SILVERNAIL PLAZA INVESTMENT SALE

Drone Footage

OFFERING MEMORANDUM

2000 SILVERNAIL ROAD WAUKESHA, WI

FOUNDERS 3
REAL ESTATE SERVICES





Contact

Nick Tice, CCIM
414.249.2202
414.899.7555
ntice@founders3.com

Conor Farrell
414.249.2215
414.238.7656
cfarrell@founders3.com

Ross Koepsel, CCIM
414.249.2222
414.803.7159
rkoepsel@founders3.com

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Information shown herein was provided by Seller/Lessor and/or third parties and has not been verified by the broker unless otherwise indicated.

PROPERTY OVERVIEW

ACCESS
- Silvernail Road

TRAFFIC COUNTS
- Silvernail Road: 8,100 cpd
- Grandview Boulevard: 23,800 cpd
- I-94: 85,000 cpd

PARKING
- ±322 Parking Spots

YEAR BUILT/RENOVATED
- 1991

PARCEL
- 5.09 Acres (Tax Key #WAKC0974012002)

ZONING
- B-5 (PUD)

2024 NNN BREAKDOWN
- Real Estate Taxes: $1.60 PSF
- Insurance: $0.24 PSF
- CAM: $2.16 PSF

TOTAL: $4.00 PSF

Adjacent to I-94 servicing 85,000 vehicles per day

AREA DEMOGRAPHICS

2024 Demographics

	1 MILE	3 MILE	5 MILE
Population	4,414	50,710	110,868
Median HH Income	$72,041	$87,293	$97,976
Total Employees	3,385	40,802	78,978

OVER $72K MEDIAN HOUSEHOLD INCOMES IN A 1,3, AND 5-MILE RADIUS OF THE SUBJECT PROPERTY

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OFFERING HIGHLIGHTS



OFFERING

Pricing	$4,600,000
Cap Rate	Contact Broker
Net Operating Income	Contact Broker
Lease Types	NNN
Landlord Responsibilities	Contact Broker

PROPERTY SPECIFICATIONS

Rentable Area	45,597 SF
Year Built/Remodeled	1991
Ownership	Fee Simple (Land and Building)

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TENANT OVERVIEW

BioLife Plasma is a subsidiary of the global biopharmaceutical company Takeda Pharmaceuticals, specializing in the collection of plasma to produce life-saving and life-sustaining therapies. Operating a large network of donation centers in the U.S. and Europe, the company focuses on high-quality standards, donor safety, and creating a positive experience for donors. The collected plasma is then processed into treatments for rare and chronic conditions, makeing BioLife a critical part of the global plasma-derived therapies value chain. BioLife Plasma operates a global network of over 260 state-of-the-art plasma donation centers in the U.S. and Europe.

Carpetand USA Flooring Center is a 100% employee-owned company serving Southeastern Wisconsin and Northeastern Illinois for over 25 years, providing quality products and services for residential and commercial needs. It is part of a larger network of Carpetland USA stores, including a separate entity in the Iowa/Illinois region which is a third-generation, locally owned and operated business. Carpetland is a flooring solution company that designs, manufactures, and supplies carpets, rugs, vinyl, and wall coverings.

H&R Block, Inc. is a leading provider of tax preparation services and financial products founded in 1955 by brothers Henry W. and Richard Bloch in Kansas City, Missouri. The company is publicly traded on the New York Stock Exchange under the ticker symbol HRB. The company utilizes an omnichannel strategy that includes retail offices (both company-owned and franchise), online platforms, and software. Revenue is primarily generated from service fees, product sales, and interest income, with most revenue occurring during tax season.

Rocky Rococo is a Wisconsin-based, family-owned pizza and pasta restaurant chain founded in 1974 by Wayne Mosley and Roger Brown. The company is known for its pan-style pizzas made with fresh dough and hand-pattied Italian sausage, as well as its signature slice box for convenient, portable slices. Headquartered in Oconomowoc, Wisconsin, Rocky Rococo operates over 30 restaurants in Wisconsin and Minnesota and offers franchising opportunities.

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LOCATION & MARKET OVERVIEW



Demographics

The City of Waukesha located about 15 miles west of Downtown Milwaukee, has a population of approximately 71,790 people as of 2025. It is the 8th most populous city in the state of Wisconsin. The median age in Waukesha is 39.0 and it is home to over 2,830 businesses. It is at the center of Waukesha County, bordered to the North by Interstate 94 and surrounded by the beltline Les Paul Parkway. Its central location makes it a great destination to both live and work. It is part of the Milwaukee-Waukesha-West Allis Metropolitan Statistical Area with a total population of 1,566,802 as of 2025. By area, the City of Waukesha covers 25.80 square miles. The city is connected to the rest of Waukesha County and neighboring Milwaukee County by Interstate 94, US Highway 18, US Highway 45-Alt, State Highways 16 and 59, as well as numerous MCTS and Waukesha Metro Transit routes.



Education

The Waukesha School District is a school district that serves the city of Waukesha and parts of the Village of Waukesha, Town of Brookfield, City of Brookfield, and City of Pewaukee in Waukesha County, Wisconsin. The district serves over 12,000 students and administers six high schools, four middle schools, 12 elementary schools, including charter schools. It is governed by a board of nine members. The city is also home to several private schools including Catholic Memorial High School, Mt. Calvary Lutheran, and Trinity Lutheran. Higher education in the city includes University of Wisconsin-Milwaukee at Waukesha, which offers two-year associate degrees, Waukesha County Technical College, and Carroll University, which is the oldest college in the state operating since 1846.



Economy

In the City, 43% of the community holds a bachelor's degree and the average household income is $103,634. Some of the largest employers in the city include GE Healthcare and Waukesha Memorial Hospital, both with over 2,100 employees. Followed by the Waukesha School District, the County of Waukesha, and Cooper Power Systems each with over 1,000 employees. Downtown Waukesha attracts both residents and visitors from across the state of Wisconsin. Downtown City of Waukesha is home to countless shops, salons, restaurants and professional service businesses, most of which are independently owned. The city has a thriving historic downtown boasting concerts, a farmer's market, scenic Riverwalk, and festivals.

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LOCATION & MARKET OVERVIEW - WAUKESHA

KEY FACTS

71,790
2025 Total Population (Esri)

39.0
Median Age

2.3
Average Household Size

$103,634
Average Household Income

EDUCATION

4%
No High School Diploma

22%
High School Graduate

31%
Some College

43%
Bachelor's/Grad/Pr of Degree

BUSINESS

2,830
Total Businesses

47,988
Total Employees

EMPLOYMENT

69%
White Collar

20%
Blue Collar

12%
Services

1.9%
Unemployment Rate

INCOME

$103,634
Average Household Income

$45,136
Per Capita Income

$179,813
Median Net Worth

2025 Households by income (Esri)

The largest group: $100,000 - $149,999 (20.5%)

The smallest group: $25,000 - $34,999 (4.3%)

Indicator ▲	Value	Diff
<$15,000	7.5%	+2.9%
$15,000 - $24,999	7.0%	+1.9%
$25,000 - $34,999	4.3%	+0.7%
$35,000 - $49,999	10.5%	+3.6%
$50,000 - $74,999	14.6%	+1.4%
$75,000 - $99,999	16.0%	+2.2%
$100,000 - $149,999	20.5%	+0.3%
$150,000 - $199,999	10.3%	-3.1%
$200,000+	9.3%	-9.8%

Bars show deviation from Waukesha County

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LOCATION & MARKET OVERVIEW - WAUKESHA COUNTY

KEY FACTS

413,614
2025 Total Population (Esri)

44.1
Median Age

2.4
Average Household Size

$140,566
Average Household Income

EDUCATION

2%
No High School Diploma

20%
High School Graduate

27%
Some College

50%
Bachelor's/Grad/Pr of Degree

BUSINESS

17,133
Total Businesses

259,115
Total Employees

EMPLOYMENT

75%
White Collar

16%
Blue Collar

9%
Services

2.1%
Unemployment Rate

INCOME

$140,566
Average Household Income

$58,371
Per Capita Income

$488,367
Median Net Worth

2025 Households by income (Esri)

The largest group: $100,000 - $149,999 (20.2%)

The smallest group: $25,000 - $34,999 (3.6%)

Indicator ▲	Value	Diff
<$15,000	4.6%	-2.8%
$15,000 - $24,999	5.1%	-0.8%
$25,000 - $34,999	3.6%	-2.7%
$35,000 - $49,999	6.9%	-3.9%
$50,000 - $74,999	13.2%	-3.9%
$75,000 - $99,999	13.8%	+0.2%
$100,000 - $149,999	20.2%	+0.7%
$150,000 - $199,999	13.4%	+3.6%
$200,000+	19.1%	+9.4%

Bars show deviation from Wisconsin

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