



RIVER MARKET MIXED-USE



120-122 W. 5TH ST | KANSAS CITY, MO

\$1,000,000 | SALON/RETAIL + SHORT-TERM RENTAL





BRICE BRADSHAW

 913.219.7074

 brice.bradshaw@compass.com

PARKER BECK

 913.375.3850

 parker.beck@compass.com

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RIVER MARKET MIXED-USE

120-122 W. 5TH STREET | KANSAS CITY, MO 64105 | JACKSON COUNTY

\$1,000,000 | LONG-TERM SALON TENANT (1ST LEVEL) | ACTIVE SHORT-TERM RENTAL (AIRBNB)

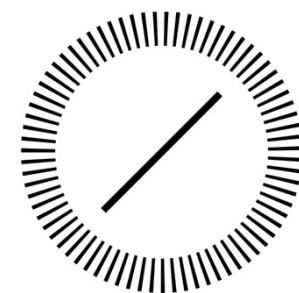


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OFFERING SUMMARY

Situated in the heart of Kansas City's historic River Market neighborhood, 120 W. 5th Street presents a rare and compelling mixed-use investment opportunity. Built in 1907, this property combines timeless character with modern functionality, all within steps of the City Market, downtown Kansas City, and the KC Streetcar line—offering unmatched connectivity to the city's top attractions. The property's striking façade, featuring an iconic marquee cityscape mural, is complemented by exceptional walkability and tenant-friendly amenities, including off-street parking with an attached garage. A long-term salon tenant anchors the ground floor, providing reliable income through 2028, while the upper two floors operate as a high-performing short-term rental—offering diversified revenue streams and significant upside potential. Located in one of Kansas City's most supply-constrained submarkets, 120 W. 5th Street represents an exceptional opportunity for long-term appreciation, blending historic charm with modern revenue potential in a highly sought-after location.

The salon space encompasses approximately 2,600 square feet and was thoughtfully renovated in 2018. It includes two bathrooms, a washer/dryer, exposed brickwork, refurbished concrete flooring, a private office and employee area, and rear access to the garage and building mechanicals. Meanwhile, the short-term rental unit, completed in 2022, spans approximately 2,875 square feet across two upper levels. This fully furnished space boasts 2+ bedrooms, two full bathrooms, tall ceilings, abundant natural light, and a third-level entertainment area with a rooftop deck offering breathtaking downtown views. While a roof leak in early 2025 temporarily impacted the short-term rental's availability, the unit has since undergone significant repairs (new roof 2025) and resumed operations, achieving strong bookings. As of April 2026, the unit has secured 82 future nights through October, underscoring its ongoing demand and revenue-generating potential. The building is separately metered for electric with common gas and water and has 24-hour surveillance/security cameras in place for tenants.



HIGHLIGHTS

PREMIER LOCATION

- 84 WALK SCORE - STEPS TO KC STREETCAR LINE, CITY MARKET AND POWER & LIGHT
- HISTORIC RIVER MARKET NEIGHBORHOOD - VIEWS OF SKYLINE FROM ENTERTAINMENT LEVEL

TURNKEY ASSET

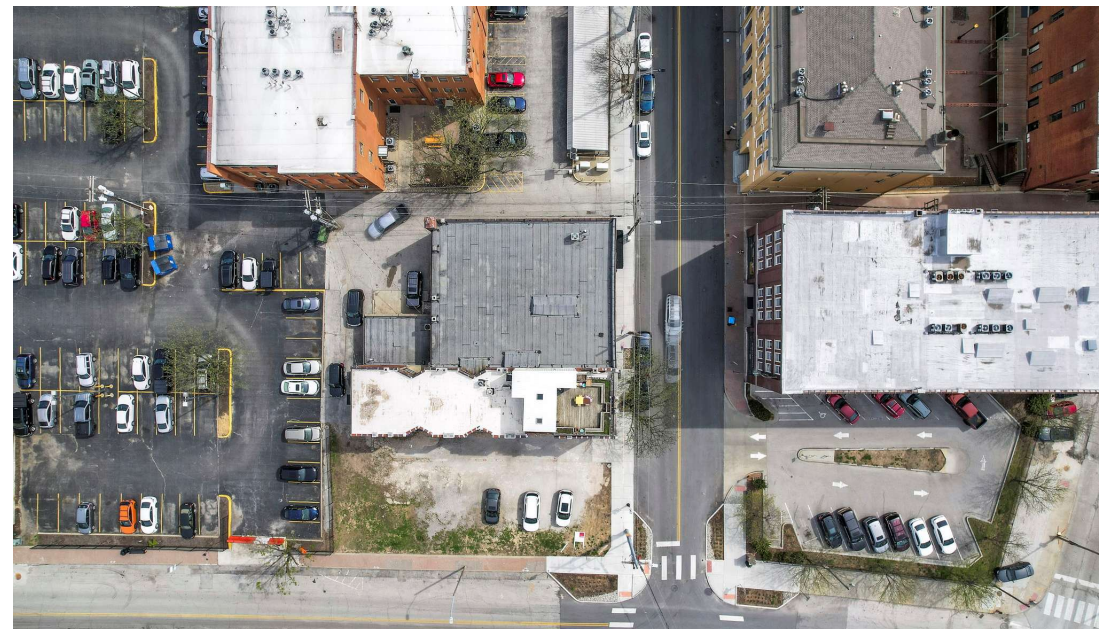
- FULL RENOVATION 2022 - CLASS A FINISHES
 - NEW ROOF 2025
- RARE MIXED-USE RETAIL/RENTAL INVESTMENT OPPORTUNITY IN RIVER MARKET

RIVER MARKET MIXED-USE

120-122 W. 5TH ST | SALON + SHORT-TERM RENTAL



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120 W. 5TH ST BY THE NUMBERS

SALON/BEAUTY SHOP - retail

CURRENT RENT	\$3,200 - \$100 YoY increase
SQUARE FOOTAGE	2,600 +/-
UTILITIES	50% of water bill
LEASE TERM	Through October 2028

SHORT-TERM RENTAL/AIRBNB

22026 FUTURE BOOKINGS/NIGHTS (to date)	31 Bookings 87 Nights
FUTURE BOOKING GROSS INCOME	\$41,047 - \$470.80/night
CLEANING FEES	\$225-\$266/booking
SQUARE FOOTAGE	2,875 +/-

PRICE	\$1,000,000
UNITS	1 Retail Space 1 Rental Space
BUILDINGS	1
PARCEL ID(s)	12-830-30-06-00-0-00-000
NEIGHBORHOOD	River Market
COUNTY	Jackson County
STORIES	3
YEAR BUILT/RENOVATED	1907/2020
GROSS BUILDING AREA	5,475 sf +/-
SITE SIZE	0.07 acres or 3,107 SF (Jackson County)
ZONING	UR - Urban Redevelopment District
PARKING	1 Space + Garage (attached)
ENTRY	Secured Front/Rear
LAUNDRY	Washer/Dryer in units
COOLING	Central Air
HEATING	Forced Air Gas Furnaces
METERING	Separate Electric Common Gas/Water
2025 PROPERTY TAX	\$38,166
TENANT UTILITIES	Electricity and Gas
LANDLORD UTILITIES	Water/Hot Water & Trash

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120-122 W. 5TH ST | SALON + SHORT-TERM RENTAL



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SHORT-TERM RENTAL UNIT FEATURES



CORNER LOT + STREETCAR ACCESS



ROOFTOP TERRACE WITH SKYLINE VIEWS



EXPOSED BRICK THROUGHOUT



STAINLESS STEEL APPLIANCES



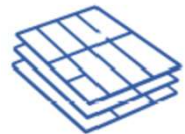
24HR SURVEILLANCE CAMERAS



FULLY FURNISHED - CLASS A FINISHES



15 -FT CEILINGS + EXCELLENT LIGHTING



HARDWOOD FLOORING



SALON/BEAUTY SHOP FEATURES



GARAGE ACCESS



15 -FT CEILINGS +/-



EXPOSED BRICK THROUGHOUT



REFURBISHED CONCRETE FLOORS



WASHER/DRYER + SHARED WATER



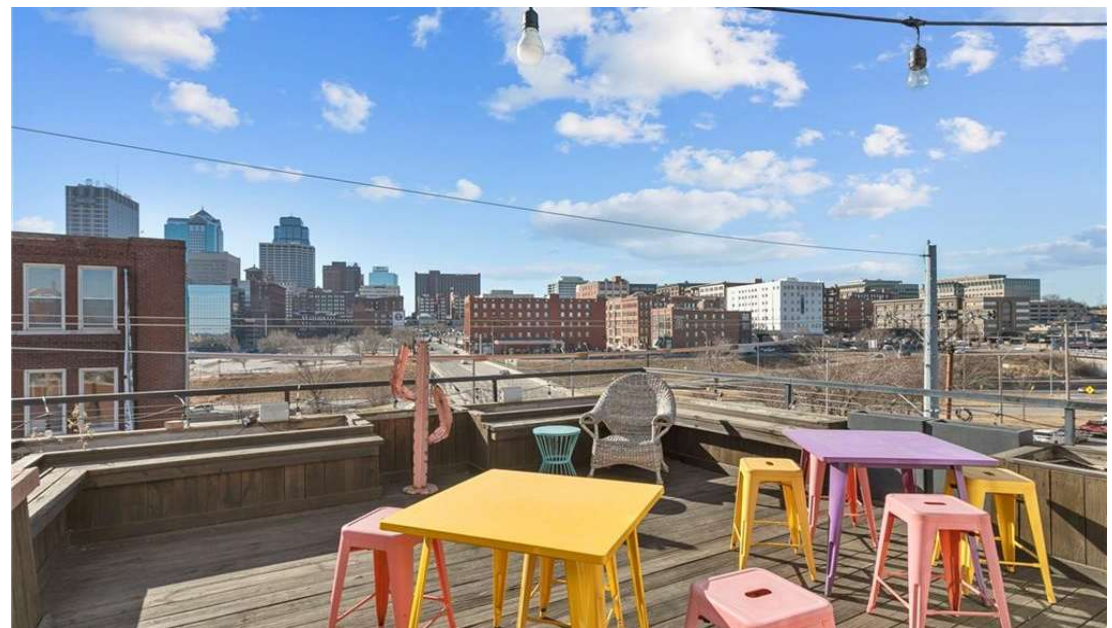
LONG-TERM TENANT THROUGH 2028



PUBLIC & PRIVATE RESTROOM



OFFICE & BREAK AREA

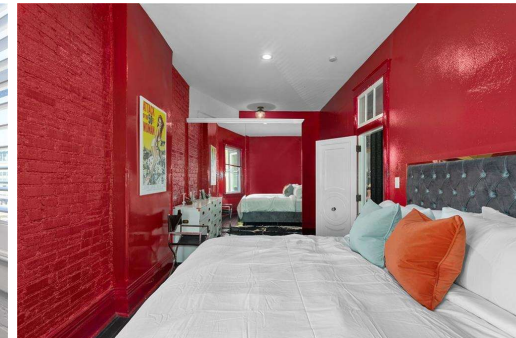
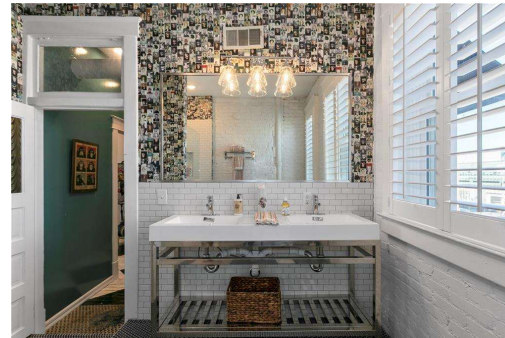
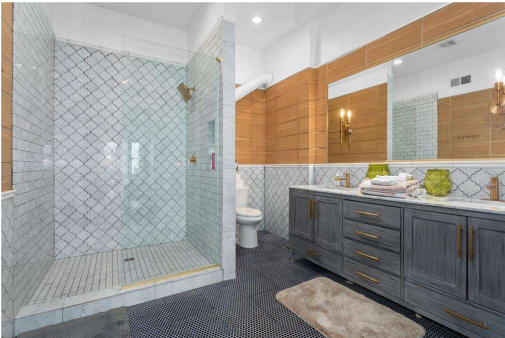


AIRBNB PICTURES

120-122 W. 5TH ST | RIVER MARKET | MIXED-USE



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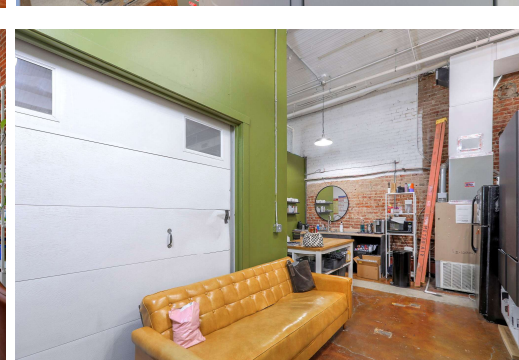
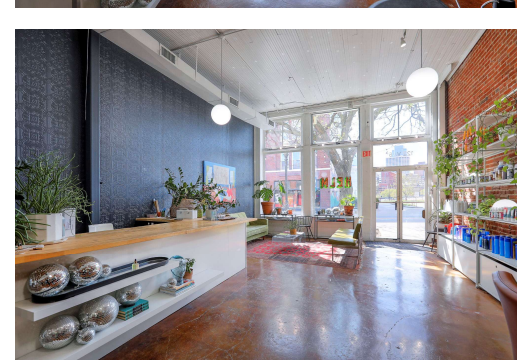
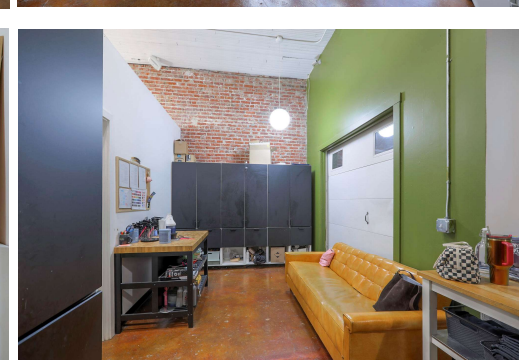
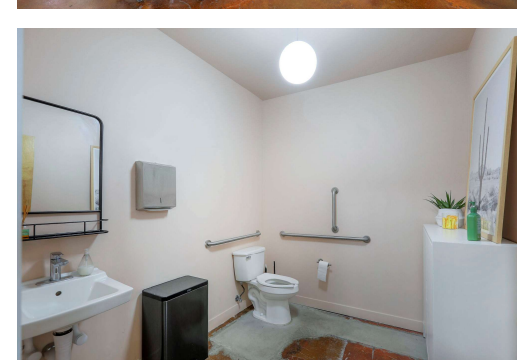
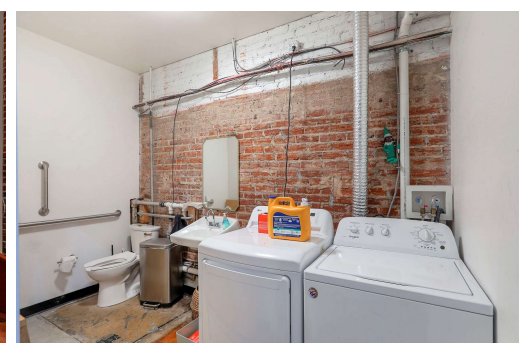
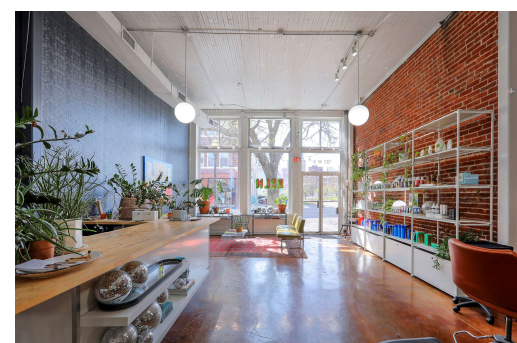
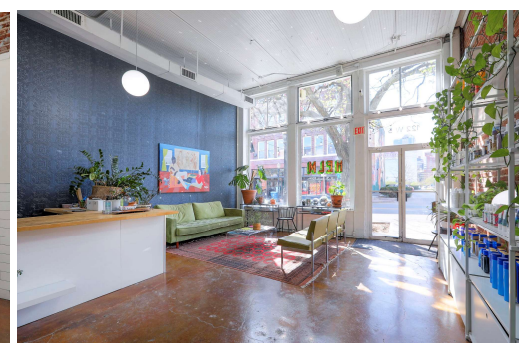
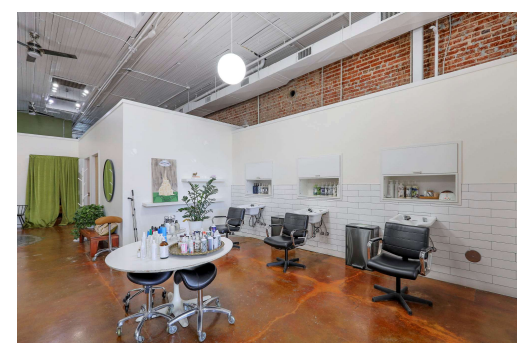
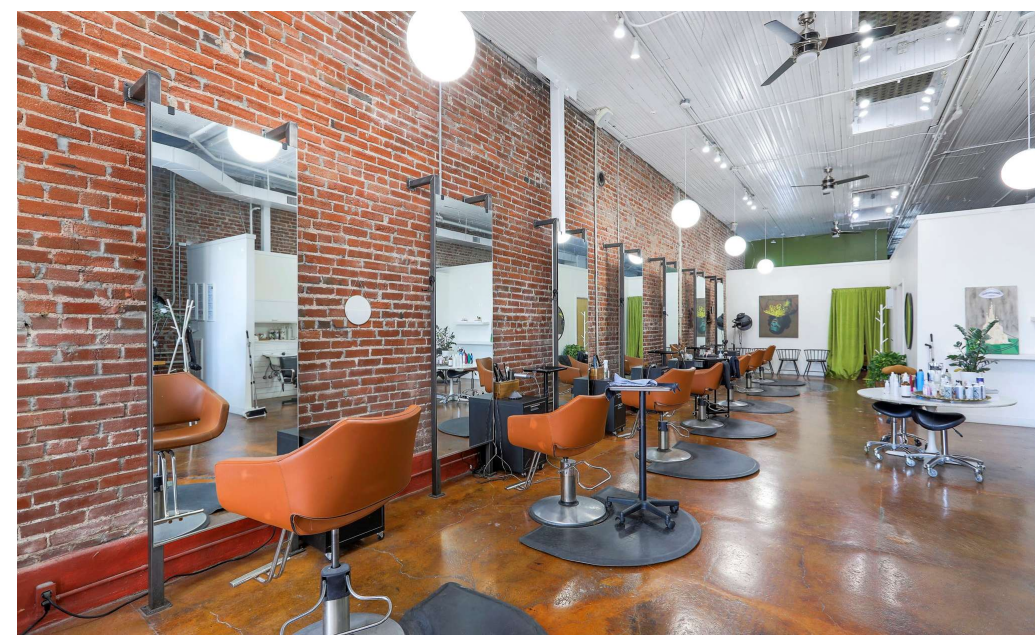


SALON PICTURES

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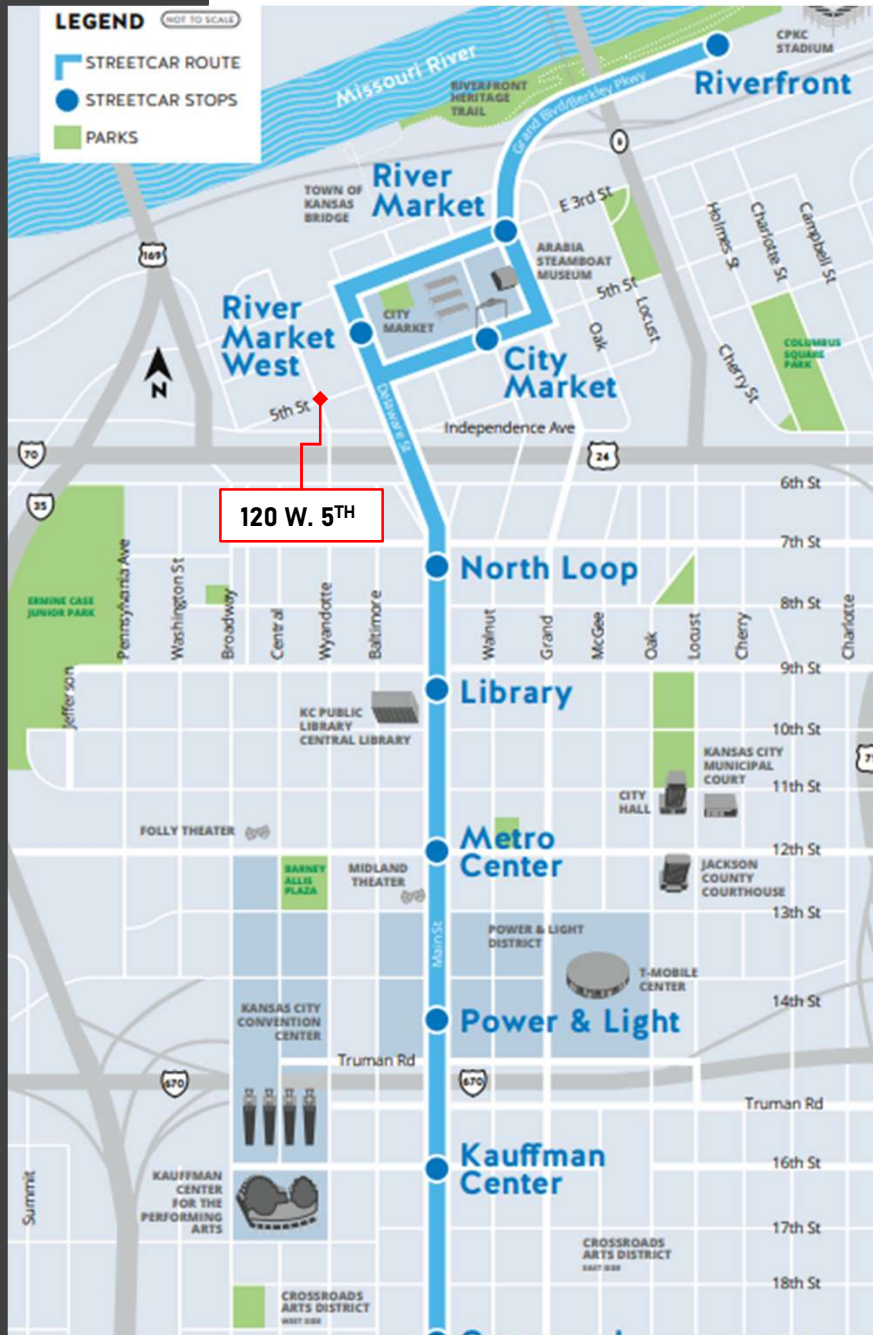
RIVER MARKET MIXED-USE

120-122 W. 5TH ST | SALON + SHORT-TERM RENTAL



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RideKC STREETCAR



RIVER MARKET

Nestled along the banks of the Missouri River, the River Market neighborhood in Kansas City is a vibrant hub where history, culture, and modern living converge. As the oldest incorporated district in the city, River Market offers a unique blend of old-world charm and contemporary appeal, making it one of the most sought-after areas for those who crave a dynamic, urban lifestyle. At the heart of River Market is the City Market, a bustling open-air marketplace that has been a cornerstone of the community since 1857. Here, you'll find everything from farm-fresh produce to artisanal goods, international cuisine, and lively weekend events. The neighborhood's walkability is another major draw. Stroll along tree-lined streets and enjoy boutique shopping, eclectic galleries, and riverfront trails that offer stunning views of downtown Kansas City. For commuters, River Market is well-connected, with easy access to the KC Streetcar, I-70, and major thoroughfares

Kansas City's River Market neighborhood is experiencing a remarkable transformation, driven by a combination of strategic infrastructure investments, new developments, and a vibrant cultural resurgence. The recently extended KC Streetcar line (5.7 total miles) links the neighborhood beyond the Country Club Plaza allowing residents to enjoy car-free access to some of KC's most iconic destinations including CPKC Stadium (KC Current's field), Power & Light District (premier entertainment district), and the Crossroads Arts District in the immediate areas. The enhanced connectivity of the streetcar paired with the area's strong economic and demographic trends, makes River Market an exceptional place to live. Together, these economic drivers have propelled the River Market into the spotlight as one of Kansas City's most exciting neighborhoods for real estate investment. Low inventory and high demand have led to rising property values, with a mix of historic lofts, sleek new developments, and adaptive reuse projects attracting diverse buyers.

Here's the revised, more professional and concise version:

Downtown Kansas City has become the region's core, with its population growing 139% since 2000 to over 32,000 residents. It serves as both the largest employment hub and the fastest-growing residential area, offering unparalleled opportunities to connect and succeed. Centrally located in the metro, Downtown is where business, culture, and community converge. It's the go-to destination for innovation, collaboration, and experiencing the best of Kansas City.

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DOWNTOWN KC POINTS OF INTEREST



KC Streetcar line is a transformative transit system for Kansas City, providing free and convenient access across a 5.7-mile route that connects major destinations. The newly added Main Street and Riverfront extension expands this connectivity, linking directly to UMKC campus and the Berkley Riverfront—a hub for outdoor recreation, events, and skyline views. This extension enhances accessibility and strengthens the connection between Kansas City's urban core and its scenic riverfront – completion spring 2026.

THE REGION'S LARGEST FARMERS MARKET – CITY MARKET

#3

RENT CAFE
"TOP LIVABLE METRO
IN 2026"



The City Market is a lively hub where history, culture, and community come together. This bustling marketplace showcases an eclectic mix of local farmers, artisans, and vendors offering everything from farm-fresh produce to global cuisine, handmade goods, and specialty items. Open year-round, it's the perfect spot to explore on a weekend morning, grab a bite to eat, or stock up on unique finds. With its charming mix of urban energy and small-town warmth, the City Market is a must-visit destination that captures the spirit of Kansas City.

KC CURRENT STADIUM - CPKC



Located along the Berkley Riverfront, CPKC Stadium is a groundbreaking addition to Kansas City's sports and entertainment scene, serving as the world's first stadium built exclusively for a professional women's soccer team, the Kansas City Current. The \$117-million project has a capacity of 11,500 seats featuring modern amenities like premium hospitality suites, diverse dining options, and sustainable design elements.

BERKLEY RIVERFRONT PARK PROJECT



The project (Port KC) includes a \$400-million investment in mixed-use developments, introducing over 400 new multi-family homes with more planned. It is expected to generate thousands of jobs and millions in local economic impact. The development blends green spaces, residential hubs, and commercial opportunities, creating a vibrant, walkable community. With over 17 acres of landscaped parkland, the area features jogging trails, outdoor event spaces, and stunning river views.

RIVER MARKET MIXED-USE

120-122 W. 5TH ST | SALON + SHORT-TERM RENTAL



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Subject Property

120-122 W 5th St

DEMOGRAPHICS



POPULATION	1 MILE	2 MILE	3 MILE
Population	16,214	85,751	245,340
5 Yr Growth	3.2%	4.2%	3.5%
Median Age	35	35	35
5 Yr Forecast	38	37	37
HOUSEHOLDS			
Households	10,012	38,877	106,419
5 Yr Growth	3.4%	4.5%	3.7%
Average Household Income	\$89,357	\$74,075	\$73,483
5 Yr Forecast	\$90,336	\$75,392	\$74,735
Average Household Size	1.5	2	2.2
Average HH Vehicles	1	1	1
HOUSING			
Median Home Value	\$236,569	\$183,495	\$163,230
Median Year Built	1971	1959	1954

MAJOR NEARBY EMPLOYERS

COMPANY	DESCRIPTION
University of Kansas Health Systems	Higher Education; Health Services
Saint Luke's Health System	Health Services
Children's Mercy Hospitals & Clinics	Health Services
Cerner Corporation	Health Care Information Systems
Hallmark Cards, Inc.	Greeting Card Mfg. (HQ)
Internal Revenue Service	Government
University Health Truman Medical Center	Health Services
Burns & McDonnell	Architectural Engineering (HQ)
DST Systems, Inc.	Data Processing Systems (HQ)
H&R Block, Inc.	Financial Services (HQ)
University of Missouri-Kansas City	Higher Education
Commerce Bank	Banking (HQ)
UMB Financial	Banking (HQ)
Federal Reserve Bank of Kansas City	Banking (Regional HQ)
Blue Cross Blue Shield of Kansas	Insurance (HQ)
Research Medical Center (HCA)	Health Services
Lockton Companies	Insurance Brokerage (HQ)
Creative Planning	Wealth Advisory Firm (HQ)
American Century Investments, Inc.	Mutual Funds (HQ)
State Street	Mutual Fund Services
JE Dunn Construction	Construction (HQ)
Assurant Employee Benefits	Insurance
VMLY&R	Web Design (HQ)
Dickinson Financial Corporation	Financial Services (HQ)
Shook, Hardy & Bacon	Law Firm (HQ)
Stowers Institute for Medical Research	Biomedical Research Center
Americo Financial	Insurance (HQ)
Sun Life Financial	Insurance Brokerage (HQ)
HNTB Corp	Architecture & Engineering (HQ)
CBIZ	Management Consulting
Polsinelli PC	Law Firm (HQ)

Source: Kansas City Area Development Council (KCADC)

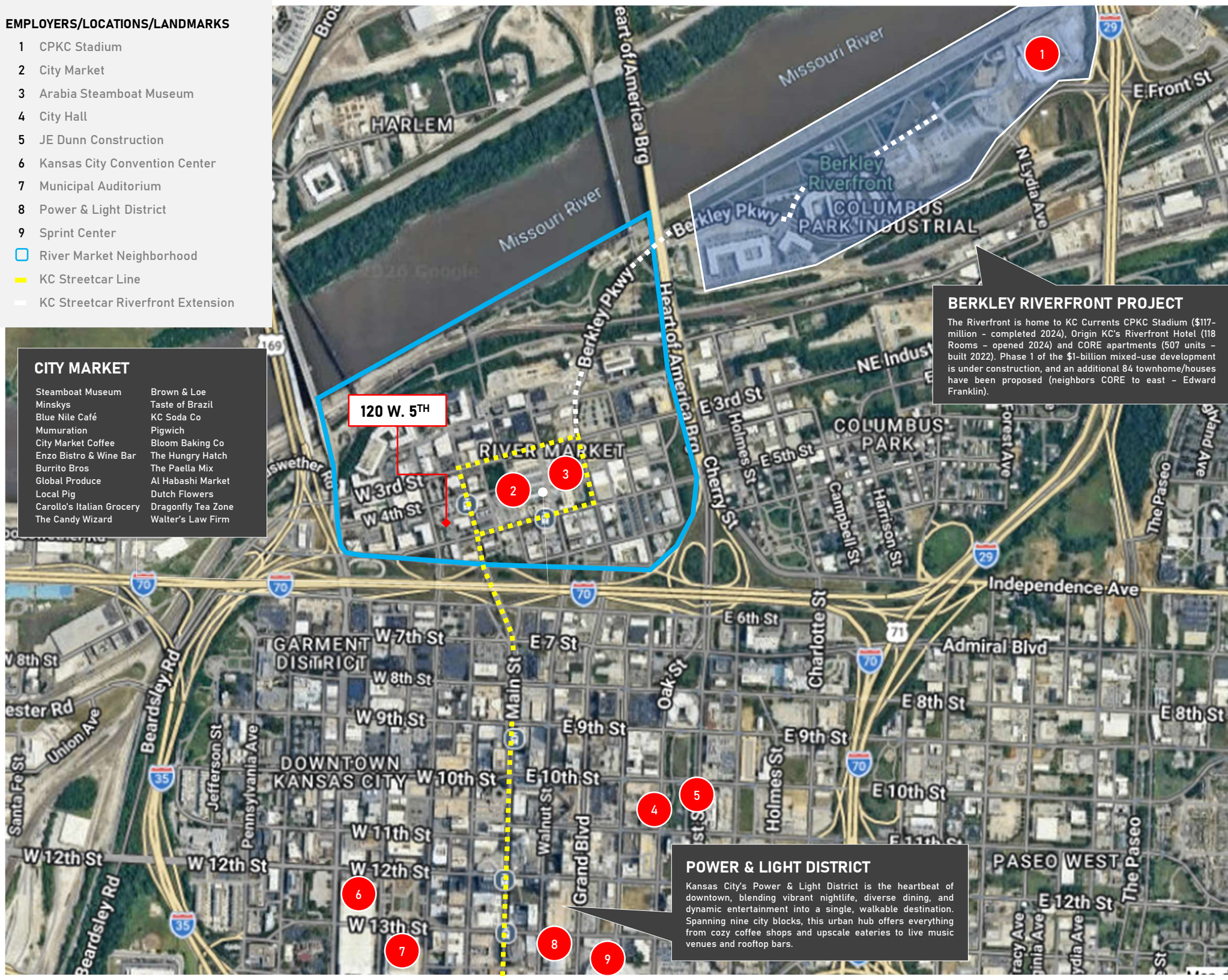
EMPLOYERS/LOCATIONS/LANDMARKS

- 1 CPKC Stadium
 - 2 City Market
 - 3 Arabia Steamboat Museum
 - 4 City Hall
 - 5 JE Dunn Construction
 - 6 Kansas City Convention Center
 - 7 Municipal Auditorium
 - 8 Power & Light District
 - 9 Sprint Center
- River Market Neighborhood
 - KC Streetcar Line
 - KC Streetcar Riverfront Extension

CITY MARKET

- | | |
|---------------------------|--------------------|
| Steamboat Museum | Brown & Loe |
| Minskys | Taste of Brazil |
| Blue Nile Café | KC Soda Co |
| Mumuration | Pigwich |
| City Market Coffee | Bloom Baking Co |
| Enzo Bistro & Wine Bar | The Hungry Hatch |
| Burrito Bros | The Paella Mix |
| Global Produce | Al Habashi Market |
| Local Pig | Dutch Flowers |
| Carollo's Italian Grocery | Dragonfly Tea Zone |
| The Candy Wizard | Walter's Law Firm |

BERKLEY RIVERFRONT PROJECT
 The Riverfront is home to KC Currents CPKC Stadium (\$117-million - completed 2024), Origin KC's Riverfront Hotel (118 Rooms - opened 2024) and CORE apartments (507 units - built 2022). Phase 1 of the \$1-billion mixed-use development is under construction, and an additional 84 townhome/houses have been proposed (neighbors CORE to east - Edward Franklin).



POWER & LIGHT DISTRICT
 Kansas City's Power & Light District is the heartbeat of downtown, blending vibrant nightlife, diverse dining, and dynamic entertainment into a single, walkable destination. Spanning nine city blocks, this urban hub offers everything from cozy coffee shops and upscale eateries to live music venues and rooftop bars.

120 W. 5TH



KANSAS CITY IS A LEADING ECONOMY IN THE MIDWEST

The Kansas City metro has a population of 2.25 million people, an increase of over 25% since 2000, among the highest growth rates in the Midwest over this period. The region has experienced phenomenal corporate attraction and business growth, with companies across a range of economic sectors selecting Kansas City for the location of headquarters, manufacturing and logistics facilities, research and development operations, and shared service centers. The common thread connecting each of these successes has been the excellent value each company derived from the metro's talented and deep workforce, diverse operating environments, low cost of living, and amazing work-life balance. The Kansas City area is home to major companies like Hallmark Cards, H&R Block, Black & Veatch, Garmin, Seaboard, DST Systems and Russell Stovers. It is ranked among the Top 20 Cities hiring the most workers and has seen extensive growth/development since the turn of the century. The new \$1.5 billion single-terminal was just completed and over \$9+ billion has been invested into Downtown KC since 2001

Kansas City's economy is recognized as one of the nation's most diverse with no economic sector comprising more than 15% of overall employment and is a national leader of several durable industries which are integral to regional economic growth. Furthermore, Kansas City has increasingly become a hub for startups and entrepreneurs that are attracted to the metro's abundant talent pool and low office space costs. Kansas City's February 2025 unemployment rate of 4.3% was below the national average of 4.5% for the same period. The metropolitan area's housing market continues to thrive as both Zillow and the National Association of Realtors have highlighted Kansas City as one of the "Top 10 Hottest Housing Markets". Factors such as average mortgage rate, city construction, job/population growth and net migration influenced rankings. These trends can also be seen in the rental markets within the metro as RentCafe had Kansas City, Missouri inside its Top 10 Cities for Renters to Watch in 2024 based on the region's affordable cost of living and job opportunities.

RIVER MARKET MIXED-USE

120-122 W. 5TH ST | SALON + SHORT-TERM RENTAL



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KANSAS CITY'S 1ST WORLD CUP | JUNE 2026



Kansas City has been selected as one of the 16 host cities for the 2026 FIFA World Cup, which will be jointly held across the United States, Canada, and Mexico – hosting at GEHA Field at Arrowhead Stadium. The World Cup is expected to bring significant economic benefits to the region, with projections of over \$650 million in direct economic impact and hundreds of thousands of visitors. Kansas City is branding itself as the “Soccer Capital of America®,” leveraging its rich soccer heritage and strong local support for the sport.



META, GOOGLE & PANASONIC EXPAND IN KANSAS CITY

- **Meta's** data center at Golden Plains Technology Park is a state-of-the-art hyperscale facility located in Kansas City's Northland. The project represents a \$1 billion investment and became fully operational in August 2025. The project created significant economic benefits, employing 1,500 construction workers and supporting over 100 full-time operational jobs. Meta has also contributed over \$1 million to local schools and nonprofits, funding initiatives such as teacher pay raises and a community career center.
- **Panasonic Energy** has invested \$4 billion to establish a cutting-edge electric vehicle (EV) battery manufacturing facility in De Soto, Kansas. Located on a 300-acre site in Astra Enterprise Park, it is the largest economic development project in KS history. The project is expected to create up to 4,000 direct jobs, an additional 4,000 indirect jobs, and generate \$2.5 billion in annual economic activity for Kansas.
- **Google** announced a \$1 billion investment to build a new data center in Kansas City's Northland. The project includes a partnership with Evergy to carbon-free energy to the grid. The data center is expected to create approximately 1,300 jobs, including construction and operational roles.

KANSAS CITY'S NEW AIRPORT TERMINAL

#4

J.D. POWER
“BEST AIRPORTS 2025”



At over 1 million square feet and with a \$1.5 billion budget, it is the largest infrastructure project in Kansas City's history. The project created over 6,000 construction jobs and involved more than 240 local firms. In 2024, KCI generated \$6.3 billion in economic output, supporting nearly 40,000 jobs. The terminal includes 40 gates (expandable to 50), a 6,200-space covered parking garage, and a consolidated security checkpoint with 16 lanes.

#1

CUSHMAN WAKEFIELD'S
“EMERGING DATA CENTER
MARKETS IN THE WORLD”

#2

CBRE
“COST-EFFECTIVE TECH
MARKET IN THE U.S.”

KANSAS CITY'S KEY ECONOMIC DRIVERS

The Kansas City area economy is supported by a wide variety of business and is a national leader of several key industries which are integral to regional economic growth:

MAJOR FINANCIAL/BANKING CENTER IN THE MIDWEST

- Global headquarters for American Century Investments, BATS Trading, Commerce Bank, H&R Block, State Street, and UMB Financial
- One of the Midwest's finance hubs, boasting the second highest concentration of financial service jobs in the region
- Low cost of living and above average educational attainment will continue to bode well for financial services
- IRS Processing Center – one of two in the nation

LEADING HUB FOR TRANSPORTATION & LOGISTICS OPERATIONS

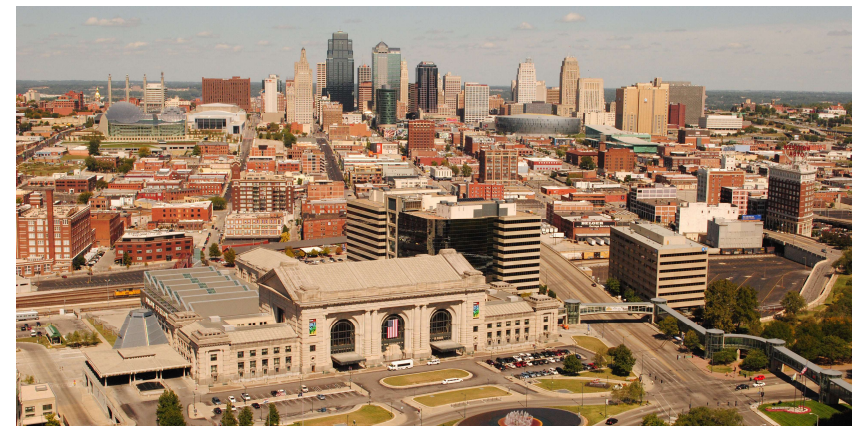
- Largest rail center in the United States by freight volume
- Located at the intersection of four of the nation's major interstate highways
- KC is the most centrally located major US market — making it the focal point of movement + distribution of goods
- Business-friendly Foreign Trade Zone
- Cost efficient product distribution – 85% of the U.S. population can be reached in two days or less
- KC rated as the second least-congested metropolitan areas overall in the U.S. – Tom Tom Traffic Index
- The new KCI Airport was recognized as one of the top airports in the country (#3 J.D. Power) and one of the world's most beautiful airports (Prix Versailles)
- Kansas City's location has attracted eCommerce & distribution companies to create more than 6,000 jobs, invest \$2.2 billion and occupy 13 million square feet

RAPIDLY GROWING TECH INDUSTRY

- Global headquarters for Garmin
- First metro in the nation to receive Google's state-of-the-art fiber network
- One in every 10 workers in KC is employed by the tech industry – with 3,900+ tech companies in the metro ranging from startups to global enterprises
- Increasingly recognized as the most connected city in the United States - #2 Most Cost-Effective Tech Market (CBRE, Scoring Tech Talent)

EXPANDING BIOSCIENCE AND HEALTHCARE SECTOR

- Proven global leader in animal health, drug development, diagnostics, and clinical research
- Strong network of expertise and knowledge for human and animal health companies
- Over 250 biotech companies in the metro employing more than 30,000 people



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120-122 W. 5TH ST | SALON + SHORT-TERM RENTAL



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OPERATING SUMMARY & YEAR 1 PRO FORMA

RENTAL INCOME	2024	%	PER UNIT	2025	PROFORMA	%	PER UNIT
GROSS POTENTIAL RENT (Salon)	\$38,400	100.00%	\$19,200	\$38,400	\$38,400	100.00%	\$19,200
VACANCY/CREDIT LOSSES	-\$249	-0.65%	-\$125	-\$5,424	\$0	0.00%	\$0
GROSS POTENTIAL RENT (AirBnb)	\$101,920	100.00%	\$50,960	\$101,920	\$101,920	100.00%	\$50,960
VACANCY/CREDIT LOSSES	-\$44,062	-43.23%	-\$22,031	-\$74,330	-\$35,672	-35.00%	-\$17,836
GROSS RENTAL INCOME	\$96,009	250.02%	\$48,005	\$60,566	\$104,648	272.52%	\$52,324
TOTAL OTHER INCOME	\$0	0.00%	\$0	\$0	\$0	0.00%	\$0
TOTAL GROSS INCOME	\$96,009	250.02%	\$48,005	\$60,566	\$104,648	272.52%	\$52,324

EXPENSE	2024	%	PER UNIT	2025	PROFORMA	%	PER UNIT
REAL ESTATE TAXES	\$24,831	25.86%	\$12,416	\$38,166	\$38,571	36.86%	\$19,285
INSURANCE	\$6,020	6.27%	\$3,010	\$7,810	\$7,810	7.46%	\$3,905
UTILITIES	\$5,275	5.49%	\$2,638	\$5,338	\$5,307	5.07%	\$2,653
MAINTENANCE/REPAIRS	\$6,550	6.82%	\$3,275	\$5,091	\$2,000	1.91%	\$1,000
CONTRACT SERVICES	\$3,692	3.85%	\$1,846	\$1,441	\$1,500	1.43%	\$750
PROFESSIONAL/LEGAL	\$2,075	2.16%	\$1,038	\$1,960	\$2,018	1.93%	\$1,009
LICENSES/FEES	\$4,737	4.93%	\$2,368	\$1,755	\$1,700	1.62%	\$850
MANAGEMENT FEE	\$6,000	6.25%	\$3,000	\$1,200	\$5,232	5.00%	\$2,616
REPLACEMENT RESERVES	-	-	-	-	\$500	0.48%	\$250
TOTAL EXPENSES	\$59,179	61.64%	\$29,590	\$62,762	\$64,637	61.77%	\$32,319
NET OPERATING INCOME	\$36,830	38.36%	\$18,415	-\$2,196	\$40,011	38.23%	\$20,005

OPERATING NOTES

REPRESENTS 2024/2025 ANNUAL PERFORMANCE

- **GROSS POTENTIAL RENT**
 - SALON/RETAIL INCOME – Based on current rate of \$3,200/month annualized
 - Tenant in place since October 2021 (lease through October 2028) – \$100 YoY Rent Increase
 - AIRBNB/STR UNIT – Based on the prime Airbnb rental days (Thurs-Sun) annualized at \$490/night (208 Days)
- **VACANCY & CREDIT LOSSES**
 - Roof leak in January 2025 took Airbnb/STR unit out of service through May of 2025
- **PROPERTY TAX**
 - 55% increase from 2024 to 2025 – eligible for appeal
- **UTILITIES**
 - Salon/Retail responsible for 50% of water utility – separately metered for electric
- **MANAGEMENT**
 - 3rd Party Airbnb Host used at flat rate fee of \$600/month for STR unit

PRO FORMA NOTES

UNDERWRITING ASSUMPTIONS

- **GROSS POTENTIAL RENT**
 - SALON/RETAIL INCOME
 - Current Rent: \$3,200 | \$100 YoY increase
 - AIRBNB/STR UNIT – 31 Future Bookings | 87 Nights at \$470.80/night as of April 2026
- **VACANCY**
 - Adjusted to 35% based on Airbnb statistics in the Downtown KC area
- **MANAGEMENT**
 - Adjusted to 5% for management of STR unit only

SOURCES OF INFORMATION

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- The Jackson County Assessor's Office and online databases
- The City of Kansas City, Missouri & Chamber of Commerce
- Loopnet, CoStar, Crexi and Multiple Listing Services (MLS)
- Market participants and property managers familiar with the area
- Public records, surveys and appraisals
- Kansas City Area Development Council

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