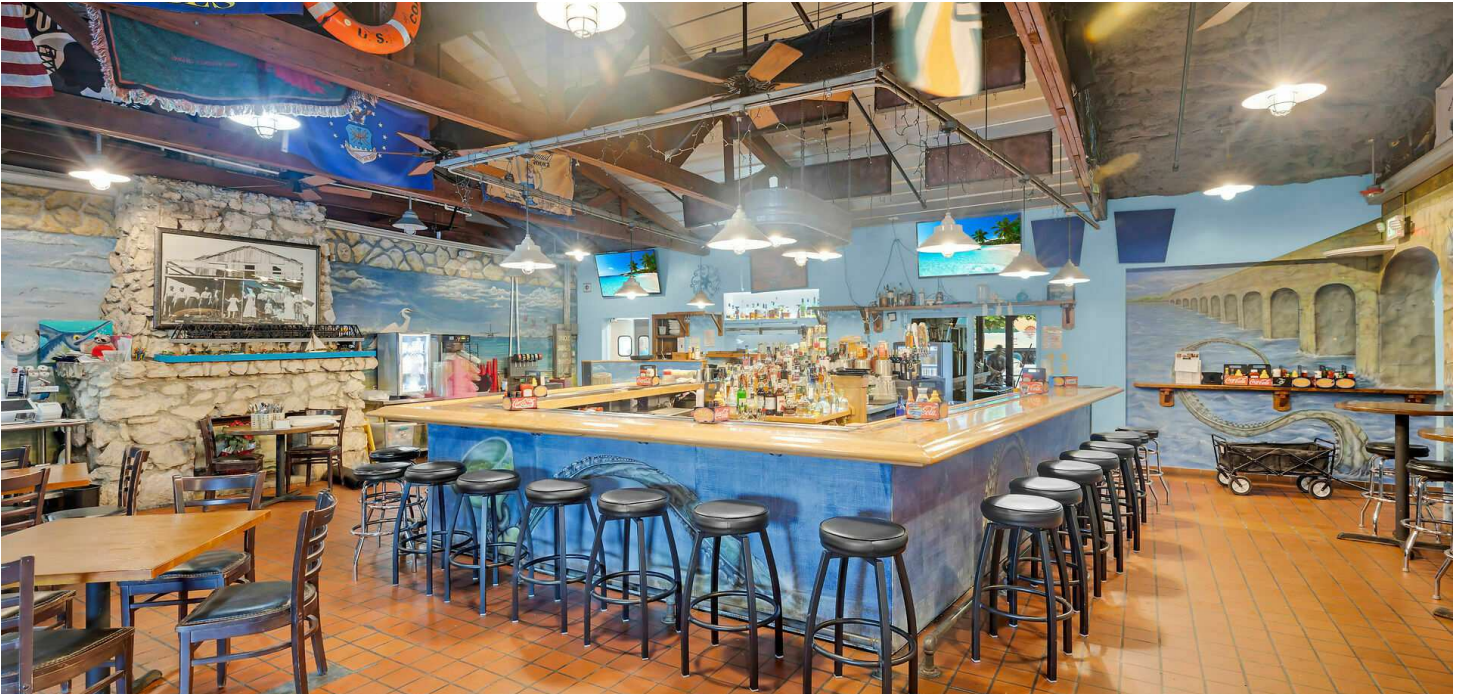
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## OVERSEAS PUB & GRILL

3574 Overseas Highway Marathon, FL 33050



### PROPERTY DESCRIPTION

Presenting a lucrative investment and/or operational opportunity in the heart of the Middle Keys area! This impressive property offers a spacious 10,294 SF building, meticulously renovated in 2016. With a coveted MU - Mixed Use Commercial zoning, it presents a versatile space for a select service hospitality venture. Boasting a prime location on the iconic Overseas Highway, this property provides excellent visibility and accessibility. The building's storied history, coupled with modern updates, ensures a unique blend of charm and functionality. Invest in this well-positioned property to capitalize on the growing full service restaurant market in Marathon, FL. Join the flourishing industry with this exceptional property as your gateway to success.

### PROPERTY HIGHLIGHTS

- 10,294 SF building with versatile layout
- Renovated in 2016 for modern functionality
- 5COP Versatile Liquor License with Package Store use as well

### OFFERING SUMMARY

Sale Price:	\$4,250,000
Lot Size:	33,824 SF
Building Size:	10,294 SF
NOI:	\$180,000.00
Cap Rate:	4.24%

DEMOGRAPHICS	0.3 MILES	0.5 MILES	1 MILE
Total Households	146	288	1,052
Total Population	334	660	2,350
Average HH Income	\$74,941	\$75,079	\$81,192

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### LOCATION DESCRIPTION

Discover the vibrant Middle Keys market in Marathon, FL. Nestled along the legendary Overseas Highway, this area offers prime visibility and access for owners and/or investors. Embrace the idyllic Florida Keys lifestyle while being just minutes away from world-class amenities. Located in Marathon's Restaurant Row, with five unique and diverse establishments. Explore nearby attractions such as the Seven Mile Bridge, Sombrero Beach, and the serene waters of the Atlantic Ocean and Gulf of Mexico. The area boasts an array of dining, shopping, and recreational opportunities, making it an attractive location for businesses. 111 miles from Miami International Airport, 48 miles from Key West Airport and Marathon has two Fixed Base Operations with vibrant private aviation and Jet services. With a growing market and a captivating blend of natural beauty and modern conveniences, the Middle Keys present an enticing opportunity for office and office building investors.

### SITE DESCRIPTION

Site

### GAS DESCRIPTION

Propane Tank

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### PROPERTY HIGHLIGHTS

- - 10,294 SF building with versatile layout
- - Renovated in 2016 for modern functionality
- - 5COP Versatile Liquor License with Package Store use as well
- - Zoned MU - Mixed Use Commercial
- - Prime location on the iconic Overseas Highway
- - Excellent visibility and accessibility
- - Storied history coupled with modern updates
- - Versatile space for select service hospitality venture
- - Built in 1953, offering vintage Signage atop Building
- - Well-positioned for thriving hospitality market
- - Air BnB Unit atop the restaurant

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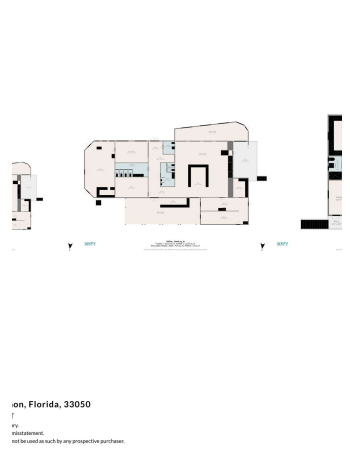
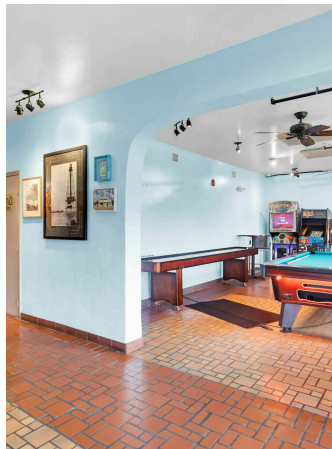
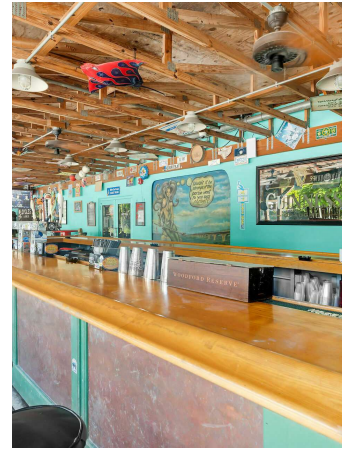
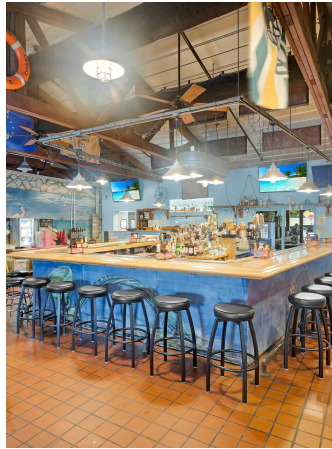
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The City of Marathon has two (2) commercial districts to accommodate commercial and retail uses. The commercial areas are divided into the *Mixed-use (MU) Zoning District* and the *Mixed-use-Maritime (MU-M) Zoning District*.

- A. *Mixed-use (MU) Zoning District*: The MU zoning district is designed to accommodate a wide variety of commercial and retail activities that will result in the most efficient and attractive use of the City's historic business district and the US 1 corridor, in an effort to recognize the role of US1 as the City of Marathon's "Main Street". Specifically, this district provides for land uses that have a strong pedestrian-oriented character, with a mixture and concentration of specialty shopping, transient lodging, retail, personal service, restaurant, cultural, fishing industry, affordable housing and entertainment uses in the Old Town area. The MU district also provides for large-scale retail and commercial business opportunities in other areas, including larger shopping centers, specialty shopping centers, individual multi-tenant commercial buildings, automobile services and sales, fast food restaurants, affordable housing residential uses, transient lodging and other retail establishments that serve the community at large. The (MU) district is designated within the Mixed-use Commercial (MUC) future land use category on the Future Land Use Map (FLUM).
- B. *Mixed-use-Maritime (MU-M) Zoning District*: The MU-M zoning district is intended to establish areas suitable for uses which are essential to the commercial maritime industry, including sales and service of fishing equipment and supplies, seafood processing, fishing equipment manufacture and treatment, boat storage, restaurants, retail and affordable housing residential uses. The MU district is designated within the Mixed-use Commercial (MUC) future land use category on the Future Land Use Map (FLUM).

- A. *Uses:* Certain uses, whether permitted as of right, limited, accessory or conditional uses may affect adjacent properties, the neighborhood, or community, even if the site planning and development standards of the applicable zoning district are satisfied. Uses in bold on Table 103.15.1 have special criteria contained in Article 1 of Chapter 104 "Specific Use Regulations", which are intended to mitigate potential problems and hazards, and to ensure consistency with the Plan.
- B. *Zoning Districts:* The density, intensity, setbacks, and dimensional standards relative to each parcel are subject to the limitations of the zoning district as reflected in Tables 103.15.1 and 103.15.2.

**Table 103.15.1**  
Uses by Zoning District

Uses in bold have specific conditions listed in Chapter 104																
ZONING DISTRICT	C-NA	C-OI	RL-C	RL	RM	RM-1	RM-2	R-MH	RH	<b>MU</b>	MU-M*	I-G	I-M*	A	P	PR
Accessory buildings and accessory uses			P	P	P	P	P	P	P	<b>P</b>	P	P	P	P	P	P
Accessory Business /Professional Office											A	A	A			
<b>Adult day care</b>			C	C	C	C	C	C	C	<b>C</b>						
<b>Adult uses including product sales and entertainment</b>												C				
<b>Affordable Housing Unit</b>	P	P	P	P	P	P	P	P	P	<b>P</b>	P	P	P		P	P
<b>Airport public uses &lt; 5,000 square feet</b>															P	
<b>Airport public uses &gt; 5,000 square feet</b>														C		
<b>Alcohol Beverage</b>										<b>L</b>	L	L	L			
Amusement or Sea life parks										<b>C</b>	C		C		C	
Artisan and photography studios and galleries										<b>P</b>	P					

















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2,500 square feet FA											P	P				P
Retail establishments 2,500 - 10,000 square feet FA											P	P				
Retail Establishment exceeding 10,000 square feet FA											C					
Safe house for battered or abused adults or children of up to eight (8) families										P	P					
Sales and leasing of heavy equipment and heavy excavation equipment													P	P		
<b>Seafood Processing &amp; Packaging</b>											C	P	C	P		
<b>Sexually Oriented Business</b>													C			
Single-family dwellings	P	P	P	P	P	P	P	P	P	P	P	P	P	P		A
<b>Small animal shelters/boarding kennels</b>											C	C	C	C		C
Small Grocery Stores											P					
<b>Sport Shooting and Training Ranges</b>											C	C	C	C		C
<b>Storage (Indoor self)</b>											C	C	P			
<b>Storage, Auto, RV, or Boat</b>											C	C	P	P		
<b>Storage (Outdoor)</b>											C	C	C	C		
<b>Submerged Mooring Facilities</b> **											C	C		C		C







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Transient						5-25		3-25	10	0	0	0	0	0	0	0
<b>Min lot area per unit (square feet)</b>																
Market Rate		4 acres	10 acres			7,260	7,260		4 acres	5,445	5,445	8,712	10,000	8,712	2 acres	4 acres
Affordable		4 acres	10 acres	4,356	4,356	2,904	2,904	1,742	4 acres	1,742	1,742	4,356	10,000	8,712	2 acres	4 acres
<b>FAR</b>	0.15-0.50	0.05-0.10	0.05-0.10	0.85	0.85	0.15-0.61	0.15-0.61	0.15-0.75	0.15-0.50							N/A
<b>Setbacks</b>																
Front, min	200	25	25	10	10	0-30	20	15	15	10	10	20	20	20	25	25
Rear, min	200	25	25	10	10	20	20	10	10	10	10	20	20	20	25	25
Side 1, min		10	10			0-10	10			5	5	5	10	10	10	10
Interior Side Min	200			5	5	10		5	5			10	5			
Side 2, min		10	10			0-10	10			5	5	5	10	10	10	10





Street Side Min	200			5	5	0-5		5	5							
Height Limit <sup>3</sup>	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37	37
Units Per Building**										10	N/A					
Max Lot Coverage**		5,000 ft <sup>2</sup>	5%													
Open Space, Min. (%)**	0.20	0.50	0.95	0.20	0.20	0.20	0.20	0.20	0.20	0.20	.20	.20	.20	.20	.20	0.50
Minimum Street-front Lot Width											75'		100'	100'	100'	

Footnotes for Table 103.15.2

\* Determined by the Director, based upon Habitat Analysis

\*\* Subject to Table 106.16.1 "Open Space Requirements per Habitat Type"

\*\*\* Affordable dwelling units not subject to this limitation

\*\*\*\* Allocated densities for all zoning districts are subject to the following additional requirements:

- Salt marsh/buttonwood association wetlands that are either undisturbed or of high functional capacity as defined in Article 4, of Chapter 106 shall be assigned a density of 0.25 units per acre for the sole purpose of transferring the density out of these habitats.
- Submerged lands, salt ponds and mangrove wetlands shall not be assigned density for any purpose (i.e., allocated density = 0).

<sup>1</sup> The FAR for mixed-use developments may be increased to .75 if mitigated by the development of affordable/workforce housing is provided

Housing" of Chapter 104.

<sup>3</sup> Subject to the additional height restrictions of Article 5, Chapter 107.

(Ord. No. 2010-15, § 2, 1-11-2011; Ord. No. 2014-10, § 4, 7-8-2014)

### Table 103.15.3

#### Commercial-Industrial Intensity Table

Type of Use	FAR <sup>1</sup>
Retail	
<i>Low Intensity</i>	.60
<i>Med Intensity</i>	.45
<i>High Intensity</i>	.25
Office	.60
Commercial Recreation	.15
Institutional	.30
Outdoor Recreational	.15
Public Buildings and Uses	.45
Restaurant/Bar	.60
Industrial	.85
Light Industrial in MU	.30

<sup>1</sup> The FAR for mixed-use developments may be increased to .75 if mitigated by the development of affordable/workforce housing is provided.

e National Register of Historic Places.

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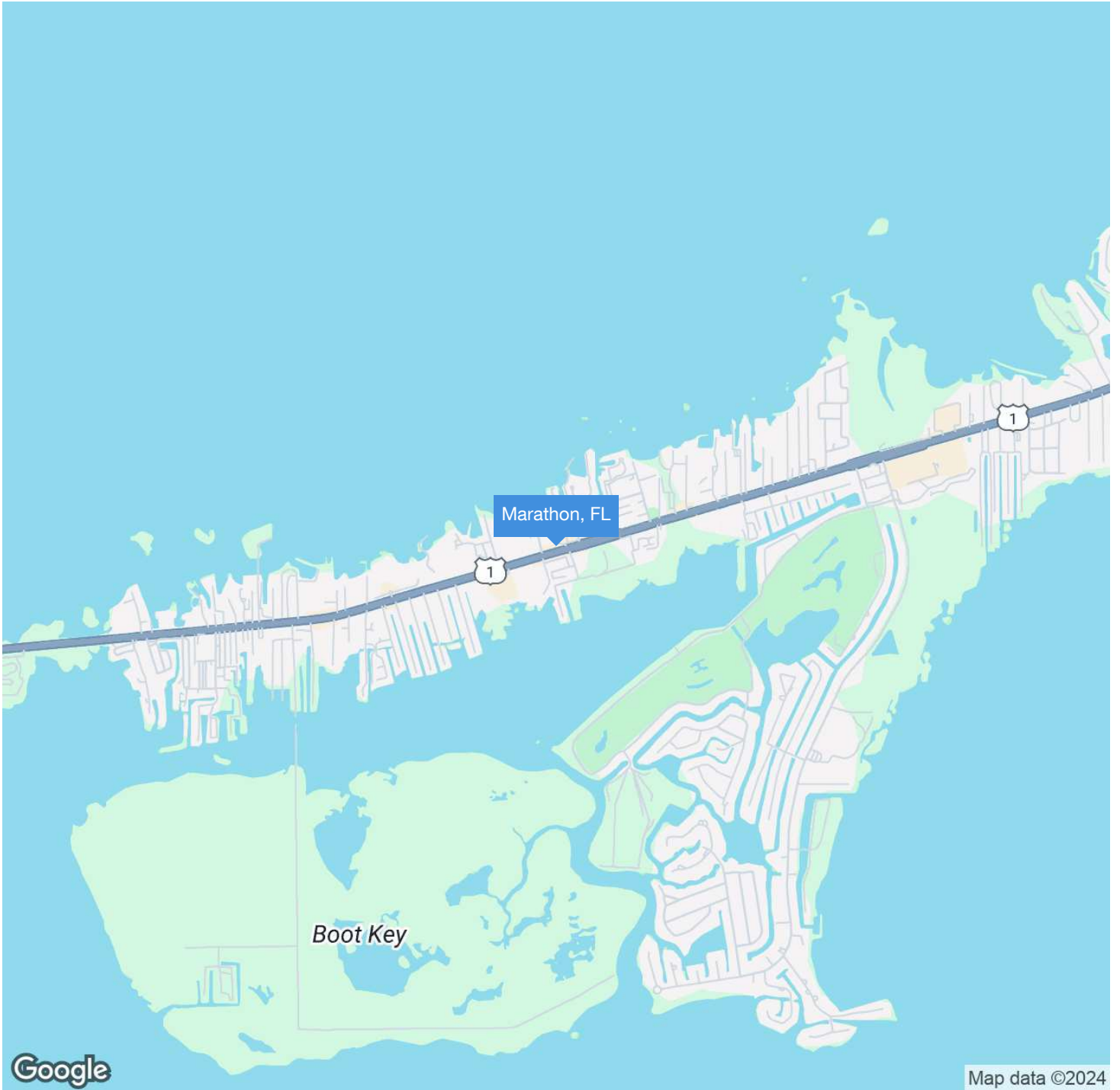
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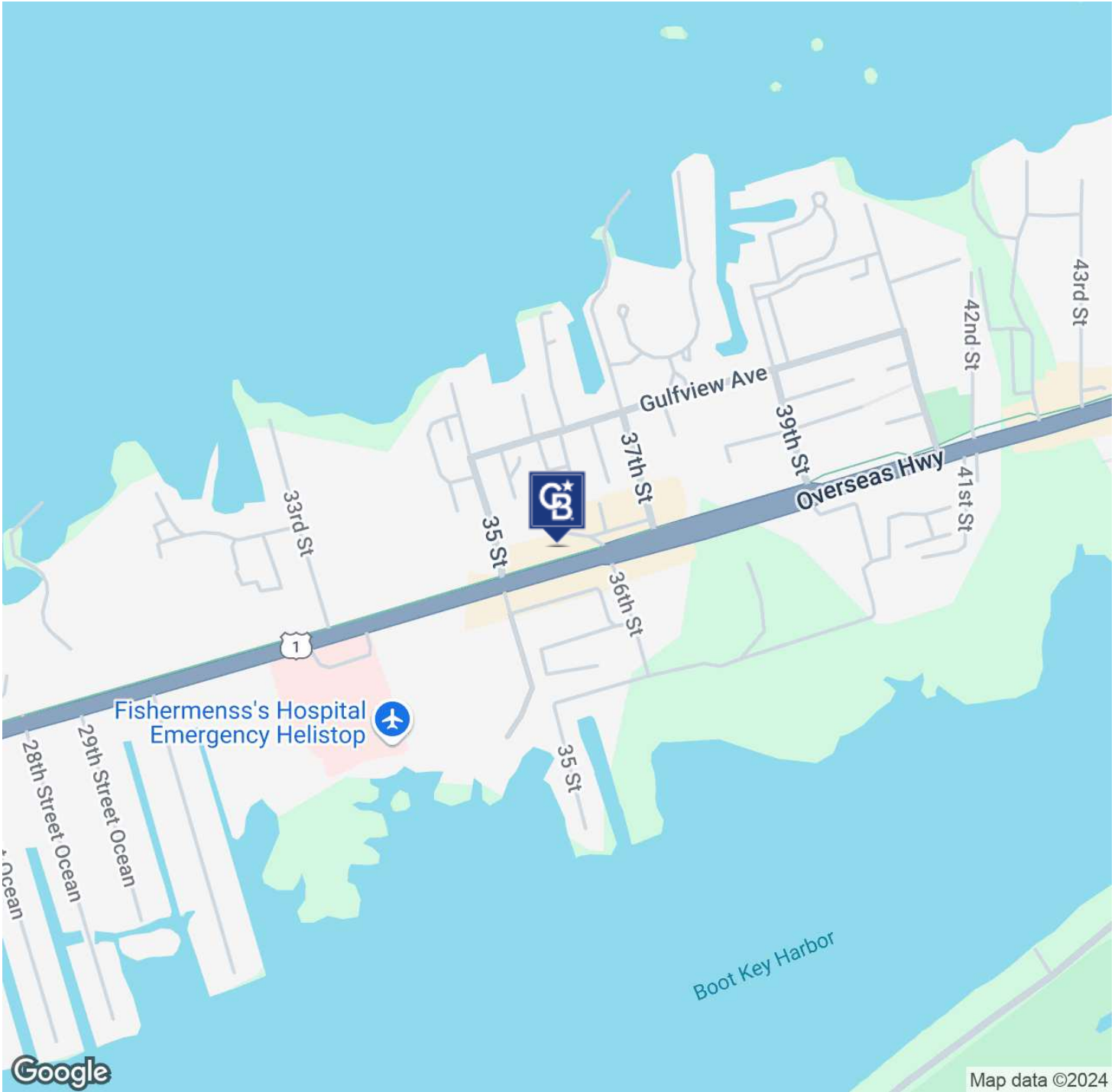
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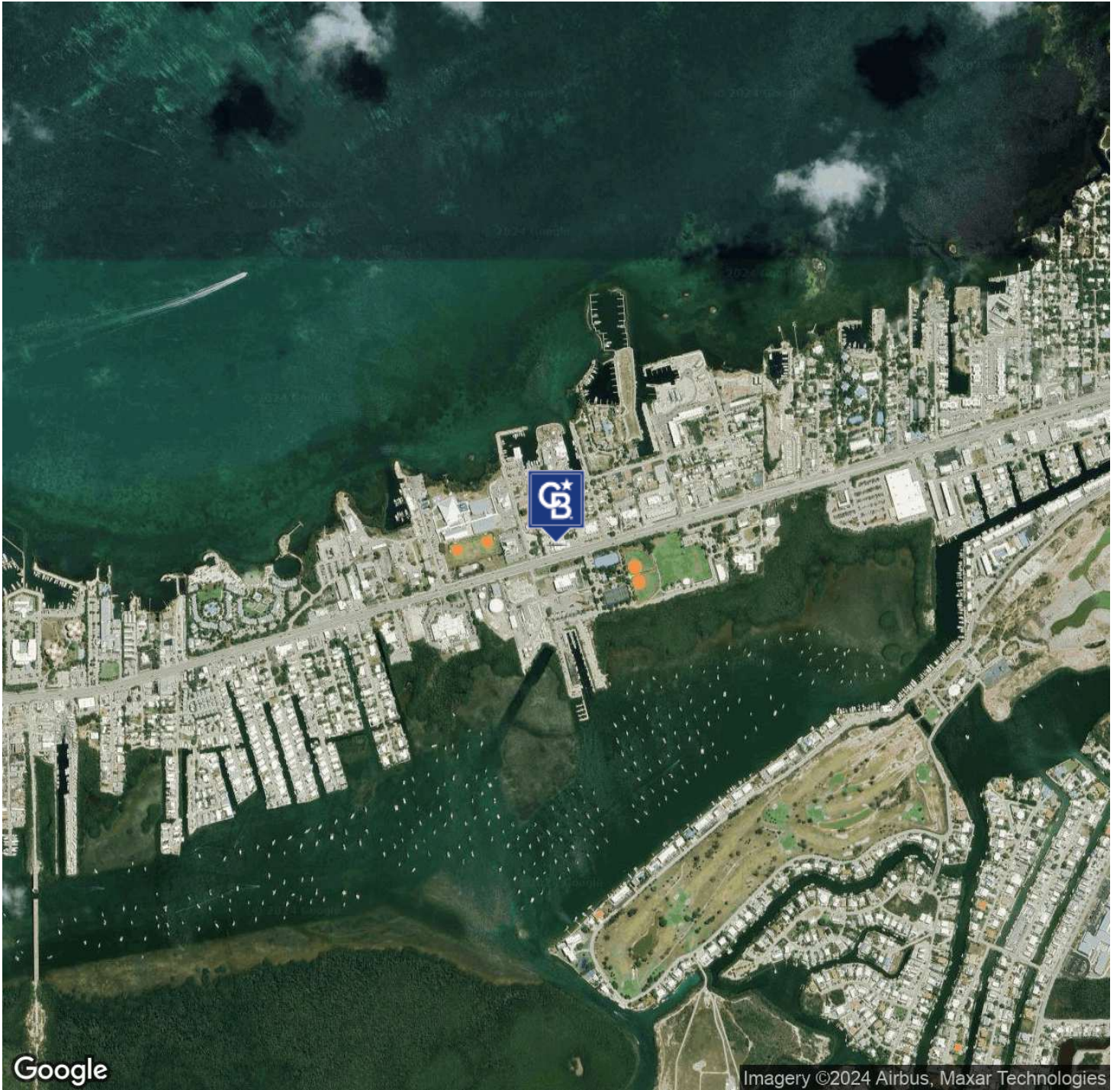


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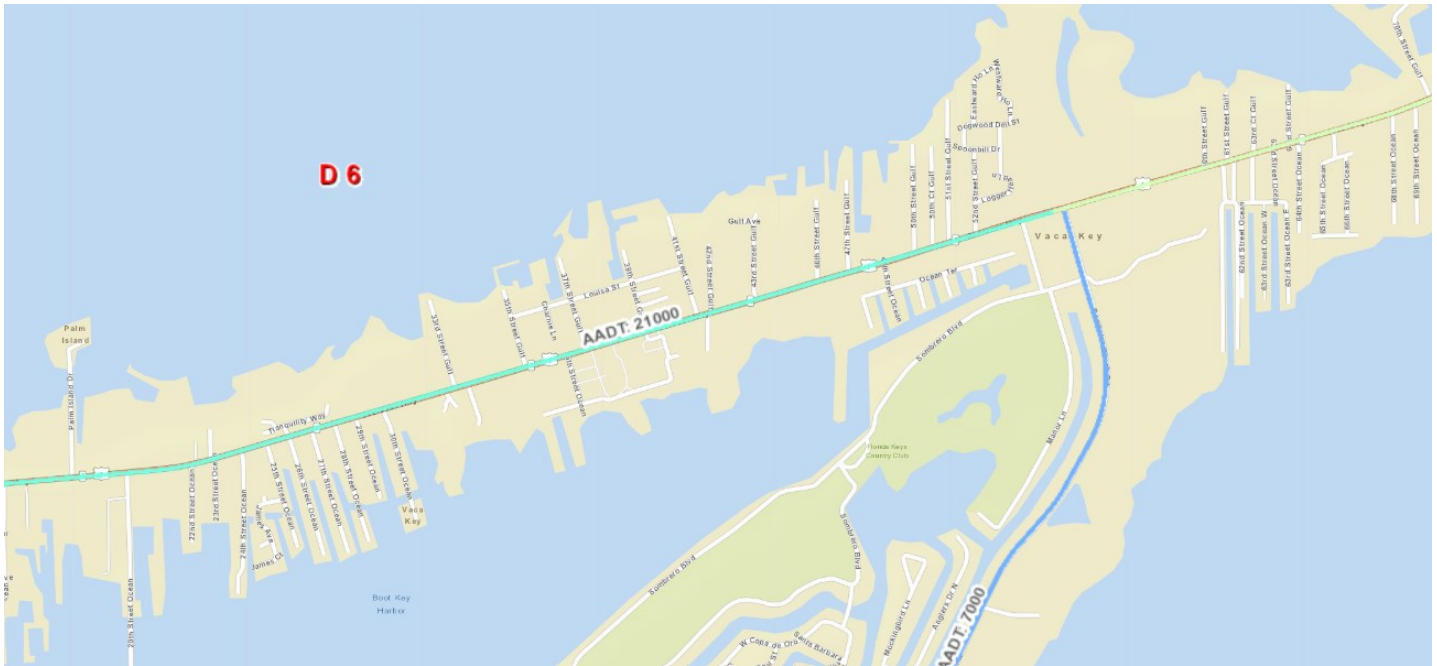
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# Florida Department of Transportation 2023 Average Daily Trip Map and Report—21,000 Trips Per Day



FLORIDA DEPARTMENT OF TRANSPORTATION  
2023 ANNUAL AVERAGE DAILY TRAFFIC REPORT - REPORT TYPE: ALL

COUNTY: 90      MONROE

SITE	SITE TYPE	DESCRIPTION	DIRECTION 1	DIRECTION 2	AADT TWO-WAY	"K" FCTR	"D" FCTR	"T" FCTR
0105		SR 5/US-1, 400' W SR A1A	N 17000	S 17000	34000 C	9.0	54.7F	8.5F
0106		SR 5/US-1, 200' N SHARK CHANNEL BRIDG	N 8900	S 9100	18000 C	9.0	54.7F	9.9F
0108		SR 5/US-1, 2317' N OF KEMP CHANNEL BR @ MM 24	N 8900	S 8900	17800 C	9.0	54.7F	9.9F
0109		SR 5/US-1, 200' N NORTH PINE CHANNEL BRIDG	N 9400	S 9400	18800 C	9.0	54.7F	8.6A
0110		SR 5/US-1, 200' N 70 ST (MARATHON)	N 17000	S 16500	33500 C	9.0	54.7F	9.9F
0164	T	SR-5/US-1, 1400' S OF CR-905, KEY LARGO, MONROE CO	N 15003	S 14992	29995 C	9.0	54.3A	10.3A
0165	T	SR-5/US-1, 200' E COW KEY BRDG#00000170, MONROE CO	N 20408	S 19785	40193 C	9.0	56.7A	4.2A
0200		SR 5/US- 900' S CR 905 @ R-164 (KEY LARGO)	N 14000	S 14000	28000 C	9.0	54.7F	12.0A
0201		SR 5/US-1, 200' E COWKEY CHANNEL BRIDG @ R-165	W 21000	E 19500	40500 C	9.0	54.7F	8.5A
0227	T	SR-5/US-1, 200' NE NORTH PINE CHANNEL BRG, MONROE	N 8780	S 8785	17565 C	9.0	53.2A	9.7A
0623		SR 5/US-1, 920' N OF COLUMBUS DR	N 7700	S 7000	14700 C	9.0	54.7F	10.4A
0642		SR 5/US-1, 340' N OF PALM ISLAND AVE	N 10500	S 10500	21000 C	9.0	54.7F	11.6A
5004		US-1/N ROOSEVELT BLVD, 200' W FIRST ST	W 9000	E 12500	21500 C	9.0	54.7F	8.5F
5008		SR 5/US-1/TRUMAN AV, 200' W WHITE ST	W 9000	E 8500	17500 C	9.0	54.7F	8.5F
5011		SR 5/US-1/TRUMAN AV, 200' E DUVAL ST	W 6400	E 5800	12200 C	9.0	54.7F	8.5F
5013		SR 5/US-1/WHITEHEAD ST, 100' S OLIVIA ST	N 3800	S 3900	7700 C	9.0	54.7F	8.5F

SITE TYPE : BLANK= PORTABLE; T= TELEMETERED  
 "K" FACTOR : DEPARTMENT ADOPTED STANDARD K FACTOR BEGINNING WITH COUNT YEAR 2011  
 AADT FLAGS : C= COMPUTED; E= MANUAL EST; F= FIRST YEAR EST; S= SECOND YEAR EST; T= THIRD YEAR EST; R= FOURTH YEAR EST;  
 V= FIFTH YEAR EST; 6= SIXTH YEAR EST; X= UNKNOWN  
 "D/T" FLAGS : A= ACTUAL; F= FACTOR CATG; D= DIST FUNCL; P= PRIOR YEAR; S= STATEWIDE DEFAULT; W= ONE-WAY ROAD; X= CROSS REF



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### INVESTMENT OVERVIEW

### OVERSEAS GRILL AND PUB

Price	\$4,250,000
Price per SF	\$413
CAP Rate	4.24%

### OPERATING DATA

### OVERSEAS GRILL AND PUB

Net Operating Income	\$180,000
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### FINANCING DATA

### OVERSEAS GRILL AND PUB

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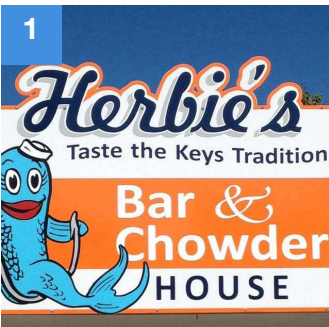
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### OVERSEAS PUB & GRILL

3574 Overseas Highway, Marathon, FL 33050

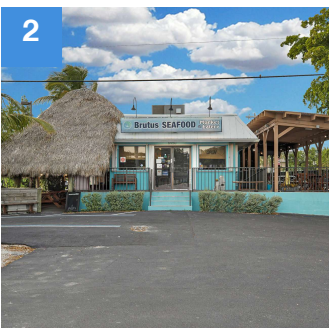
Price:	\$4,250,000	Bldg Size:	10,294 SF
Lot Size:	33,824 SF	Cap Rate:	4.24%
Year Built:	1953		



### HERBIE'S

6350 Overseas Highway, Marathon, FL 33050

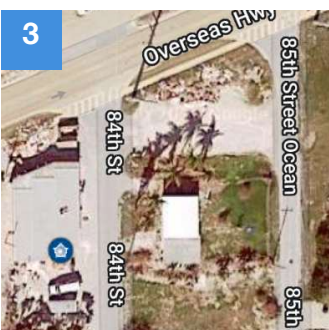
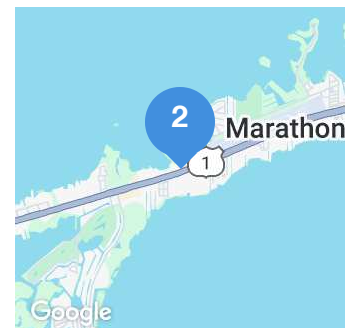
Price:	\$1,050,000	Bldg Size:	2,708 SF
Lot Size:	15,897 SF	Cap Rate:	N/A
Year Built:	1956		



### BRUTUS SEAFOOD RESTAURANT

6950 Overseas Highway, Marathon, FL 33050

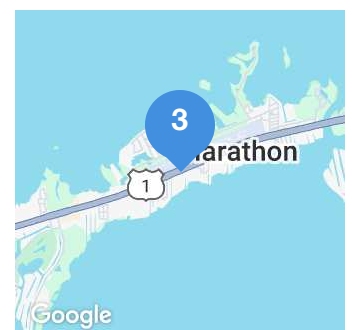
Price:	\$1,550,000	Bldg Size:	2,066 SF
Lot Size:	11,761 SF	Cap Rate:	N/A
Year Built:	1984		



### STOUTS

8349 Overseas Highway, Marathon, FL 33050

Price:	\$1,050,000	Bldg Size:	2,179 SF
Lot Size:	12,554 SF	No. Units:	2
Cap Rate:	N/A	Year Built:	1964



Joshua Mothner  
(305) 289-6649



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ESTATE CO.

# SALE

## OVERSEAS PUB & GRILL

3574 Overseas Highway Marathon, FL 33050



### THE OUTPOST

58152 Overseas Highway, Marathon, FL 33050

Price:	\$950,000	Bldg Size:	2,988 SF
Lot Size:	13,675 SF	Cap Rate:	N/A
Year Built:	2003		



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(305) 289-6649



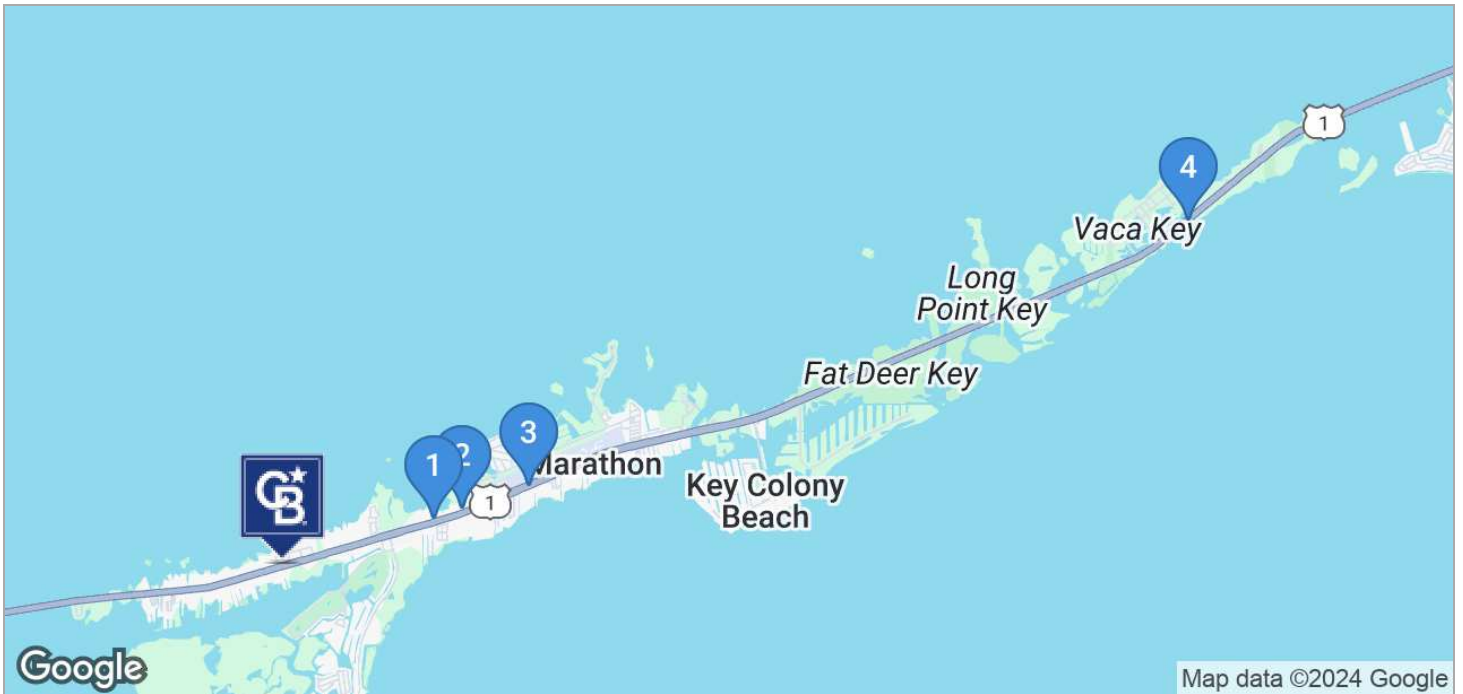
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ESTATE CO.



# SALE

## OVERSEAS PUB & GRILL

3574 Overseas Highway Marathon, FL 33050



	NAME/ADDRESS	PRICE	BLDG SIZE	LOT SIZE	CAP RATE	NO. UNITS
★	<b>Overseas Pub &amp; Grill</b> 3574 Overseas Highway Marathon, FL	\$4,250,000	10,294 SF	33,824 SF	4.24%	-
1	<b>Herbie's</b> 6350 Overseas Highway Marathon, FL	\$1,050,000	2,708 SF	15,897 SF	-	-
2	<b>Brutus Seafood Restaurant</b> 6950 Overseas Highway Marathon, FL	\$1,550,000	2,066 SF	11,761 SF	-	-
3	<b>Stouts</b> 8349 Overseas Highway Marathon, FL	\$1,050,000	2,179 SF	12,554 SF	-	2
4	<b>The Outpost</b> 58152 Overseas Highway Marathon, FL	\$950,000	2,988 SF	13,675 SF	-	-
	<b>AVERAGES</b>	<b>\$1,150,000</b>	<b>2,485 SF</b>	<b>13,472 SF</b>	<b>NAN%</b>	<b>2</b>

Joshua Mothner  
(305) 289-6649



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# SALE

## OVERSEAS PUB & GRILL

3574 Overseas Highway Marathon, FL 33050



SALE PRICE

\$4,250,000

**Joshua Mothner**

(305) 289-6649

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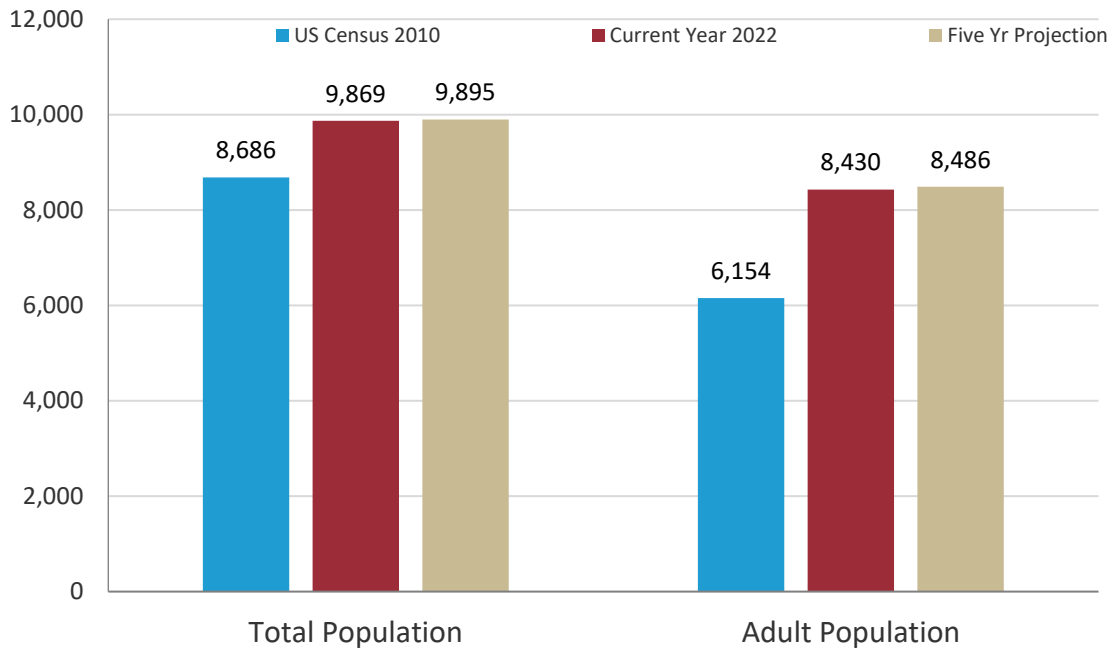
# Demographics for 33050

Trade Area: ZIP 33050

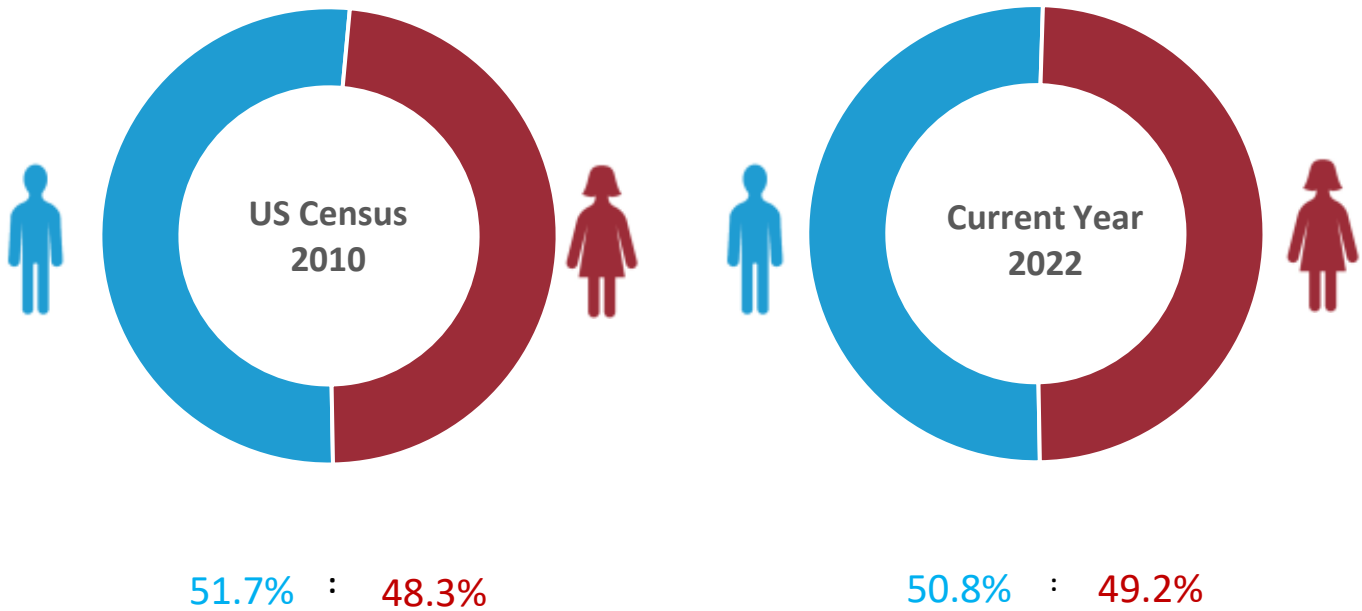


# Population Charts

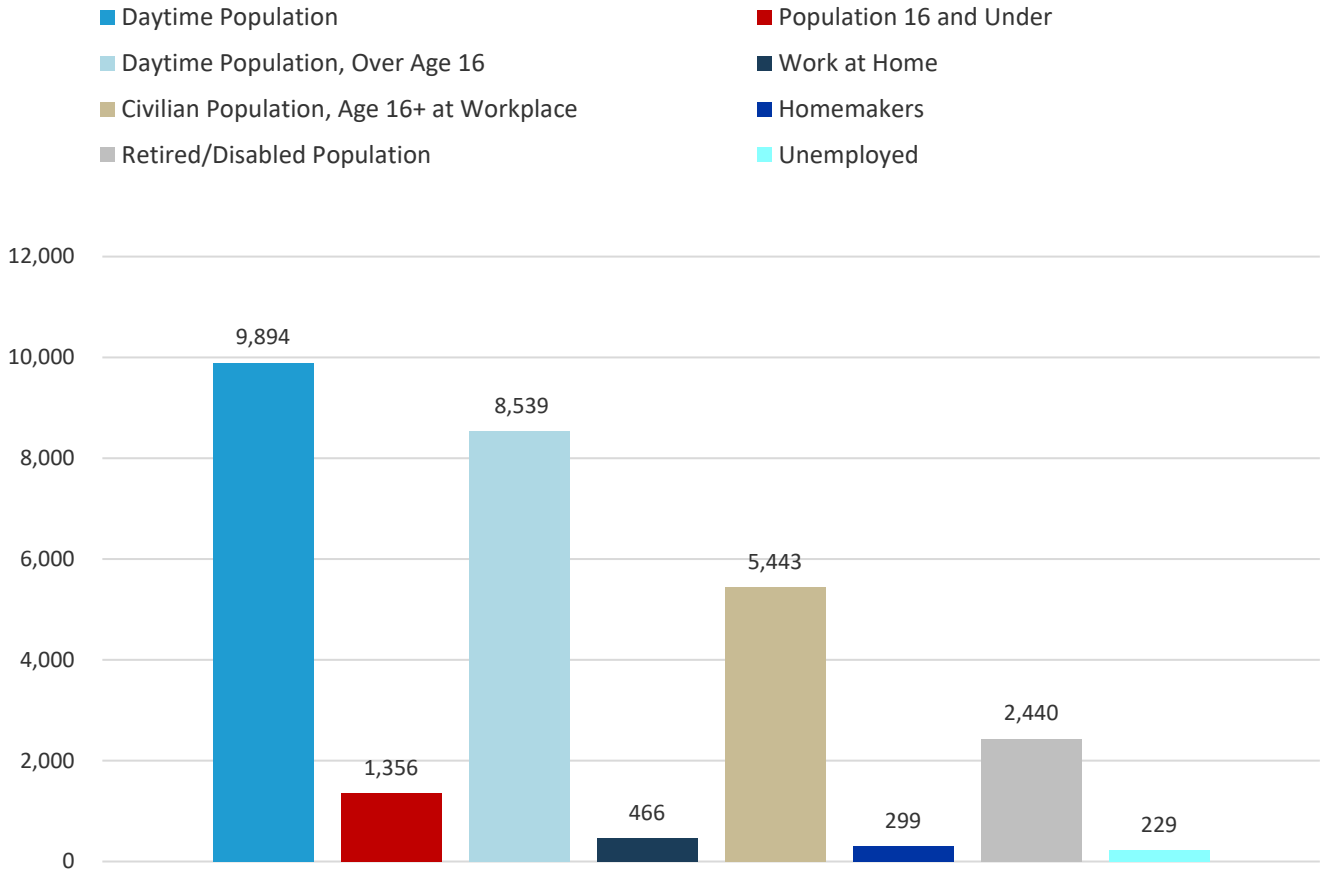
## Population



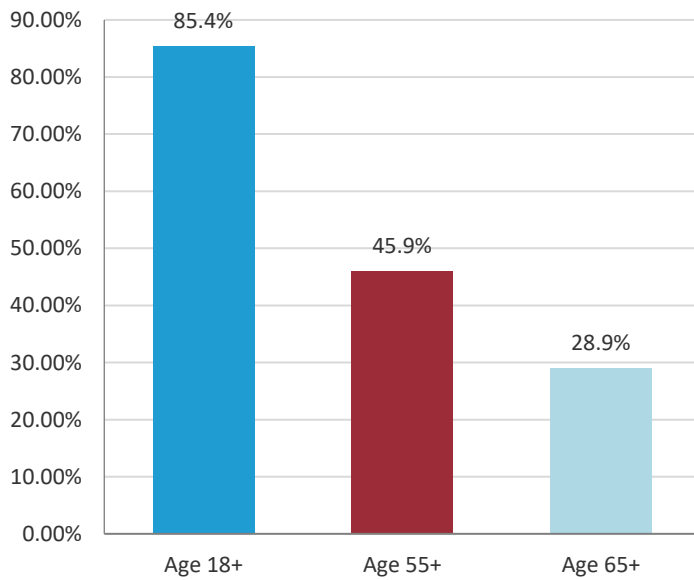
## Female/Male Ratio



## Daytime Population



## Age



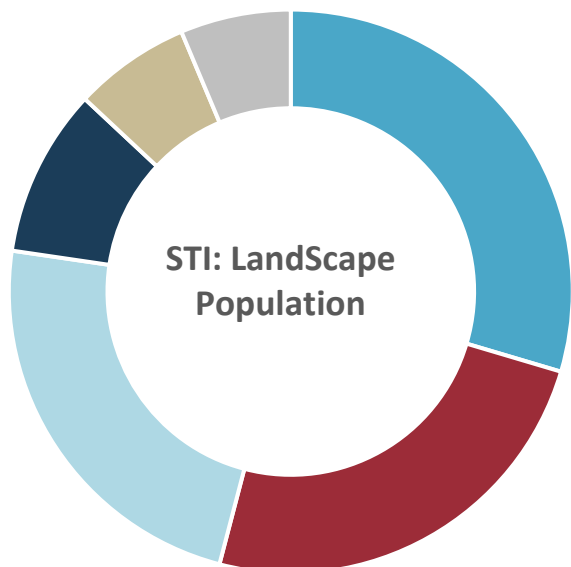
Median Age, Total

**52.0**

### Age Demographics

- 85.42% Age 18+
- 45.92% Age 55+
- 28.92% Age 65+

## Population STI: LandScape (Current Year)



### Top Six Segments:

- 12.2% Gurus (E1)
- 10.1% Gray Eminence (D1)
- 9.6% Golden Heritage (O1)
- 4.0% Doublewides (O4)
- 2.8% Down But Not Out (F4)
- 2.6% Fall Years (D2)

### Other top segments:

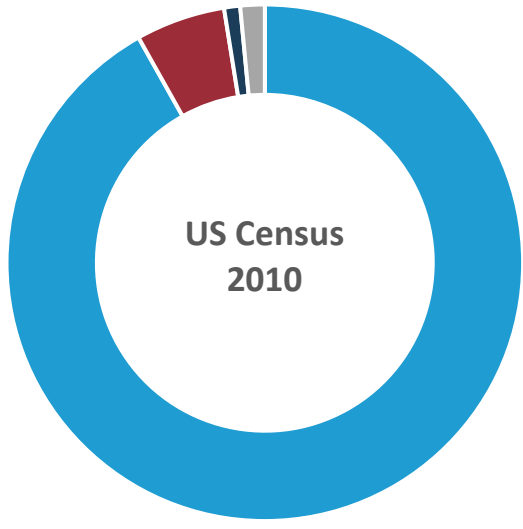
- 0.0% Collegians (O7)
- 1.6% Fertile Acres (L2)
- 0.0% Legacy Years (O6)
- 0.0% Centurions (O5)
- 0.0% Group Quarters (O3)
- 0.0% East Meets West (O2)

Segment Characteristics	Median HH Income	Median Age	Neighborhood Type	Marital Status	Race/Ethnicity	Children at Home	Education	Employment
<b>Gurus (E1)</b>	\$78K	49	Urban	Single	White	Few/No Children	Bachelor's Plus	White Collar
<b>Gray Eminence (D1)</b>	\$64K	47.4	Urban	Married	White	Few/No Children	High School Grad	White Collar
<b>Golden Heritage (O1)</b>	\$70K	64.2	Urban	Married/Single	White	None	High School Grad	White Collar
<b>Doublewides (O4)</b>	\$39K	39.2	Urban	Married	White, Hispanic	Some Children	High School	White/Blue Collar
<b>Down But Not Out (F4)</b>	\$49K	47.5	Urban	Single/Couple	White	Some Children	High School Grad	White Collar
<b>Fall Years (D2)</b>	\$47K	46.8	Urban	Married	White	Few/No Children	High School Grad	White/Blue Collar
Collegians (O7)	\$41K	22.4	Urban	Single	Diverse	None	Bachelor's Plus	Blue/White Collar
Fertile Acres (L2)	\$60K	48.8	Rural	Married	White	None	High School Grad	Blue Collar
Legacy Years (O6)	\$43K	58.2	Urban	Married/Single	White	None	High School	Blue/White Collar
Centurions (O5)	\$49K	24.7	Urban	Married	Diverse	Families	College/Trade Schools	Blue/White Collar
Group Quarters (O3)	\$40K	37.3	Urban	Single	Diverse	None	High School	Blue Collar
East Meets West (O2)	\$72K	40.5	Urban	Married	Asian	Some Children	High School	White/Blue Collar

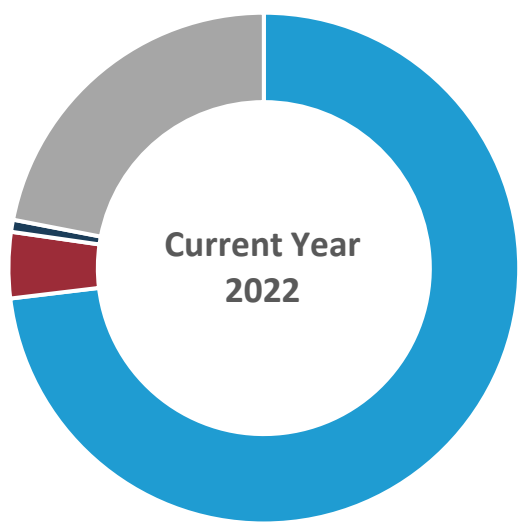
Please refer to the end of this report for full descriptions.



# Ethnicity (Not Hispanic/Latino)

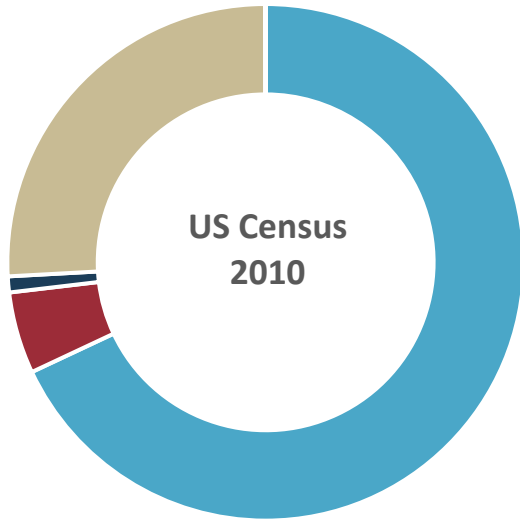


- 2010 US Census (Not Hispanic/Latino)**
- 89.99% White
  - 5.49% Black
  - 0.98% Asian
  - 1.49% Other



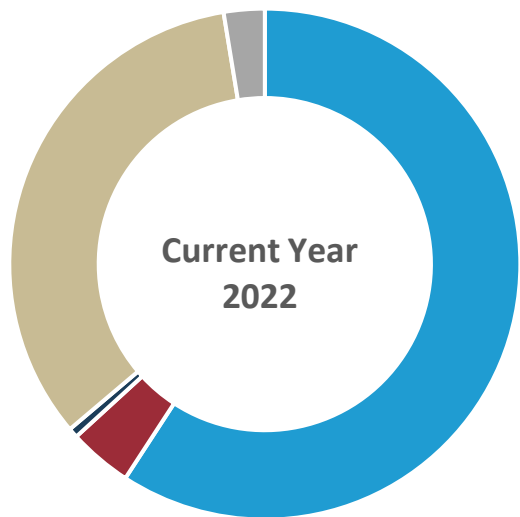
- Current Year (Not Hispanic/Latino)**
- 73.10% White
  - 4.18% Black
  - 0.76% Asian
  - 21.96% Other

# Ethnicity (Hispanic/Latino)



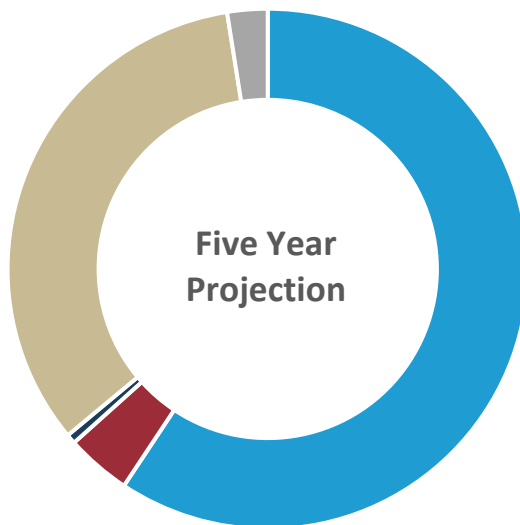
**2010 US Census (Hispanic/Latino)**

- 67.11% White
- 5.05% Black
- 0.98% Asian
- 25.50% Hispanic
- 0.02% Other



**Current Year (Hispanic/Latino)**

- 59.19% White
- 4.02% Black
- 0.61% Asian
- 33.59% Hispanic
- 2.59% Other



**Five Year Projection (Hispanic/Latino)**

- 59.32% White
- 4.04% Black
- 0.59% Asian
- 33.54% Hispanic
- 2.50% Other



# Housing & Households

**10.2**

Land Area

**4,357**

Total Households

**6,672**

Total Housing Units

**4,372**

Total Households

5 Year Projection



**2,364**

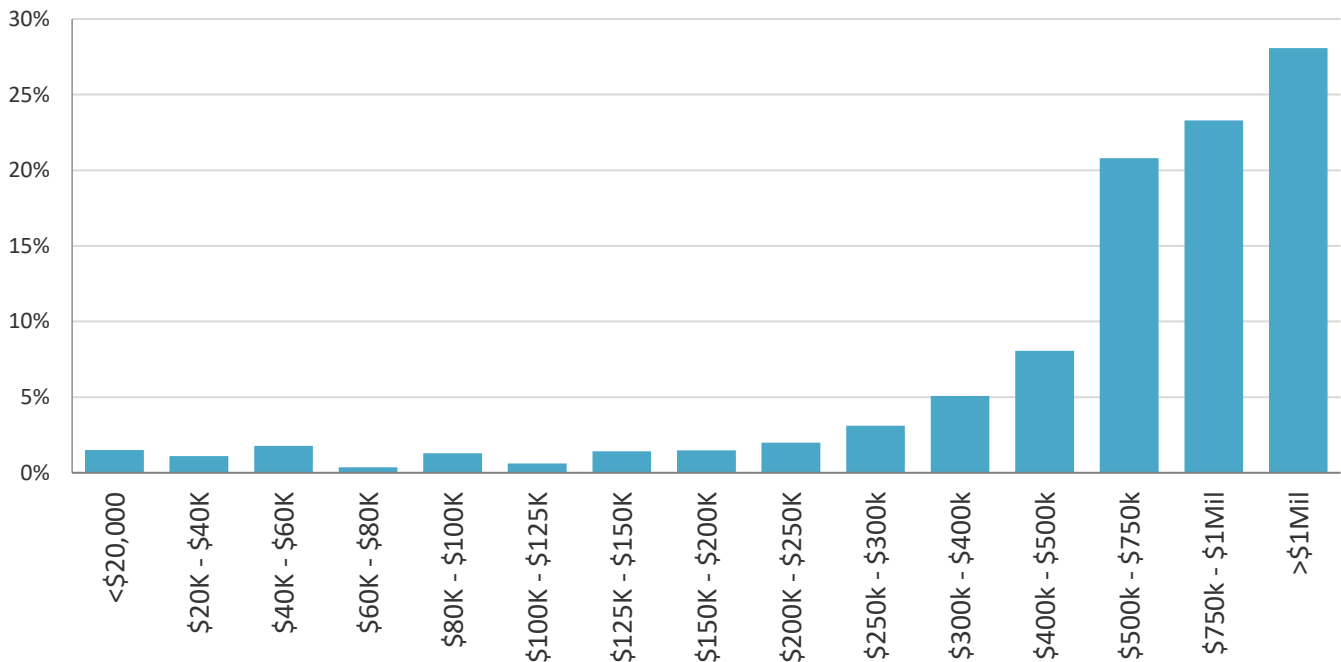
Owner-Occupied



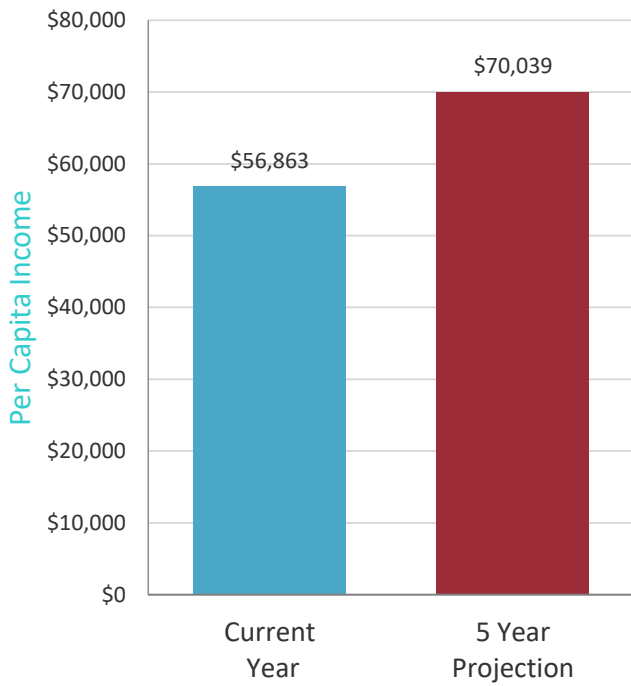
**1,993**

Renter-Occupied

## Housing Value (Current Year)



## Income



Average Household Income

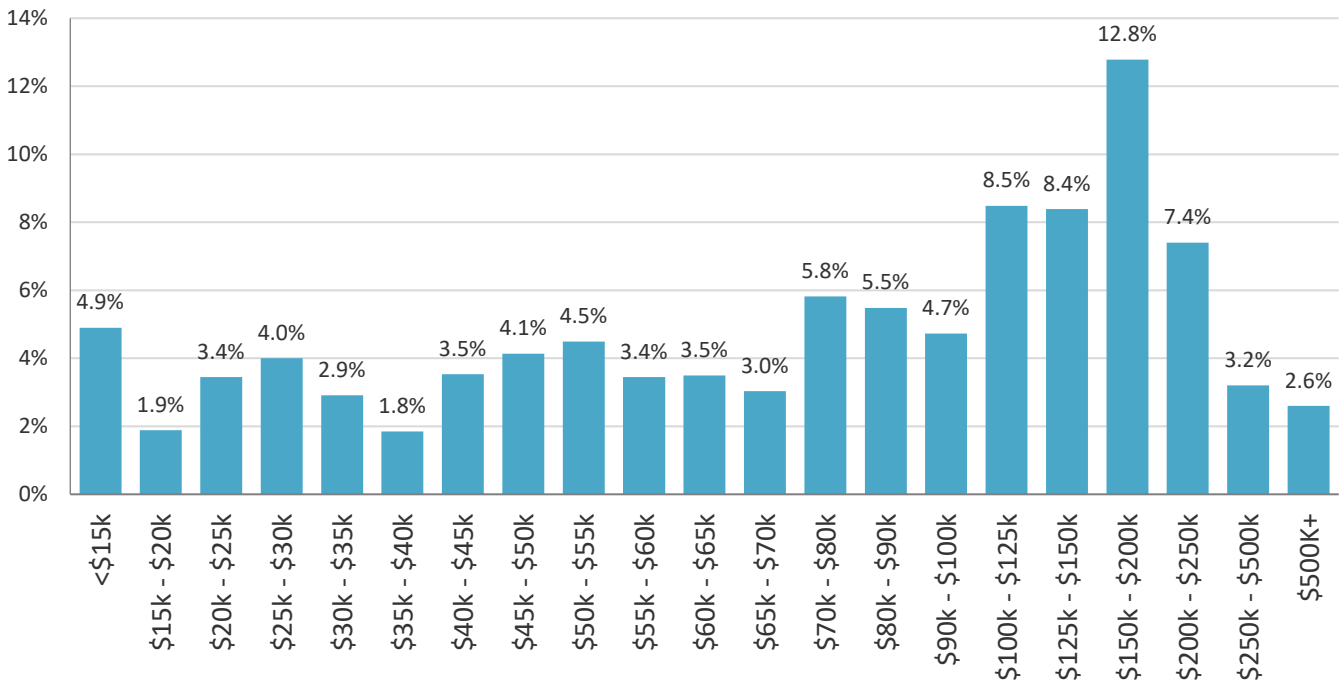
**\$128,798**

Median Household Income

**\$88,171**

Based on Total Population

## Households by Income (Current Year)



## Education (Current Year)

### Education



**2,327**

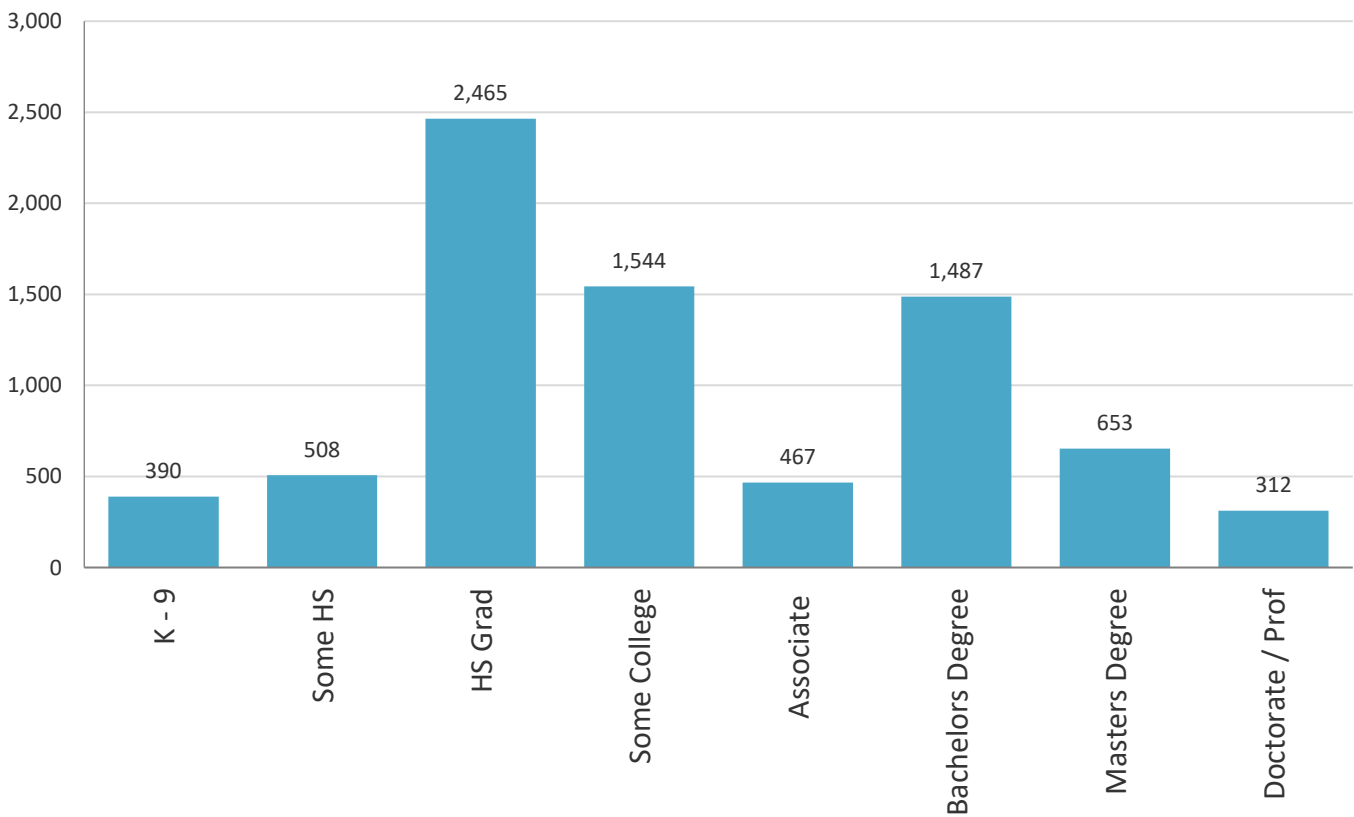
College undergraduate



**1,097**

Graduate or prof degree

### Educational Attainment at Age 25+ (Current Year)



# Employment and Occupation

## Employment and Occupation

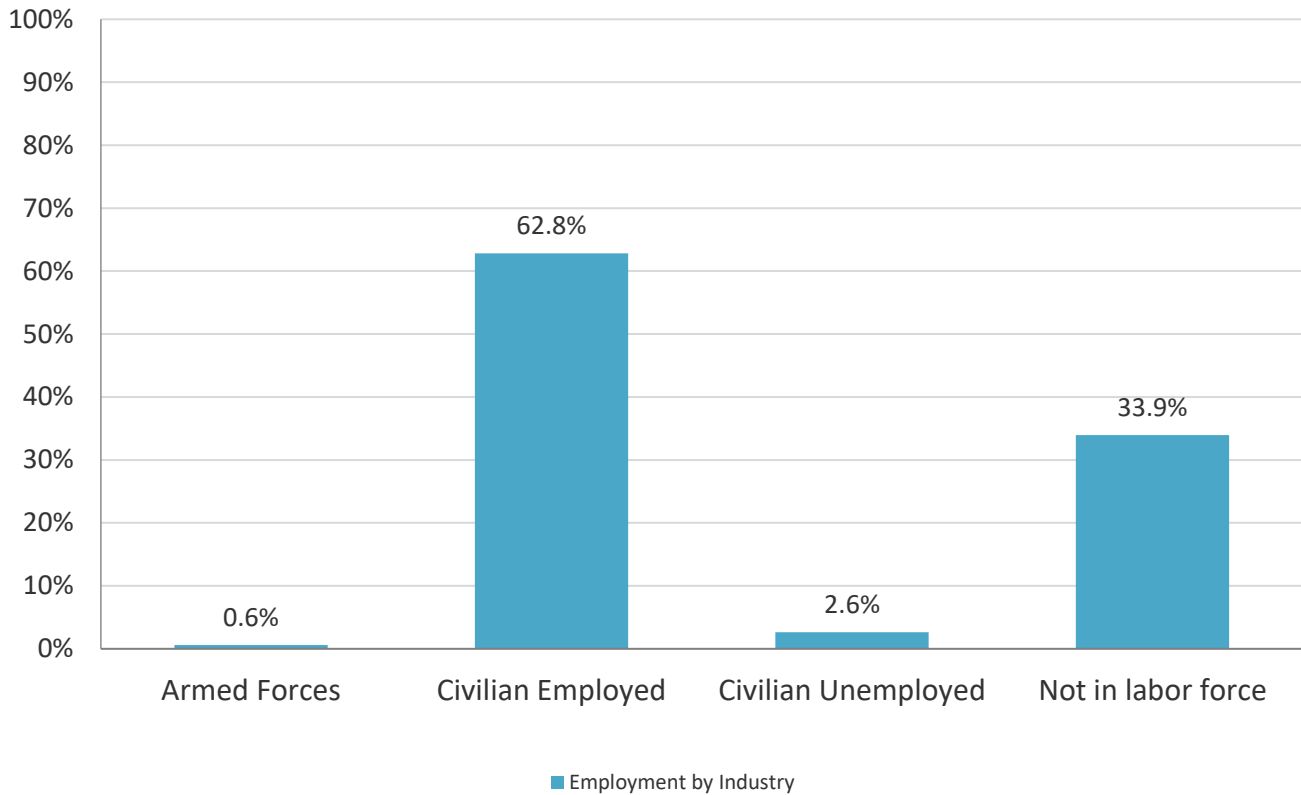
TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



**8,614**

Current Year

## Employment by Industry





## Transportation to Work (Current Year)



**4,985**

Total Workers 16+



**3,992**

Car, Truck or Van



**35**

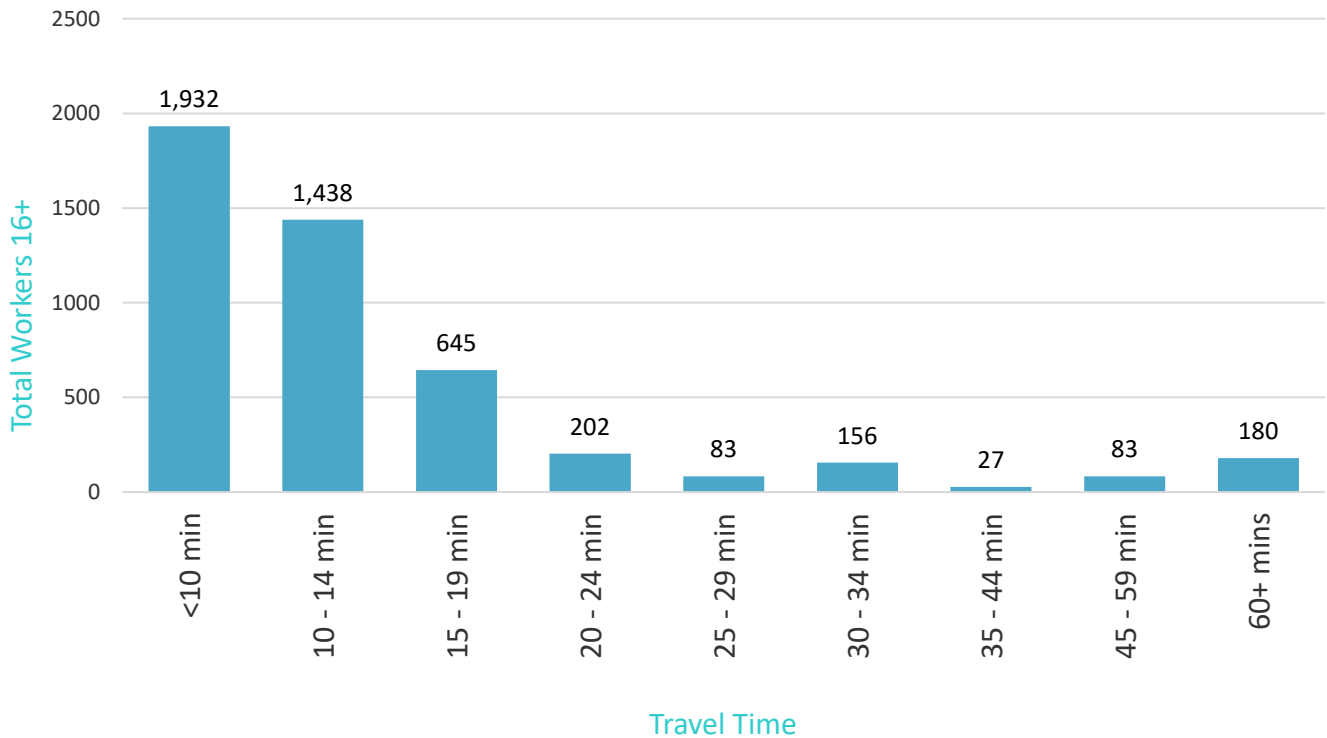
Public transport (not taxi)



**239**

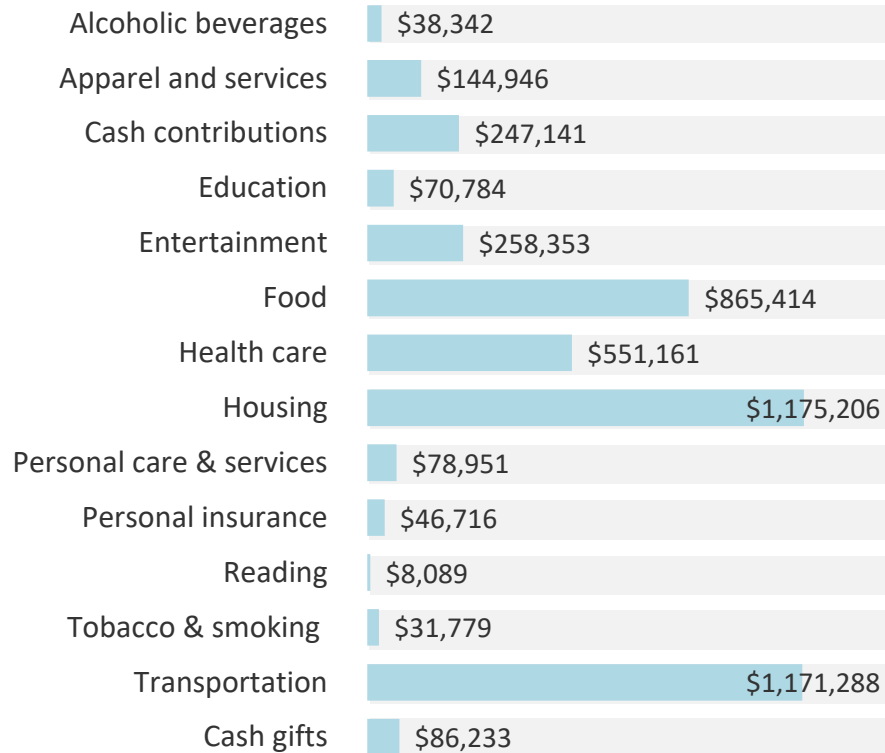
Worked at home

## Travel Time to Work (Current Year)



# Consumer Expenditures (Current Year)

## Consumer Expenditures



## Business Summary by NAICS Code

<b>5</b> Agriculture, Forestry, Fishing and Hunting	<b>46</b> Real Estate, Rental and Leasing
Mining, Quarrying, Oil and Gas Extraction	<b>53</b> Professional, Scientific, and Technical Services
<b>3</b> Utilities	<b>3</b> Management of Companies and Enterprises
<b>53</b> Construction	<b>41</b> Administrative and Support Services
<b>18</b> Manufacturing	<b>13</b> Educational Services
<b>10</b> Wholesale Trade	<b>90</b> Health Care and Social Assistance
<b>100</b> Retail Trade	<b>38</b> Arts, Entertainment, and Recreation
<b>20</b> Transportation and Warehousing	<b>78</b> Accommodation and Food Services
<b>11</b> Information	<b>62</b> Other Services
<b>18</b> Finance and Insurance	<b>54</b> Public Administration

## Retail Sales Volume

Automotive Dealers	\$13,136,365
Other Motor Vehicle Dealers	\$17,339,793
Automotive Parts, Accessories, Tires	\$2,004,768
Furniture Stores	\$0
Home Furnishing Stores	\$624,126
Electronics and Appliance	\$886,061
Building Material, Supplies	\$23,297,378
Lawn and Garden Equipment	\$648,470
Grocery Stores	\$8,374,393
Specialty Food Stores	\$1,552,605
Beer, Wine, and Liquor Stores	\$478,254
Health and Personal Care Stores	\$16,392,195
Gasoline Stations	\$21,624,626
Clothing Stores	\$1,689,663
Shoe Stores	\$705,019
Jewelry, Luggage, Leather Goods	\$310,957
Sporting Goods, Hobby, Musical Instrument	\$1,120,954
Book, Periodical, and Music	\$0
Department Stores	\$2,732,094
Other General Merchandise	\$7,851,228
Florists and Misc. Store Retailers	\$149,551
Office Supplies, Stationary, Gift	\$1,117,113
Used Merchandise Stores	\$605,287
Other Misc. Store Retailers	\$547,613
Electronic Shopping and Mail Order	\$30,728,621
Direct Selling Establishments	\$727,823
Full-Service Restaurants	\$9,818,070
Limited-Service Eating Places	\$27,161,943
Special Food Services	\$1,023,221
Bar/Drinking Places (Alcoholic Beverages)	\$2,400,226

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2021 Demographics provided by STI: PopStats, STI: WorkPlace, STI: Market Outlook, STI: LandScape, and American Community Survey

## LandScape Segment Descriptions

### Gurus (E1)

Gurus may very well be among the leaders of the going- it- alone- and- loving- it phenomenon that has emerged in America's urban areas over the past few decades. After all, they are the elder statesmen (and women) among the three Thriving Alone segments. Gurus median age is in the 40s, but they are also home to nearly twice- the- national- average of 65- plus residents. Therefore, quite logically, these areas are home to the trailblazers for younger generations of happy singles. Gurus tend to be single widows and widowers, but a higher- than- average number have also never been married. If Gurus did help to make this lifestyle attractive, there are good reasons why: Their median income is in the more- than- comfortable \$50,000s and \$60,000s, they are college educated, and they have white- collar careers predominantly in management professions. What's more, even with a large number of 65- plus residents, Gurus segments are not pulling a correlatively high level of income from retirement/social security. This could mean they like their jobs and so are continuing to work into traditional "retirement" years. However, they are earning an above- average level of income from interest/dividends, which makes them smart investors as well as dependent- free consumers.

### Gray Eminence (D1)

The median age of Gray Eminence neighborhoods is 40- years- old, but their residents are aging. In fact, they already house a significantly high number of retirees. While the highly urban Gray Eminence areas are right- on- average with traditional married- couples, they have less- children- than- average. They also have a high (and likely growing) number of widows and widowers. These middle- class, white- collar neighborhoods in the Seasoned Urban Dwellers category have an average level of college- educated residents. This speaks to their average- level of denizens employed in middle- class management and professional occupations, along with the traditional service industry occupations. Their working- class status has put them in a comfortable \$50,000s to \$60,000s income range, the sources of which include salaries, interest/dividends, and social security/retirement income. It's easy to picture these residents gracefully living into their advancing years.

### Golden Heritage (O1)

When you think of senior citizens in America there are typically two images that come to mind. One is of very well off older citizens living comfortably, usually by the ocean, having the money both for a nice primary residence and for frequent vacations (perhaps in a comfortable recreational vehicle), playing shuffleboard or cards, and basically enjoying their post- working years to the hilt. The other image is less appealing: of older Americas struggling to make ends meet and waiting each month for their social security checks to arrive. Market segmentation analytics bear out the reality of both of these images. And Golden Heritage segments are neighborhoods that are home to the former: in other words, the senior citizens living the good life in places like Florida, Arizona, and other appealing climates. The media age of these residents is 50s to low- 60s. But they also show a nearly four- times- average number of people over 65- years- old. These seniors are living comfortably on incomes in the median- range of the \$50,000s and \$60,000s. Much of their income is from social security and retirement (two- and- a- half- times- above- average). However, they also have a 75- percent- above- average level of interest/dividend income. Some of these seniors are still working at white- collar jobs in areas like management, professional and sales positions. There are many married- couples, but few children living in Golden Heritage neighborhoods. Obviously due to the residents' advanced years, these neighborhoods have a 50- percent- above- average level of widows and widowers.

### Doublewides (O4)

In America there tends to be a particular stigma attached to living in mobile homes and mobile home parks, but in fact, many people chose this lifestyle as a preference for several reasons, including mobility and low- cost housing. In fact, the median income of residents of Doublewides neighborhoods is a very respectable high- \$30,000s and \$40,000s. Doublewides are areas where mobile homes dictate the lifestyles of the residents, who share a median age in the 30s. While residents in Doublewides do have a higher- than- average level of income from public- assistance, many others are hardworking Americas, with a higher- than- average representation in several manual- labor blue- collar occupations, including farming/fishing/forestry (nearly three- times- average), construction (75% above average), repair services (50% above- average), transportation (50% above- average), and production (nearly 50% above- average). These occupations are a reflection of the residents' low educational achievements: There is an over- 50% average number of people with less- than- high- school educations. However, 25% above- average have high- school degrees. Also owing to their residents' ages, these areas have slightly more younger children than older. They tend to have married- couple households, but also have a nearly 50% higher- than- average number of single- fathers.



### **Down But Not Out (F4)**

It's not always easy to be in your 40s, single- with- some- children, and earning in the \$30,000 to \$40,000 range. Just ask Down But Not Out residents. They are the oldest of the Going it Alone urban neighborhood segments, and the most financially stressed. In fact, while the median age is in the 40s, they also are home to nearly two- times- the- average in residents over 65 years of age. Owing to the aging population, their primarily single status is due to a combination of three factors: two- times- the- average level of widows and widowers, a 50- percent- higher level of divorcees, and a slightly higher- than- average level of people who have never married. These neighborhoods have an average level of college education. They earn \$30,000 to \$40,000 annually both from wages and retirement/social security. Those who are still working are employed in white- collar occupations such as food preparation, office administration, personal care, maintenance, and healthcare. One could see Down But Not Out residents resigned to living out their remaining years alone, but working hard to make their singlehood as comfortable as possible.

### **Fall Years (D2)**

Fall Years neighborhoods are home to residents who are working hard to make ends meet, or have their working years behind them and are relying on social security and retirement income to retain their mix of middle- class, white- collar and blue- collar, highly urban lifestyle. With an annual income range in the \$30,000s and \$40,000s, these Seasoned Urban Dwellers have to make every penny count. Fall Years dwellers are still predominantly in their mid- to- late- 40s, but also have a higher- than- average percent of 65- plus- year- olds. This explains their growing percentage of income from social security/retirement accounts. It also speaks to a significantly higher- than- average number of widows and widowers, and their slightly lower- than- average number of households with children. This group measured an average level of college, perhaps attaining two- year technical degrees to obtain their jobs in fields such as healthcare, protective services, and office administration. The blue- collar brethren among them have jobs in production, transportation, and repair services, among other traditional manual- labor jobs.

### **Collegians (O7)**

According to the U.S. Dept. of Labor's Bureau of Labor Statistics, in October 2004, 66.7% of high- school graduates from the class of 2004 were enrolled in colleges or universities across the United States. This is obviously a huge annual boon to retailers who sell the staples of college life, including low- cost dorm- style furniture, pens and notebooks, and inexpensive home furnishings. Collegians areas are home to currently enrolled college students living in either dorms or off campus areas dedicated to college students. Market researchers will find a very homogenous group of young adults within these unique areas. Collegians are home to residents sharing a median- age- range in the 20s and low- 30s. They are predominately not married, and have no children. Naturally, they all have high- school degrees. For those students who are working to help pay the ever- increasing cost of higher education, they are employed a mix of white- and blue- collar occupations, such as protective services (over- two- times- average), personal care (nearly two- times- average), and management and sales (nearly 50- percent- above- average). Through these jobs they generate annual incomes at the low- \$30,000s- or- less range. Residents in these areas generate almost no public- assistance income.

### **Fertile Acres (L2)**

Fertile Acres are most likely home to many farmers working the land - and doing it well, based on their basic statistics. These rural Working With Nature areas show nearly two- times- the- average level of people in the farming/fishing/forestry occupational category. Combine that with a 50- percent- above- average level of income generated from self- employment and a median salary range in the \$50,000s and \$60,000s, and you've got yourself a group of hard- working country folks who are living very comfortably out in the country. These land tillers are predominately married, but tend to have fewer children than average. This could speak to the fact that the residents in these areas are starting to age: They have a 25- percent- above- average level of 65- plus- year- olds. This correlates to a similar ranking in retirement/social security income. But they don't just labor for their daily bread, these areas also rank about 25- percent- above- average in interest income. While there is some level of college education among these residents, they are more likely to have high- school degrees.

## Legacy Years (O6)

There are two images of that come to mind when you say "senior citizen" in the United States. One is of a very well off retired person living out their golden years in comfort. A second image is of an older person who is struggling to make ends meet and suffering the indignities of a combination of old- age and low- income. Legacy Years are areas representing households that are fully retired with residents on very tight budgets. The median age in these neighborhoods is the 50s and low- 60s, but they also have a nearly three- times- the- national- average number of people over 65- years- old. The median income of these households is the low- \$30,000s or less. While many residents are drawing on social security and retirement income, they also have a 75- percent- above- average ranking in public- assistance. This group of senior citizens also ranks above- average on several occupational categories, which is either a reflection of the employment of the younger members of the neighborhood or the need for some seniors to continue working. They show above- average levels of employment in both blue- and white- collar jobs in these areas: healthcare support, building maintenance, farming/fishing/forestry, protective services, and food preparation. An above- average percent have high- school degrees, but a higher percent have less- than- high- school educations. These areas have an average level of married- couples and few children, but above- average levels of single- households (over 50- percent- above- average), widows (well over two- times- average), and widowers (over two- and- a- half- times- average).

## Centurions (O5)

It would come as no surprise to most people that military personnel living across the country have their own unique demographics and lifestyle segmentation characteristics from non- military people. Just one example of this, and reason for this fact, is that this population tends to retire at a considerably younger age than workers in civilian sectors. Among the explanations for this pattern is that many military tasks require the physical stamina of youth. Market segmentation bears out this fact, as the population of Centurions segments are in their 20s and low- 30s. Centurions neighborhoods are classified as highly urban areas with households dominated by military personnel. Other commonalities of the residents include salary ranges in the high- \$30,000s and the \$40,000s, and a two- times- the- national- average percentage of married- couple- with- children households. Their income is generated largely from salaries; and this segment has a very low level of income from public- assistance. No doubt owing to their younger age, there is a significantly above- average level of children under six- years- old. This group also has a nearly two- times- the- average number of people with some years of college under their military belts. Their occupational ranking is a mix of white- collar and blue- collar jobs in areas such as healthcare support, protective services, personal care, and farming.

## Group Quarters (O3)

Group Quarters is the name of the neighborhoods identified as home to people living predominately in apartments or other group housing quarters. The residents of multifamily rental housing are different from both homeowners and single- family home renters. It's logical to imagine this group being much more transient than home- owning citizens, and not investing as much in their home purchases. Apartment renters account for 15% of all U.S. households by a narrow definition that restricts the count to residence in structures with at least five apartments. A broader definition of two to four apartments per quarters increases this percentage to 22%. Among the shared demographics of the highly urban Group Quarters residents are a median- age in the 30s, very few children, more singles than married- couples, and a two- times- the- national- average level of people with less- than- high- school educations. Income for these rental- housing residents ranks 50- percent- higher- than- average on public- assistance. However, many of the residents are employed in blue- collar jobs, such as farming/fishing/forestry (nearly four- times- average), protective services (nearly two- and- a- half- times- average), and healthcare support, building maintenance, and transportation (all about 25- percent- above- average). Incomes are in the high- \$30,000s and \$40,000s ranges.

## East Meets West (O2)

When most Americans think of people from the "East" then tend to think of Asians. And while many Asians moved to the United States in the past century, immigration trends of recent decades have brought many other citizens of other Eastern countries to the U.S shores. You'll find many of them living together in East Meets West neighborhoods, which are areas comprised mainly of Asians, but also contain other groups for whom English or Spanish is not the primary language spoken at home. Among the shared demographics of these areas are a very interesting correlation to "national- average" measurements - which, interestingly, points to the fact that these groups of people have done a great job of assimilating into America culture. They rank at near- average levels in married- couple- with- children household compositions, and have averages standings in all age ranges for kids. Some differences- from- the- average include: over 25- percent- average number of people with less- than- high- school educations, nearly 25- percent- average number of single- males- without- children, and nearly two- times- average level of public- assistance income. However, the median income range for East Meets West is quite high at \$50,000s and \$60,000s, which speaks to the fact that many residents are hard-working citizens. They show average levels of employment in a wide range of occupational categories, where they hold both blue- and white- collar jobs.

# SALE

## OVERSEAS PUB & GRILL

3574 Overseas Highway Marathon, FL 33050



**SALE PRICE**

**\$4,250,000**

**Joshua Mothner**

(305) 289-6649

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ESTATE CO.**

# SALE

## OVERSEAS PUB & GRILL

3574 Overseas Highway Marathon, FL 33050



### JOSHUA MOTHNER

Real Estate Adviser/Agent

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Direct: (305) 289-6649 | Cell: (305) 942-9519

### PROFESSIONAL BACKGROUND

**Joshua Mothner: Your Partner in Exceptional Real Estate Success**

With over 25 years of experience helping individuals and businesses achieve their real estate and financial goals, I specialize in delivering tailored solutions for luxury homeowners and successful business owners in the Florida Keys. My career spans a broad spectrum of expertise, including commercial and residential real estate, business consulting, and community leadership.

As a U.S. Army veteran and a graduate of the Graduate School of Banking at Louisiana State University, I bring discipline, strategic insight, and a commitment to excellence to every transaction. Over the past 27 years in the Florida Keys, I've facilitated more than \$200 million in real estate transactions, helping homeowners maximize their property value and assisting business owners in navigating complex financial landscapes.

My approach combines two core principles: "Information is a negotiator's best weapon" and "What gets measured, gets managed." Whether you're selling a luxury waterfront estate or a thriving business, I leverage these principles to create informed strategies that yield results.

As a Licensed Sales Agent with Coldwell Banker Schmitt Real Estate, I excel in showcasing the unique value of high-end properties to discerning buyers. My in-depth knowledge of the Florida Keys market, coupled with a passion for delivering exceptional service, ensures that my clients achieve their goals efficiently and profitably.

Beyond real estate, I've held leadership roles as President of the Middle Keys Community Land Trust, Housing Coordinator for the City of Marathon, and advisor to numerous small businesses, giving me unparalleled insights into local market dynamics and community development.

When I'm not working, nothing brings me greater joy than spending time with my daughter or helping my clients turn their dreams into reality. Let me help you navigate your next move with confidence and success.

### EDUCATION

Graduate School of Banking at Louisiana State University

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