

3 ACRE RETAIL/RESTAURANT OPPORTUNITY



TRANSWESTERN

REAL ESTATE
SERVICES

7555 WEST MEQUON ROAD

MEQUON, WI 53092



Information:

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GENERAL INFORMATION

Located on the SEC of Mequon Road and Wauwatosa Road, across the street from the Outpost Natural Foods, the property is a perfect location to serve Mequon as well as the surrounding communities: River Hills, Cedarburg, Germantown, Menomonee Falls, Jackson, Brown Deer, and Milwaukee. This property sits within the recently established Arrival Corridor District of the City of Mequon and Mequon's Tax Increment District No. 3. As the western gateway of Mequon, the intersection is less than one mile west of the Mequon-Thiensville Town Center in a district permitting larger, higher density commercial uses previously limited in the area. Up to 10 acres are potentially available.

Building Description	Originally constructed in 1986 as a grocery store, this stone and frame building consists of primarily open, flexible space with dramatic volumes. Two-story walls surround the existing first floor showroom with mezzanine offices above and plentiful storage in the rear. Large walk-in coolers and food grade preparation areas with tile floors and FRP walls can easily be repurposed for a restaurant or Brew Pub. Two loading docks and a drive-in door in the rear simplify logistics.
Space Availability	Ground Floor Retail12,983 SF (divisible) Mezzanine3,514 SF Attic Storage860 SF
Site	Approximately 3.05 Acres (site includes single-family residence and out buildings on the adjacent parcel). Adjacent available parcels can be combined to create a 10 acre development site.
Lease Rate	Negotiable
Zoning	AC Arrival Corridor District – permits larger, higher density uses than in the Mequon-Thiensville Town Center Within Tax Increment District No. 3
Parking	Currently 85 striped spaces, additional parking maybe available by restriping. The lot may also be expanded to the south.
Loading Docks	Two (2) with levelers One (1) drive-in door
Monument Sign	Currently on property (see photograph)
Traffic Counts	22,500 per day on Mequon Road and 16,400 per day on Wauwatosa Road per 2010 DOT report
Demographics (3-mile radius)	Total Population23,970 Total Households9,827 Median Household Income\$75,602
Fantastic Restaurant Potential	Additional demographic information attached. Anchor corner of the West Mequon Dining Corridor. See restaurant market potential included herein.

All information is furnished from sources judged to be reliable; however, no guarantee is made as to its accuracy or completeness.

AERIAL PHOTOGRAPH



Subject Property:

7555 West Mequon Road
11126 North Wauwatosa Road

Also Available:

- A – 7373 West Mequon Road (2.222 Acres)
- B – 1110 – 1112 North Wauwatosa Road (2.560 Acres)
- C – 11044 North Wauwatosa Road (1.710 Acres)
- D – 11034 North Wauwatosa Road (.310 Acres)

PROXIMATE NEW DEVELOPMENT

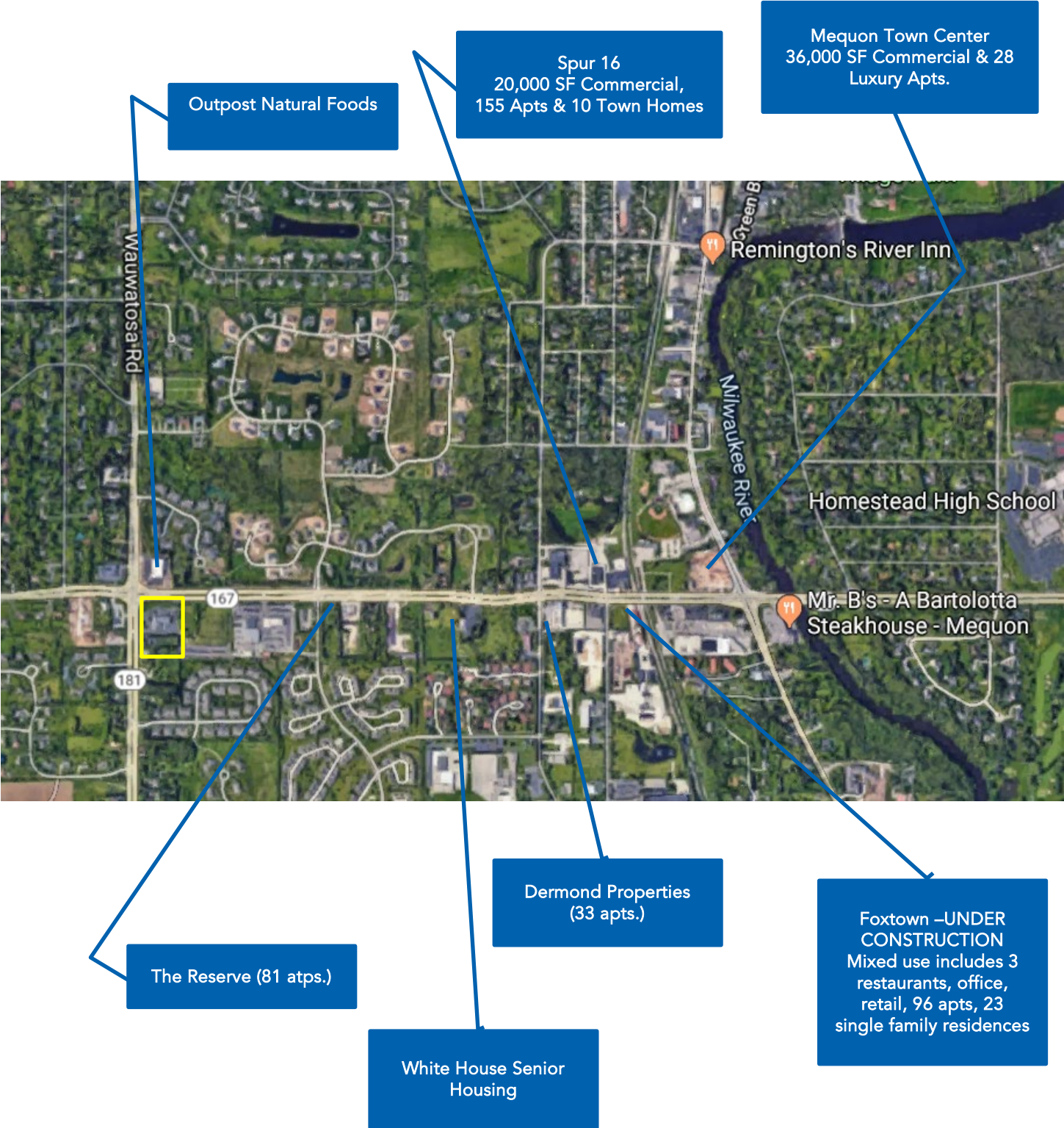


PHOTO GALLERY

West Wing from Entry



East Wing from East End



Entry from West Wing



PHOTO GALLERY

Pylon Sign



Entry to Large Cooler



Entry to Small Cooler



PHOTO GALLERY

East Wing



West Wing



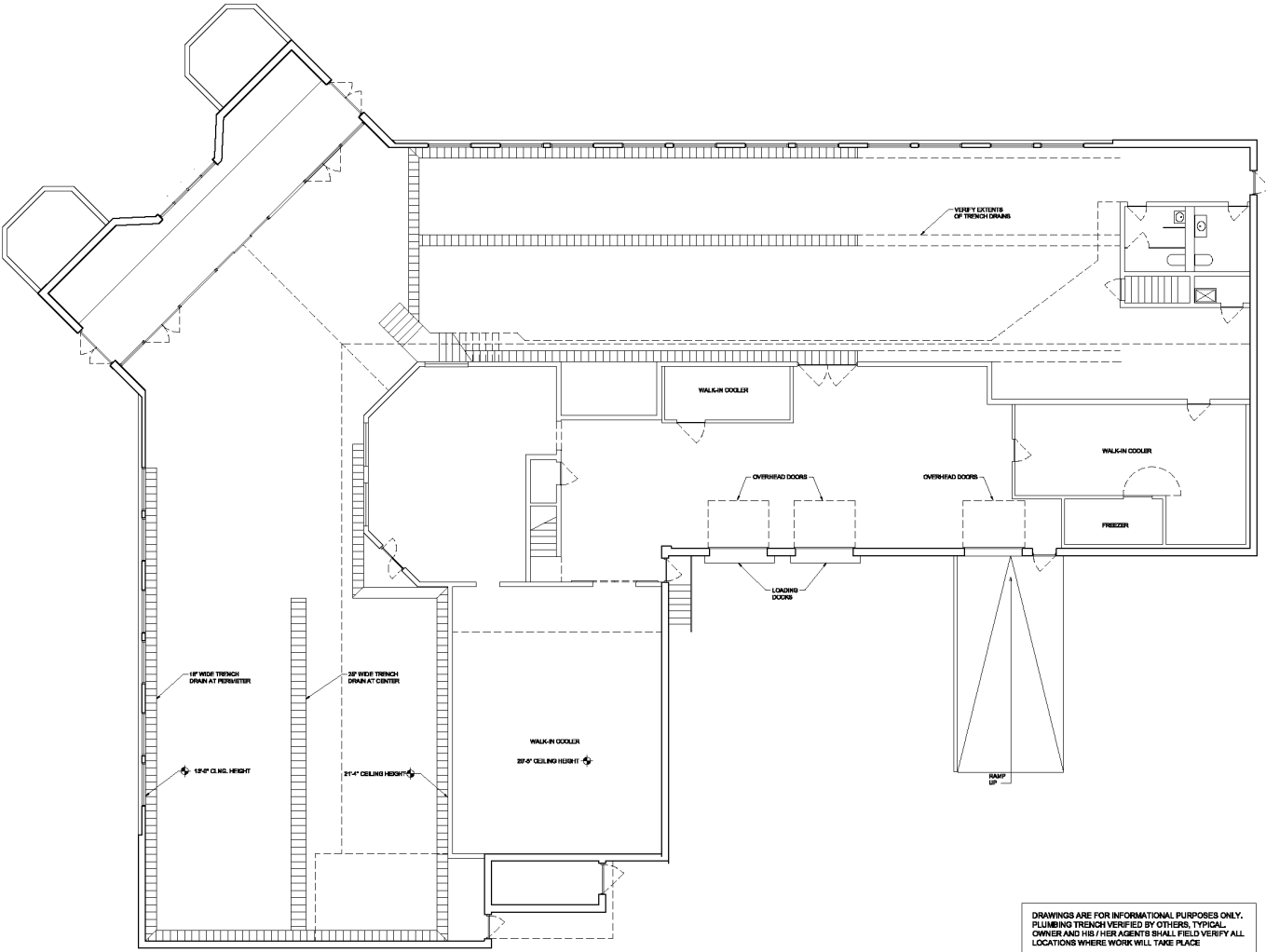
Dock Doors



Docks / Drive-In



FLOOR PLAN – 1ST FLOOR

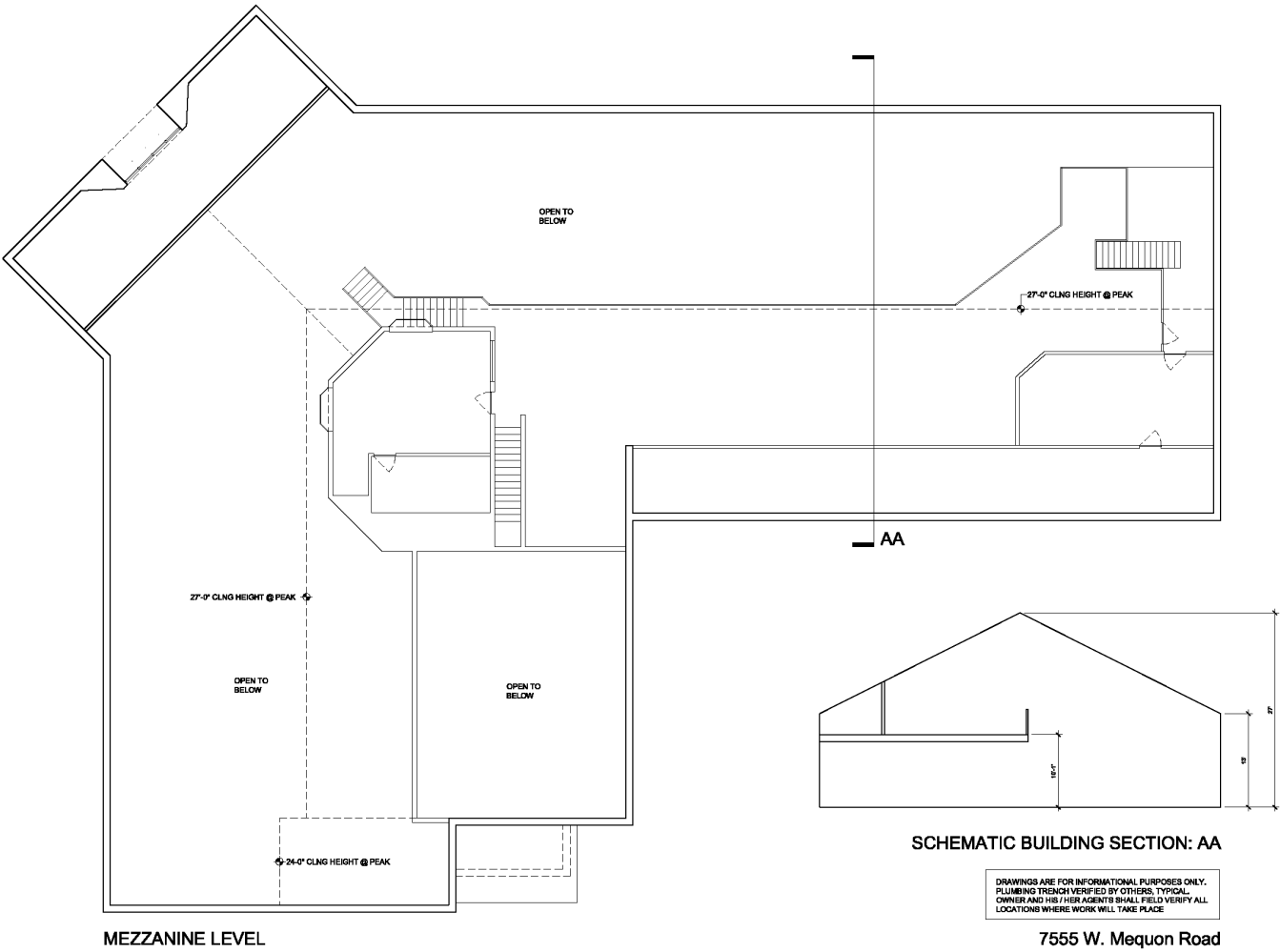


FIRST FLOOR

DRAWINGS ARE FOR INFORMATIONAL PURPOSES ONLY.
PLUMBING TRENCH VERIFIED BY OTHERS, TYPICAL.
OWNER AND HIS / HER AGENTS SHALL FIELD VERIFY ALL
LOCATIONS WHERE WORK WILL TAKE PLACE

7555 W. Mequon Road

FLOOR PLAN – MEZZANINE



7555 WEST MEQUON ROAD
MEQUON, WI



DEMOGRAPHICS – 1 MILE



Demographic and Income Profile

7555 W Mequon Rd, Mequon, Wisconsin, 53092 6
7555 W Mequon Rd, Mequon, Wisconsin, 53092
Ring: 1 mile radius

Prepared by Esri
Latitude: 43.22099
Longitude: -88.00263

Summary	Census 2010		2020		2025		
Population	3,330		4,111		4,334		
Households	1,321		1,632		1,727		
Families	986		1,206		1,271		
Average Household Size	2.52		2.52		2.51		
Owner Occupied Housing Units	1,042		1,253		1,329		
Renter Occupied Housing Units	279		379		398		
Median Age	44.3		47.0		48.2		
Trends: 2020-2025 Annual Rate	Area		State		National		
Population	1.06%		0.42%		0.72%		
Households	1.14%		0.49%		0.72%		
Families	1.06%		0.40%		0.64%		
Owner HHs	1.18%		0.49%		0.72%		
Median Household Income	1.56%		1.49%		1.60%		
Households by Income			2020		2025		
			Number	Percent	Number	Percent	
	<\$15,000		52	3.2%	50	2.9%	
	\$15,000 - \$24,999		59	3.6%	54	3.1%	
	\$25,000 - \$34,999		76	4.7%	72	4.2%	
	\$35,000 - \$49,999		142	8.7%	142	8.2%	
	\$50,000 - \$74,999		199	12.2%	196	11.3%	
	\$75,000 - \$99,999		248	15.2%	247	14.3%	
	\$100,000 - \$149,999		286	17.5%	293	17.0%	
	\$150,000 - \$199,999		274	16.8%	305	17.7%	
\$200,000+		295	18.1%	366	21.2%		
Median Household Income			\$104,822		\$113,259		
Average Household Income			\$138,555		\$153,907		
Per Capita Income			\$54,618		\$60,964		
Population by Age	Census 2010		2020		2025		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	165	5.0%	182	4.4%	189	4.4%
	5 - 9	209	6.3%	216	5.3%	217	5.0%
	10 - 14	249	7.5%	272	6.6%	247	5.7%
	15 - 19	246	7.4%	259	6.3%	252	5.8%
	20 - 24	122	3.7%	212	5.2%	169	3.9%
	25 - 34	260	7.8%	408	9.9%	454	10.5%
	35 - 44	449	13.5%	400	9.7%	500	11.5%
	45 - 54	609	18.3%	604	14.7%	503	11.6%
	55 - 64	513	15.4%	695	16.9%	670	15.5%
	65 - 74	278	8.3%	503	12.2%	654	15.1%
	75 - 84	176	5.3%	255	6.2%	344	7.9%
	85+	55	1.7%	106	2.6%	133	3.1%
	Race and Ethnicity	Census 2010		2020		2025	
		Number	Percent	Number	Percent	Number	Percent
White Alone		2,966	89.0%	3,488	84.8%	3,555	82.0%
Black Alone		140	4.2%	201	4.9%	234	5.4%
American Indian Alone		5	0.2%	7	0.2%	7	0.2%
Asian Alone		144	4.3%	280	6.8%	365	8.4%
Pacific Islander Alone		1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone		12	0.4%	18	0.4%	23	0.5%
Two or More Races		63	1.9%	118	2.9%	150	3.5%
Hispanic Origin (Any Race)		79	2.4%	128	3.1%	161	3.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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DEMOGRAPHICS – 1 MILE



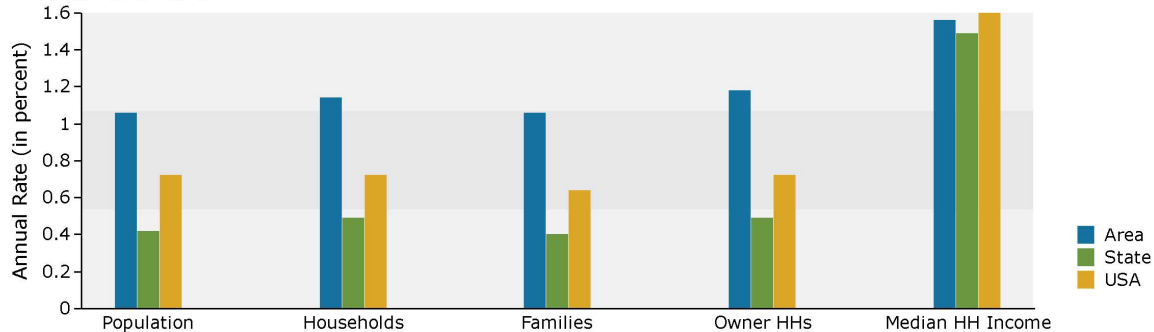
esri

Demographic and Income Profile

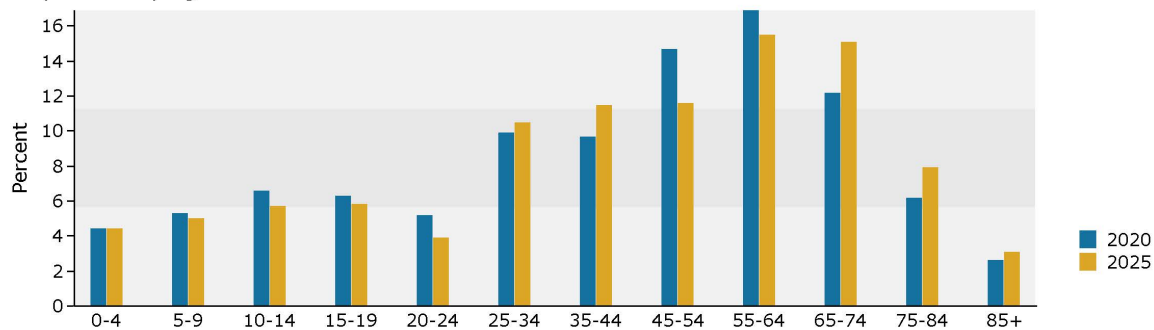
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Ring: 1 mile radius

Prepared by Esri
Latitude: 43.22099
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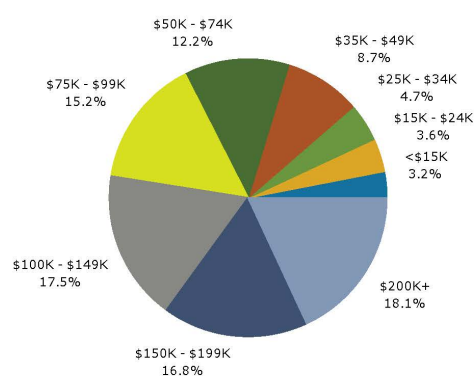
Trends 2020-2025



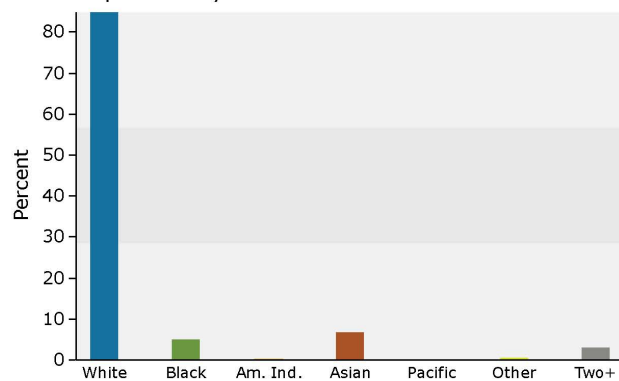
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 3.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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DEMOGRAPHICS – 3 MILES



Demographic and Income Profile

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Ring: 3 mile radius

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Summary	Census 2010		2020		2025	
Population	24,070		25,186		25,604	
Households	9,986		10,433		10,608	
Families	6,447		6,736		6,849	
Average Household Size	2.38		2.39		2.39	
Owner Occupied Housing Units	6,363		6,642		6,860	
Renter Occupied Housing Units	3,623		3,791		3,748	
Median Age	42.4		44.7		45.2	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.33%		0.42%		0.72%	
Households	0.33%		0.49%		0.72%	
Families	0.33%		0.40%		0.64%	
Owner HHs	0.65%		0.49%		0.72%	
Median Household Income	1.45%		1.49%		1.60%	
Households by Income			2020		2025	
		Number	Percent		Number	Percent
<\$15,000		1,166	11.2%		1,076	10.1%
\$15,000 - \$24,999		885	8.5%		842	7.9%
\$25,000 - \$34,999		774	7.4%		745	7.0%
\$35,000 - \$49,999		1,072	10.3%		1,048	9.9%
\$50,000 - \$74,999		1,476	14.1%		1,471	13.9%
\$75,000 - \$99,999		1,315	12.6%		1,319	12.4%
\$100,000 - \$149,999		1,614	15.5%		1,682	15.9%
\$150,000 - \$199,999		854	8.2%		947	8.9%
\$200,000+		1,276	12.2%		1,479	13.9%
Median Household Income			\$71,456		\$76,790	
Average Household Income			\$106,045		\$117,257	
Per Capita Income			\$44,252		\$48,920	
Census 2010			2020		2025	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,433	6.0%	1,338	5.3%	1,361	5.3%
5 - 9	1,509	6.3%	1,389	5.5%	1,386	5.4%
10 - 14	1,736	7.2%	1,632	6.5%	1,490	5.8%
15 - 19	1,689	7.0%	1,514	6.0%	1,466	5.7%
20 - 24	1,276	5.3%	1,508	6.0%	1,260	4.9%
25 - 34	2,346	9.7%	2,770	11.0%	2,956	11.5%
35 - 44	2,862	11.9%	2,527	10.0%	2,829	11.0%
45 - 54	3,790	15.7%	3,089	12.3%	2,707	10.6%
55 - 64	3,525	14.6%	3,930	15.6%	3,603	14.1%
65 - 74	1,892	7.9%	2,984	11.8%	3,501	13.7%
75 - 84	1,289	5.4%	1,620	6.4%	2,094	8.2%
85+	721	3.0%	887	3.5%	950	3.7%
Census 2010			2020		2025	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	16,898	70.2%	16,873	67.0%	16,613	64.9%
Black Alone	5,345	22.2%	5,616	22.3%	5,757	22.5%
American Indian Alone	51	0.2%	60	0.2%	65	0.3%
Asian Alone	984	4.1%	1,578	6.3%	1,949	7.6%
Pacific Islander Alone	9	0.0%	11	0.0%	13	0.1%
Some Other Race Alone	228	0.9%	287	1.1%	323	1.3%
Two or More Races	555	2.3%	760	3.0%	884	3.5%
Hispanic Origin (Any Race)			1,043	4.1%	1,230	4.8%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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DEMOGRAPHICS – 3 MILES

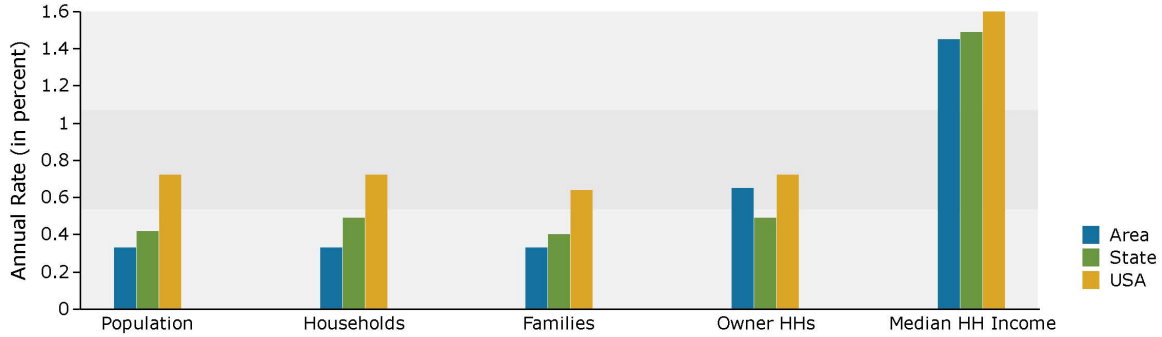


Demographic and Income Profile

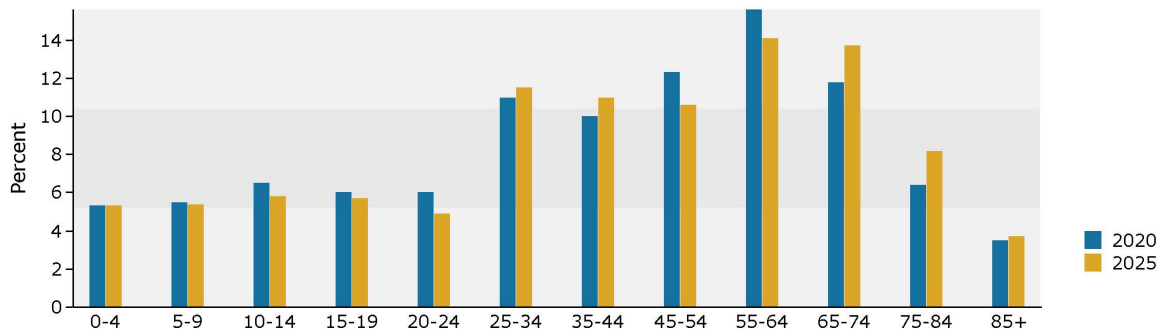
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7555 W Mequon Rd, Mequon, Wisconsin, 53092
Ring: 3 mile radius

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Latitude: 43.22099
Longitude: -88.00263

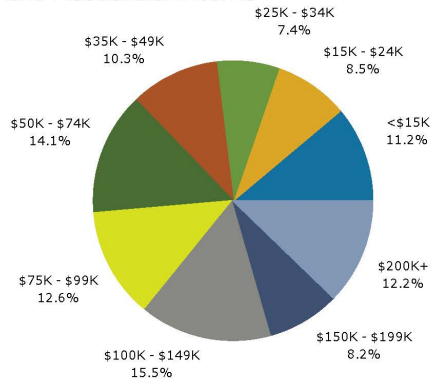
Trends 2020-2025



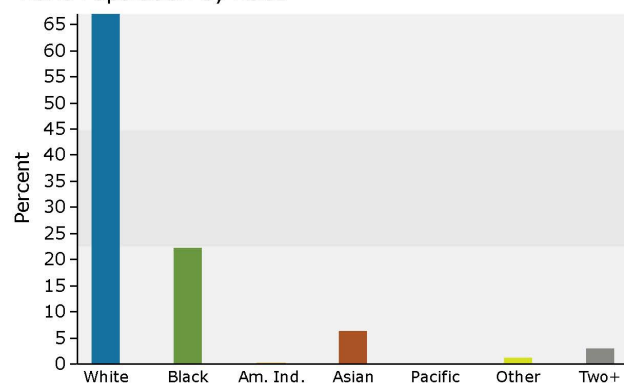
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 4.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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DEMOGRAPHICS – 5 MILES



Demographic and Income Profile

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7555 W Mequon Rd, Mequon, Wisconsin, 53092
Ring: 5 mile radius

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Summary	Census 2010		2020		2025		
Population	71,231		73,219		74,528		
Households	29,198		30,189		30,781		
Families	19,027		19,544		19,893		
Average Household Size	2.40		2.38		2.38		
Owner Occupied Housing Units	19,017		19,413		19,827		
Renter Occupied Housing Units	10,181		10,775		10,954		
Median Age	40.7		42.4		43.2		
Trends: 2020-2025 Annual Rate	Area		State		National		
Population	0.36%		0.42%		0.72%		
Households	0.39%		0.49%		0.72%		
Families	0.35%		0.40%		0.64%		
Owner HHs	0.42%		0.49%		0.72%		
Median Household Income	1.66%		1.49%		1.60%		
Households by Income			2020		2025		
			Number	Percent	Number	Percent	
	<\$15,000		3,067	10.2%	2,836	9.2%	
	\$15,000 - \$24,999		2,553	8.5%	2,387	7.8%	
	\$25,000 - \$34,999		2,687	8.9%	2,562	8.3%	
	\$35,000 - \$49,999		3,275	10.8%	3,230	10.5%	
	\$50,000 - \$74,999		4,623	15.3%	4,641	15.1%	
	\$75,000 - \$99,999		3,783	12.5%	3,872	12.6%	
	\$100,000 - \$149,999		4,867	16.1%	5,193	16.9%	
	\$150,000 - \$199,999		2,128	7.0%	2,383	7.7%	
\$200,000+		3,205	10.6%	3,676	11.9%		
Median Household Income			\$67,287		\$73,045		
Average Household Income			\$101,099		\$111,280		
Per Capita Income			\$41,461		\$45,678		
Population by Age	Census 2010		2020		2025		
		Number	Percent	Number	Percent	Number	Percent
	0 - 4	4,528	6.4%	4,114	5.6%	4,162	5.6%
	5 - 9	4,996	7.0%	4,552	6.2%	4,472	6.0%
	10 - 14	5,295	7.4%	5,134	7.0%	4,765	6.4%
	15 - 19	4,941	6.9%	4,782	6.5%	4,721	6.3%
	20 - 24	3,754	5.3%	4,312	5.9%	3,967	5.3%
	25 - 34	7,491	10.5%	7,987	10.9%	8,499	11.4%
	35 - 44	8,644	12.1%	7,771	10.6%	8,141	10.9%
	45 - 54	10,912	15.3%	9,062	12.4%	8,432	11.3%
	55 - 64	9,347	13.1%	10,525	14.4%	9,824	13.2%
	65 - 74	5,376	7.5%	7,972	10.9%	9,077	12.2%
	75 - 84	3,873	5.4%	4,495	6.1%	5,793	7.8%
	85+	2,073	2.9%	2,511	3.4%	2,675	3.6%
	Race and Ethnicity	Census 2010		2020		2025	
			Number	Percent	Number	Percent	Number
White Alone		48,135	67.6%	47,098	64.3%	46,420	62.3%
Black Alone		17,600	24.7%	18,467	25.2%	19,055	25.6%
American Indian Alone		218	0.3%	246	0.3%	264	0.4%
Asian Alone		2,593	3.6%	3,988	5.4%	4,899	6.6%
Pacific Islander Alone		26	0.0%	27	0.0%	29	0.0%
Some Other Race Alone		1,041	1.5%	1,289	1.8%	1,454	2.0%
Two or More Races		1,616	2.3%	2,102	2.9%	2,408	3.2%
Hispanic Origin (Any Race)		2,722	3.8%	3,588	4.9%	4,205	5.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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DEMOGRAPHICS – 5 MILES

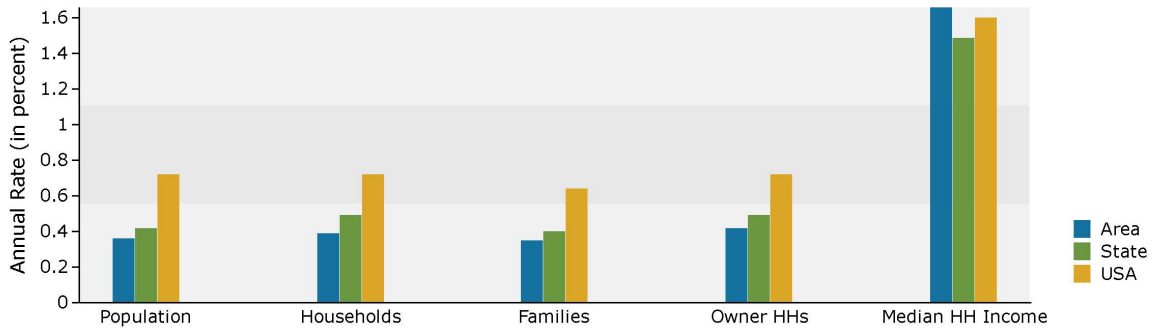


Demographic and Income Profile

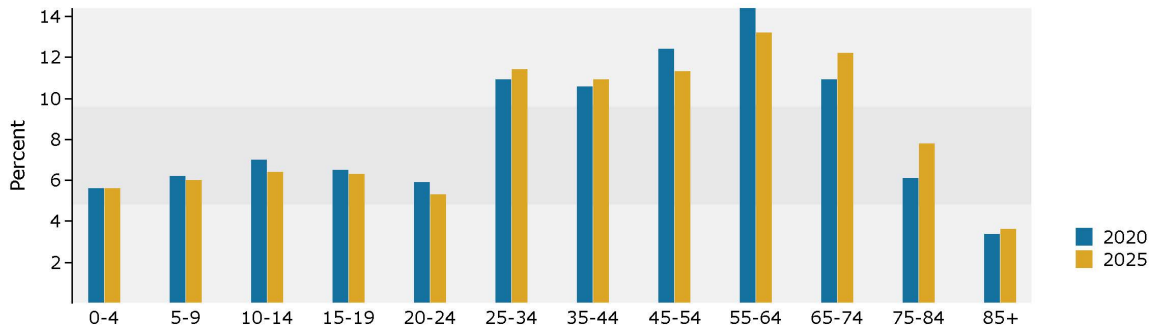
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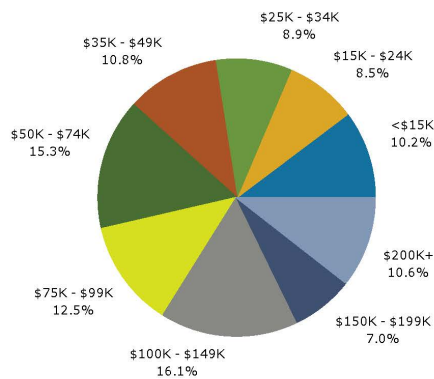
Trends 2020-2025



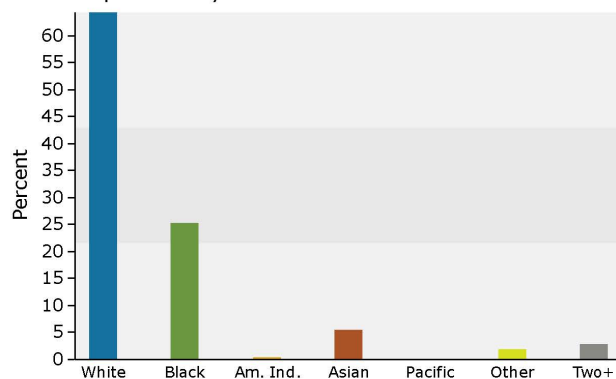
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 4.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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DEMOGRAPHICS – 10 MILES



Demographic and Income Profile

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Ring: 10 mile radius

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Summary	Census 2010		2020		2025	
Population	367,082		370,838		375,628	
Households	144,740		146,753		148,787	
Families	96,628		97,148		98,338	
Average Household Size	2.50		2.50		2.49	
Owner Occupied Housing Units	91,956		90,274		91,475	
Renter Occupied Housing Units	52,784		56,479		57,312	
Median Age	37.3		39.0		39.8	
Trends: 2020-2025 Annual Rate	Area		State		National	
Population	0.26%		0.42%		0.72%	
Households	0.28%		0.49%		0.72%	
Families	0.24%		0.40%		0.64%	
Owner HHs	0.26%		0.49%		0.72%	
Median Household Income	1.57%		1.49%		1.60%	
Households by Income			2020		2025	
			Number	Percent	Number	Percent
<\$15,000			16,625	11.3%	15,137	10.2%
\$15,000 - \$24,999			13,937	9.5%	12,829	8.6%
\$25,000 - \$34,999			14,086	9.6%	13,364	9.0%
\$35,000 - \$49,999			19,925	13.6%	19,617	13.2%
\$50,000 - \$74,999			23,961	16.3%	23,997	16.1%
\$75,000 - \$99,999			17,704	12.1%	18,222	12.2%
\$100,000 - \$149,999			21,054	14.3%	22,956	15.4%
\$150,000 - \$199,999			8,979	6.1%	10,375	7.0%
\$200,000+			10,480	7.1%	12,289	8.3%
Median Household Income			\$57,128		\$61,753	
Average Household Income			\$85,511		\$95,032	
Per Capita Income			\$33,862		\$37,660	
Population by Age	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	26,289	7.2%	23,783	6.4%	23,932	6.4%
5 - 9	27,131	7.4%	25,203	6.8%	24,599	6.5%
10 - 14	28,537	7.8%	26,606	7.2%	25,650	6.8%
15 - 19	28,027	7.6%	24,800	6.7%	24,530	6.5%
20 - 24	20,779	5.7%	23,100	6.2%	21,289	5.7%
25 - 34	42,604	11.6%	44,603	12.0%	46,939	12.5%
35 - 44	46,748	12.7%	43,225	11.7%	43,831	11.7%
45 - 54	54,856	14.9%	46,264	12.5%	43,936	11.7%
55 - 64	43,749	11.9%	49,829	13.4%	47,054	12.5%
65 - 74	23,769	6.5%	35,890	9.7%	40,931	10.9%
75 - 84	16,873	4.6%	18,341	4.9%	23,386	6.2%
85+	7,721	2.1%	9,193	2.5%	9,552	2.5%
Race and Ethnicity	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
White Alone	203,148	55.3%	197,587	53.3%	195,275	52.0%
Black Alone	136,583	37.2%	136,783	36.9%	138,271	36.8%
American Indian Alone	1,186	0.3%	1,304	0.4%	1,385	0.4%
Asian Alone	13,734	3.7%	19,566	5.3%	23,132	6.2%
Pacific Islander Alone	104	0.0%	102	0.0%	105	0.0%
Some Other Race Alone	3,582	1.0%	4,635	1.2%	5,307	1.4%
Two or More Races	8,746	2.4%	10,862	2.9%	12,154	3.2%
Hispanic Origin (Any Race)	11,687	3.2%	15,415	4.2%	18,069	4.8%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

November 17, 2020

DEMOGRAPHICS – 10 MILES

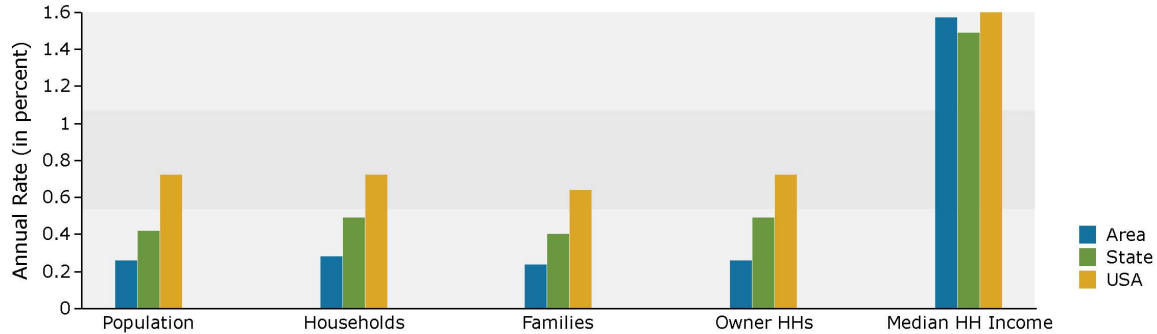


Demographic and Income Profile

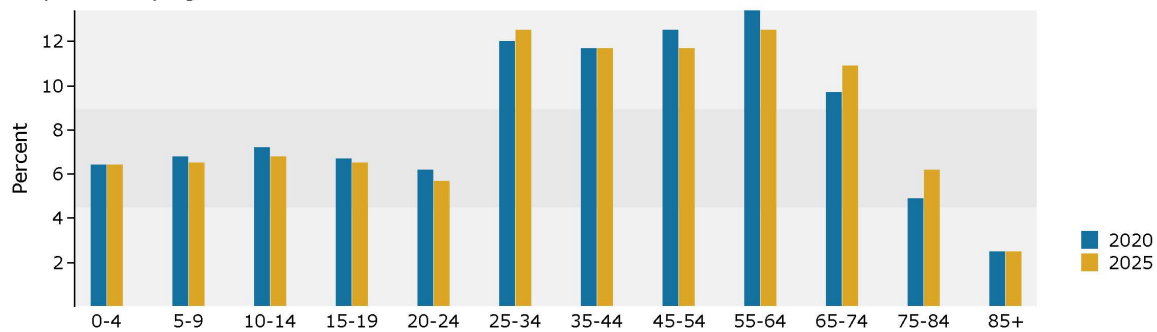
7555 W Mequon Rd, Mequon, Wisconsin, 53092 5
7555 W Mequon Rd, Mequon, Wisconsin, 53092
Ring: 10 mile radius

Prepared by Esri
Latitude: 43.22099
Longitude: -88.00263

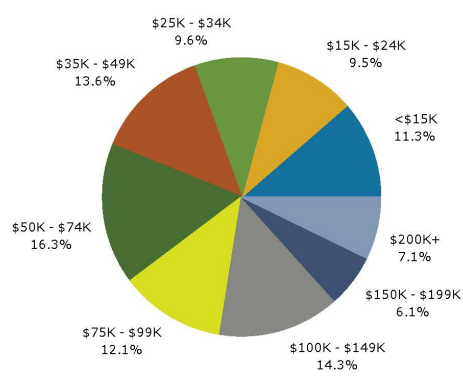
Trends 2020-2025



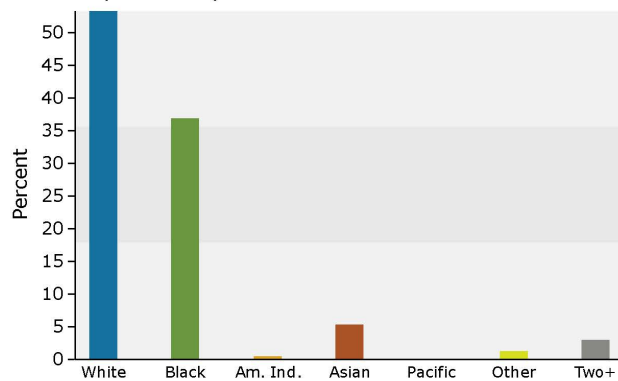
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 4.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

November 17, 2020

©2020 Esri

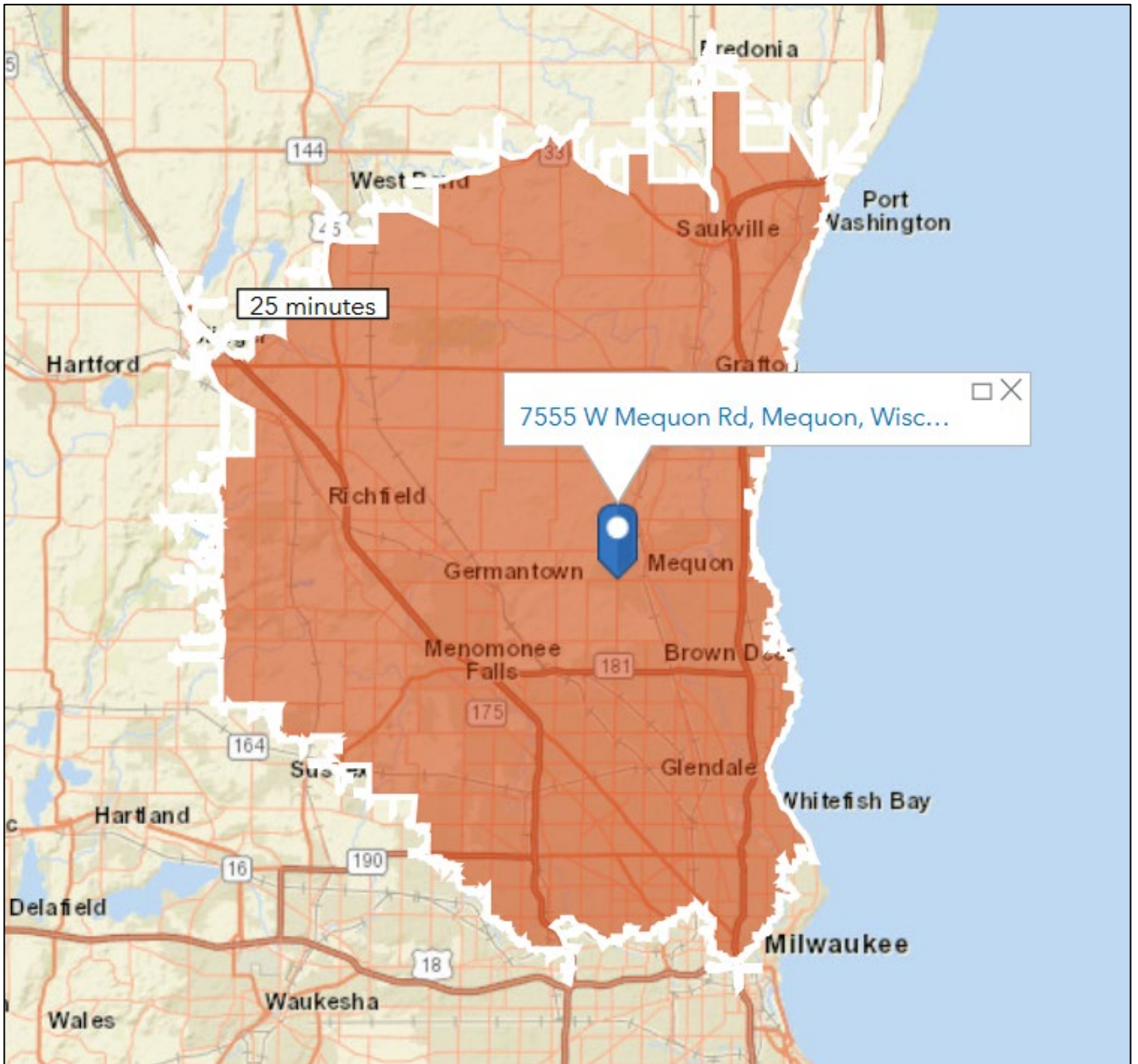
Page 2 of 2

West Mequon Dining Corridor

- Café Hollander and Collectivo blaze the trail in 2015 at the Mequon Town Center
- Mr. B's a Bartolotta Steakhouse joined the area in 2017
- Mequon Public Market at Spur 16 opened in 2019
Featuring:
 - Café Corazon
 - Beans & Barley
 - Anodyne Coffee Roasting
 - Purple Door Ice Cream
 - Santorini Grill
 - Bavette La Boucherie
 - Bowls
 - Happy Dough Lucky's
 - Lil Tuna
- St. Paul Fish Company opened it's doors in 2019
- Foxtown Brewery is under construction, opening October 2019



25 MINUTE DRIVE TIME MAP



Restaurant Market Potential and Demographics of Target Area on Following Page

RESTAURANT MARKET POTENTIAL – 25 MILE RADIUS



Restaurant Market Potential

7555 W Mequon Rd, Mequon, Wisconsin, 53092 6
7555 W Mequon Rd, Mequon, Wisconsin, 53092
Drive Time: 25 minute radius

Prepared by Esri
Latitude: 43.22158
Longitude: -88.00266

Demographic Summary		2019	2024
Population		572,322	578,885
Population 18+		431,956	440,942
Households		224,781	227,596
Median Household Income		\$55,002	\$62,691
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Percent			
Went to family restaurant/steak house in last 6 mo		321,941	74.5%
Went to family restaurant/steak house 4+ times/mo		118,247	27.4%
Spent at family restaurant/30 days: <\$1-30		35,192	8.1%
Spent at family restaurant/30 days: \$31-50		39,862	9.2%
Spent at family restaurant/30 days: \$51-100		61,301	14.2%
Spent at family restaurant/30 days: \$101-200		38,560	8.9%
Family restaurant/steak house last 6 months: breakfast		58,001	13.4%
Family restaurant/steak house last 6 months: lunch		82,397	19.1%
Family restaurant/steak house last 6 months: dinner		195,936	45.4%
Family restaurant/steak house last 6 months: snack		9,154	2.1%
Family restaurant/steak house last 6 months: weekday		132,740	30.7%
Family restaurant/steak house last 6 months: weekend		173,768	40.2%
Fam rest/steak hse/6 months: Applebee's		100,305	23.2%
Fam rest/steak hse/6 months: Bob Evans Farms		15,192	3.5%
Fam rest/steak hse/6 months: Buffalo Wild Wings		46,414	10.7%
Fam rest/steak hse/6 months: California Pizza Kitchen		11,588	2.7%
Fam rest/steak hse/6 months: Carrabba's Italian Grill		13,230	3.1%
Fam rest/steak hse/6 months: The Cheesecake Factory		32,572	7.5%
Fam rest/steak hse/6 months: Chili's Grill & Bar		46,860	10.8%
Fam rest/steak hse/6 months: CiCi's		15,190	3.5%
Fam rest/steak hse/6 months: Cracker Barrel		44,896	10.4%
Fam rest/steak hse/6 months: Denny's		35,392	8.2%
Fam rest/steak hse/6 months: Golden Corral		34,024	7.9%
Fam rest/steak hse/6 months: IHOP		44,981	10.4%
Fam rest/steak hse/6 months: Logan's Roadhouse		12,841	3.0%
Fam rest/steak hse/6 months: LongHorn Steakhouse		24,174	5.6%
Fam rest/steak hse/6 months: Olive Garden		71,467	16.5%
Fam rest/steak hse/6 months: Outback Steakhouse		35,998	8.3%
Fam rest/steak hse/6 months: Red Lobster		48,589	11.2%
Fam rest/steak hse/6 months: Red Robin		30,643	7.1%
Fam rest/steak hse/6 months: Ruby Tuesday		22,305	5.2%
Fam rest/steak hse/6 months: Texas Roadhouse		42,813	9.9%
Fam rest/steak hse/6 months: T.G.I. Friday's		30,537	7.1%
Fam rest/steak hse/6 months: Waffle House		27,525	6.4%
Went to fast food/drive-in restaurant in last 6 months		390,870	90.5%
Went to fast food/drive-in restaurant 9+ times/month		169,851	39.3%
Spent at fast food restaurant/30 days: <\$1-10		20,013	4.6%
Spent at fast food restaurant/30 days: \$11-\$20		48,378	11.2%
Spent at fast food restaurant/30 days: \$21-\$40		71,680	16.6%
Spent at fast food restaurant/30 days: \$41-\$50		35,720	8.3%
Spent at fast food restaurant/30 days: \$51-\$100		66,928	15.5%
Spent at fast food restaurant/30 days: \$101-\$200		32,091	7.4%
Spent at fast food restaurant/30 days: \$201+		12,073	2.8%

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

August 28, 2019

RESTAURANT MARKET POTENTIAL – 25 MILE RADIUS



Restaurant Market Potential

7555 W Mequon Rd, Mequon, Wisconsin, 53092 6
7555 W Mequon Rd, Mequon, Wisconsin, 53092
Drive Time: 25 minute radius

Prepared by Esri
Latitude: 43.22158
Longitude: -88.00266

Product/Consumer Behavior	Expected Number of		
	Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	150,754	34.9%	94
Fast food/drive-in last 6 months: home delivery	39,562	9.2%	106
Fast food/drive-in last 6 months: take-out/drive-thru	202,385	46.9%	100
Fast food/drive-in last 6 months: take-out/walk-in	94,185	21.8%	105
Fast food/drive-in last 6 months: breakfast	153,641	35.6%	100
Fast food/drive-in last 6 months: lunch	218,619	50.6%	101
Fast food/drive-in last 6 months: dinner	194,187	45.0%	97
Fast food/drive-in last 6 months: snack	52,697	12.2%	103
Fast food/drive-in last 6 months: weekday	250,458	58.0%	98
Fast food/drive-in last 6 months: weekend	200,945	46.5%	98
Fast food/drive-in last 6 months: A & W	13,557	3.1%	110
Fast food/drive-in last 6 months: Arby's	75,990	17.6%	100
Fast food/drive-in last 6 months: Baskin-Robbins	14,500	3.4%	101
Fast food/drive-in last 6 months: Boston Market	16,144	3.7%	121
Fast food/drive-in last 6 months: Burger King	137,330	31.8%	107
Fast food/drive-in last 6 months: Captain D's	18,184	4.2%	113
Fast food/drive-in last 6 months: Carl's Jr.	20,490	4.7%	79
Fast food/drive-in last 6 months: Checkers	23,850	5.5%	167
Fast food/drive-in last 6 months: Chick-fil-A	103,830	24.0%	100
Fast food/drive-in last 6 months: Chipotle Mex. Grill	52,080	12.1%	97
Fast food/drive-in last 6 months: Chuck E. Cheese's	14,950	3.5%	118
Fast food/drive-in last 6 months: Church's Fr. Chicken	23,712	5.5%	155
Fast food/drive-in last 6 months: Cold Stone Creamery	12,078	2.8%	95
Fast food/drive-in last 6 months: Dairy Queen	66,537	15.4%	95
Fast food/drive-in last 6 months: Del Taco	14,125	3.3%	84
Fast food/drive-in last 6 months: Domino's Pizza	55,084	12.8%	101
Fast food/drive-in last 6 months: Dunkin' Donuts	64,125	14.8%	109
Went to Five Guys in last 6 months	42,869	9.9%	106
Fast food/drive-in last 6 months: Hardee's	26,286	6.1%	92
Fast food/drive-in last 6 months: Jack in the Box	26,045	6.0%	81
Went to Jimmy John's in last 6 months	27,438	6.4%	105
Fast food/drive-in last 6 months: KFC	96,546	22.4%	109
Fast food/drive-in last 6 months: Krispy Kreme	27,551	6.4%	107
Fast food/drive-in last 6 months: Little Caesars	57,968	13.4%	100
Fast food/drive-in last 6 months: Long John Silver's	16,810	3.9%	110
Fast food/drive-in last 6 months: McDonald's	226,631	52.5%	99
Went to Panda Express in last 6 months	36,762	8.5%	88
Fast food/drive-in last 6 months: Panera Bread	55,989	13.0%	102
Fast food/drive-in last 6 months: Papa John's	38,492	8.9%	101
Fast food/drive-in last 6 months: Papa Murphy's	22,620	5.2%	110
Fast food/drive-in last 6 months: Pizza Hut	71,443	16.5%	96
Fast food/drive-in last 6 months: Popeyes Chicken	49,446	11.4%	126
Fast food/drive-in last 6 months: Sonic Drive-In	51,600	11.9%	100
Fast food/drive-in last 6 months: Starbucks	73,364	17.0%	91
Fast food/drive-in last 6 months: Steak 'n Shake	26,488	6.1%	110
Fast food/drive-in last 6 months: Subway	107,619	24.9%	97
Fast food/drive-in last 6 months: Taco Bell	128,104	29.7%	103
Fast food/drive-in last 6 months: Wendy's	117,794	27.3%	107
Fast food/drive-in last 6 months: Whataburger	21,628	5.0%	96
Fast food/drive-in last 6 months: White Castle	19,672	4.6%	148
Went to fine dining restaurant last month	45,358	10.5%	100
Went to fine dining restaurant 3+ times last month	13,302	3.1%	98

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

August 28, 2019

DEMOGRAPHIC AND INCOME PROFILE – 25 MILE RADIUS



Demographic and Income Profile

7555 W Mequon Rd, Mequon, Wisconsin, 53092 6
7555 W Mequon Rd, Mequon, Wisconsin, 53092
Drive Time: 25 minute radius

Prepared by Esri
Latitude: 43.22158
Longitude: -88.00266

Summary	Census 2010		2019		2024	
Population	569,113		572,322		578,885	
Households	222,740		224,781		227,596	
Families	144,506		144,609		146,104	
Average Household Size	2.51		2.50		2.50	
Owner Occupied Housing Units	133,678		130,274		133,004	
Renter Occupied Housing Units	89,062		94,507		94,592	
Median Age	35.7		37.4		38.2	
Trends: 2019 - 2024 Annual Rate	Area		State		National	
Population	0.23%		0.43%		0.77%	
Households	0.25%		0.48%		0.75%	
Families	0.21%		0.39%		0.68%	
Owner HHs	0.42%		0.61%		0.92%	
Median Household Income	2.65%		2.62%		2.70%	
			2019		2024	
Households by Income			Number	Percent	Number	Percent
<\$15,000			28,287	12.6%	23,489	10.3%
\$15,000 - \$24,999			22,929	10.2%	20,597	9.0%
\$25,000 - \$34,999			22,589	10.0%	20,614	9.1%
\$35,000 - \$49,999			28,681	12.8%	27,514	12.1%
\$50,000 - \$74,999			36,902	16.4%	36,215	15.9%
\$75,000 - \$99,999			26,337	11.7%	27,752	12.2%
\$100,000 - \$149,999			31,729	14.1%	37,038	16.3%
\$150,000 - \$199,999			13,744	6.1%	18,600	8.2%
\$200,000+			13,583	6.0%	15,775	6.9%
Median Household Income			\$55,002		\$62,691	
Average Household Income			\$80,784		\$92,174	
Per Capita Income			\$31,970		\$36,491	
			2019		2024	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	41,261	7.3%	37,629	6.6%	37,999	6.6%
5 - 9	41,408	7.3%	38,926	6.8%	37,831	6.5%
10 - 14	43,333	7.6%	40,396	7.1%	38,986	6.7%
15 - 19	44,769	7.9%	39,570	6.9%	39,123	6.8%
20 - 24	37,219	6.5%	39,449	6.9%	37,569	6.5%
25 - 34	71,361	12.5%	73,283	12.8%	75,947	13.1%
35 - 44	72,988	12.8%	68,588	12.0%	69,923	12.1%
45 - 54	83,334	14.6%	70,834	12.4%	67,342	11.6%
55 - 64	65,314	11.5%	74,781	13.1%	70,873	12.2%
65 - 74	34,230	6.0%	51,259	9.0%	58,840	10.2%
75 - 84	23,514	4.1%	25,338	4.4%	31,775	5.5%
85+	10,380	1.8%	12,267	2.1%	12,679	2.2%
			2019		2024	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	316,049	55.5%	309,115	54.0%	306,254	52.9%
Black Alone	214,117	37.6%	213,551	37.3%	215,546	37.2%
American Indian Alone	1,975	0.3%	2,191	0.4%	2,325	0.4%
Asian Alone	17,405	3.1%	23,325	4.1%	27,433	4.7%
Pacific Islander Alone	165	0.0%	162	0.0%	167	0.0%
Some Other Race Alone	6,010	1.1%	7,749	1.4%	8,942	1.5%
Two or More Races	13,392	2.4%	16,228	2.8%	18,219	3.1%
Hispanic Origin (Any Race)	19,624	3.4%	25,566	4.5%	30,164	5.2%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

August 28, 2019

DEMOGRAPHIC AND INCOME PROFILE – 25 MILE RADIUS

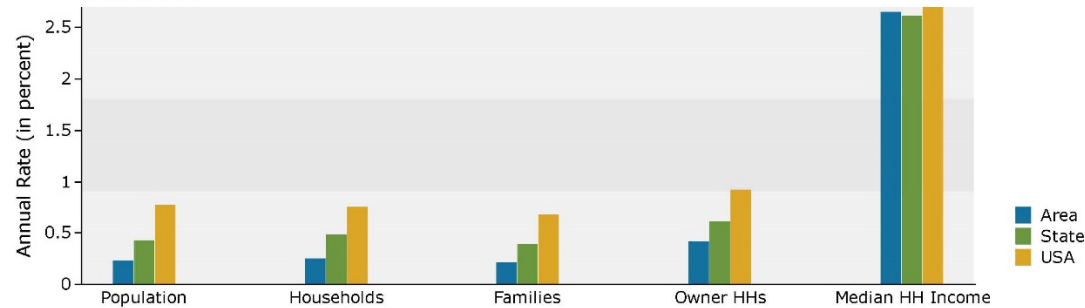


Demographic and Income Profile

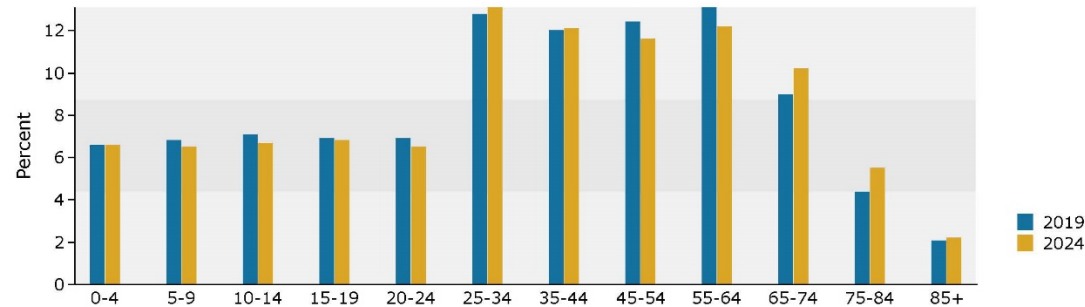
7555 W Mequon Rd, Mequon, Wisconsin, 53092 6
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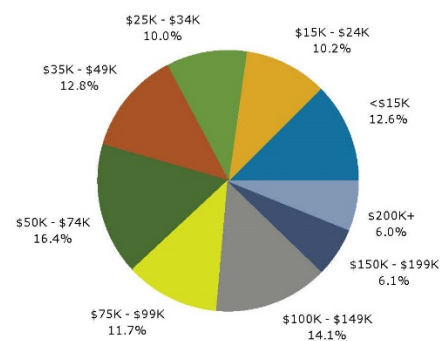
Trends 2019-2024



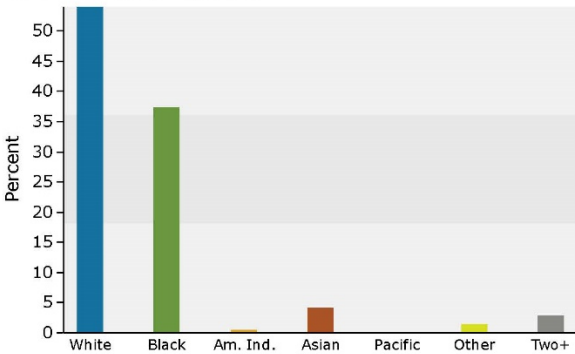
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 4.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024.

DISCLOSURE TO NON-RESIDENTIAL CUSTOMERS

1 Prior to negotiating on your behalf the brokerage firm, or an agent associated with the firm, must provide you the
2 following disclosure statement:

3 **DISCLOSURE TO CUSTOMERS** You are a customer of the brokerage firm (hereinafter Firm). The Firm is either an agent
4 of another party in the transaction or a subagent of another firm that is the agent of another party in the transaction. A
5 broker or a salesperson acting on behalf of the Firm may provide brokerage services to you. Whenever the Firm is
6 providing brokerage services to you, the Firm and its brokers and salespersons (hereinafter Agents) owe you, the
7 customer, the following duties:

8 (a) The duty to provide brokerage services to you fairly and honestly.

9 (b) The duty to exercise reasonable skill and care in providing brokerage services to you.

10 (c) The duty to provide you with accurate information about market conditions within a reasonable time if you request
11 it, unless disclosure of the information is prohibited by law.

12 (d) The duty to disclose to you in writing certain Material Adverse Facts about a property, unless disclosure of the
13 information is prohibited by law (see lines 42-51).

14 (e) The duty to protect your confidentiality. Unless the law requires it, the Firm and its Agents will not disclose your
15 confidential information or the confidential information of other parties (see lines 23-41).

16 (f) The duty to safeguard trust funds and other property held by the Firm or its Agents.

17 (g) The duty, when negotiating, to present contract proposals in an objective and unbiased manner and disclose the
18 advantages and disadvantages of the proposals.

19 Please review this information carefully. An Agent of the Firm can answer your questions about brokerage services,
20 but if you need legal advice, tax advice, or a professional home inspection, contact an attorney, tax advisor, or home
21 inspector. This disclosure is required by section 452.135 of the Wisconsin statutes and is for information only. It is a
22 plain-language summary of the duties owed to a customer under section 452.133(1) of the Wisconsin statutes.

23 **CONFIDENTIALITY NOTICE TO CUSTOMERS** The Firm and its Agents will keep confidential any information given to the
24 Firm or its Agents in confidence, or any information obtained by the Firm and its Agents that a reasonable person
25 would want to be kept confidential, unless the information must be disclosed by law or you authorize the Firm to
26 disclose particular information. The Firm and its Agents shall continue to keep the information confidential after the
27 Firm is no longer providing brokerage services to you.

28 The following information is required to be disclosed by law:

29 1. Material Adverse Facts, as defined in Wis. Stat. § 452.01(5g) (see lines 42-51).

30 2. Any facts known by the Firm or its Agents that contradict any information included in a written inspection
31 report on the property or real estate that is the subject of the transaction.

32 To ensure that the Firm and its Agents are aware of what specific information you consider confidential, you may
33 list that information below (see lines 35-41) or provide that information to the Firm or its Agents by other means. At a
34 later time, you may also provide the Firm or its Agents with other Information you consider to be confidential.

35 **CONFIDENTIAL INFORMATION:** _____

36 _____

37 _____

38 **NON-CONFIDENTIAL INFORMATION** (the following information may be disclosed by the Firm and its Agents): _____

39 _____

40 _____

41 _____ (Insert information you authorize to be disclosed, such as financial qualification information.)

42 **DEFINITION OF MATERIAL ADVERSE FACTS**

43 A "Material Adverse Fact" is defined in Wis. Stat. § 452.01(5g) as an Adverse Fact that a party indicates is of such
44 significance, or that is generally recognized by a competent licensee as being of such significance to a reasonable
45 party, that it affects or would affect the party's decision to enter into a contract or agreement concerning a transaction
46 or affects or would affect the party's decision about the terms of such a contract or agreement.

47 An "Adverse Fact" is defined in Wis. Stat. § 452.01(1e) as a condition or occurrence that a competent licensee
48 generally recognizes will significantly and adversely affect the value of the property, significantly reduce the structural
49 integrity of improvements to real estate, or present a significant health risk to occupants of the property; or information
50 that indicates that a party to a transaction is not able to or does not intend to meet his or her obligations under a
51 contract or agreement made concerning the transaction.

52 **NOTICE ABOUT SEX OFFENDER REGISTRY** You may obtain information about the sex offender registry and persons
53 registered with the registry by contacting the Wisconsin Department of Corrections on the Internet at
54 <http://www.doc.wi.gov> or by telephone at 608-240-5830.

No representation is made as to the legal validity of any provision or the adequacy of any provision in any specific transaction.
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