



 0.89 AC

±0.893 ACRES

COMMERCIAL LAND

PREMIER DEVELOPMENT
OPPORTUNITY

ADJACENT TO 47985 MONROE ST
INDIO, CALIFORNIA 92201

**ABSOLUTE
\$1 AUCTION**

FIRST BID MEETS RESERVE

R MARKETPLACE
ONLINE AUCTION
MAY 18-20, 2026

±0.893-AC
COMMERCIAL LAND
DEVELOPMENT
OPPORTUNITY LOCATED IN
THE COACHELLA VALLEY
WITH FRONTAGE ALONG
AVENUE 48 AVAILABLE AT
A SUBSTANTIAL DISCOUNT
BELOW LAND VALUE;
REIT SALE

COMPELLING
DEVELOPMENT
OPPORTUNITY WITHIN A
DENSE INFILL TRADE AREA,
SUPPORTED BY STRONG
DEMOGRAPHICS, HIGH
TRAFFIC COUNTS, AND
FLEXIBLE ZONING
ALLOWING FOR A
VARIETY OF
USES

LOCATED
WITHIN A DENSE
TRADE AREA NEAR
THE SIGNALIZED
INTERSECTION OF MONROE
ST AND AVENUE 48 (±36K
COMBINED VPD) WITH
STRONG SURROUNDING
TENANCY AND HIGH
POPULATION
GROWTH



ADJACENT TO 47985 MONROE STREET, INDIO, CA 92201

ONLINE AUCTION: MAY 18-20, 2026 | ABSOLUTE \$1 AUCTION



**PROPERTY TYPE:
COMMERCIAL LAND**

**LOT SIZE: ±0.893 AC
(±38,890 SF)**

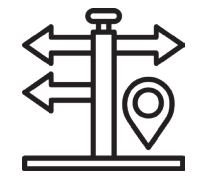
**PARCEL NUMBER:
616200033**



**UTILITIES AND DRAINAGE ONSITE
CLEAN GRADED SITE**

**ZONING: NC, NEIGHBORHOOD
CENTER**

**ADJACENT TO A FORMER RITE-AID
WITH SHARED ACCESS**



**HIGH TRAFFIC AREA NEAR
SIGNALIZED INTERSECTION**

±0.6-MI TO JFK MEMORIAL HOSPITAL

±2.5-MI TO I-10

±23-MI TO PALM SPRINGS

±125-MI TO LOS ANGELES

Marcus & Millichap and RI Marketplace are pleased to present the opportunity to acquire a fee simple interest in ±0.893 acres of commercial land located adjacent to 47985 Monroe Street in Indio, California (the "Property"). The Property presents a compelling opportunity for investors, developers, and owner-users to acquire a well-located infill development site within the Coachella Valley. **REIT SALE AVAILABLE IN AUCTION; FIRST BID MEETS RESERVE!**

This ±0.893-acre parcel (±38,890 SF) benefits from ±142 feet of frontage along Avenue 48, with traffic counts of ±15,573 vehicles per day, and is situated near the signalized intersection of Monroe Street (±20,579 VPD), providing strong visibility and accessibility. The Property also benefits from shared access with the adjacent former Rite Aid, further enhancing ingress and egress and overall site functionality. Zoned NC, Neighborhood Center, the Property allows for a wide range of retail, service, and commercial uses, making it well-suited for a variety of development scenarios including quick-service restaurant, medical, retail, or neighborhood-serving commercial concepts. According to CoStar, retail rents in the submarket range from \$16-\$27/SF NNN, allowing investors to capture rental growth within a high-traffic commercial corridor.

Indio is a city in Riverside County strategically located in the Coachella Valley submarket approximately 23 miles east of Palm Springs, ±125 miles east of Los Angeles, and ±130 miles north of San Diego. The market benefits from strong regional visibility and consumer draw, with proximity to the Indian Wells Tennis Garden—home of the BNP Paribas Open—and convenient access to a deep roster of national retailers and big-box shopping destinations throughout the surrounding trade area. As one of Riverside County's most established retail nodes, the area is supported by a concentration of retailers including Walmart, Costco, Home Depot, Lowe's, Target, Hobby Lobby, Trader Joe's, Kohl's, Sprouts, Best Buy, Starbucks, Walgreens. Indio is the commercial and services hub for the region, supporting surrounding communities including Coachella, Palm Desert, and Palm Springs. Healthcare demand is anchored by JFK Memorial Hospital, a 145-bed acute-care hospital located ±2-min (±0.6-mi) from the Property, providing an important source of steady employment and daily traffic. The immediate trade area is further anchored by government offices, schools, and municipal services that generate consistent daytime activity and year-round consumer demand, positioning the Property. Regional connectivity is provided via I-10, located approximately ±2.5-Mi from the Property, and Ca-111, which offer direct access to Palm Springs and the broader Riverside County region. The surrounding ±3-Mi trade area includes more than 94,000 residents with an average household income exceeding \$103,000, while the expanded ±5-Mi trade area includes ±174,303 residents with an average household income of ±\$114,286. The area has experienced strong population growth of 14.29% from 2020-2025, with an additional 4.91% projected through 2030 (±5-Mi). Collectively, these fundamentals position the Property as a compelling value-add investment opportunity, suitable for re-tenanting, adaptive reuse, or continued retail use within one of Southern California's most active and supply-constrained submarkets.

Disclaimer & Source(s): Demographics provided by CoStar and/or ESRI. Estimated rents are not a formal appraised rental estimate and are only intended to provide a submarket or market rent estimate, according to CoStar. Parcel outline is used for illustrative purposes; please refer to survey for precise parcel boundaries. Survey used as source for lot size/land area. Zoning source is City of Indio website. Bidders need to confirm and perform their own due diligence prior to bidding.

±0.893 ACRES OF COMMERCIAL LAND

INDIO, CA

INTERSTATE 10 ±59,587
VPD (2025)

CALIFORNIA 86 ±30,392
VPD (2025)



COUNTY OFFICES



ELEMENTARY SCHOOL

SUPERIOR COURT

±20,579
VPD (2025)

0.89 AC

±15,573
VPD (2025)

\$1
ABSOLUTE AUCTION

±0.893 ACRES OF
COMMERCIAL LAND

NEAR SIGNALIZED HARD
CORNER OF MONROE ST
AND AVENUE 48

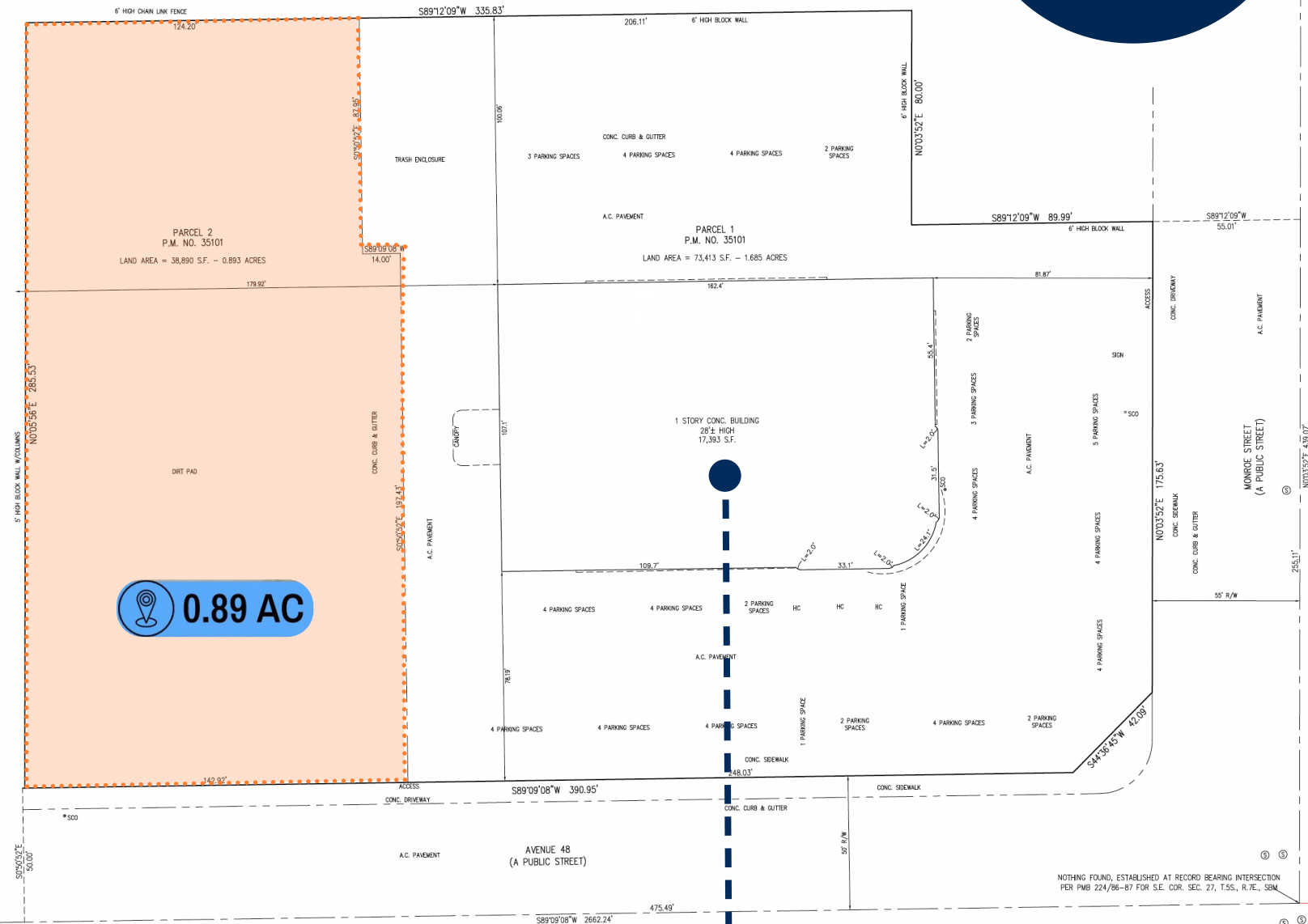
HIGH TRAFFIC/DAILY
NEEDS CORRIDOR

RIVERSIDE COUNTY
IN COACHELLA
VALLEY

COMMERCIAL LAND FLEXIBLE ZONING

VIEW ONLINE AUCTION
MAY 18-20, 2026

\$1
ABSOLUTE
AUCTION



0.89 AC



ADJACENT PARCEL
FORMER RITE AID
ALSO AVAILABLE
IN AUCTION
VIEW LISTING ONLINE

±15,573
VPD (2025)

0.89 AC



±15,573
VPD (2025)

0.89 AC

±0.893 ACRES OF COMMERCIAL LAND

INDIO, CA

Disclaimer: The information and images contained herein are from sources deemed reliable. However, images are for illustrative purposes only and may be out-of-date and not current. Bidders will need to confirm the building's condition, interior condition/layout, etc prior to bidding.



\$1
ABSOLUTE AUCTION

0.89 AC

±20,579
VPD (2025)

±15,573
VPD (2025)

WALGREENS Walmart
McDonald's Neighborhood Market
Starbucks SUBWAY TACO BELL

WITHIN THE COACHELLA VALLEY

VIEW ONLINE AUCTION
MAY 18-20, 2026

The Coachella Valley combines strong population growth, year-round tourism, and expanding residential development, creating a dynamic and demand-driven environment for retail and service-oriented investment.

- **Rapid Population Growth & Residential Expansion:** Riverside County has grown to more than 2.4 million residents, with Indio ranking among the fastest-growing cities in the region. Continued residential development and migration from higher-cost coastal markets support long-term demand for retail and services.
- **Year-Round Tourism & Event-Driven Demand:** Greater Palm Springs welcomes more than 14 million visitors annually, generating over \$8 billion in direct visitor spending. Major events including Coachella, Stagecoach, and the BNP Paribas Open contribute to significant spikes in visitation and consumer activity throughout the year.
- **Established Retail Corridors:** Indio is anchored by a dense concentration of national retailers including Walmart, Costco, Target, Home Depot, Lowe's, and Trader Joe's, creating a dominant retail node with strong consumer draw and daily traffic.
- **Strong Connectivity & Regional Access:** The Property benefits from proximity to Interstate 10, which carries more than 50,000 vehicles per day in portions of the Coachella Valley, as well as CA-111, a primary north-south corridor serving the region's population centers and retail nodes.
- **Healthcare & Employment Drivers:** John F. Kennedy Memorial Hospital and other regional healthcare providers support a stable employment base and generate consistent daily traffic. The broader Coachella Valley economy is supported by healthcare, tourism, retail, logistics, and construction sectors.
- **Business-Friendly Environment:** Riverside County continues to attract investment due to relatively lower costs compared to coastal markets, population inflows, and ongoing infrastructure investment supporting long-term economic growth.

As one of the fastest-growing cities in Riverside County, Indio benefits from strong in-migration, year-round tourism, and a rapidly expanding residential base.

RIVERSIDE COUNTY INDIO, CALIFORNIA

Indio, the largest city in Riverside County's Coachella Valley, serves as a primary retail, service, and population center for the region, supporting surrounding communities including Coachella, La Quinta, Palm Desert, and Indian Wells. The city has experienced sustained population growth over the past decade, driven by residential development, in-migration from coastal Southern California markets, and relative affordability compared to Los Angeles, Orange County, and San Diego.

Riverside County is one of the fastest-growing counties in California, with a population exceeding 2.4 million residents, positioning it as a major economic engine within Southern California. The Coachella Valley has emerged as a high-growth inland market, benefiting from expanding housing supply, increasing household formation, and a steady influx of both full-time and seasonal residents. Retail fundamentals in the Indio trade area are supported by strong household growth, increasing consumer spending, and continued tenant demand along the Monroe Street and CA-111 corridors, which serve as primary commercial arteries for the region. These factors contribute to sustained leasing activity and reinforce the area's position as a stable, long-term retail investment market.

Tourism remains a primary economic driver for the region. Greater Palm Springs attracts more than 14 million visitors annually, generating billions in visitor spending and supporting a wide range of hospitality, retail, and service-oriented businesses. Indio plays a central role in this ecosystem as the host of internationally recognized events including the Coachella Valley Music and Arts Festival and Stagecoach Festival, which draw hundreds of thousands of attendees annually and significantly increase short-term population and consumer demand.

Healthcare and public services further anchor the local economy. John F. Kennedy Memorial Hospital, a ±145-bed acute-care facility located within close proximity to the Property, serves as a major regional healthcare provider and employment hub. Additional demand is supported by schools, municipal services, and government offices throughout Indio, contributing to a stable daytime population and consistent year-round consumer activity.

With its expanding population base, strong tourism economy, and role as a regional commercial hub, Indio continues to demonstrate long-term demand fundamentals that support retail tenancy, service uses, and continued economic growth within the Coachella Valley.

SourceS: Visit Greater Palm Springs Annual Tourism Report; Greater Palm Springs Convention & Visitors Bureau; and Riverside County Economic Development Agency

INDIO SERVES AS A PRIMARY RETAIL AND SERVICE HUB FOR THE COACHELLA VALLEY, SUPPORTING NEARBY COMMUNITIES INCLUDING PALM DESERT, LA QUINTA, AND COACHELLA

COACHELLA VALLEY BENEFITS FROM YEAR-ROUND TOURISM AND GLOBAL EVENTS INCLUDING COACHELLA, STAGECOACH, AND THE BNP PARIBAS DRAWING MILLIONS OF VISITORS ANNUALLY

STRONG POPULATION GROWTH AND AN EXPANDING HOUSING MARKET SUPPORT LONG-TERM RETAIL DEMAND IN ONE OF SOUTHERN CALIFORNIA'S FASTEST-GROWING MARKETS



INTERSTATE 10 **±59,587**
VPD (2025)

CALIFORNIA 86 **±30,392**
VPD (2025)

WALGREENS Walmart
McDonald's Neighborhood Market
Starbucks SUBWAY TACO BELL

INDIAN PALMS COUNTRY CLUB

±20,579
VPD (2025)

0.89 AC

±15,573
VPD (2025)

±0.893 ACRES OF COMMERCIAL LAND

INDIO, CA



THE CALIFORNIA ADVANTAGE

DIVERSE ECONOMY

GLOBAL REACH

VIEW ONLINE AUCTION
MAY 18-20, 2026

California's economic scale, global connectivity, and diverse regional markets create a compelling foundation for long-term commercial investment across both core and emerging growth corridors.

5th

Largest Gross Domestic Product in the World

9%

of all U.S. exports are from California

#1

in New Business Starts

#1

in Access to Venture Capital Funding

814,102

jobs supported by Foreign Direct Investment



PRIMARY GATEWAY

California consistently ranks as the #1 state in the continental U.S. for both inbound and outbound air freight flights, driven by its strategic location and significant hub operations. California's strategic position along the Pacific Rim establishes the state as a primary gateway for global trade, innovation, and commerce. California is home to the two busiest container ports in the United States and maintains an extensive interstate, rail, and air cargo network that supports efficient domestic and international distribution.

As the largest state economy in the U.S., California provides direct access to global supply chains, major consumer markets, and a diversified economic base spanning technology, agriculture, healthcare, logistics, advanced manufacturing, and tourism. Northern California markets, including Lake County, benefit from proximity to the San Francisco–Oakland–San Jose Designated Market Area (DMA) while maintaining cost advantages relative to core coastal metros, supporting operational efficiency and long-term investment scalability.



QUALITY OF LIFE

Consistently ranked among the most desirable places to live, California combines natural amenities, cultural diversity, and economic opportunity. The state offers unmatched access to coastlines, lakes, national parks, wine regions, and year-round recreation, alongside vibrant urban centers and livable secondary markets.

Regions such as Northern California and Lake County provide a compelling balance of outdoor recreation, lower-density living, and accessibility to major employment centers. This combination supports population retention and inbound migration, particularly among families, retirees, and remote or hybrid workers seeking affordability without sacrificing lifestyle quality.



EXCEPTIONAL WORKFORCE

California is home to one of the largest and most diverse labor pools in the nation, supported by a robust network of universities, community colleges, and workforce development programs. The state consistently produces graduates across engineering, healthcare, business, logistics, and applied sciences, supplying talent across a wide range of industries.

Secondary and tertiary markets benefit from an available and commuter workforce, as a meaningful share of residents travel to higher-cost metros for employment. This dynamic creates opportunities for employers locating in cost-advantaged regions to capture skilled labor seeking shorter commutes, improved affordability, and long-term career stability.

Source: <https://business.ca.gov>



WHY CHOOSE CALIFORNIA

California stands apart as one of the most economically powerful and globally influential states in the nation. As the largest state economy in the U.S. and one of the largest economies in the world, California offers unmatched market scale, a deeply diversified industry base, and long-term economic resilience. The state's business environment is anchored by innovation, international trade, and sustained demand across technology, healthcare, agriculture, logistics, advanced manufacturing, and professional services—supporting durable commercial activity across both core metros and emerging regional markets.



CALIFORNIA AT A GLANCE

- **Largest State Economy in the U.S.:** California generates more than \$3.7 trillion in annual GDP, ranking as the 5th largest economy in the world if measured independently.
- **Global Trade & Logistics Leader:** California is home to the Ports of Los Angeles and Long Beach, which together handle 40% of U.S. containerized imports, reinforcing the state's role as the primary gateway to Pacific Rim trade.
- **Population & Consumer Scale:** With approximately 39 million residents, California represents the largest domestic consumer market in the U.S., supporting sustained demand across retail, healthcare, logistics, and service-oriented industries.
- **Tourism & Lifestyle-Driven Demand:** The state welcomes 260+ million visitors annually, supporting a robust tourism economy that drives year-round commercial activity across urban, suburban, and destination-oriented markets. In 2024, travel spending in California reached \$157.3 billion, a 3.0% increase from \$152.7 billion in 2023.
- **Innovation & Industry Diversity:** California leads the nation in venture capital investment, technology employment, agricultural production, and clean energy generation, creating a uniquely diversified and resilient economic base.
- **Transportation & Infrastructure Depth:** California operates an extensive multimodal network including multiple international airports, Class I rail systems, and a statewide interstate highway network supporting efficient intrastate and interstate commerce.

EXPANDED AERIAL

VIEW ONLINE AUCTION
MAY 18-20, 2026

WALGREENS
STATER BROS.
markets
MATHIS HOME



INDIO HIGH SCHOOL



±29,150
VPD (2025)

HARBOR FREIGHT
 QUALITY TOOLS LOWEST PRICES



ELEMENTARY SCHOOL

JFK MEMORIAL HOSPITAL

±20,579
VPD (2025)

±15,573
VPD (2025)

0.89 AC

MONROE STREET

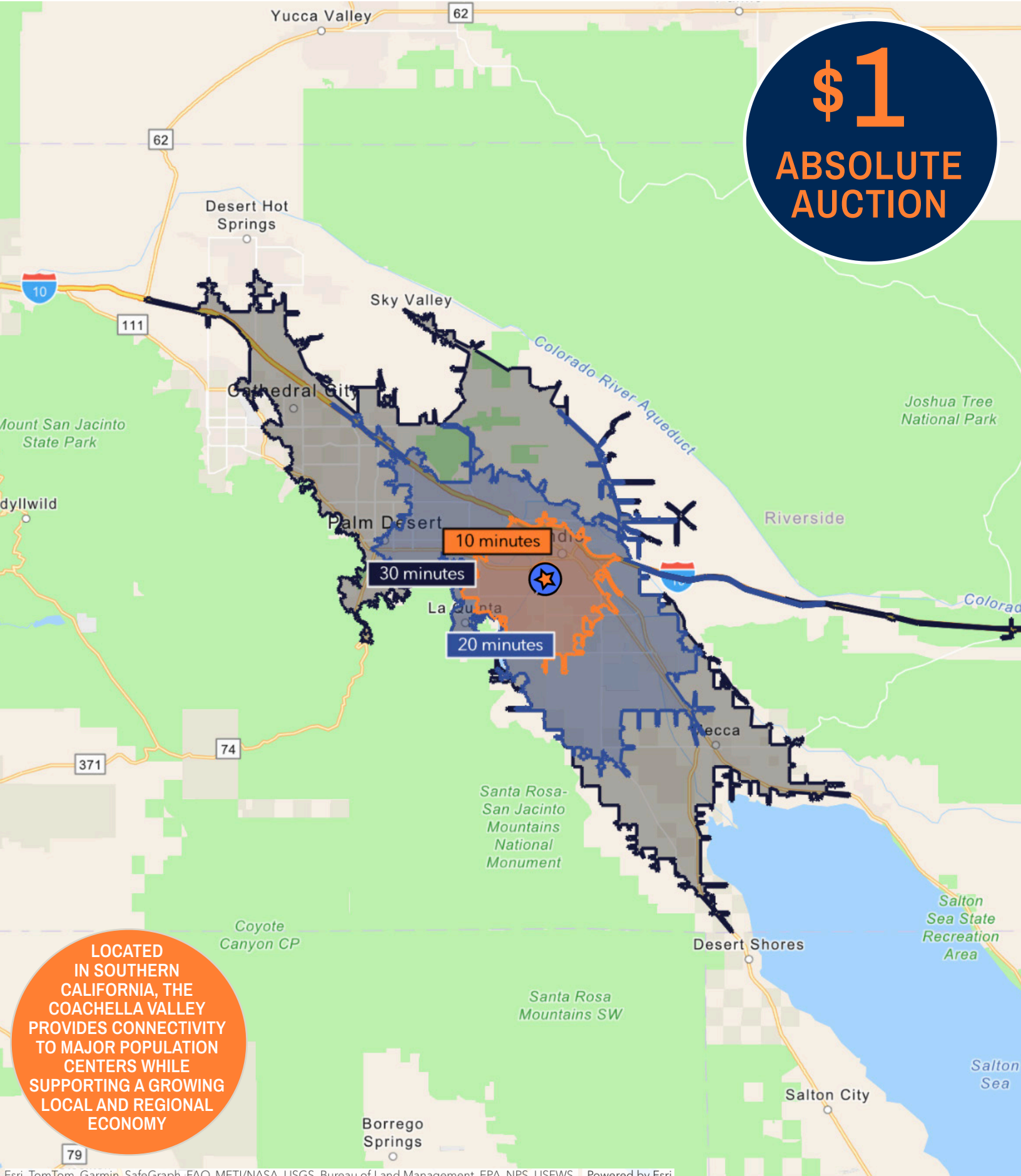
AVENUE 48

\$1
ABSOLUTE AUCTION

±0.893 ACRES OF COMMERCIAL LAND

INDIO, CA

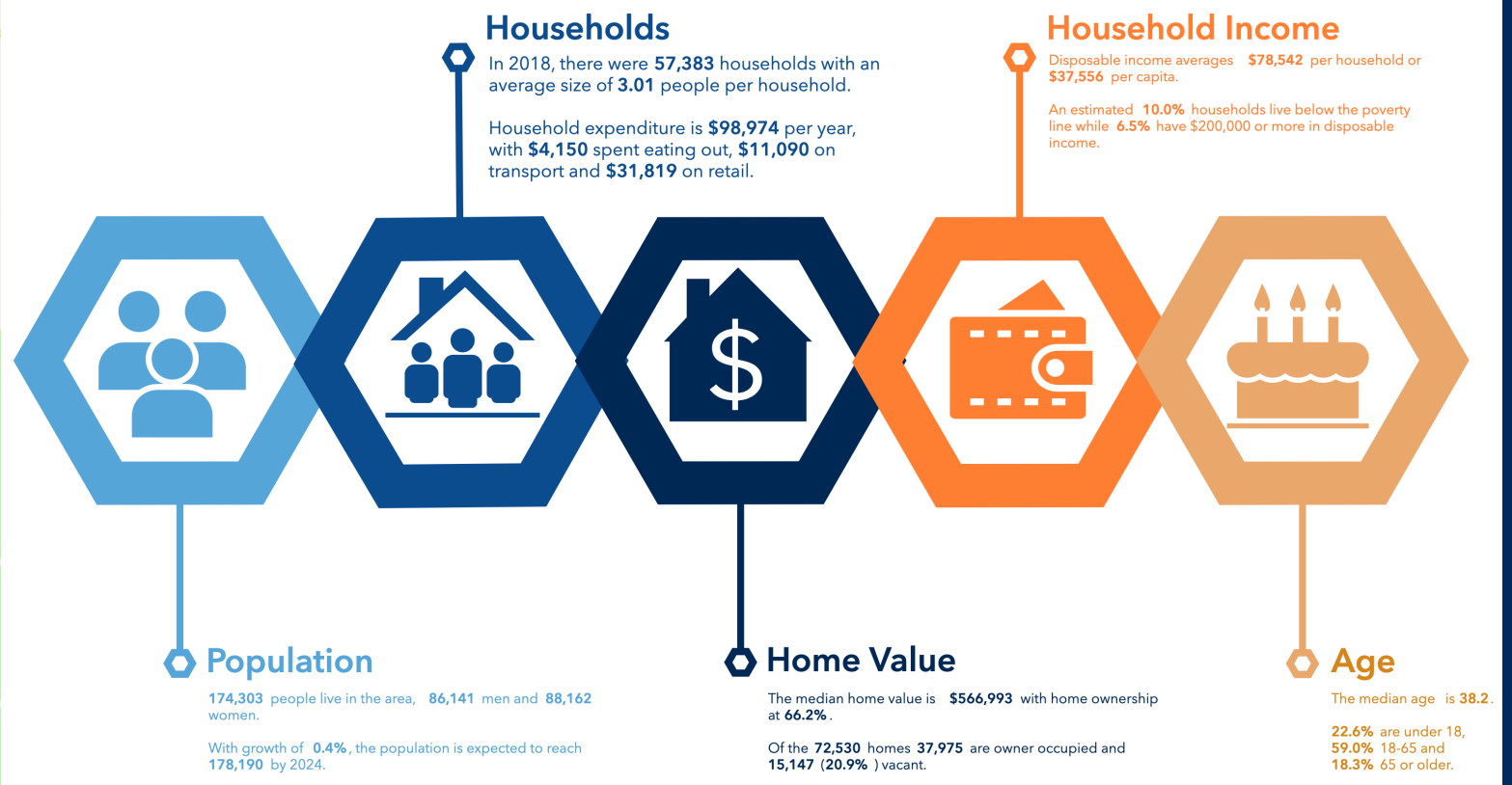
RIVERSIDE-SAN BERNARDINO-ONTARIO, CA (MSA) DRIVE TIME MAP (10,20,30-MINUTES)



5-MILE DEMOGRAPHICS

VIEW ONLINE AUCTION
MAY 18-20, 2026

±0.893 ACRES OF COMMERCIAL LAND



KEY FACTS		EDUCATION	
174,303 Population	38.2 Median Age	23% No High School Diploma	29% High School Graduate
3.0 Average Household Size	\$114,286 2022 Average Household Income (Esri)	24% Some College	24% Bachelor's/Grad/Pr of Degree
BUSINESS		EMPLOYMENT	
4,905 Total Businesses	50,637 Total Employees	53% White Collar	25% Blue Collar
		9.4% Unemployment Rate	22% Services
INCOME		ANNUAL HOUSEHOLD SPENDING	
\$78,542 Median Household Income	\$37,556 Per Capita Income	\$232,530 Median Net Worth	\$2,409 Apparel & Services
			\$222 Computers & Hardware
			\$4,201 Eating Out
			\$7,297 Groceries
			\$7,488 Health Care

This infographic contains data provided by Esri, Esri and Infogroup. The vintage of the data is 2023, 2027.

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INDIO, CA



ONLINE AUCTION

STARTING BID \$1
FIRST BID MEETS RESERVE
AUCTION DATES: MAY 18-20, 2026
CLICK TO VIEW AUCTION WEBSITE

THE OFFERING PROCESS

An online auction event will be conducted on RealINSIGHT Marketplace in accordance with the Sale Event Terms and Conditions (<https://marketplace.realinsight.com/legal-sale-terms>). ALL PROPERTY SHOWINGS ARE BY APPOINTMENT ONLY. PLEASE CONSULT YOUR MARCUS & MILLICHAP AGENT FOR MORE DETAILS.

DUE DILIGENCE

Due diligence materials are available to qualified prospective bidders via an electronic data room hosted by RealINSIGHT Marketplace. Prospective bidders will be required to electronically execute a confidentiality agreement prior to being allowed access to the materials. All due diligence must be conducted prior to signing the purchase and sale agreement. You may contact the sales advisors with any due diligence questions.

BUYER QUALIFICATION

Prospective bidders will be required to register with RealINSIGHT Marketplace to bid. Each bidder will be required to provide current contact information, submit proof of funds up to the full amount they plan to bid, and agree to the Auction Terms and Conditions. In order to participate in an auction, the Seller requires bidders to provide proof of their liquidity in an amount of at least their anticipated maximum bid for those assets they wish to bid on. Such liquidity must be in the form of cash, or cash equivalents, and must be available immediately without restriction.

Generally, recent bank statements, brokerage account statements, or bank letters are acceptable. A line of credit statement may be acceptable only if it is already closed and in place, has undrawn capacity, and may be funded immediately without bank approval. Loan pre-approval letters, term sheets, and the like, where the loan would be collateralized by the property up for auction and funded at escrow closing, are NOT acceptable. Capital call agreements, investor equity commitments, and the like, are evaluated on a case-by-case basis. The acceptance of any proof of funds documents are made at the sole and absolute discretion of RealINSIGHT Marketplace. For further information, please visit the Bidder Registration FAQ (<https://marketplace.realinsight.com/faq-bid-registration>).

AUCTION DATE

The Auction end date is set for MAY 18-20, 2026.

ABSOLUTE AUCTION

This will be an absolute auction and the Property will have a \$1 reserve price ("Reserve Price"). The starting bid is the Reserve Price. The seller can accept or reject any bid. All bidders agree to execute the non-negotiable purchase and sale agreement, which will be posted to the electronic data room prior to bidding commencement, should they be awarded the deal. For further information about how to bid, please visit the Bidding page (<https://marketplace.realinsight.com/faq-bidding>).

CLOSING

Following the auction, the winning bidder will be contacted by phone and email to go over specifics of the sale, including the execution of the purchase agreement and all documentation involved in the purchase. The winning bidder must be available by telephone within two hours of the sale. More information can be found on the RealINSIGHT Marketplace website.

NON-ENDORSEMENT & DISCLAIMER NOTICES

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This information has been secured from sources we believe to be reliable, but we make no representations or warranties, express or implied, as to the accuracy of the information. References to square footage or age are approximate. Buyer must verify the information and bears all risk for any inaccuracies.

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SPECIAL COVID-19 NOTICE

All potential buyers are strongly advised to take advantage of their opportunities and obligations to conduct thorough due diligence and seek expert opinions as they may deem necessary, especially given the unpredictable changes resulting from the continuing COVID-19 pandemic. Marcus & Millichap has not been retained to perform, and cannot conduct, due diligence on behalf of any prospective purchaser. Marcus & Millichap's principal expertise is in marketing investment properties and acting as intermediaries between buyers and sellers. Marcus & Millichap and its investment professionals cannot and will not act as lawyers, accountants, contractors, or engineers. All potential buyers are admonished and advised to engage other professionals on legal issues, tax, regulatory, financial, and accounting matters, and for questions involving the property's physical condition or financial outlook. Projections and pro forma financial statements are not guarantees and, given the potential volatility created by COVID-19, all potential buyers should be comfortable with and rely solely on their own projections, analyses, and decision-making.

By accepting this Marketing Brochure you agree to release Marcus & Millichap Real Estate Investment Services and hold it harmless from any kind of claim, cost, expense, or liability arising out of your investigation and/or purchase of this property.

Activity ID #

FOR AUCTION RELATED QUESTIONS

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