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For Sale

Single Tenant Office Building
100% Leased – NNN Investment Sale

1002 Deming Way
Madison, WI 53717

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Executive Summary

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Deming Oaks
1002 Deming Way, Madison 53717

Cresa is pleased to present a premier investment opportunity at 1002 Deming Way in Madison, WI. This two-story, Class A office building, totaling 38,395 square feet, is located on a scenic 9.2-acre wooded lot within the highly desirable Old Sauk Trails Business Park on Madison's West Side.

Built in 1994, the property is fully leased to Singlewire Software, a leading software company that occupies the building as its corporate headquarters. The current lease runs through May 31, 2034, with two additional 5-year renewal options, offering investors long-term income stability and an attractive return.

The property features abundant surface parking and excess land for future expansion. It is also conveniently located near a variety of dining, retail, and hotel accommodations, enhancing convenience for employees and visitors. Given its prime location, strong tenant profile, and secure long-term lease, this property presents an exceptional investment opportunity.

Property Highlights:
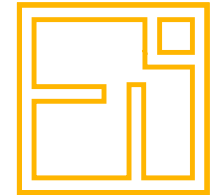
38,395 SF
building

9.2 Acres
land

~140
parking spaces

Investment Summary

Investment Summary

1002 Deming Way, Madison WI

Sale Price	$9,000,000
NOI	$662,052 (effective 6/1/2025)
Tenant	Singlewire Software, LLC
SF Leased (Premise)	38,395 SF (Entire Building)
Lease Commencement Date	January 1, 2024
Lease Expiration Date	May 31, 2034
Lease Term	125 Months (10 Years, 5 Months)
Renewal Options	Two (2), 5-Year Options to Extend
Lease Structure	NNN
Base Rent/SF	$17.24 (effective 6/1/2025)
Annual Increases to Base Rent	2.5%

38,395 SF

$17.24/SF Base Rent

$662,052 NOI

Lease Details

Tenant Responsibilities

The Tenant is responsible for all necessary repairs and replacements to the Premises, maintaining the building in good condition and repair. This includes the maintenance and repair of the heating, ventilating, air conditioning (HVAC) systems, electrical, plumbing, elevators, lighting, and all mechanical systems within the building. Additionally, the Tenant is responsible for the exterior improvements on the land, including walkways, parking areas, access drives, sidewalks, and landscaping.

Landlord Responsibilities

The landlord is responsible for maintaining the exterior walls, roof, and foundation of the building.

Parking Lot Restoration

Landlord, at its sole costs and expense, shall cause the existing parking areas serving the Building to be repaved and restored to a like new condition prior to the end of Year 5 of the Term.

Operating Expenses

The Tenant is responsible for the payment of operating expenses, which include all costs incurred by the landlord for the operation, maintenance, and repair of the Property. These expenses may include taxes, insurance, maintenance, and property management costs.

Utilities

The Tenant is responsible for securing and paying for all utility services necessary for the Premises, including water, electricity, heating, air conditioning, internet, data, phone, and any other utility services required for the tenant's permitted use. These utility services are to be paid directly to the service providers by the Tenant.

Tenant Overview

Tenant Overview

Singlewire Software, LLC.

Singlewire Software is a software developer of InformaCast® and Visitor Aware® two solutions that enable organizations to detect threats and manage incidents such as active shooter incidents, chemical spills, and other critical situations. More than 5,000 organizations in over 80 countries use Singlewire's application to enhance safety and communication so they can protect their assets.

Singlewire has grown revenues every year since formation in 2009, with current annual revenue exceeding $40 million. Additionally, Singlewire has been EBITDA positive and generated significant operating cash flow every year. Over 80% of Singlewire's revenue is recurring each year. Singlewire's customers cover a diverse industry and geographic breadth, with no individual customer concentration.
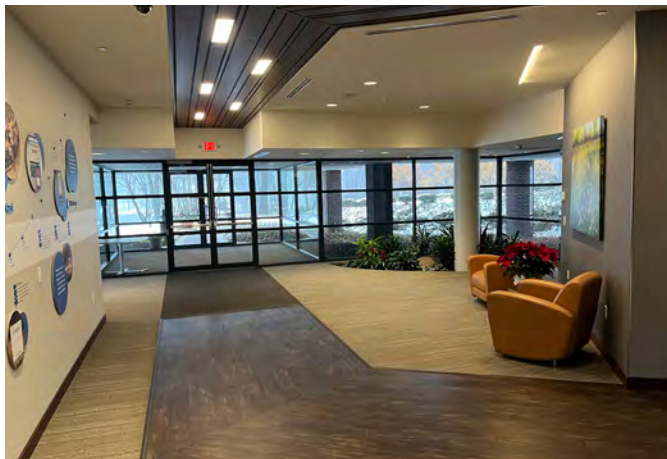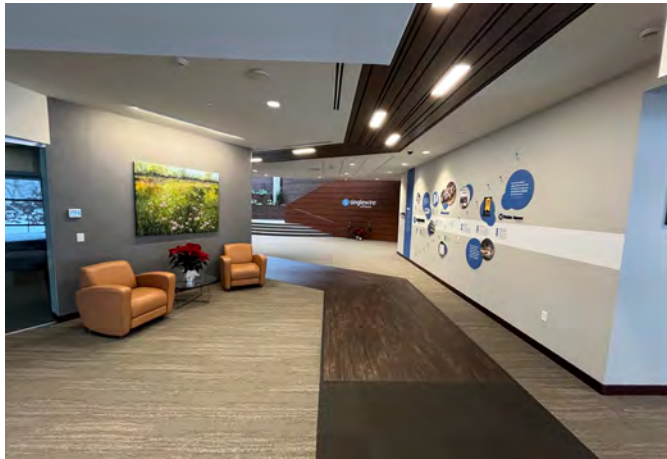
Singlewire is majority owned by PSG Equity, with employees owning approximately 20%.
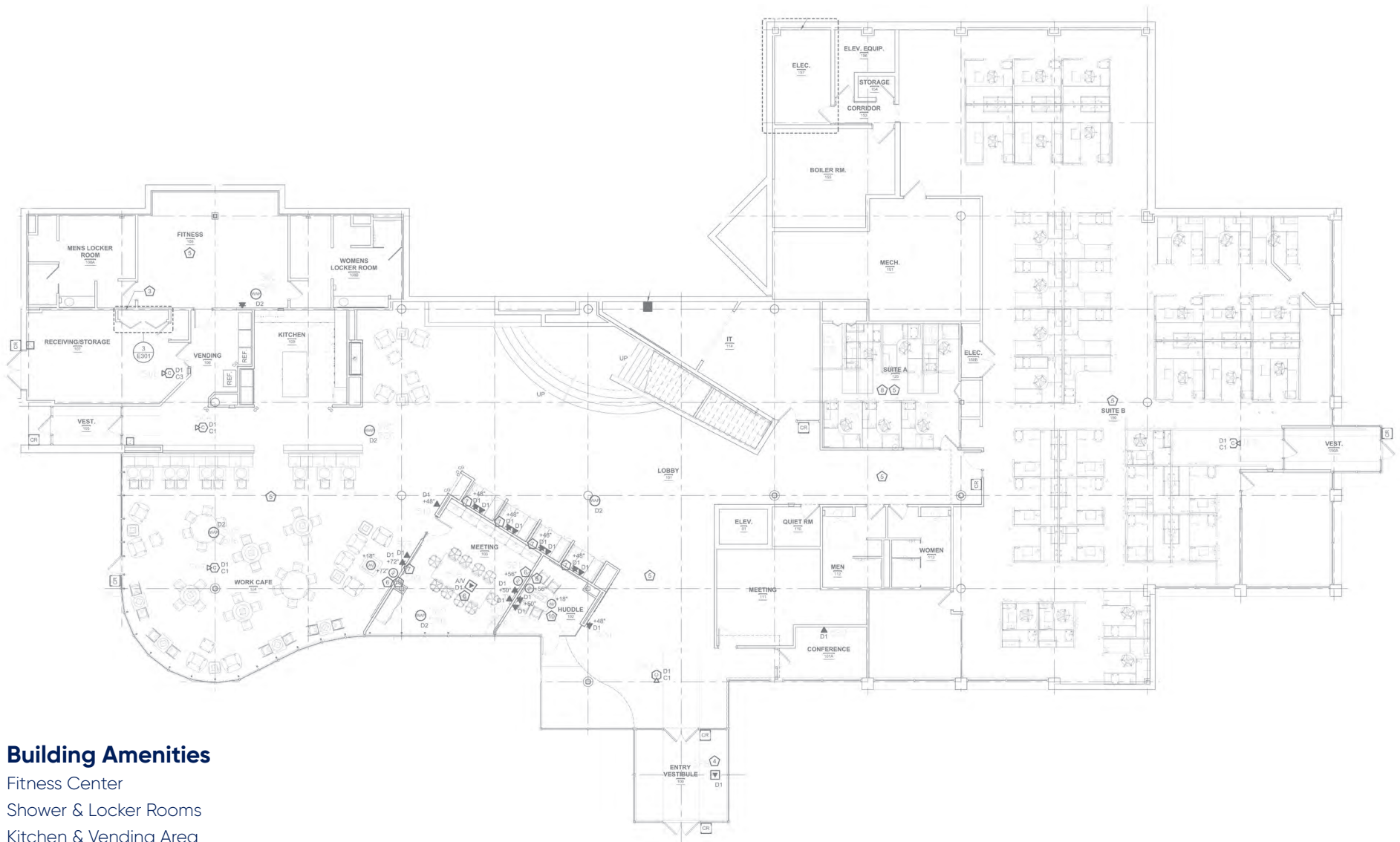
Property Overview

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Property Overview

1002 Deming Way, Madison, WI 53717

|	
Owner	Deming Oaks, LLC
County	Dane County
Parcel Number	0708-153-0301-4
Land Area	9.2 Acres (396,412 SF)
Building Size	38,395 SF
Stories	2-Story
Year Built	1994 (Refurbished in 2017)
Roof Replacement	2018
Most Heat Pumps Replaced	2017
Boilers (2) Replaced	2018
Parking	~140 Surface Stalls
Loading	Double Door Loading Area @ South Entrance
Zoning	SEC (Suburban Employment Center)

Property Overview

Floorplan - 1st Floor

Building Amenities

Fitness Center

Shower & Locker Rooms

Kitchen & Vending Area

Work Cafe

2 Outdoor Patios
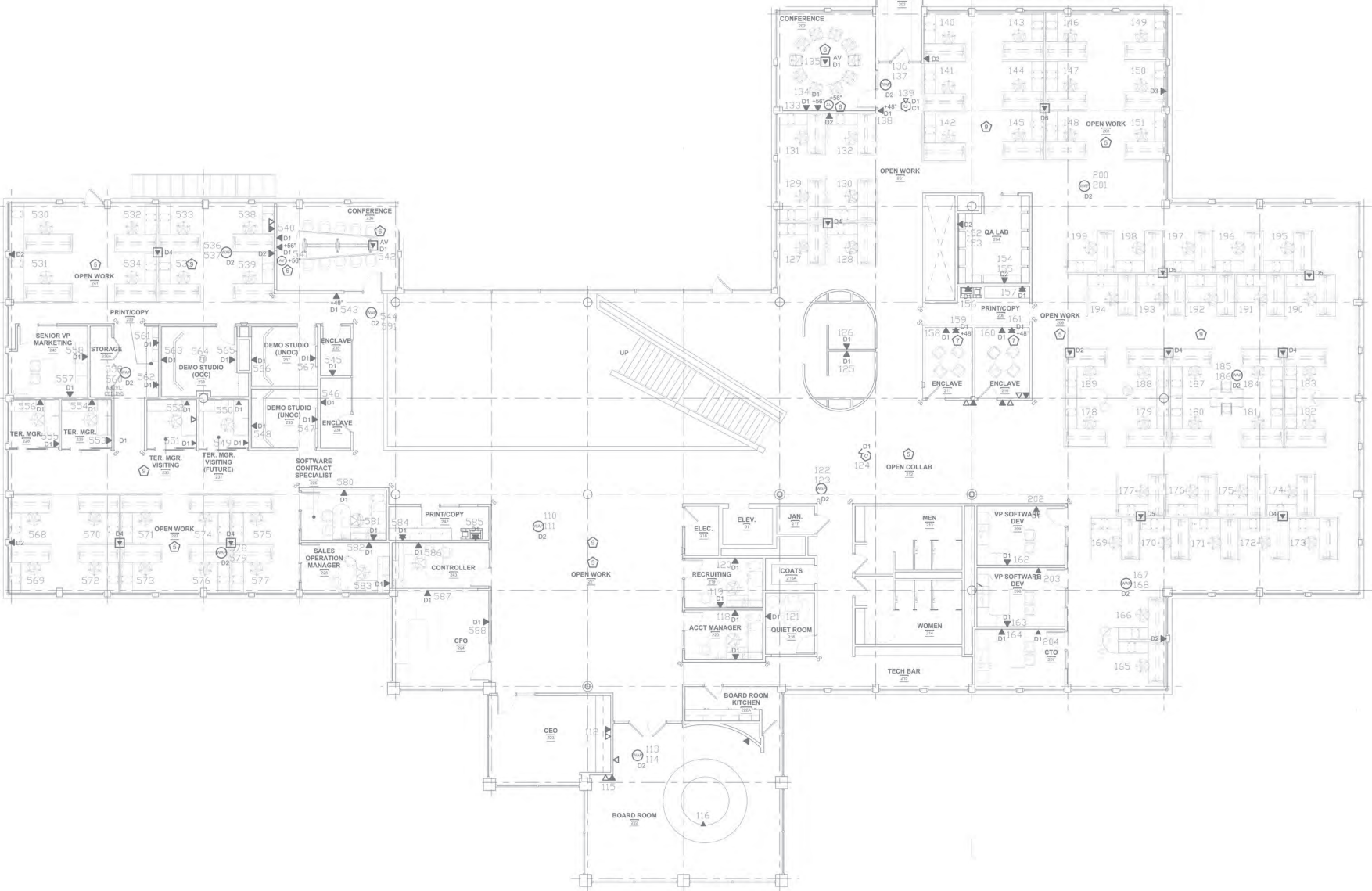
Property Overview

Site Plan

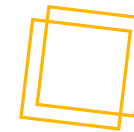**38,395 SF**
building

9.2 Acres
land
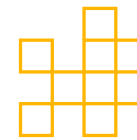
~140
parking spaces

Photos & Maps

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Location Analysis

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1002 Deming Way
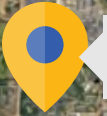
Key Landmarks

Distance To:

Middleton Municipal Airport
2.9 miles / 8 minutes

MSN Dane County Airport
13 miles / 24 minutes

Capitol Square
8 miles / 18 minutes
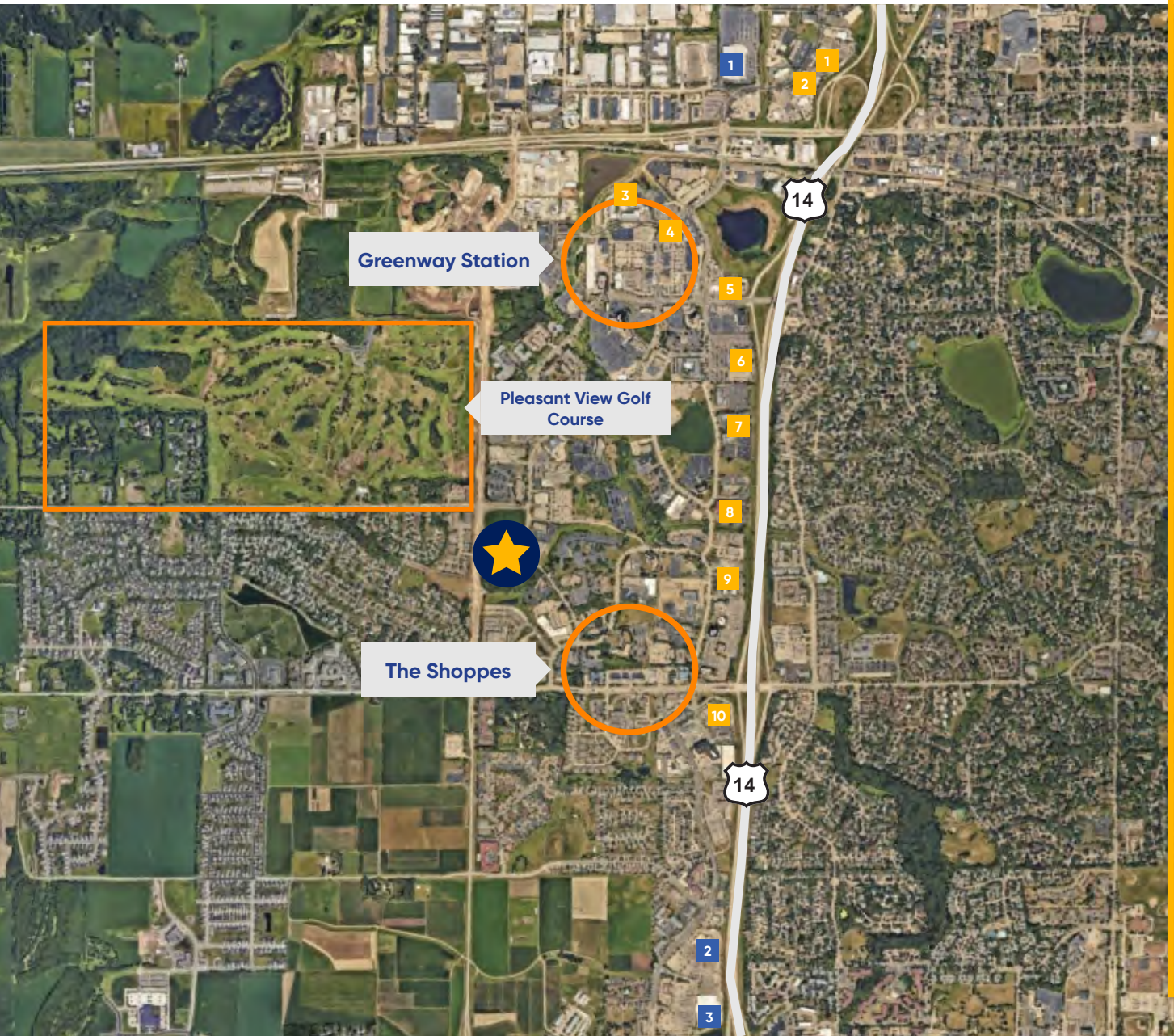
UW-Madison Campus
7 miles / 15 minutes

Highway 12/18 - W. Beltline Hwy
1 mile / 3 minutes

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Amenities Map

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Key

Hotels ⬜ (orange) — **Shopping** (blue)

◯ **Shopping Centers**

☐ **Pleasant View Golf Course**

1	Courtyard Madison West
2	Country Inn & Suites
3	Residence Inn Madison West
4	Hilton Garden Inn
5	Fairfield Inn & Suites
6	Madison Marriot West
7	Comfort Suites Madison West
8	Holiday Inn & Suites
9	Baymont By Wyndham
10	Extended Stay America

1	Costco
2	Metro Market
3	Target

◯ **Greenway Station**
25+ retail shops, 10+ restaurants
(World Market, Golf Galaxy, Home Goods, Michaels, Cooper's Hawk, Ancho & Agave)

◯ **The Shoppes at Old Sauk Road**
9+ retail shops, 5+ restaurants
(Forage, Walgreens, Chins Asian Fresh, Fleet Feet)

Greenway Station

Pleasant View Golf Course

The Shoppes

Market Overview

#1
Best Place to Live
Livability, 2022

#1
College Town to Life in After Graduation
Livability, 2024

#4
Best City for Work-Life Balance
Coworking Cafe, 2024

#5
Best City for College Grads
Apartment Advisor, 2024

#8
Greenest City in US
EcoCation, 2024

#5
Fittest City In The US
American Fitness Index, 2024

#4
Happiest Cities In America
American Fitness Index, 2024

Madison, WI

Madison, Wisconsin is a vibrant, growing city that benefits from its proximity to major Midwestern cities inclduing Chicago, IL; Milwaukee, WI; and Minneapolis, MN. As the state capital and the county seat of Dane County, Madison serves as a critical hub in the region. It is uniquely situated on an isthmus between two scenic lakes, offering a combination of urban amenities and natural beauty that enhances the city's appeal for both residents and businesses.

With a population of over 280,000 and a Madison Metropolitan Statistical Area (MSA) population of 705,299, Madison is the second-largest city in Wisconsin. Both the city and MSA have experienced steady population growth over the past two decades, with a projected growth rate of 5.19% over the next five years. This growth reflects Madison's strong economic fundamentals and high quality of life.

Ranked as one of the best places to live in the U.S., Madison is known for its abundant green spaces, biking trails, cultural institutions, and recreational opportunities. The city's thriving economy, supported by a focus on education, healthcare, and technology, makes it an attractive destination for investors and businesses alike.

Population, Education & Workforce

Madison is home to the University of Wisconsin-Madison, one of the largest and most prestigious public research universities in the United States. The University plays a pivotal role in the city's economy and cultural life, fostering innovation and attracting students, professionals, and researchers from across the globe.
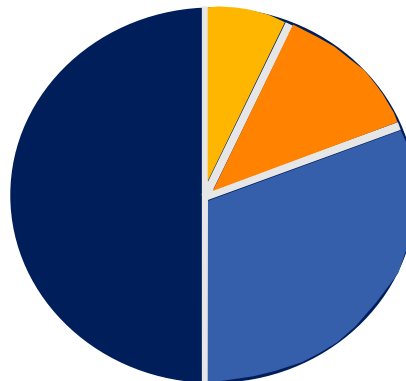
The city's workforce is highly educated, with 59% of residents holding a bachelor's degree or higher. Madison also enjoys a low unemployment rate of 2.85%, reflecting a strong and resilient job market. The total labor force within the Madison MSA stands at approximately 446,610.
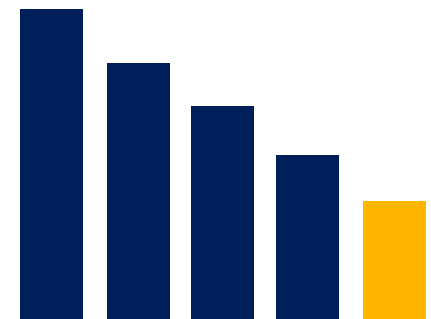
Population
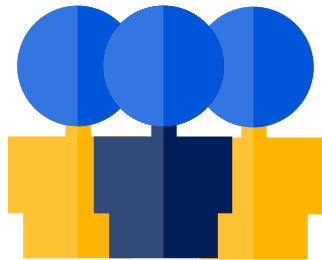
705,299
Madison MSA

Education

- Bachelor's degree or higher
- Less than high school graduate
- Some college or associate's degree
- High school graduate (includes equivalency)

Unemployment Rate

2.85%
Madison Unemployment Rate

Transportation and Mass Transit

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Roadways

Madison is centrally located at the intersection of several major highways, including I-90, I-94, and I-39, connecting the Great Lakes and northern Great Plains regions. U.S. Highway 151 also runs directly through Madison, extending 337 miles from Lake Michigan in northeastern Wisconsin through Iowa. The city's strategic position along these major routes makes it easily accessible from larger markets in nearby states. Madison is within a four-hour drive of several key cities, including Milwaukee, WI (80 miles), Green Bay, WI (136 miles), Cedar Rapids, IA (163 miles), Chicago, IL (147 miles), and Minneapolis, MN (269 miles).

Mass Transit

Madison's comprehensive Metro Transit system has experienced significant growth in ridership, largely attributed to the implementation of Bus Rapid Transit (BRT). In November and December 2024, overall ridership increased by 10% compared to the same months in 2023. The BRT system features a fleet of 217 buses serving 1,724 stops. While specific 2025 weekday ridership statistics are not yet available, the positive trends from late 2024 suggest continued growth. In addition to local transit, Madison is served by two Amtrak routes. The Hiawatha Service operates daily between Chicago and Milwaukee, providing multiple departures each day. The Empire Builder is a long-distance train offering one round-trip daily between Chicago and Seattle, with stops including Minneapolis and Portland.

Quality of Life

Madison, located on the isthmus between Lake Mendota and Lake Monona, is a lively Midwestern hub known for its arts, music, food, and recreation. Established in 1856, it serves as the county seat of Dane County and has a population of over 270,000, making it Wisconsin's second-largest city. Its strategic location, close to major markets like Milwaukee and Chicago, makes it an attractive destination for businesses, particularly due to the presence of the University of Wisconsin-Madison, one of the oldest and largest public research universities in the Midwest. Madison blends the amenities of a big city with the charm of small-town living.

The city boasts a vibrant food and drink scene, highlighted by the Dane County Farmers Market, the largest producer-only market in the country. Residents and visitors also enjoy annual events like Brat Fest (the world's largest), Taste of Madison, the Isthmus Beer and Cheese Fest, and Madison Craft Beer Week. With a wide range of breweries, distilleries, and wineries, there's no shortage of local flavors to explore year-round.

Madison has earned multiple accolades as the greenest city in Wisconsin, thanks to its extensive parks system, including over 260 parks, 6,000 acres of parkland, and more than 200 miles of multi-use paths and trails. It is also one of only five U.S. cities with a platinum-level bike city designation. The city's commitment to sustainability is evident in more than 40 buildings—such as the Dane County Airport and Monona Terrace—that have received Leadership in Energy and Environmental Design (LEED) certifications.

Outdoor enthusiasts can enjoy 15,000 acres of lakes for activities like sailing, kayaking, fishing, swimming, and paddleboarding. Madison consistently ranks at the top of national lists for parks per capita, with 12.7 parks for every 10,000 residents.

Contacts

Taking your business further.

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