

# ROME VILLAGE PLAZA ROME, GEORGIA



*Exclusive Offering By:*

**Kyle Hartung**  
Director of Investment Sales  
kyle@goodmanrealestate.com  
216.381.8200 Ext. 205

Goodman Real Estate Services Group LLC  
The Offices at Legacy Village  
25333 Cedar Road, Suite 305  
Cleveland, Ohio 44124  
www.goodmanrealestate.com



ROME VILLAGE PLAZA

ROME, GEORGIA



DISCLAIMER

**PLEASE REVIEW THIS INFORMATION CAREFULLY**

**- Disclaimer -**

The information contained herein has been obtained from sources believed to be reliable. Goodman Real Estate Services Group LLC and its agents, associates, and employees make no guarantee, warranty or representation about it. The information may be subject to changes in price, financing, leases, or other errors and omissions without prior notice. Evaluating retail investment opportunities requires careful due diligence and information gathering, which is why we suggest that you and your advisors conduct your own careful investigation of the property.

## SECTION I - THE PROPERTY

INVESTMENT HIGHLIGHTS	Pg. 1
PROPERTY DESCRIPTION	Pg. 2
PROPERTY AERIAL	Pg. 3
PROPERTY PHOTOS	Pg. 4-5

## SECTION II - PERFORMANCE AND TENANCY

2015 NOI BUDGET	Pg. 6
RENT ROLL	Pg. 7

## SECTION III - MARKET OVERVIEW

MARKET AERIAL	Pg. 8
REGIONAL MAP	Pg. 9
LOCAL MAP	Pg. 10
DEMOGRAPHICS	Pg. 11-13

# ROME VILLAGE PLAZA

ROME, GEORGIA



## THE PROPERTY - INVESTMENT HIGHLIGHTS

NAME	Rome Village Plaza
LOCATION	859 Cartersville Highway SE
CITY/STATE	Rome, Georgia
SHADOW ANCHOR	Walmart
GLA	8,400 SF
YEAR BUILT	2006
ROOF AGE	REPLACED 2014 - 10 Year Warranty
CONSTRUCTION TYPE	Brick
PARCELS	1
ACREAGE	1.58
PERCENT LEASED	100%
NOI	\$90,233
CAP RATE	8.4%
PRICE	\$1,075,000



# ROME VILLAGE PLAZA

ROME, GEORGIA



## THE PROPERTY - PROPERTY DESCRIPTION

**F**or sale is the 100% fee-simple interest in Rome Village Plaza, a prominent 8,400-square-foot retail strip center shadow-anchored by the Walmart Supercenter (142,000 SF) in Rome, Georgia. This plaza features modern and attractive all-brick and stone facades with prominent pylon signage on US Highway 411, and serves as the small shop space for Walmart. The property is currently 100% leased to a quality and diverse tenant mix including a spa and reflexology studio, women's clothing boutique, hair salon, nail salon, and Mexican restaurant and cantina. The owner recently replaced the roof (2014) and was given a 10 year warranty. The parking lot is also in excellent condition, all of which leads to ease of ownership and low operating costs. Additionally, because the average base rent in the plaza is \$12.00 per square foot, upside exists for the purchaser to increase future rents as leases become due.

**T**he property is located on US Highway 411 just west of Veterans Memorial Highway. US Highway 411 is a heavily-trafficked artery in Rome with 26,791 vehicles passing the property daily. The property is surrounded by a mix of retail, hospitality, and automobile dealerships, including Best Western, Holiday Inn Express, County Inn & Suites, Toyota, Cadillac, Chevrolet, Ford, Hyundai, etc. Other retailers in the area include Kroger, Home Depot, Barnes & Noble, Ross, Pier One Imports, Talbots, Outback Steakhouse, Chili's Grill and Bar, and many others. Rome is the county seat and largest city in Floyd County, with a metropolitan population of over 96,000 people. Rome is centrally located between Atlanta, Chattanooga, and Birmingham, and as such has developed as a regional hub of both medical care and education. Colleges and higher-level education institutions include Berry College, Shorter University, Georgia Northwestern Technical College, and Georgia Highlands College. Rome has as diverse mix of employers with focus especially on healthcare and technology. The medical facilities serving the region are Floyd Medical Center, Redmond Regional Medical Center, and Harbin Clinic. Rome's technology industry includes Brugg Cable and Telecom, Suzuki Manufacturing of America, Neaton Rome and F&P Georgia (automobile parts makers), Peach State Labs, and the North American headquarters of Pirelli Tire.

# ROME VILLAGE PLAZA

## ROME, GEORGIA

THE PROPERTY - PROPERTY AERIAL



ROME VILLAGE PLAZA  
ROME, GEORGIA



THE PROPERTY - PROPERTY PHOTOS



# ROME VILLAGE PLAZA

## ROME, GEORGIA



### THE PROPERTY - PROPERTY PHOTOS





# ROME VILLAGE PLAZA

ROME, GEORGIA



## PERFORMANCE AND TENANCY - 2015 NOI BUDGET

2015 Proforma  
(based on 2014 actual expenses)

Occupancy: 100%

### INCOME

#### Base Rental Income

Tenant	Size (SF)	Annual Rent	PSF
Hair Salon	1,400	\$19,200.00	\$13.71
Clothing Store	1,400	\$14,400.00	\$10.29
Day Spa	1,400	\$14,994.00	\$10.71
Vapor Store	1,400	\$16,800.00	\$12.00
Nail Salon	1,400	\$17,500.00	\$12.50
El Tapatio	1,400	\$16,800.00	\$12.00
<b>Total</b>	<b>8,400</b>	<b>\$99,694.00</b>	

#### Reimbursed Expenses

Property Taxes	\$6,929.07
Insurance	\$3,666.59
Common Area Maintenance	\$3,528.02
Management/Admin	\$2,676.99
<b>Total</b>	<b>\$16,800.68</b>

**Effective Gross Income \$116,494.68**

### OPERATING EXPENSES

Property Taxes	\$10,311.12
Insurance	\$5,456.24
Cam - Trash Removal	\$861.15
Cam - General	\$4,388.88
Management (3.5% EGI)	\$3,983.62
Capital Reserves (\$0.15 psf)	\$1,260.00
<b>Total</b>	<b>\$26,261.01</b>

**Total Operating Expenses \$26,261.01**  
**Net Operating Income (NOI) \$90,233.67**  
**Purchase Price (8.4% Cap Rate) \$1,075,000**

# ROME VILLAGE PLAZA

## ROME, GEORGIA



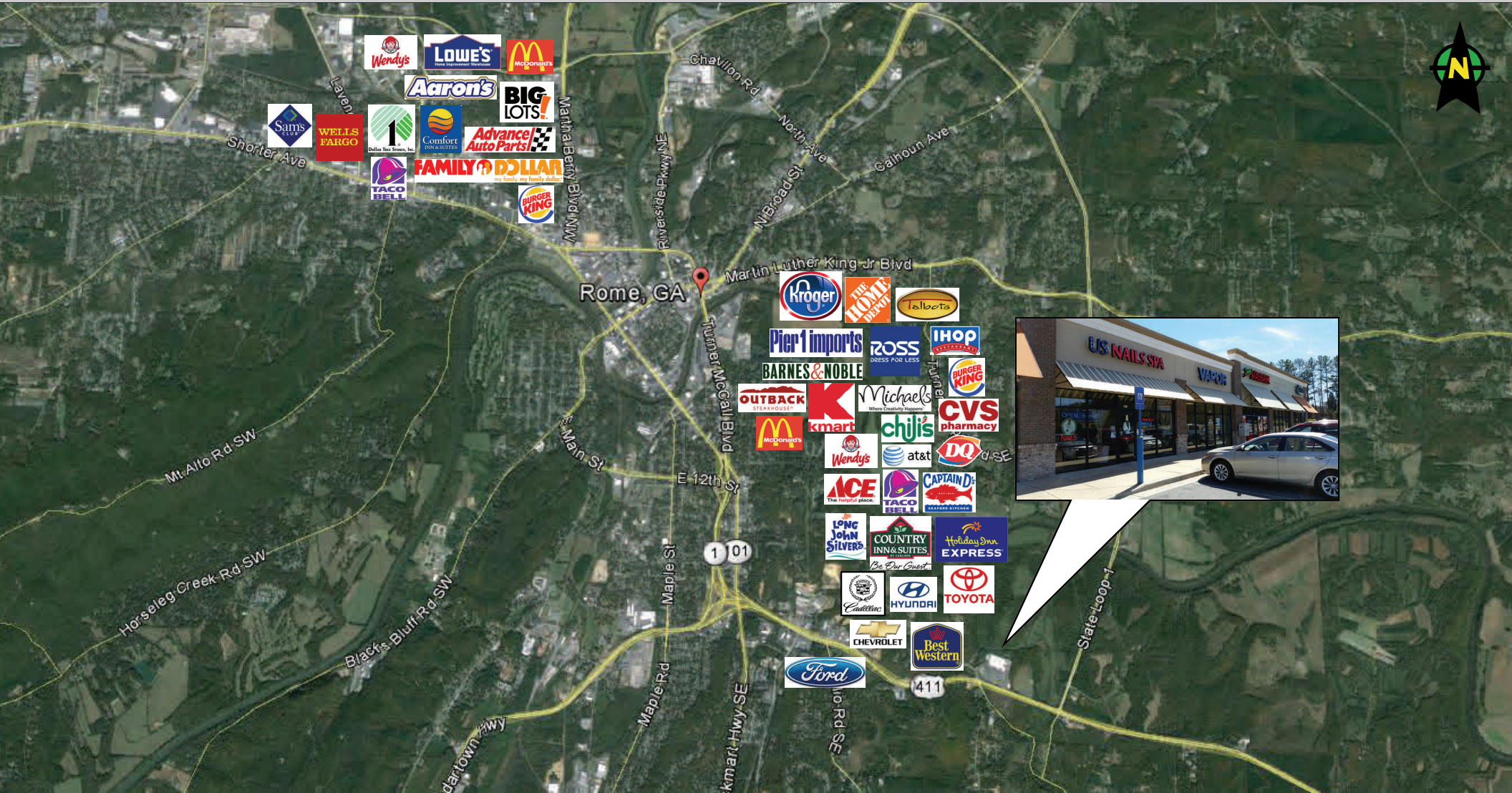
### PERFORMANCE AND TENANCY - RENT ROLL

Suite	Tenant Name	Square		Lease Term			Rental Rates		Recovery		Comments/Options
		Feet	Pro-rata	Begin	End	Begin	Annually	PSF	Type		
1	US Nails Spa	1,400	16.67%	4-27-2005	12-31-2017	Current	\$17,500	\$12.50	Fixed CAM	Tenant pays fixed CAM monthly in the amount of \$350. Security Deposit: \$2,800. Options: none.	
2	El Tapatio Mexican Restaurant	1,400	16.67%	6-17-2014	1-31-2016	Current	\$16,800	\$12.00	Fixed CAM	Tenant pays fixed CAM monthly in the amount of \$350. Security Deposit: none. Options: One 4-year option followed by one 5-year option. Option Rent = \$12.00 PSF.	
3	Jessica Killcreas (E-Cigarette Store)	1,400	16.67%	3-31-2014	6-30-2018	Current	\$16,800	\$12.00	Fixed CAM	Tenant pays fixed CAM monthly in the amount of \$350. Security Deposit: none. Tenant recently exercised its only 3 year option at \$12.00 PSF.	
4	Migdalia's Hair Salon	1,400	16.67%	11-4-2014	2-28-2018	Current	\$19,200	\$13.71	Gross	Gross Lease. Security Deposit: \$1,600. Options: None. Tenant is in the process of adding 2 years to their lease term, giving them the total term shown here.	
5	Stephanie Baker (Clothing Boutique)	1,400	16.67%	3-25-2015	6-30-2016	7-1-2015	\$14,400	\$10.29	Gross	Gross Lease. Security Deposit: \$1,200. Options: None.	
6	Sunny Massage and Reflexology	1,400	16.67%	7-7-2014	1-31-2018	Current	\$14,994	\$10.71	Fixed CAM	Tenant pays fixed CAM monthly in the amount of \$350. Security Deposit: none. Options: One 3-year option followed by one 4-year option. Option Rent = \$10.71 PSF.	

# ROME VILLAGE PLAZA

## ROME, GEORGIA

### MARKET OVERVIEW - MARKET AERIAL

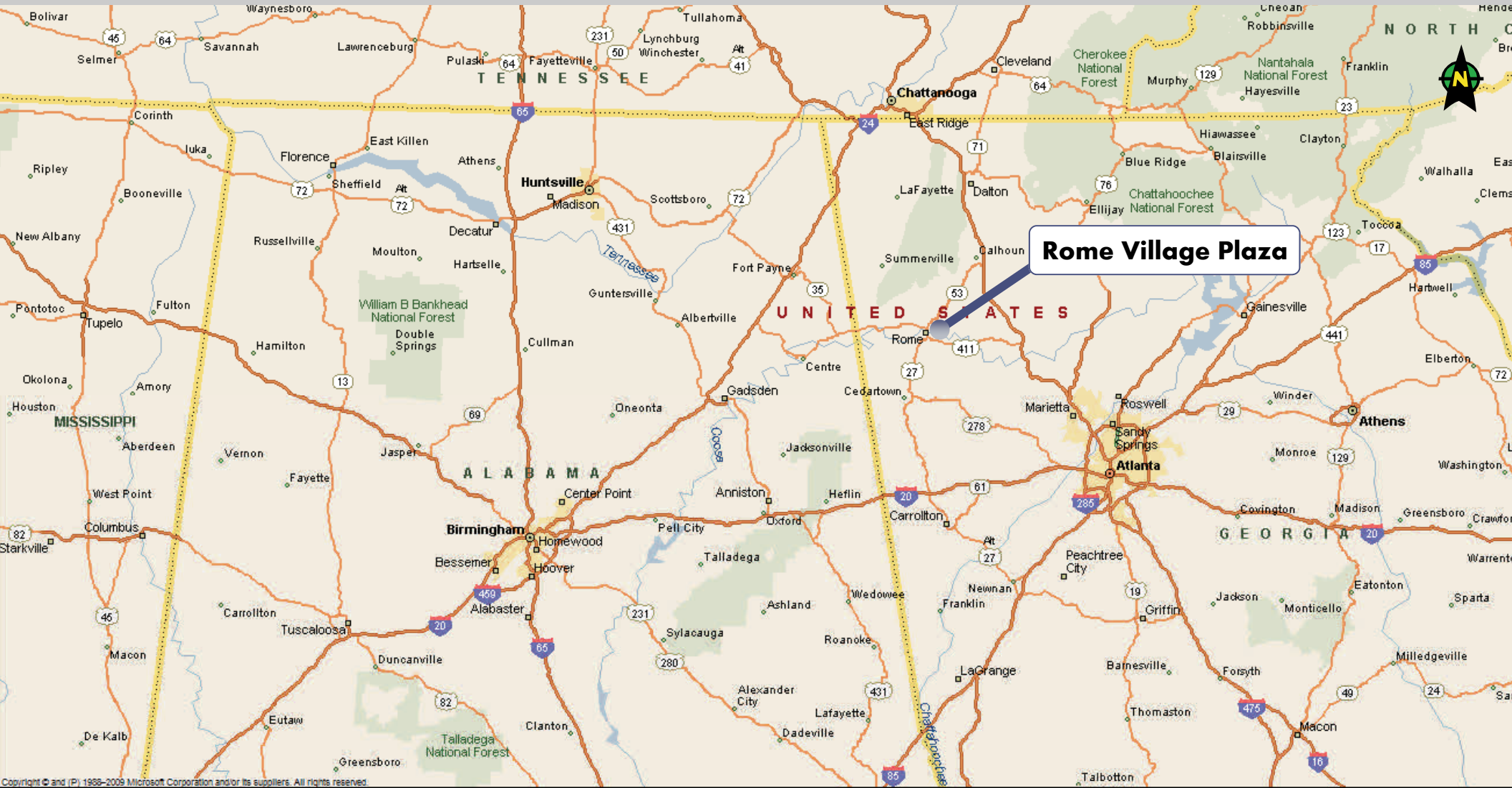


# ROME VILLAGE PLAZA

## ROME, GEORGIA



### MARKET OVERVIEW - REGIONAL MAP



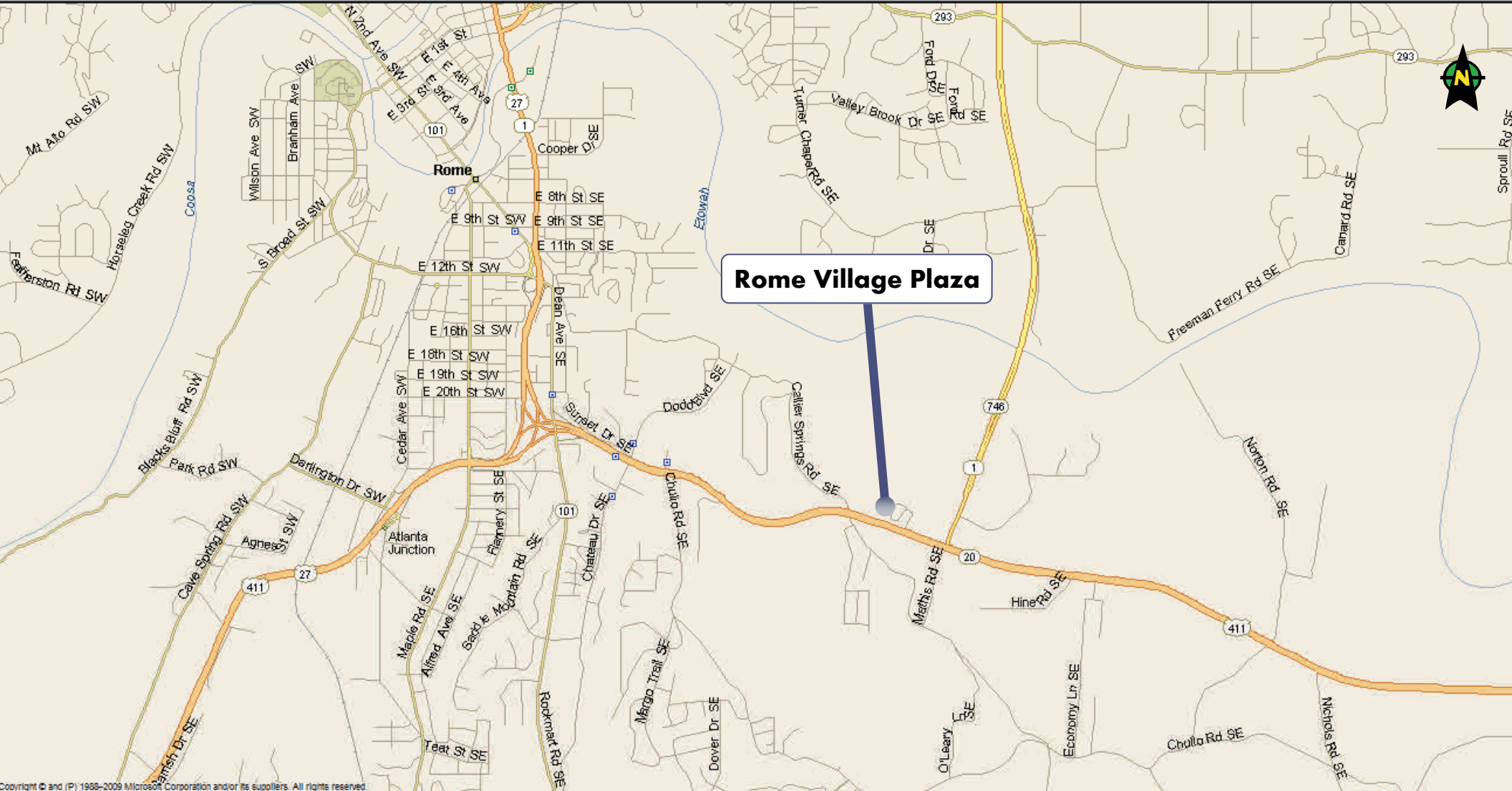
Copyright © and (P) 1988-2009 Microsoft Corporation and/or its suppliers. All rights reserved.

# ROME VILLAGE PLAZA

## ROME, GEORGIA



### MARKET OVERVIEW - LOCAL MAP



Copyright © and (P) 1988-2009 Microsoft Corporation and/or its suppliers. All rights reserved.

# ROME VILLAGE PLAZA

## ROME, GEORGIA



### MARKET OVERVIEW - DEMOGRAPHICS

1060 West State Road 234 - Rome, Georgia		3 Mile Radius	5 Mile Radius	7 Mile Radius	10 Mile Radius
POPULATION	2015 Estimated Population	16,027	40,689	63,544	90,183
	2020 Projected Population	16,045	40,731	63,488	89,929
	2010 Census Population	15,691	39,432	62,004	88,661
	2000 Census Population	15,020	39,323	59,330	82,062
	Projected Annual Growth 2015 to 2020	-	-	-	-0.1%
	Historical Annual Growth 2000 to 2015	0.4%	0.2%	0.5%	0.7%
HOUSEHOLDS	2015 Estimated Households	6,755	16,389	23,991	34,399
	2020 Projected Households	6,869	16,667	24,361	34,876
	2010 Census Households	6,414	15,408	22,739	32,831
	2000 Census Households	5,991	15,140	21,975	30,711
	Projected Annual Growth 2015 to 2020	0.3%	0.3%	0.3%	0.3%
	Historical Annual Growth 2000 to 2015	0.9%	0.6%	0.6%	0.8%
INCOME	2015 Est. HH Income \$200,000 or More	2.0%	1.7%	1.9%	1.6%
	2015 Est. HH Income \$150,000 to \$199,999	3.0%	2.4%	2.4%	2.3%
	2015 Est. HH Income \$100,000 to \$149,999	9.9%	10.1%	9.6%	9.4%
	2015 Est. HH Income \$75,000 to \$99,999	9.5%	7.9%	8.3%	9.6%
	2015 Est. HH Income \$50,000 to \$74,999	19.5%	16.5%	16.4%	17.9%
	2015 Est. HH Income \$35,000 to \$49,999	11.7%	13.6%	14.0%	14.4%
	2015 Est. HH Income \$25,000 to \$34,999	12.2%	12.1%	12.8%	12.3%
	2015 Est. HH Income \$15,000 to \$24,999	12.1%	13.8%	14.7%	14.0%
	2015 Est. HH Income Under \$15,000	20.2%	21.7%	19.9%	18.4%
	2015 Est. Average Household Income	\$58,267	\$53,990	\$53,466	\$54,034
	2015 Est. Median Household Income	\$44,112	\$40,097	\$40,609	\$42,493
2015 Est. Per Capita Income	\$24,644	\$22,079	\$20,577	\$20,890	
AGE	2015 Est. Population Under 10 Years	13.2%	12.9%	13.3%	13.2%
	2015 Est. Population 10 to 19 Years	12.2%	12.5%	14.3%	14.1%
	2015 Est. Population 20 to 29 Years	12.1%	13.1%	13.9%	13.6%
	2015 Est. Population 30 to 44 Years	17.8%	18.5%	18.6%	18.7%
	2015 Est. Population 45 to 59 Years	19.9%	19.7%	18.8%	19.2%
	2015 Est. Population 60 to 74 Years	16.0%	15.3%	14.0%	14.3%
	2015 Est. Population 75 Years and Over	8.9%	7.9%	7.2%	6.9%
	2015 Est. Median Age	39.6	38.6	36.7	37.0

# ROME VILLAGE PLAZA

## ROME, GEORGIA



### MARKET OVERVIEW - DEMOGRAPHICS

1060 West State Road 234 - Rome, Georgia		3 Mile Radius	5 Mile Radius	7 Mile Radius	10 Mile Radius
EDUCATION (25 YRS+)	2015 Est. Adult Population (25 Years or Over)	14,448	36,197	53,602	75,797
	2015 Est. Elementary (Grade Level 0 to 8)	11.1%	14.3%	14.7%	13.0%
	2015 Est. Some High School (Grade Level 9 to 11)	18.0%	20.1%	19.8%	19.6%
	2015 Est. High School Graduate	21.4%	22.4%	23.9%	24.4%
	2015 Est. Some College	15.6%	16.6%	16.0%	16.7%
	2015 Est. Associate Degree Only	4.1%	4.8%	5.4%	5.9%
	2015 Est. Bachelor Degree Only	10.4%	7.9%	7.6%	7.9%
	2015 Est. Graduate Degree	19.5%	13.9%	12.5%	12.5%
HOUSING	2015 Est. Total Housing Units	7,218	17,587	25,704	36,732
	2015 Est. Owner Occupied	54.7%	53.1%	54.2%	57.5%
	2015 Est. Renter Occupied Percent	38.8%	40.1%	39.1%	36.2%
	2015 Est. Vacant Housing Percent	6.4%	6.8%	6.7%	6.4%
HOMES BUILT BY YEAR	2010 Homes Built 2005 or later	8.5%	7.2%	7.3%	7.4%
	2010 Homes Built 2000 to 2004	8.2%	9.2%	10.2%	10.8%
	2010 Homes Built 1990 to 1999	13.1%	13.8%	14.3%	16.1%
	2010 Homes Built 1980 to 1989	15.8%	14.7%	14.4%	15.2%
	2010 Homes Built 1970 to 1979	17.9%	15.7%	16.0%	16.1%
	2010 Homes Built 1960 to 1969	11.5%	12.4%	13.4%	12.9%
	2010 Homes Built 1950 to 1959	12.6%	11.7%	10.9%	9.9%
	2010 Homes Built Before 1949	12.5%	15.4%	13.6%	11.6%
HOME VALUES	2010 Home Value \$1,000,000 or More	0.4%	0.3%	0.3%	0.4%
	2010 Home Value \$500,000 to \$999,999	2.6%	2.6%	2.5%	2.6%
	2010 Home Value \$400,000 to \$499,999	2.3%	1.9%	1.8%	1.8%
	2010 Home Value \$300,000 to \$399,999	5.6%	4.7%	5.2%	4.8%
	2010 Home Value \$200,000 to \$299,999	15.2%	13.0%	12.4%	12.7%
	2010 Home Value \$150,000 to \$199,999	15.7%	14.1%	13.7%	14.6%
	2010 Home Value \$100,000 to \$149,999	23.7%	22.1%	22.9%	24.4%
	2010 Home Value \$50,000 to \$99,999	22.9%	28.6%	29.4%	28.3%
	2010 Home Value \$25,000 to \$49,999	4.5%	6.6%	6.0%	5.3%
	2010 Home Value Under \$25,000	7.0%	6.2%	5.7%	5.0%
	2010 Median Home Value	\$135,015	\$123,928	\$125,340	\$128,075
	2010 Median Rent	\$520	\$487	\$497	\$504

# ROME VILLAGE PLAZA

## ROME, GEORGIA



### MARKET OVERVIEW - DEMOGRAPHICS

1060 West State Road 234 - Rome, Georgia		3 Mile Radius	5 Mile Radius	7 Mile Radius	10 Mile Radius
LABOR FORCE	2015 Est. Labor: Population Age 16 Years or Over	12,702	32,440	50,190	71,186
	2015 Est. Civilian Employed	50.7%	48.3%	50.8%	52.3%
	2015 Est. Civilian Unemployed	5.4%	5.1%	5.1%	5.2%
	2015 Est. in Armed Forces	0.1%	0.1%	0.2%	0.1%
	2015 Est. not in Labor Force	43.9%	46.4%	43.9%	42.5%
	2015 Labor Force: Males	46.2%	47.9%	47.6%	47.8%
	2015 Labor Force: Females	53.8%	52.1%	52.4%	52.2%
OCCUPATION	2010 Occupation: Population Age 16 Years or Over	5,983	15,268	24,440	35,656
	2010 Mgmt, Business, & Financial Operations	12.7%	11.7%	11.7%	11.7%
	2010 Professional & Related	23.8%	20.1%	19.7%	19.6%
	2010 Service	18.3%	18.4%	19.3%	19.2%
	2010 Sales and Office	25.2%	25.0%	24.1%	23.9%
	2010 Farming, Fishing, and Forestry	0.3%	0.5%	0.6%	0.5%
	2010 Construction, Extraction, & Maintenance	7.6%	10.8%	10.1%	9.8%
	2010 Production, Transport, & Material Moving	12.1%	13.5%	14.5%	15.2%
	2010 Percent White Collar Workers	61.7%	56.7%	55.5%	55.3%
	2010 Percent Blue Collar Workers	38.3%	43.3%	44.5%	44.7%
TRAVEL TIME	2010 Travel to Work in 14 Minutes or Less	43.2%	36.6%	37.3%	34.1%
	2010 Travel to Work in 15 to 29 Minutes	37.8%	42.7%	41.5%	42.1%
	2010 Travel to Work in 30 to 59 Minutes	14.6%	14.5%	15.3%	17.4%
	2010 Travel to Work in 60 Minutes or More	4.4%	6.2%	5.9%	6.5%
	2010 Average Travel Time to Work	15.6	17.1	17.0	17.8
CONSUMER EXPENDITURE	2015 Est. Total Household Expenditure	\$327 M	\$752 M	\$1.09 B	\$1.58 B
	2015 Est. Apparel	\$11.3 M	\$26.0 M	\$37.8 M	\$54.6 M
	2015 Est. Contributions & Gifts	\$20.7 M	\$46.9 M	\$68.2 M	\$98.1 M
	2015 Est. Education & Reading	\$12.0 M	\$27.3 M	\$39.4 M	\$56.2 M
	2015 Est. Entertainment	\$18.0 M	\$41.3 M	\$60.2 M	\$87.2 M
	2015 Est. Food, Beverages & Tobacco	\$51.2 M	\$118 M	\$172 M	\$249 M
	2015 Est. Furnishings & Equipment	\$10.8 M	\$24.6 M	\$35.8 M	\$52.0 M
	2015 Est. Health Care & Insurance	\$29.4 M	\$68.2 M	\$99.2 M	\$143 M
	2015 Est. Household Operations & Shelter & Utilities	\$102 M	\$235 M	\$341 M	\$492 M
	2015 Est. Miscellaneous Expenses	\$4.91 M	\$11.4 M	\$16.5 M	\$23.8 M
	2015 Est. Personal Care	\$4.25 M	\$9.78 M	\$14.2 M	\$20.5 M
	2015 Est. Transportation	\$62.3 M	\$143 M	\$209 M	\$303 M

Please be advised that the Demographics are based on the 2000-2010 Census, 2013 Estimates, and 2018 Projections.