



Unser Corridor Development Opportunity

±19.8 Acres Development Ready Land in the Center of Growth
NWC of Unser Blvd and Cherry Rd | Rio Rancho, NM

CBRE

Property Highlights



Rio Rancho

Submarket



±19.8 Acres

Lot Size



\$3.00/SF

Sale Price



MU-A

Zoning

An exceptional opportunity for development of 19.8 acres at the Northwest Corner (NWC) of Unser Boulevard and Cherry Road in the rapidly expanding city of Rio Rancho, New Mexico

This parcel boasts significant frontage along Unser Boulevard, a major arterial thoroughfare, providing unparalleled visibility and accessibility. The property benefits from the highly flexible MU-A (Mixed Use Activity Center) zoning, designed to encourage vibrant, integrated communities with a blend of residential, commercial, civic, and office uses.

Rio Rancho stands as New Mexico's fastest-growing and safest city, experiencing robust population and economic expansion. This rapid demographic shift is driven by its welcoming neighborhoods, affordable housing, excellent schools, and proximity to Albuquerque, making it a magnet for families, young professionals,

- 1710' frontage along Unser Blvd.
- Adjacent to many new residential neighborhoods and along a major Unser development corridor
- 99,717 residents within 5 mile radius with \$108,761 household income



Area Demographics

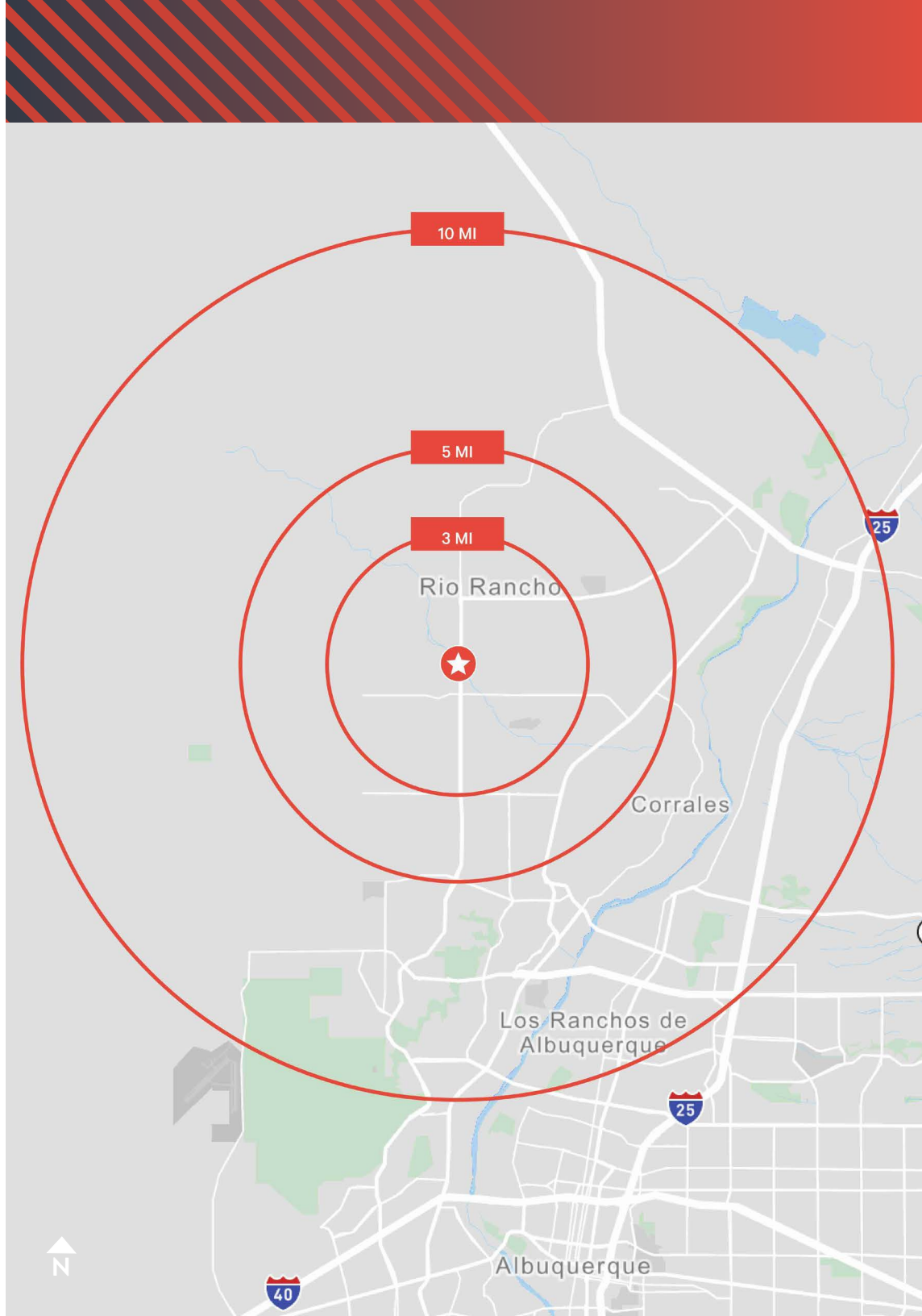
	3 MILES	5 MILES	10 MILES
POPULATION			
2025 Population	47,725	99,717	253,122
2030 Pop - Five Year Proj	54,550	111,110	269,035
2025-2030 Annual Pop Growth Rate	2.71%	2.19%	1.23%

HOUSEHOLDS			
2025 Households	17,612	37,339	98,389
2030 Households - Five Year Proj	20,363	41,920	105,430
2025-2030 Annual HH Growth Rate	2.95%	2.34%	1.39%
2025 Average Household Size	2.70	2.65	2.56

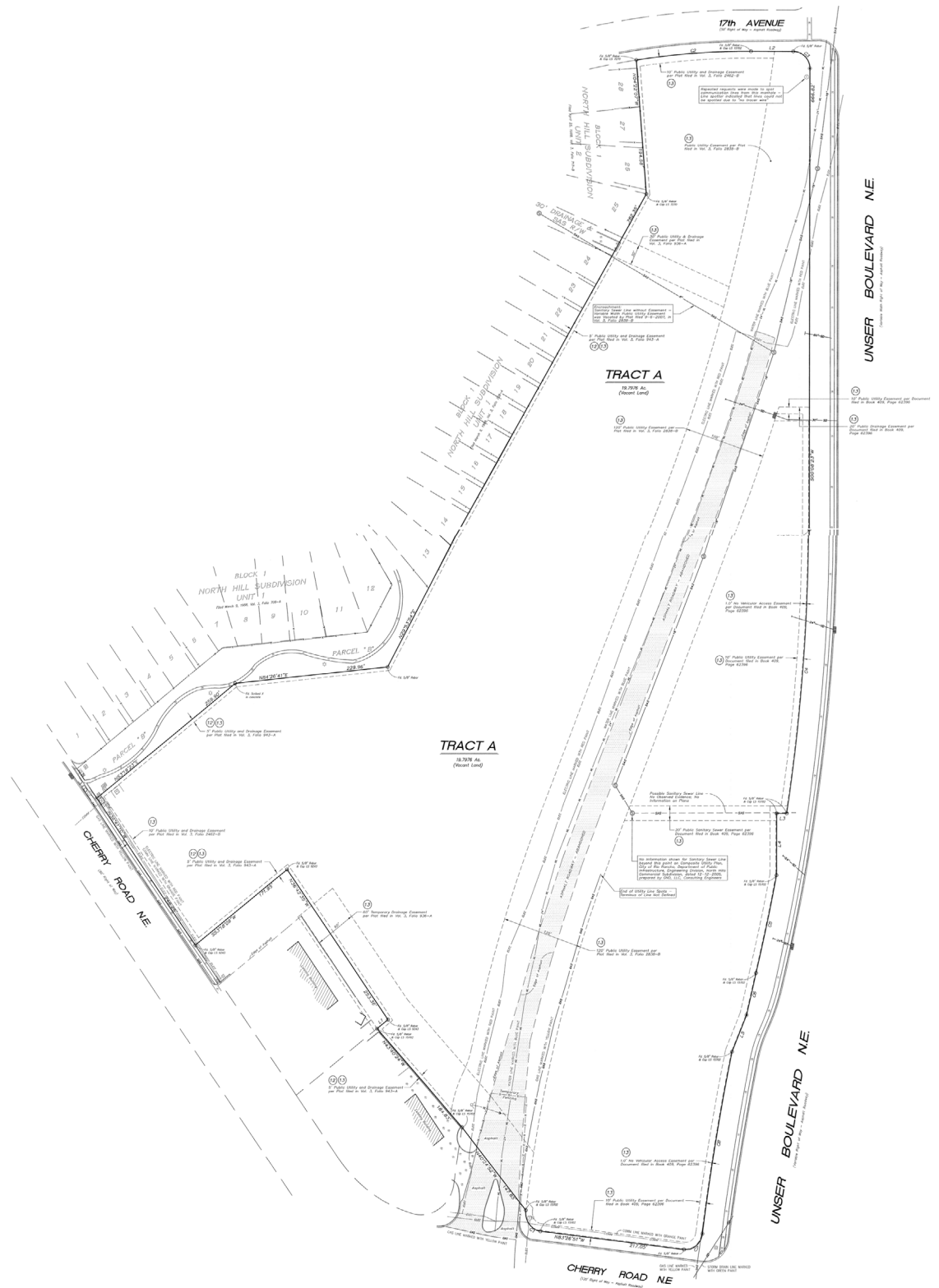
HOUSEHOLD INCOME			
2025 Average Household Income	\$102,394	\$108,761	\$114,334
2030 Average Household Income	\$116,843	\$124,453	\$129,524
2025 Median Household Income	\$80,211	\$82,642	\$86,741
2030 Median Household Income	\$92,504	\$96,478	\$101,190

EDUCATION			
2025 Population 25 and Over	31,842	68,270	177,277
HS and Associates Degrees	61.6%	58.6%	53.7%
Bachelor's Degree or Higher	34.1%	36.4%	41.0%

DAYTIME POPULATION			
2025 Employees	5,047	24,288	75,749



ALTA Survey



Rio Rancho, NM Overview

Rio Rancho, NM is the third largest city and fastest growing community in the State of New Mexico. It serves as the economic hub for Sandoval County. Rio Rancho has been named one of the best places to live in the country with a vibrant economy, excellent schools and a highly educated workforce. The residential neighborhoods have been developed with an emphasis on open space, parks and recreation.

There has been significant growth in the area the last few years including new housing and retail amenities to support the new population.

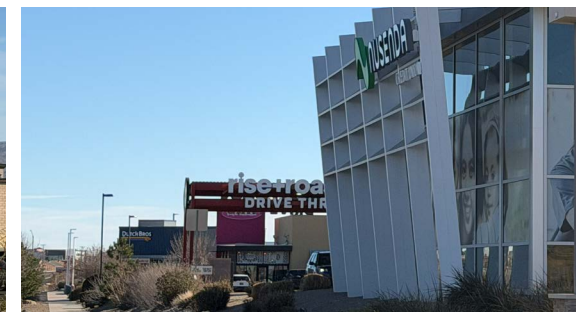
Education: Rio Rancho has one of the highest concentrations of top ranked public schools in New Mexico. It is also home to the UNM Health Science Rio Rancho campus at the City Center, the UNM Rio Rancho satellite campus, and the Central New Mexico Community College Rio Rancho campus.

Growth: Rio Rancho has demonstrated significant population and household growth over the past decade, exceeding national averages.

Between 2020 and 2025, Rio Rancho experienced a population increase of approximately 6.0% to 8.1%, with an annual growth rate of around 1.76% in recent years. Projections indicate a further population growth of 2.24% from 2025 to 2030. These figures are notably higher than the national average, which is expected to grow by 0.42% during the same time frame.

Household growth in Rio Rancho is also anticipated to outpace the national average. Rio Rancho's household growth between 2025 and 2030 is expected to be 2.42% (national average 0.64%). The city has experienced substantial housing development, with an average of over 1,000 new houses per year in recent years, and Rio Rancho being a significant driver of new home building in the metro area.

This substantial and sustained expansion of both population and households in Rio Rancho underscores the necessity for developing additional commercial and retail amenities to adequately serve the needs of the growing residential population.



Rio Rancho by the numbers:

114,160

Population

\$110,047

Average HH
Income

3

Higher Education
Campuses

127,533

Projected Population
(2030)

36.2%

Bachelor's
Degree +

2

Major Medical
Centers

42,536

Households

2.42%

Household Annual Growth
Rate (2025-2030)



Greater Albuquerque Region Market Overview

This vibrant city seamlessly blends a rich and diverse culture with a thriving landscape of business, arts, and entertainment. With stunning scenery and a strong sense of community, Albuquerque offers an unmatched environment for growth and innovation. As a leader in trade and finance in New Mexico, it has become a sought-after market, attracting premier companies and top talent.

94.9
LOW COST
OF LIVING

\$408,297
Median Housing Value
(\$424,900 National)

\$96,141
Average Household
Income

71%
of adult residents own a home
up from 63% in 2023

Source: Realtor.com Economic Research via FRED, Esri Business Analyst 2024



WORKFORCE

TOP 10 MOST DIVERSE LABOR FORCE

- **63%** of all workers identify as a person of color
- **40%** of the workforce is between the ages of 25 - 54

Source: Lightcast 2025



POPULATION

- **926,835** Albuquerque MSA Population
- **Strong Population Growth**
0.56% 2024 - 2029 Annual Growth Rate vs **0.38%** Annual National Growth Rate
- **55.3%** of the Population is Millennial and Younger

Source: Esri 2025



EDUCATION

HIGHLY EDUCATED COMMUNITY

- **37%** of the population over 25 holds Bachelor's Degree+
- **High concentration** of Graduate/Professional Degrees - **15.8%** of the population over 25
- **23.1%** increase in New Mexico freshman college enrollments from 2021 - 2024

Source: NM Dept of Higher Education, Esri 2025



EXCEPTIONAL QUALITY OF LIFE

FOUR SEASONS

- 5,312 feet in elevation (higher than Denver)
- 24.4 minute average commute time
- Abundant outdoor adventure options
- 3rd-largest art market in the U.S. in Santa Fe
- Award-winning breweries, wine bars & restaurants
- Eclectic & iconic culture, arts & entertainment

Greater Albuquerque Region Quality of Life

The Greater Albuquerque Region averages 310 days of sunshine each year and offers a variety of outdoor activities including golfing, hiking, camping, horseback riding, picnicking, skiing, hunting, fishing, ballooning and mountain climbing.

The region ranks among the top in the nation for cities with the most graduate degrees per capita and 37% of the population holds a bachelor's degree or higher. Greater Albuquerque is consistently under the national index mark of the C2ER Cost of Living Index. With more than 1,800 hospital beds, the region is the center of health care excellence in New Mexico. The University of New Mexico (UNM) is a nationally recognized Level 1 Trauma Center.

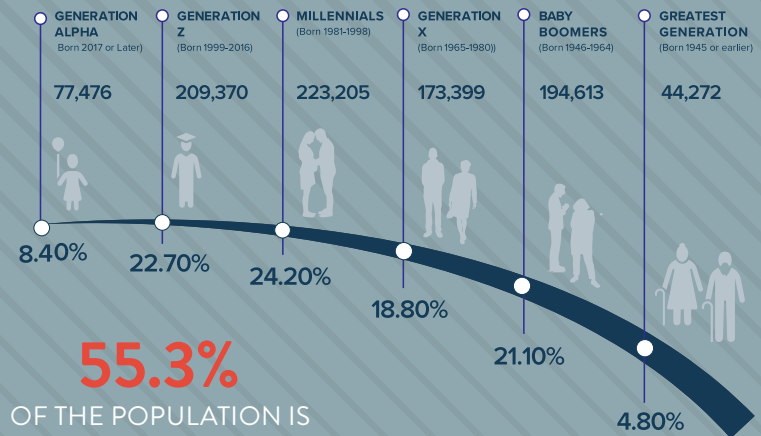
COST OF LIVING INDEX



OUR WORKFORCE

The Greater Albuquerque region is a highly coveted destination for top talent, boasting plentiful high-paying jobs, exceptional educational opportunities, a unique cultural scene and a wealth of top-notch amenities. These factors continue to fuel the region's impressive growth, with a projected five-year growth rate of 0.56% - nearly double the expected national growth rate of 0.38%.

GREATER ALBUQUERQUE GENERATIONAL COMPARISON



55.3%

OF THE POPULATION IS
MILLENNIAL & YOUNGER

Source: Esri

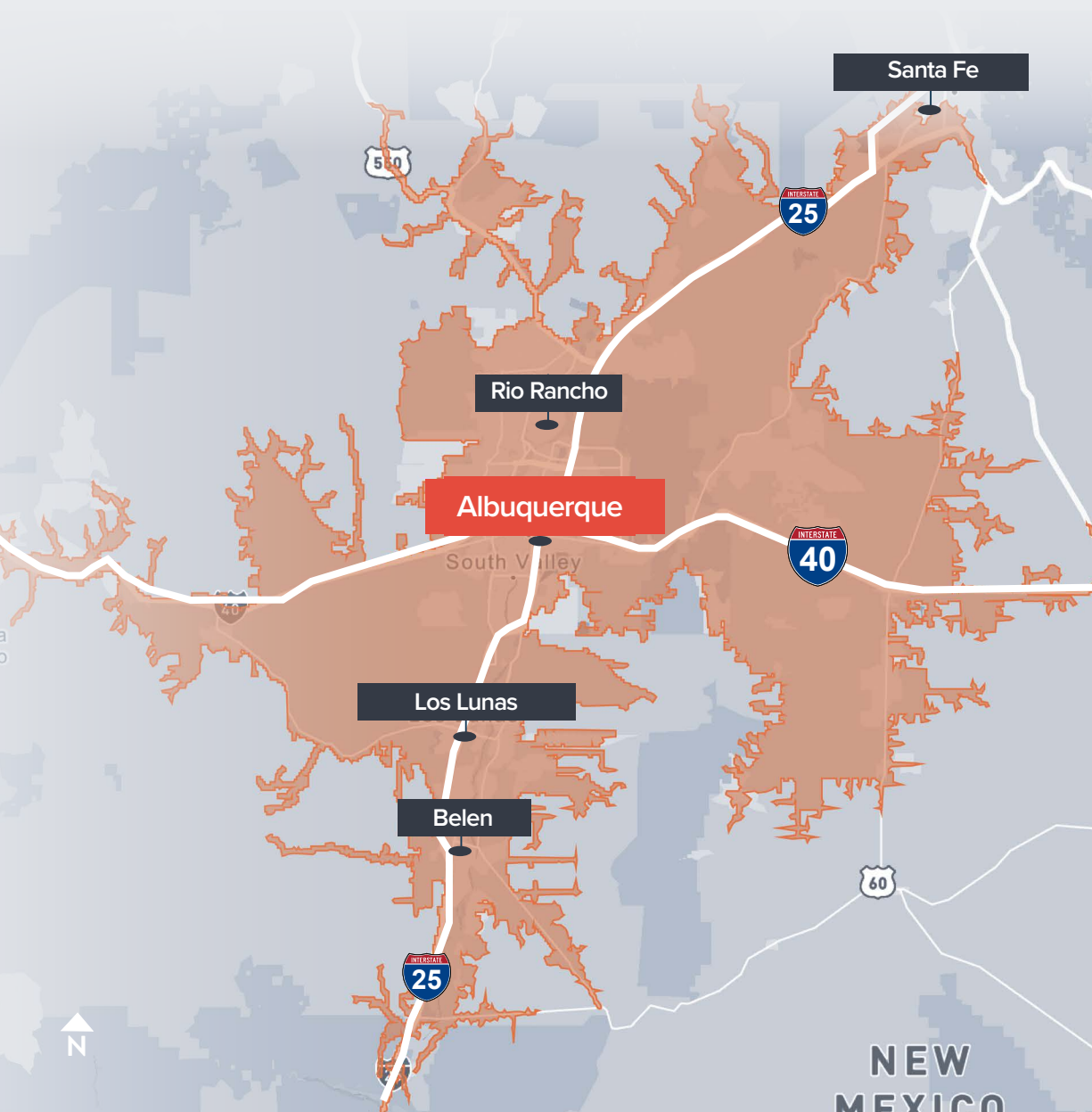


OF POPULATION IS
PRIME WORKING AGE
(AGED 25-54)
POPULATION
363,462



OF POPULATION
ARE YOUNG
PROFESSIONALS
(AGED 25-34)
POPULATION
126,932

Greater Albuquerque Region Demographics



60 MIN DRIVE TIME FROM
I-25/I-40 INTERCHANGE

DEMOGRAPHIC HIGHLIGHTS



1,058,923
POPULATION



429,886
HOUSEHOLDS



\$95,843
AVERAGE HH INCOME



\$412,332
MEDIAN HOUSING
VALUE



37.0%
OF POPULATION HAS AN
BACHELOR'S DEGREE
OR HIGHER

Source: Esri



CONTACTS

Trevor Hatchell

Senior Vice President
+1505 837 4920
trevor.hatchell@cbre.com

Matt Butkus

First Vice President
+1505 837 4922
matt.butkus@cbre.com

CBRE

6565 Americas Parkway NE Suite 825
Albuquerque, NM 87110
+1505 837 4999
www.cbre.com/abq

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