

NEW BERLIN
CITY CENTER

STABILIZED INVESTMENT SALE



Drone Footage

OFFERING MEMORANDUM

15155-15177 W NATIONAL AVENUE

15160-15188 LIBRARY LANE

NEW BERLIN, WI

FOUNDERS 3
REAL ESTATE SERVICES





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This Offering Memorandum was prepared on April 1, 2026 by Broker solely for the use of prospective purchasers of New Berlin City Center, 15155-15177 W National Avenue and 15160-15188 Library Lane, New Berlin, WI (the “Real Estate”). Neither Broker, Sharon Seven Hills, LLC nor any of their respective officers, employees or agents, make any representation or warranty, expressed or implied, as to the completeness or the accuracy of the material contained in the Offering Memorandum or any of its contents and no legal commitments or obligations shall arise by reason of the package or any of its contents. Seller reserves the right to eliminate any portion or all of the Real Estate for any offer for sale at any time prior to the completion of a binding contract of sale executed by both Seller and a prospective purchaser.

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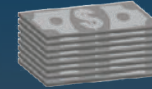
\$4,338,730
LIST PRICE



8.07%
CAP RATE



4.21
WALT



\$350,293
NET OPERATING INCOME



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PROPERTY OVERVIEW

ACCESS

- Library Lane

YEAR BUILT

- 2005
- Renovated 2009

TRAFFIC COUNTS

- National Ave.: 13,300
- Moorland Rd.: 22,300

PARCEL

- Approximately 2.41 Acres

PARKING

- 145 Parking Spots

22,300
TRAFFIC COUNT
 ON MOORLAND ROAD DAILY

AREA DEMOGRAPHICS

2026 Demographics

	1 MILE	3 MILE	5 MILE
Population	6,985	45,063	149,353
AVG HH Income	\$116,457	\$129,837	\$122,975
Total Employees	4,272	33,912	90,922

OVER \$116K
AVERAGE
HOUSEHOLD
INCOMES IN A
1,3, AND 5-MILE
RADIUS OF
THE SUBJECT
PROPERTY

OFFERING HIGHLIGHTS



OFFERING

Pricing	\$4,338,730
Cap Rate	8.07%
Net Operating Income	\$350,293
Lease Types	NNN/Gross
Landlord Responsibilities	Contact Broker

PROPERTY SPECIFICATIONS

Rentable Area	20,286 SF
Year Built/Remodeled	2005/2009
Ownership	Fee Simple (Land and Building)

TENANT OVERVIEW



Edward Jones is a large, privately held wealth management firm known for its extensive network of local advisors and personalized client relationships, managing over \$2 trillion in assets for millions of individual investors. It was founded in 1922 by Edward D. Jones Sr. Edward Jones focuses on serving individual investors and small business owners, providing wealth management and investment advisory services, financial planning, investment products, insurance and annuities, and cash management and credit services. Edward Jones operates one of the largest retail brokerage networks in North America, operating 15,000 branches across the US and Canada.



Domino's Pizza is a public, global quick-service restaurant company and the world's largest pizza chain, known for its franchise-driven model, delivery expertise, and technology-enabled ordering platform. With 21,000+ stores, Domino's operates one of the largest restaurant networks globally, with a strong presence in the US, India, the UK and other major markets. The company is widely known for its delivery-focused model and emphasis on speed, convenience, and digital ordering.



Athletico is a large, private outpatient physical therapy company with a nationwide clinic network, known for its patient-centered care, broad rehabilitation services, and strong presence in local communities. Founded in 1991 in Chicago, Athletico has expanded into a nationwide network of over 900 locations throughout the United States.

3D Wellness

3D Wellness is a small, privately owned holistic health clinic focused on nutrition-based wellness, functional health analysis, and patient education. It operates as a local, community-based practice rather than a large corporate healthcare provider. The clinic provides a mix of alternative and functional health services, including: nutritional counseling and supplement guidance, functional and holistic health analysis, chiropractic and kinesiology-based approaches, and lifestyle coaching.



American Family Insurance is a privately held mutual insurance company headquartered in Madison, Wisconsin, providing a broad range of personal and commercial insurance products, including auto, home, life, and business coverage. Founded in 1927, the company has grown into one of the largest insurers in the United States, serving millions of customers nationwide through a combination of exclusive agents, independent agents, and digital channels. As a mutual insurer owned by its policyholders, American Family emphasizes long-term financial protection, customer relationships, and community impact, while continuing to invest in technology and data-driven capabilities to enhance the customer experience and compete with major carriers like State Farm, Allstate, and Progressive.

TENANT OVERVIEW

MJD Asset Management

MJD Asset Management is a small, privately owned investment advisory firm based in the Greater Milwaukee area, serving clients in New Berlin and surrounding communities with personalized financial planning and portfolio management services. Operating as a boutique practice, the firm focuses on building long-term client relationships and delivering tailored investment strategies, typically through fee-based advisory services. With a limited team and localized presence, MJD Asset Management positions itself as a relationship-driven alternative to larger institutions, emphasizing individualized guidance and customized wealth management solutions.



A-Class Aesthetics is a locally owned, boutique medical spa, specializing in non-surgical cosmetic treatments and advanced skincare services. The clinic offers a range of personalized aesthetic solutions - including neurotoxin injections, dermal fillers, microneedling, and chemical peels - designed to enhance natural features and improve skin health. Operating as a clinician-led, appointment-based practice, A-Class Aesthetics emphasizes individualized treatment plans, patient education, and natural-looking results, positioning itself as a high-end, client focused provider in the local medical aesthetics market.

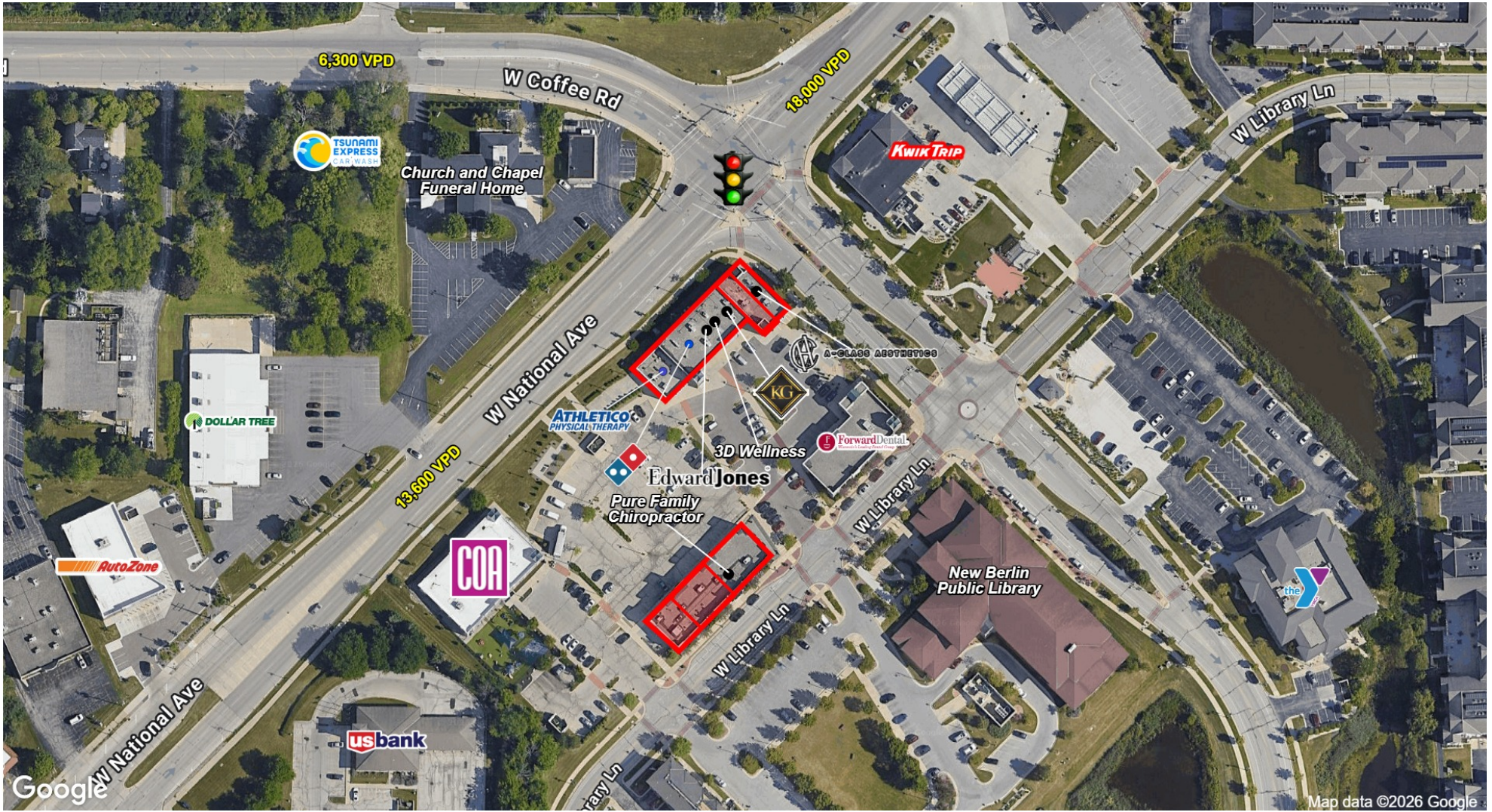
HJD Chiropractic

HJD Chiropractic, Inc. is a locally owned chiropractic clinic, providing non-invasive, outpatient care focused on spinal alignment and musculoskeletal health. Led by a licensed Doctor of Chiropractic, the practice offers services such as spinal adjustments, pain management for back and neck conditions, and treatment for sports and injury-related issues. Operating as a single-location, community-based provider, HJD Chiropractic emphasizes personalized care, conservative treatment approaches, and improving patient mobility and overall function through targeted chiropractic therapies.



Blend Hair Collective is a boutique, Aveda-affiliated salon concept, offering personalized hair and beauty services through a collaborative, stylist-driven model. Operating within the Aveda ecosystem, the collective emphasizes high-quality, customized haircuts, coloring, and styling, alongside plant-based, environmentally conscious products. With a focus on creativity, sustainability, and elevated client experience, Blend Hair Collective positions itself as a modern, upscale salon option for clients seeking both premium service and eco-friendly beauty solutions.

NEW BERLIN CITY CENTER OFFERING MEMORANDUM



LOCATION & MARKET OVERVIEW



The City of New Berlin is a thriving suburban community located in eastern Waukesha County, Wisconsin, approximately 15 miles southwest of downtown Milwaukee. Known for its balance of residential neighborhoods, corporate campuses, and natural open spaces, New Berlin has developed into one of the region's most desirable communities for both residents and businesses.

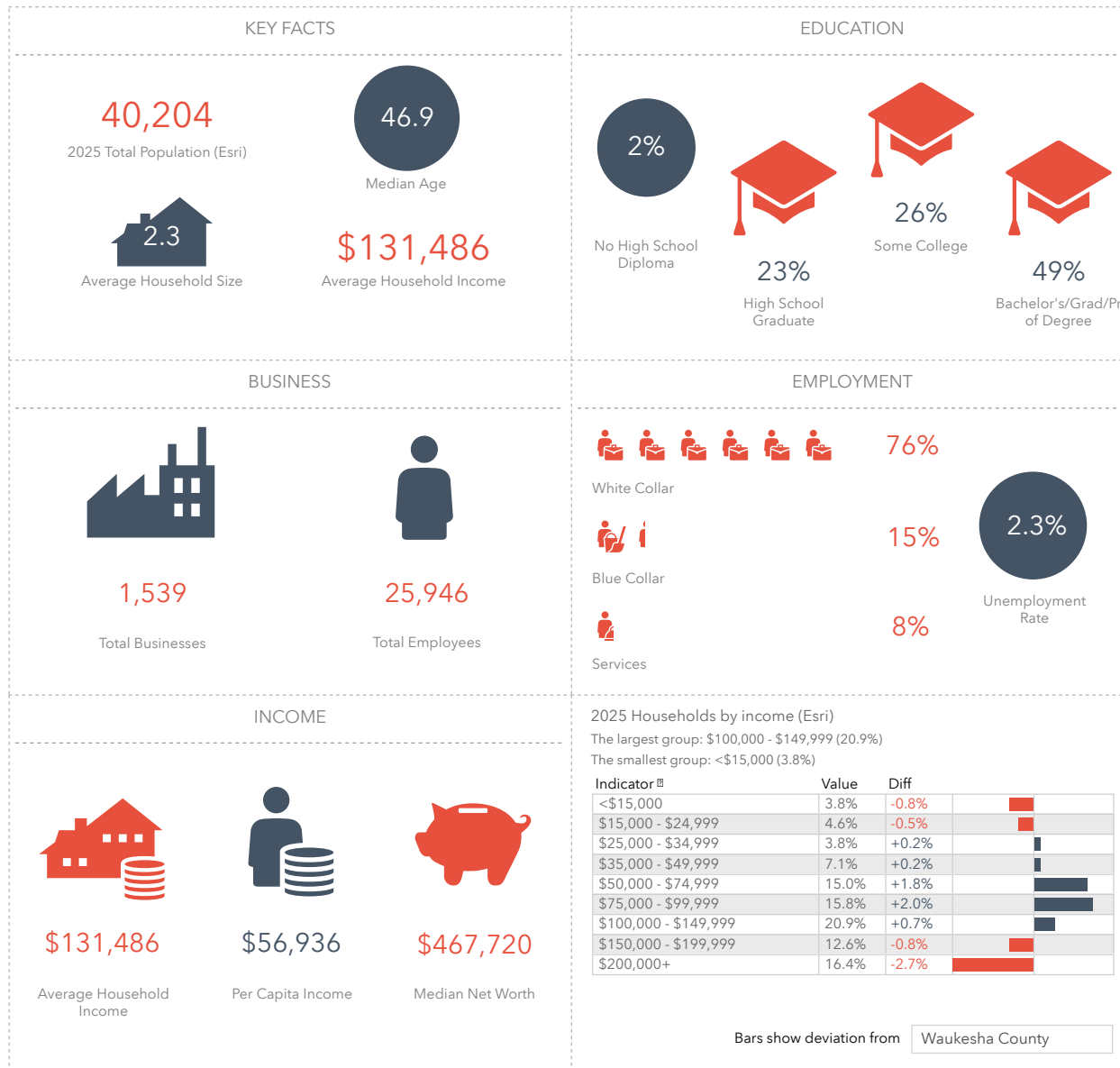
New Berlin has an estimated 2025 population of approximately 40,200 residents with an average household income of about \$131,486, reflecting a relatively affluent suburban market with strong purchasing power. The city's median age is 46.9 years, indicating a mature and stable population base, and the average household size is roughly 2.3 people. Educational attainment is high, with 49% of residents holding a bachelor's or graduate degree, contributing to a workforce that is primarily white-collar (76%) and supporting a local unemployment rate of approximately 2.3%.

New Berlin's economy is diverse and supported by a strong base of local businesses and regional employers. The city is home to approximately 1,539 businesses employing nearly 26,000 people, making it a significant employment center within Waukesha County.

Major employers include ProHealth Care, Industrial Finishing Services, Denali Ingredients, HUSCO International, BuySeasons/Oriental Trading distribution operations, and several advanced manufacturing and logistics companies located within the city's business parks. Its proximity to the Milwaukee metropolitan area also allows residents to easily commute to regional employers throughout southeastern Wisconsin.

Tourism and recreation also play a role in the city's identity. New Berlin is home to several well-known recreational destinations, including Minooka Park, a 300-acre Waukesha County park offering trails, swimming, disc golf, and winter sports, as well as the New Berlin Hills Golf Course, one of Wisconsin's premier public golf facilities. Numerous community parks, trails, and outdoor amenities contribute to the city's reputation as a family-friendly and active community. Seasonal events, farmers markets, and community festivals further support local tourism and community engagement.

LOCATION & MARKET OVERVIEW - NEW BERLIN



LOCATION & MARKET OVERVIEW - WAUKESHA COUNTY

