

... ESTD **THE** 1957...
HONEY BAKED
Ham^{co}

2613 BATTLEGROUNDS AVE | GREENSBORO, NC

TOP 20% PERFORMING
STORE LOCATION
NATIONWIDE (PLACER.AI)

**OFFERED
FOR SALE**
\$1,726,000
6.25% CAP





EXECUTIVE SUMMARY

Atlantic Capital Partners has been exclusively engaged to offer for sale a Honey Baked Ham located at 2613 Battleground Ave, Greensboro, NC — a corporate guaranteed absolute NNN investment generating \$107,879 in annual rent with 10% rent increases every 5 years in the initial term and 10% annual increases during option periods.

The asset is leased to Honey Baked Ham Company, one of America's most iconic specialty food retailers with over 500 locations across 40+ states and more than 65 years of operating history. The Greensboro location ranks in the top 20% of all Honey Baked Ham locations nationwide by foot traffic (Placer.ai), underscoring the exceptional performance of this specific site.

Situated at 2613 Battleground Ave, the property is positioned along one of Greensboro's most trafficked commercial corridors with 55,920 VPD, featuring rare dual access via Benjamin Pkwy (15,268 VPD). The offering provides approximately 9 years of remaining lease term with zero landlord responsibilities, delivering truly passive income backed by a corporate guaranty.

RENT SCHEDULE	TERM	ANNUAL RENT	PSF RENT
Current Extension Term	1-5	\$107,880	\$27.28
Rent Increase	6-10	\$118,667	\$30.01
1st Option	11-15	\$130,534	\$33.01
2nd Option	16-20	\$143,587	\$36.31

NOI	\$107,880
CAP	6.25%
PRICE	\$1,726,000

ASSET SNAPSHOT

Tenant Name	The Honey Baked Ham Co
Address	2613 Battleground Ave, Greensboro, NC 27408
Building Size (GLA)	3,954 Square Feet
Land Size	0.64 Acres
Signator/Guarantor	Corporate
Rent Type	ABS. NNN
Landlord Responsibilities	None
Rent Commencement Date	August 1, 2025
Lease Expiration	July 31, 2035
Remaining Term	9.5 Years
Rent Bumps	10% every 5 years in base term & options
Current Annual Rent	\$107,880



 80,374 PEOPLE
IN 3 MILE RADIUS

 \$107,704 AHHI
IN 3 MILE RADIUS

 55,920 VPD
ON BATTLEGROUND AVE





LONG-TERM CORPORATE COMMITMENT | RECENT 2025 LEASE EXECUTION

Tenant has operated at the site since 1988 | New lease commenced in August 2025, reaffirming long-term commitment to this established Greensboro location



CORPORATE-GUARANTEED ABSOLUTE NNN INVESTMENT

Honey Baked Ham is backed by a corporate guaranty with zero landlord responsibilities — no management, no maintenance, no capex. Truly passive income for the investor



DENSE SURROUNDING RETAIL ECOSYSTEM

Over 1.6M SF of retail space located in a 1-mile radius | In the top 20% of Honey Baked Ham locations nationwide by foot traffic (Placer.ai)



STRONG & GROWING DEMOGRAPHICS

Within 5 miles: 215,484 residents with an average household income of \$101,340. The 3-mile population of 80,374 reflects a dense, established consumer base supporting strong retailer performance



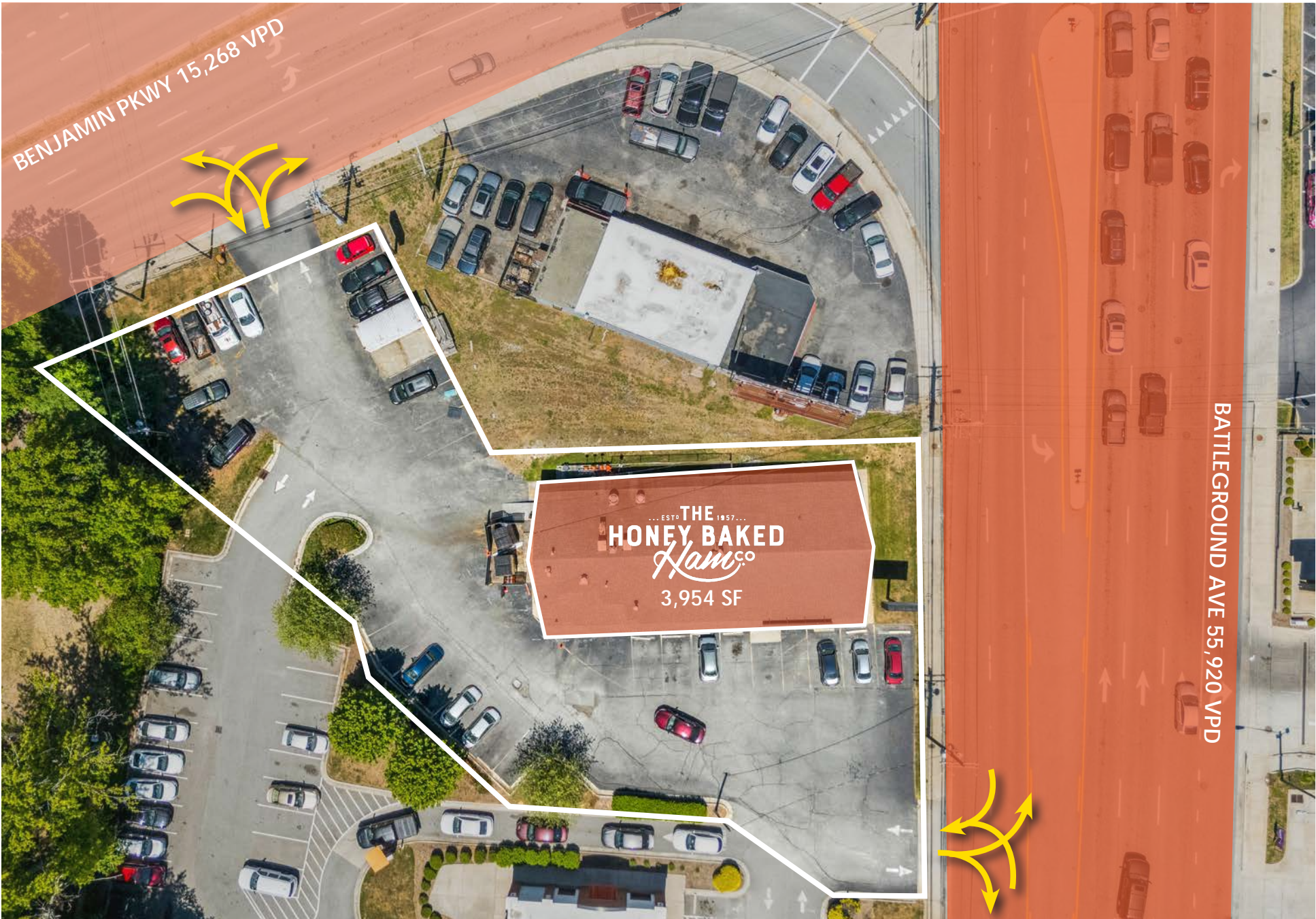
DOMINANT RETAIL CORRIDOR

The site fronts Battleground Ave, one of Greensboro's primary commercial arteries with 55,920 VPD, with rare dual access via Benjamin Pkwy (15,268 VPD) — driving exceptional visibility and customer traffic to the tenant



IRREPLACEABLE LOCATION IN THE GREENSBORO MSA

Greensboro anchors the Piedmont Triad — within 27 miles of Winston-Salem, 54 miles of Durham, and 73 miles of Raleigh — positioning this asset in one of the Southeast's most strategically connected mid-size metros





BATTLEGROUND AVE 55,920 VPD



... ESTD 1957 ...

THE HONEY BAKED

Ham CO

2613 BATTLEGROUND AVE,
GREENSBORO, NC

BENJAMIN PKWY 15,268 VPD



... ESTD 1957 ...
THE HONEY BAKED Ham CO
 2613 BATTLEGROUND AVE,
 GREENSBORO, NC



1 MILE
 8,689
 PEOPLE
 \$101,340
 AHHI

3 MILES
 80,374
 PEOPLE
 \$107,704
 AHHI

5 MILES
 215,484
 PEOPLE
 \$85,590
 AHHI







LOCATION OVERVIEW

... ESTD 1957 ...
THE HONEY BAKED Ham^{CO}

2613 BATTLEGROUND AVE,
GREENSBORO, NC

WINSTON-
SALEM, NC
27 MILES

GREENSBORO

DURHAM
54 MILES

RALEIGH
73 MILES

CHARLOTTE
91 MILES

The subject property is located in Greensboro, North Carolina, the third-largest city in the state and the economic hub of the Piedmont Triad MSA — a tri-city region encompassing Greensboro, Winston-Salem, and High Point with a combined population exceeding 1.7 million people. Greensboro sits at the crossroads of I-40 and I-85, offering unparalleled regional connectivity and serving as a major logistics, healthcare, and education center in the Southeast.

Greensboro is home to a diverse and resilient economic base anchored by world-class institutions including Cone Health, Moses H. Cone Memorial Hospital, Wake Forest Baptist Health, and major employers such as Honda Aircraft Company, FedEx, and Volvo Financial Services. The city is also home to multiple higher education institutions including UNC Greensboro, NC A&T State University, and Guilford College — contributing to a highly educated and growing workforce.

The Battleground Ave corridor, where the subject property is located, is one of Greensboro's most trafficked and established commercial thoroughfares, boasting 55,920 VPD and serving as the primary retail spine for the northern portion of the city. The immediate trade area features over 1.6 million square feet of retail space within a 1-mile radius, with strong national co-tenancy driving consistent consumer traffic to the corridor.

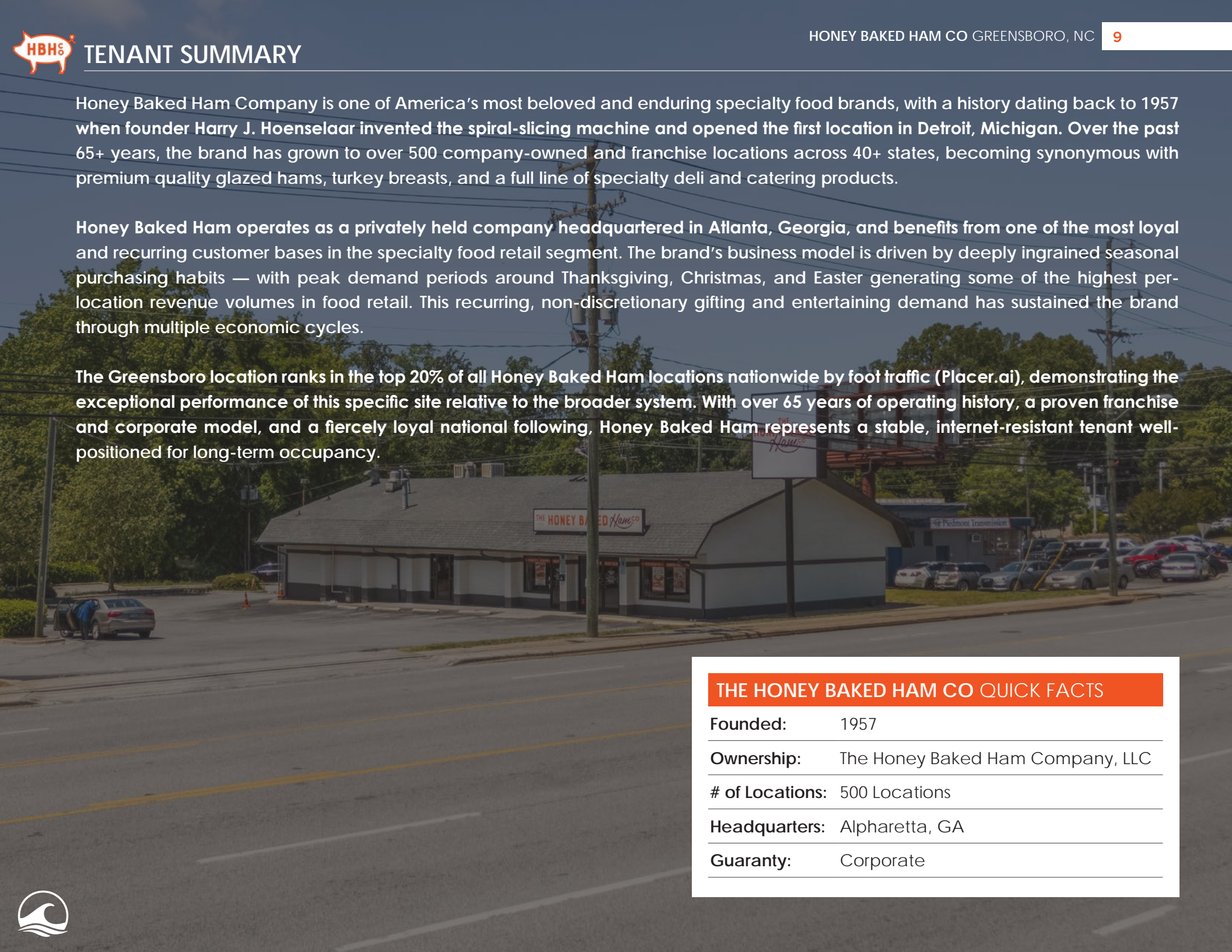
Within a 5-mile radius of the site, there are over 215,000 residents with an average household income of \$101,340 — demographics that support strong performance for essential and food-based retailers such as Honey Baked Ham. The 3-mile population of 80,374 and 1-mile population of 8,689 reflect a dense, established consumer base with the purchasing power to sustain long-term tenant success at this location.



Honey Baked Ham Company is one of America’s most beloved and enduring specialty food brands, with a history dating back to 1957 when founder Harry J. Hoenselaar invented the spiral-slicing machine and opened the first location in Detroit, Michigan. Over the past 65+ years, the brand has grown to over 500 company-owned and franchise locations across 40+ states, becoming synonymous with premium quality glazed hams, turkey breasts, and a full line of specialty deli and catering products.

Honey Baked Ham operates as a privately held company headquartered in Atlanta, Georgia, and benefits from one of the most loyal and recurring customer bases in the specialty food retail segment. The brand’s business model is driven by deeply ingrained seasonal purchasing habits — with peak demand periods around Thanksgiving, Christmas, and Easter generating some of the highest per-location revenue volumes in food retail. This recurring, non-discretionary gifting and entertaining demand has sustained the brand through multiple economic cycles.

The Greensboro location ranks in the top 20% of all Honey Baked Ham locations nationwide by foot traffic (Placer.ai), demonstrating the exceptional performance of this specific site relative to the broader system. With over 65 years of operating history, a proven franchise and corporate model, and a fiercely loyal national following, Honey Baked Ham represents a stable, internet-resistant tenant well-positioned for long-term occupancy.



THE HONEY BAKED HAM CO QUICK FACTS

Founded:	1957
Ownership:	The Honey Baked Ham Company, LLC
# of Locations:	500 Locations
Headquarters:	Alpharetta, GA
Guaranty:	Corporate



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Exclusively Offered By



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