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Commercial | Investment | Brokerage



Multi-Tenant Retail Investment | Leesburg, VA
208 - 212 Church St SE, Leesburg, VA 20175

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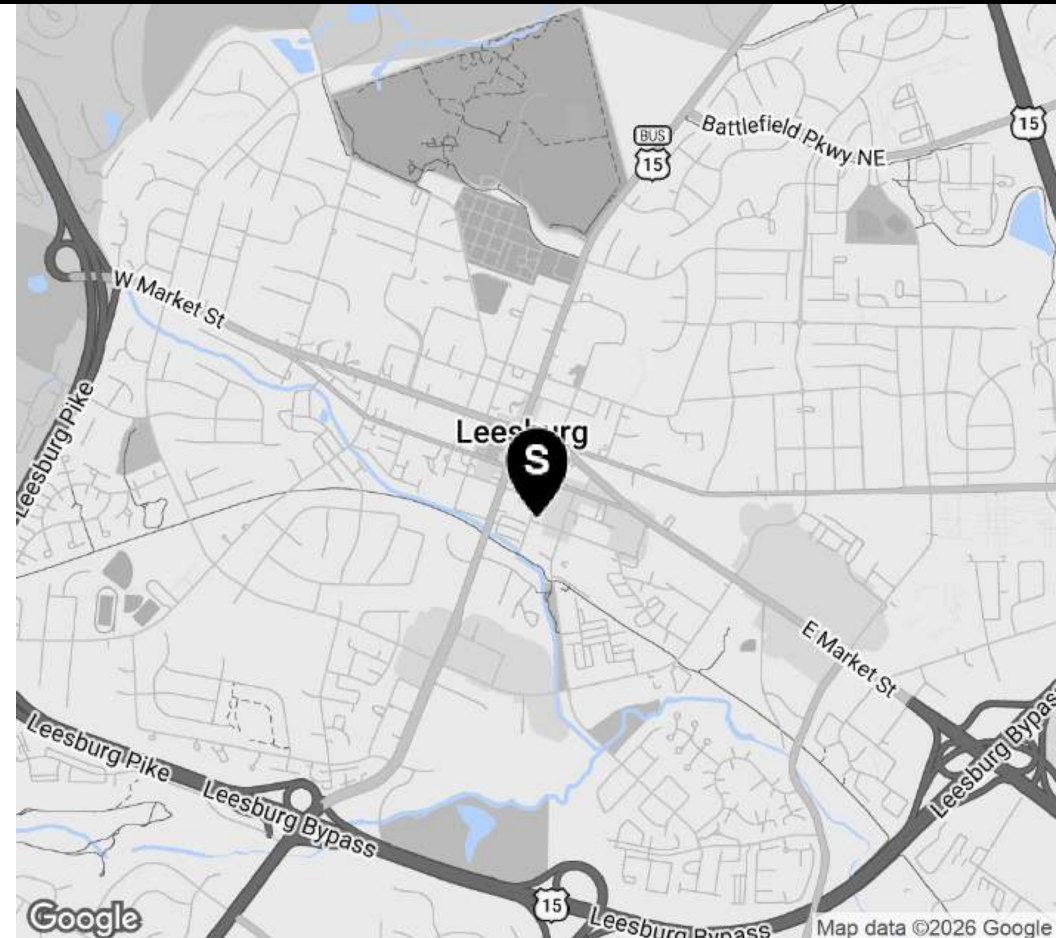
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OVERVIEW

EXECUTIVE SUMMARY



OFFERING SUMMARY

SALE PRICE:	Subject to Offer
BUILDING SIZE:	11,466 SF
LOT SIZE:	0.55 Acres
NOI:	\$218,043
YEAR BUILT:	1940
RENOVATED:	2020
ZONING:	LB:B1

PROPERTY OVERVIEW

Stabilized multi-tenant retail investment in the heart of downtown Leesburg with significant mark-to-market upside. The 11,466 SF property sits on a 0.55-acre corner at Church and South Streets, fully leased to 10 tenants generating \$286,765 in gross income and \$218,043 in NOI. Multiple in-place leases are materially below current downtown market rates, with an estimated \$55,000–\$90,000 of annual rent growth achievable through routine re-leasing as leases roll over the next 12 to 24 months. Diverse tenancy includes retail, office, residential, and creative-use users.

HIGHLIGHTS

- Fully leased, stabilized income — 11,466 SF across three buildings, 100% occupied by 10 diversified tenants generating \$286,765 in gross income and \$218,043 NOI.
- Significant mark-to-market upside — Multiple in-place leases below current downtown market rates, with an estimated \$55K–\$90K of annual rent growth achievable through routine re-leasing, equating to roughly \$850K–\$1.5M in value creation at market cap rates.
- Near-term lease rollover — Three of the most below-market suites totaling 5,554 SF have leases expiring within the next 12 to 24 months, providing a clear, low-risk path to NOI growth.
- Prime downtown Leesburg corner location — One block off King Street and steps from Tuscarora Mill, South Street Under, the Loudoun County Courthouse, and the W&OD Trail.
- Affluent, growing trade area — Five-mile average household income of \$219,101, Loudoun County median HHI of \$170,463, and a downtown Leesburg residential base with continued boutique retail demand.



PROPERTY DESCRIPTION

STABILIZED CASH FLOW WITH A CLEAR PATH TO NOI GROWTH

208–212 Church Street SE is a fully leased, multi-tenant retail investment positioned on one of downtown Leesburg's most desirable corners. The 0.55-acre site sits one block off King Street, the cultural and commercial spine of Leesburg's Historic District, and is surrounded by the town's most active restaurants, shops, and walkable destinations including Tuscarora Mill, South Street Under, Shoe's Cup & Cork, and the W&OD Trailhead.

The property consists of three free-standing buildings totaling 11,466 SF, fully leased to a curated mix of 10 tenants generating \$286,765 in gross income and \$218,043 in NOI. The diverse rent roll includes an established coffee shop, two hair salons, a podcast studio, professional office users, two residential units, and a storage tenant. This diversification limits single-tenant exposure and produces a stable, predictable income stream from day one.

The compelling story is the embedded upside. Several in-place leases are materially below current downtown Leesburg market rates, with the largest opportunity concentrated in three suites totaling more than 5,500 SF. A new owner has a near-term, low-execution-risk path to lifting NOI through routine re-leasing as those leases expire over the next 12 to 24 months. Conservative mark-to-market projections suggest \$55,000 to \$90,000 of additional annual rent, equating to approximately \$850,000 to \$1.5 million in value creation at market cap rates.

Downtown Leesburg fundamentals continue to support rent growth. Loudoun County's median household income exceeds \$170,000, the five-mile demographic profile averages \$219,000 in household income, and downtown's walkable retail corridor continues to attract boutique operators, restaurants, and service tenants at premium per-square-foot rates. For investors seeking a stabilized Northern Virginia asset with built-in upside, 208–212 Church Street SE offers an institutional-quality income stream at a defensible going-in basis.



ADDITIONAL PHOTOS



PROPERTY DETAILS

SALE PRICE	SUBJECT TO OFFER
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LOCATION INFORMATION

BUILDING NAME	Multi-Tenant Retail Investment Leesburg, VA
STREET ADDRESS	208 - 212 Church St SE
CITY, STATE, ZIP	Leesburg, VA 20175
COUNTY	Loudoun
MARKET	Washington DC Metro
SUB-MARKET	Downtown Leesburg
CROSS-STREETS	Church Road and South Street SE
NEAREST HIGHWAY	Route 7 and Dulles Greenway (267)
NEAREST AIRPORT	Leesburg Airport, Dulles International Airport

PROPERTY INFORMATION

PROPERTY TYPE	Retail
PROPERTY SUBTYPE	Strip Center
ZONING	LB:B1
LOT SIZE	0.55 Acres
APN #	231285784000, 231285888000, 231285991000, 231286095000
CORNER PROPERTY	Yes
POWER	Yes

BUILDING INFORMATION

BUILDING SIZE	11,466 SF
NOI	\$218,043.15
TENANCY	Multiple
YEAR BUILT	1940
YEAR LAST RENOVATED	2020
FREE STANDING	Yes
NUMBER OF BUILDINGS	3

PARKING & TRANSPORTATION

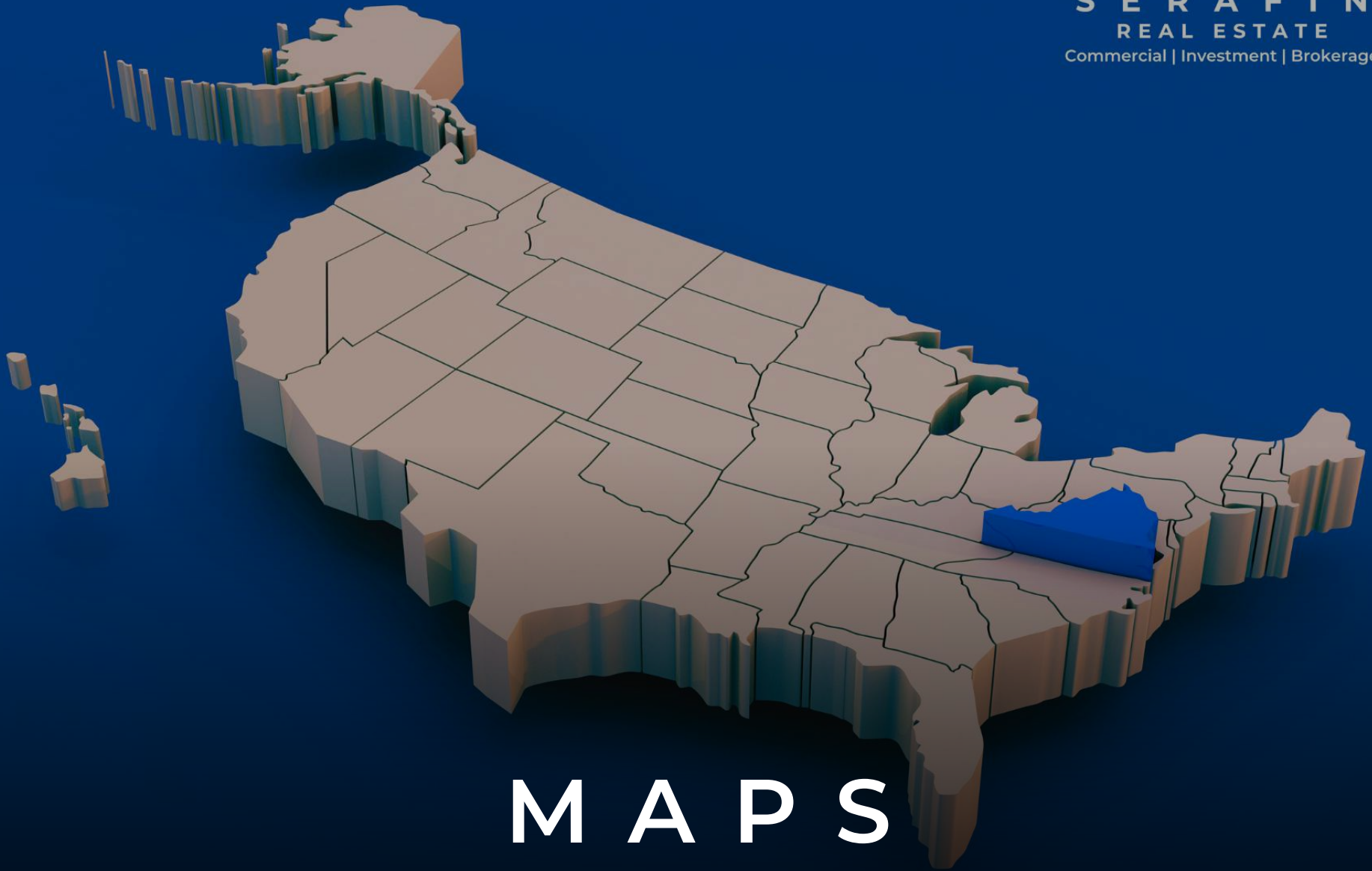
STREET PARKING	Yes
PARKING TYPE	Surface
NUMBER OF PARKING SPACES	25

UTILITIES & AMENITIES

GAS / PROPANE	Yes
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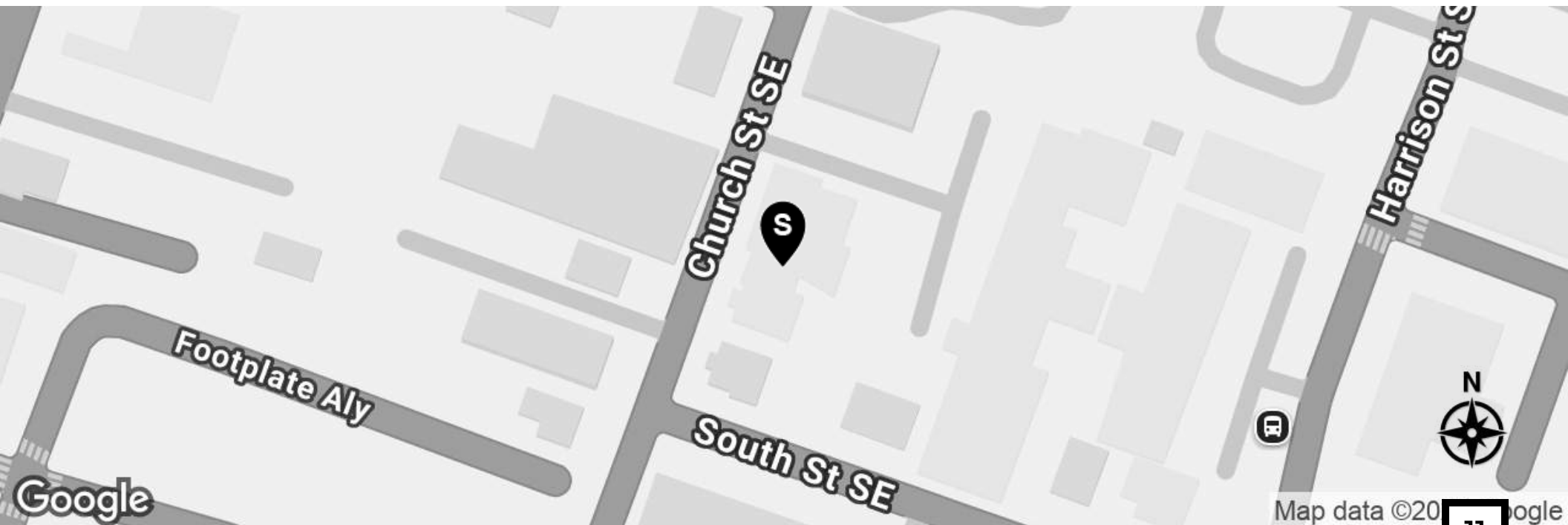
TAXES & VALUATION

TAXES	\$27,777.00
FORECLOSURE / DISTRESSED	No



M A P S

LOCATION MAP



Google

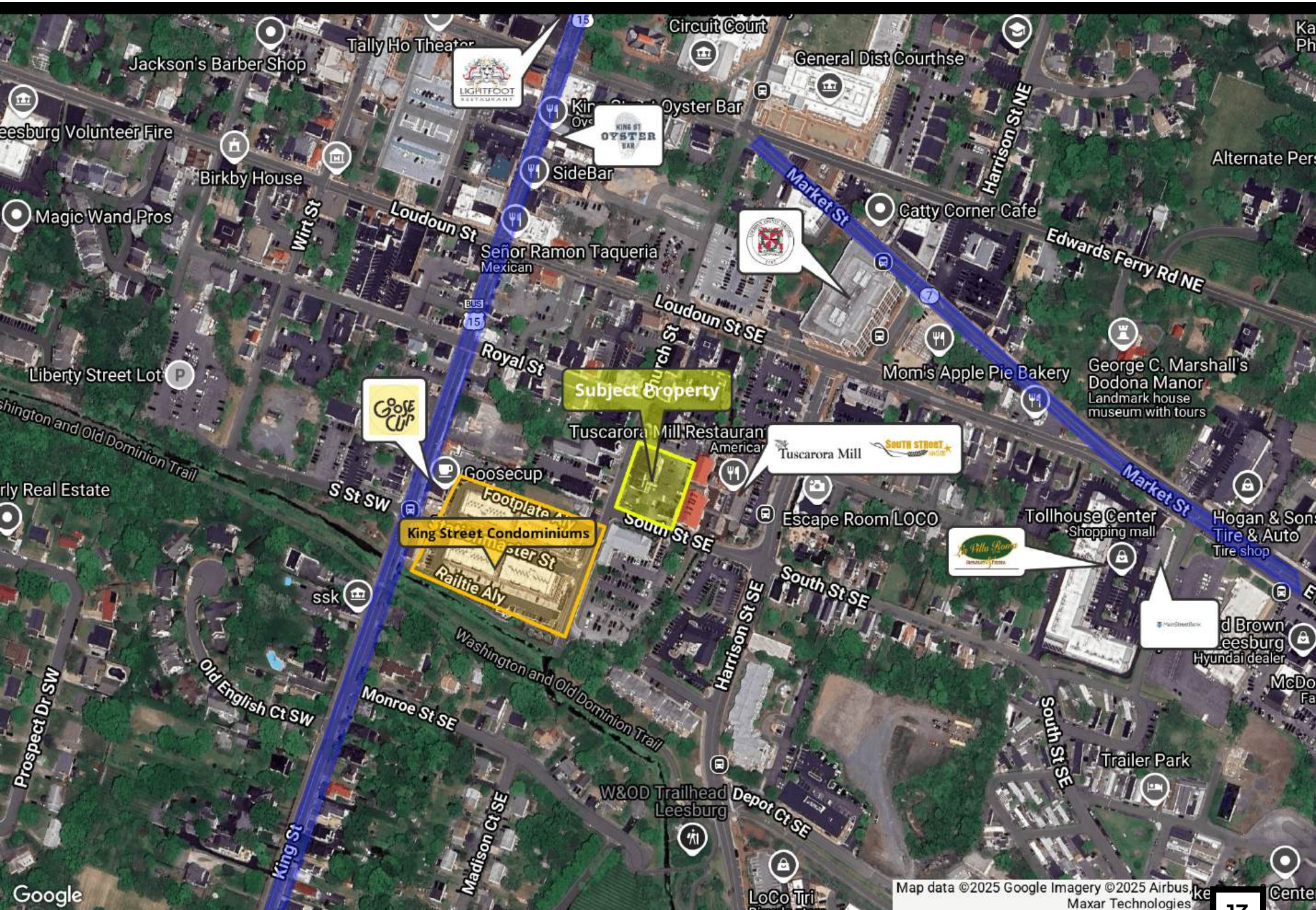
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AERIAL



RETAILER MAP

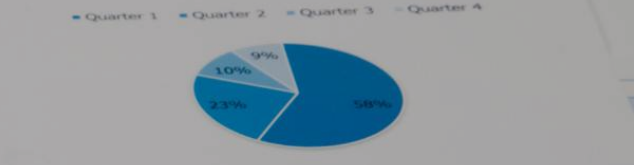
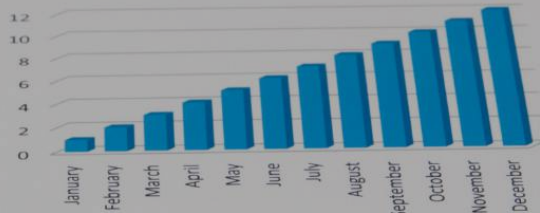
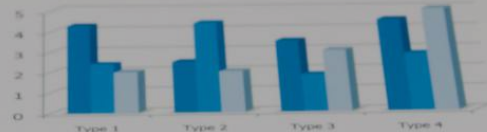


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Maxar Technologies

FINANCIAL OVERVIEW

Fund	Unit Price	NAV	Prem/(disc)	Dividend Yield
BKCCP	9.90	12.20	81.13%	6.48%
SKWLD	12.20	52.12	55.64%	5.54%
IWLKS	53.45	15.15	45.54%	7.84%
SKWOS	62.15	68.15	78.15%	8.14%
ISKJLS	14.15	20.54	30.48%	1.41%
AKSDK	33.45	40.14	51.14%	4.88%
PKDKJ	85.15	70.44	65.45%	6.44%
KSFKW	77.15	60.45	56.41%	5.55%
ISKJLS	14.15	20.54	30.48%	1.41%
AKSDK	33.45	40.14	51.14%	4.88%
PKDKJ	85.15	70.44	65.45%	6.44%
KSFKW	77.15	60.45	56.41%	5.55%
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RENT ROLL

SUITE	TENANT NAME	SIZE SF	% OF BUILDING	PRICE / SF / YEAR	ANNUAL RENT	LEASE START	LEASE END
208, #001	Hair Salon	564 SF	4.92%	\$29.79	\$16,800	2/1/2022	1/31/2027
208, #100/105	Coffee Shop	4,000 SF	34.89%	\$20.32	\$81,265	1/19/2023	2/29/2028
208, #200	Podcast Studios	1,000 SF	8.72%	\$42.00	\$42,000	5/1/2026	4/30/2027
208, #210	Office Tenant	900 SF	7.85%	\$9.33	\$8,400	3/1/2026	2/28/2027
208, #220	Office Tenant	654 SF	5.70%	\$16.51	\$10,800	2/1/2026	1/31/2027
210, #201	Hair Salon	682 SF	5.95%	\$42.23	\$28,800	5/1/2020	4/30/2027
210, #101	Negative Bounce	766 SF	6.68%	\$34.46	\$26,400	6/1/2024	4/30/2027
212, Storage Unit	Storage Unit	900 SF	7.85%	\$20.00	\$18,000	5/8/2023	10/31/2026
212, #102	Residential	1,000 SF	8.72%	\$25.80	\$25,800	9/6/2025	8/31/2026
212, #202	Residential	1,000 SF	8.72%	\$28.50	\$28,500	1/20/2026	1/31/2027
TOTALS		11,466 SF	100%		\$286,765		
AVERAGES		1,147 SF		\$26.89			

INCOME & EXPENSES

INCOME SUMMARY

GROSS INCOME	\$286,765
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EXPENSES SUMMARY

208/210 CHURCH ST PROPERTY TAXES (2025)	\$17,258
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212 CHURCH ST PROPERTY TAXES (2025)	\$6,254
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PROPERTY INSURANCE (APPROX) - 208-212 CHURCH ST	\$3,600
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LANDSCAPING	\$600
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REPAIRS & MAINTENANCE (2025)	\$16,714
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UTILITIES	\$19,105
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SNOW REMOVAL	\$4,811
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PEST CONTROL	\$380
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OPERATING EXPENSES	\$68,722
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NET OPERATING INCOME	\$218,043
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Enter comments here...

CURRENT RENT ROLL POSITION

The blended average masks meaningful dispersion across the rent roll

\$286,765

GROSS ANNUAL INCOME

Across 10 in-place leases

\$26.89

BLENDED AVG / SF

Weighted across 11,466 SF

10

ACTIVE TENANTS

Retail, office, residential

THE OPPORTUNITY

While the \$26.89 blended rate appears reasonable on its face, that average obscures significant dispersion. Several tenants are paying materially below current downtown Leesburg market rates, while a smaller subset are at or above market. The mark-to-market opportunity is concentrated in three suites totaling more than 5,500 SF, two of which have leases expiring within the next 14 months. This creates a clear, low-execution-risk path to lifting NOI by 25 to 40 percent without any physical change to the asset.

MARKET BENCHMARKS

Current downtown Leesburg lease rates — sourced from LoopNet, CommercialCafe, and Realmo

RETAIL

\$28 – \$38 / SF

King Street corridor frontage commands \$35 – \$42 / SF. Leesburg retail average approximately \$32 / SF, with downtown a premium submarket.

OFFICE

\$26 – \$32 / SF

Renovated character space in the downtown historic district. Upper end of Leesburg office reaches \$35 / SF.

RESIDENTIAL

\$1,686 – \$2,494 / mo

Downtown 1BR: \$1,686 – \$2,269.
Downtown 2BR: \$1,769 – \$2,494.
Leesburg metro average \$2,015 – \$2,123.

Note: Comparable downtown Leesburg ground-floor and second-floor space across multiple recent transactions.

WHY THIS MATTERS

Downtown Leesburg continues to function as the cultural and commercial spine of Loudoun County, anchored by Tuscarora Mill, South Street Under, the County Courthouse, and the W&OD Trailhead. The five-mile demographic profile averages \$219,101 in household income, supporting sustained boutique retail and service demand at premium per-square-foot rates. These market benchmarks reflect actively transacting comparable space, not asking-rate inflation.

BELOW-MARKET DRIVERS

Three suites concentrate roughly 75% of the embedded rent growth

208 #100/105

COFFEE SHOP — 4,000 SF

Current: **\$20.32 / SF** → Market: **\$28 – \$34 / SF**

+\$31K to \$55K / yr

Lease expires 2/29/2028

208 #210

OFFICE TENANT — 900 SF

Current: **\$9.33 / SF** → Market: **\$26 – \$32 / SF**

+\$15K to \$20K / yr

Lease expires 2/28/2027

208 #220

OFFICE TENANT — 654 SF

Current: **\$16.51 / SF** → Market: **\$26 – \$32 / SF**

+\$6K to \$10K / yr

Lease expires 1/31/2027

SUPPORTING NOTES

Single largest opportunity. 35% of total building square footage at a 30–40% discount to downtown retail market.

Dramatically below market and likely a legacy rate. Near-term re-leasing event provides immediate path to mark-to-market.

Approximately \$10/SF below market. Near-term rollover provides routine path to capture full rate.

BOTTOM LINE: Two of the three primary upside leases roll within 14 months. Aggregate near-term annual rent growth: **\$52K to \$85K** from just these three suites.

AT OR NEAR MARKET

Seven leases providing stable, diversified cash flow during repositioning

SUITE	TENANT	SIZE	CURRENT \$/SF	VS. MARKET
208 #001	Hair Salon	564 SF	\$29.79	<i>Slightly below — modest upside at renewal</i>
210 #201	Hair Salon	682 SF	\$42.23	<i>Premium rate — above market</i>
210 #101	Negative Bounce	766 SF	\$34.46	<i>Strong market rate</i>
208 #200	Podcast Studio	1,000 SF	\$42.00	<i>Above market — premium creative-use rate</i>
212 Storage	Storage Unit	900 SF	\$20.00	<i>At market for use type</i>
212 #102	Residential 1BR	1,000 SF	\$2,150 / mo	<i>Within market band — CPI growth at renewal</i>
212 #202	Residential 1BR	1,000 SF	\$2,375 / mo	<i>Within market band — CPI growth at renewal</i>

WHY THIS MATTERS

The above-market podcast studio and Suite 210 hair salon function as anchor leases, generating premium rates that offset any short-term vacancy or downtime during the re-leasing of the below-market suites. Combined with two fully leased residential units producing consistent monthly income, the property's diversified tenant base substantially reduces execution risk during the value-add window.

AGGREGATE VALUE-ADD SUMMARY

Translating rent growth into stabilized NOI and value creation

METRIC	CONSERVATIVE	AGGRESSIVE
Annual Rent Upside	\$55,000	\$90,000
Stabilized Gross Income	~\$341,765	~\$376,765
Stabilized NOI (constant OpEx)	~\$273,000	~\$308,000
Value Creation @ 6.0% Cap	~\$917,000	~\$1,500,000
Value Creation @ 6.5% Cap	~\$846,000	~\$1,385,000

Stabilized NOI estimates assume current operating expense structure of \$68,722. Cap rate selection reflects observed Leesburg retail comparables ranging 5.25%–6.45%.

THE HEADLINE

Roughly \$850K to \$1.5M of unlevered value creation, achievable through routine re-leasing of below-market suites as leases roll over the next 12 to 24 months.

THE STRATEGIC TAKEAWAY

A textbook value-add play in one of Northern Virginia's strongest small-format submarkets

01

CONCENTRATED UPSIDE

Approximately 75% of the rent growth opportunity sits in just three suites. Two of those three leases roll within the next 14 months, creating a defined and near-term execution window.

02

LOW EXECUTION RISK

NOI growth is achievable through standard market re-leasing at expiration. No physical repositioning, no major capital expenditure, no entitlement risk. Just bringing legacy rents to current market.

03

DIVERSIFIED ANCHOR INCOME

Seven remaining leases provide stable, diversified cash flow throughout the repositioning, including above-market anchor tenants and two consistently performing residential units.

IN SUMMARY

208–212 Church Street SE delivers stabilized cash flow on day one with a clearly defined, low-risk path to NOI growth of 25 to 40 percent. The asset combines a diversified rent roll, a premier downtown Leesburg corner location, and near-term lease rollover concentrated in materially below-market suites. For investors seeking a Northern Virginia mixed-use retail position with built-in upside and a defensible going-in basis, the opportunity checks every box.



AREA OVERVIEW

CITY INFORMATION

LOCATION DESCRIPTION

Downtown **Leesburg, Virginia**, and the broader Loudoun County present a compelling landscape for development, characterized by robust economic growth, a rapidly expanding population, and significant affluence.

Economic Growth and Affluence

Loudoun County's economy has experienced substantial growth, with its Gross Domestic Product (GDP) reaching \$38 billion in 2022, marking a 13% increase from 2018. This economic expansion is complemented by a median household income of \$170,463 as of 2022, reflecting an 8.7% rise from the previous year. Such figures underscore the county's status as one of the **most affluent regions in the United States**.

Population Growth

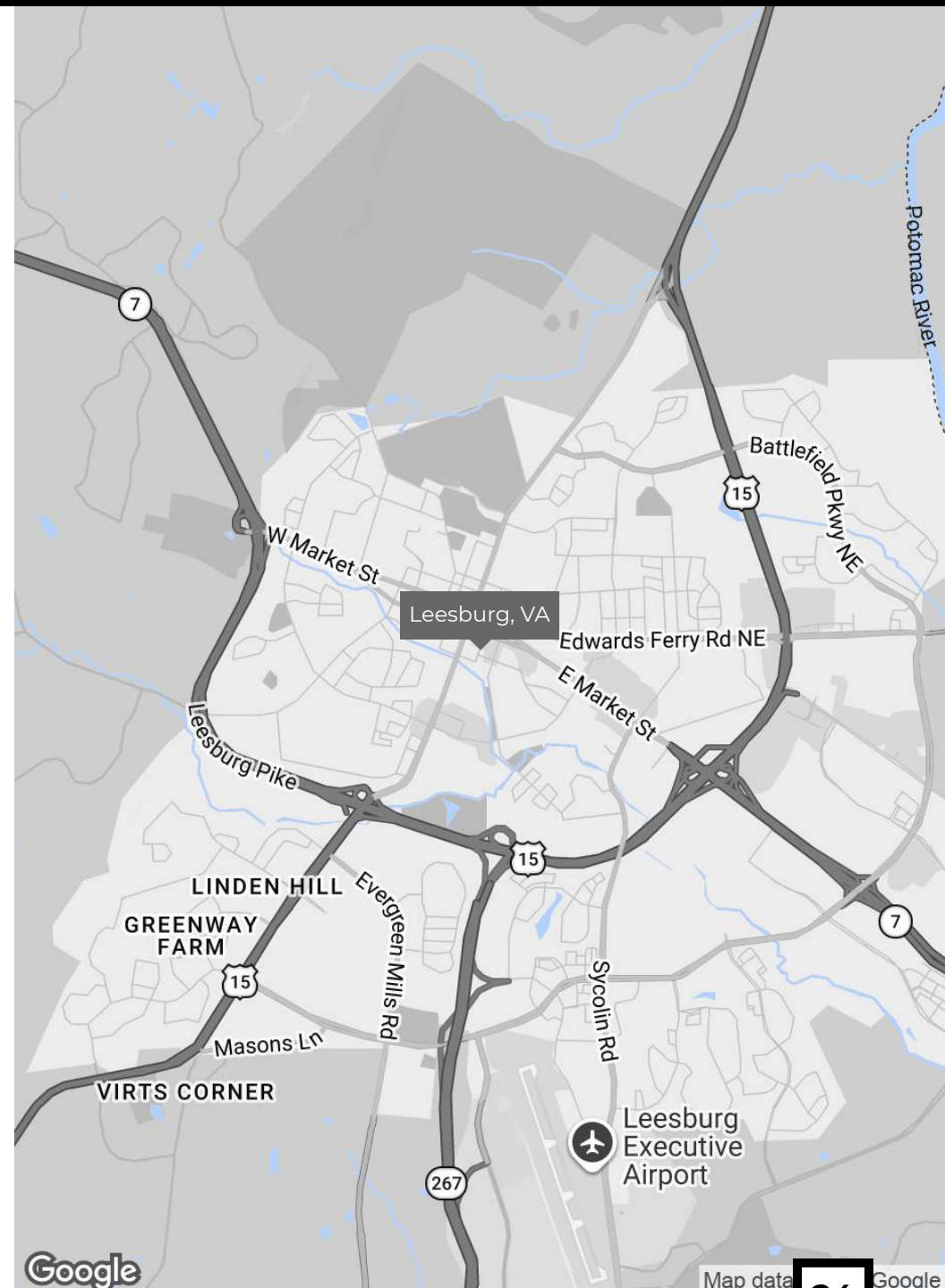
The population of Loudoun County has been steadily increasing, reaching approximately 420,773 residents in 2022, a 1.74% growth from 2021. Similarly, Leesburg's population has expanded, with estimates indicating a rise to 49,622 in 2024, reflecting a 2.56% increase since the 2020 census. This population surge fuels demand for residential, commercial, and retail developments, presenting ample opportunities for investors and businesses.

Educational Attainment

The region boasts a highly educated populace, with 56.1% of Leesburg residents aged 25 and over holding a bachelor's degree or higher. This educated workforce enhances the area's appeal to businesses seeking skilled professionals.

Development Potential

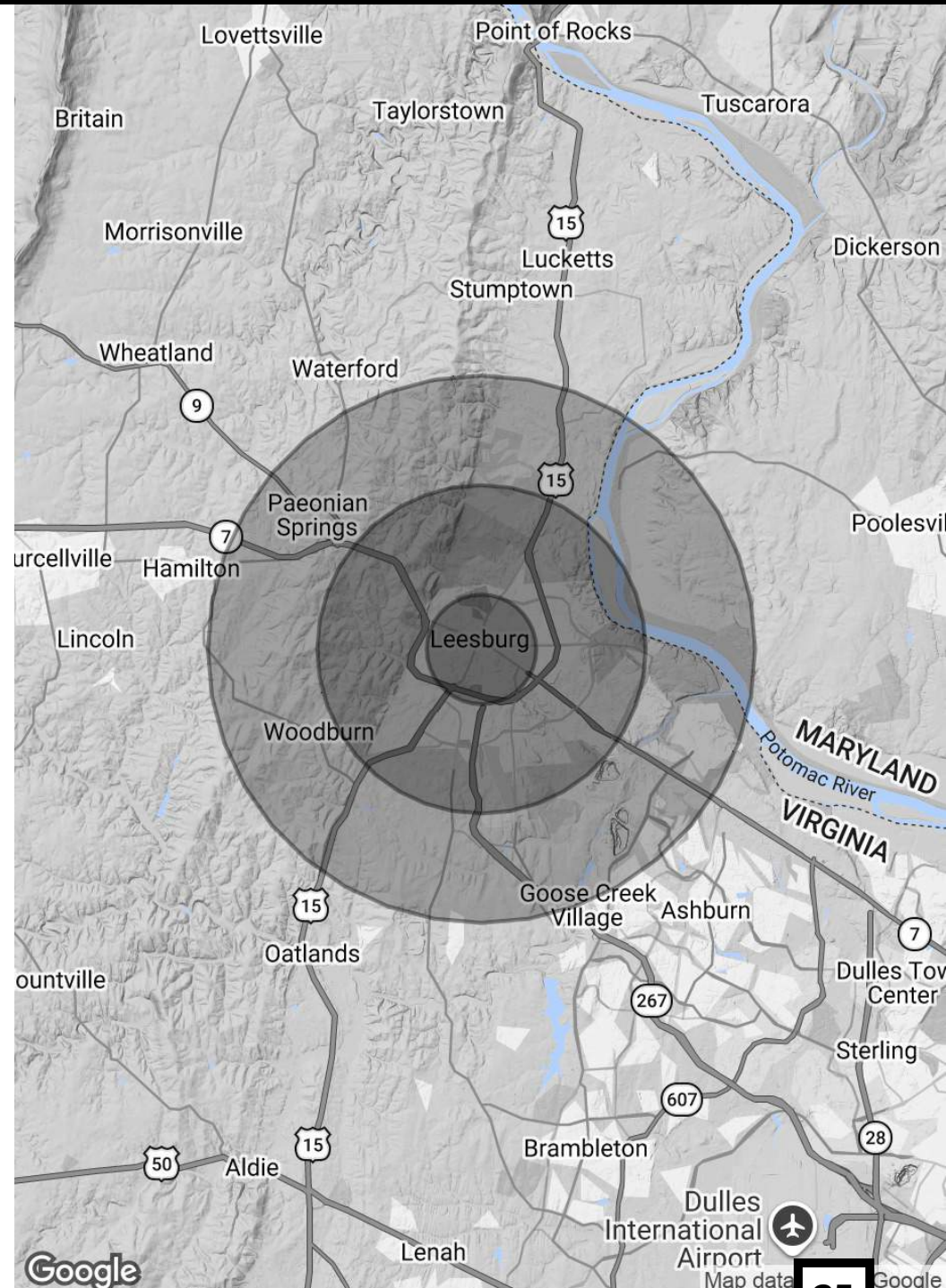
The combination of economic prosperity, population growth, and a well-educated workforce positions Downtown Leesburg and Loudoun County as prime areas for development. The increasing demand for housing, retail spaces, and commercial facilities offers significant opportunities for developers and investors aiming to capitalize on the region's dynamic growth and affluence.



DEMOGRAPHICS MAP & REPORT

POPULATION	1 MILE	3 MILES	5 MILES
TOTAL POPULATION	16,153	55,233	80,793
AVERAGE AGE	38	37	38
AVERAGE AGE (MALE)	37	36	37
AVERAGE AGE (FEMALE)	39	38	39
HOUSEHOLDS & INCOME	1 MILE	3 MILES	5 MILES
TOTAL HOUSEHOLDS	5,666	18,347	26,646
# OF PERSONS PER HH	2.9	3	3
AVERAGE HH INCOME	\$137,058	\$188,082	\$219,101
AVERAGE HOUSE VALUE	\$586,260	\$695,288	\$782,278

2020 American Community Survey (ACS)



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2022
BEST OF
LOUDOWN
Loudoun Times-Mirror
WINNER

2023
BEST OF
LOUDOWN
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WINNER

2024
BEST OF
LOUDOWN
Loudoun Times-Mirror
WINNER

2025
BEST OF
LOUDOWN
Loudoun Times-Mirror
WINNER

B R O K E R

I N F O R M A T I O N

ABOUT SERAFIN REAL ESTATE



Serafin Real Estate is a boutique commercial real estate brokerage headquartered in Loudoun County, Virginia, exclusively focused on the Northern Virginia market. Founded in 2019 by Joe Serafin, the firm has closed more than \$730 million in transactions since inception, with Joe surpassing \$1 billion in career sales volume. By **intentionally concentrating on the Northern Virginia region**, the firm provides owners with hyper-local market knowledge, real-time data insight, and deep relationships with the area's most active buyers and investors. Serafin Real Estate has been recognized multiple times as a Best of Loudoun winner and is consistently regarded as one of the region's top-performing commercial brokerages.

Rather than spreading geographically, the firm has built its reputation on becoming the market expert within Northern Virginia, understanding zoning nuances, buyer demand trends, capital sources, and property-level dynamics at a granular level. Through advanced technology, proprietary databases, and a curated network of qualified local, regional, and 1031 exchange buyers, Serafin Real Estate positions each listing to **drive competition and maximize value**. Clients benefit from institutional-level strategy combined with the accountability, responsiveness, and hands-on execution of a focused, owner-led brokerage.

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PRIMARY BROKER CONTACT



JOE SERAFIN

Founder | CEO | Principal Broker

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PROFESSIONAL BACKGROUND

Joe Serafin, a 21-year veteran of the real estate industry, is the esteemed owner of Serafin Real Estate. Over nearly two decades, Joe has built a robust foundation by representing a diverse array of developers, private equity firms, and individual investors. His career is marked by the successful closure of over \$1B in transactions, a testament to his expertise and dedication.

Joe's specific areas of expertise include strategic planning, financial investment analysis, and financial structuring. These skills ensure solid and transparent property investments for his clients, consistently exceeding their investment goals. His deep market knowledge and strategic approach have earned him the trust of his clients, fostering long-lasting business and personal relationships.

In recognition of his outstanding contributions to the real estate sector, Joe Serafin was honored as one of the Top 10 real estate agents in Virginia by Apple News, Grit Wire, and Google News in 2023. His insights and expertise are frequently sought after, leading to numerous invitations to speak at industry events and panel discussions where he shares his knowledge as an authority on the local commercial real estate market.

Under Joe's leadership, Serafin Real Estate actively participates in various chambers and associations, contributing to the growth and development of the community. His commitment to excellence and innovation has solidified his reputation as a leading figure in the commercial real estate industry.

Serafin Real Estate

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MEET THE TEAM



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Joe is an 18-year real estate industry veteran and owner of Serafin Real Estate, specializing in investment sales, acquisitions, brokerage, and property investment consultation in Loudoun, Fairfax, and Prince William County.

Joe has built a solid foundation through his representation of many developers, private equity firms, and individual investors throughout the years and has successfully closed over \$600M of transactions since his start in the industry. His specific areas of expertise include strategic planning, financial investment analysis, and financial structuring ensuring solid and transparent property investments for his clients.



JENNIFER CUPITT
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Jennifer is the Office Manager for SRE and assists in the day to day administrative and client care needs of the company. Her organizational skills and process mentality ensures the company's everyday duties are carried through smoothly.



SEAN KLINE
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Sean has over 20 years of experience in real estate acquisition, negotiation, and investment. He graduated from the United States Merchant Marine Academy at Kings Point, and bought his first investment property in Falls Church after returning from sea tours in Operations Enduring Freedom and Iraqi Freedom.



GRANT WETMORE
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Grant Wetmore is a Sales and Acquisition Advisor at Serafin Real Estate. His prior experience is backed by 20 years in the Banking industry including 10 years within the commercial real estate lending, financial analysis, management and disposition of distressed and foreclosed properties and business evaluation.