



**RUFE SNOW PLAZA**  
**242 RUFE SNOW DRIVE, KELLER, TEXAS 76248**



CONFIDENTIAL OFFERING MEMORANDUM

**SHOP** CO.

SHOP<sup>COS.</sup>

CONFIDENTIAL OFFERING MEMORANDUM

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# RUFE SNOW PLAZA

LOCATION

**242 RUFE SNOW DRIVE  
KELLER, TEXAS 76248**

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OFFERED BY

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## EXECUTIVE SUMMARY

# INVESTMENT HIGHLIGHTS

### 12,148 SF Neighborhood Retail Center | 2018 Construction | Average Lease Term Expiration June 2031

- Income Upside on Lease Renewals with Average Rent of \$29.24 PSF NNN which is At or Below Market Rents; Comparable Retail Space Leasing in the \$35 - \$45 PSF NNN Range
- Newly Signed, 10-Year Leases with Fresh Monkee (Healthy Protein Shakes Concept with 70 Locations across the US) & Degree Wellness (Premier Self-Care & Wellness Experience Concept with 100+ Locations)
- Strong Fundamentals with 1.70-Acre Parcel, Shallow Bay Depth, Average Suite Size of 1,735 SF, Three (3) Patios, Multiple Ingress/Egress Points
- Excess Parking with 70+ Spaces in Addition to Reciprocal Parking Agreement with Moviehouse & Eatery by Cinépolis (300+ Parking Spaces)
- Nearby National Tenant Retailers Include Movie House & Eatery by Cinépolis (400K Annual Visitors), Chick-Fil-A, Starbucks, CVS Pharmacy, McDonald's, Wells Fargo Bank & Chase Bank Amongst Others
- Adjacent to Major Grocers Kroger & Tom Thumb, in a Primary Retail Corridor with 2.4MM+ SF of Retail GLA in a 2-Mile Radius

### Located within the Affluent DFW Submarket of Keller, TX | Average Household Income Exceeds \$198,100 & \$177,400 in a 3- & 5-Mile Radii; 142% Population Growth Since 2000 in a 3-Mile Radius

- Across from Keller City Hall, The Keller Pointe Recreation Center (90,000+ SF Municipal Facility with 4,000+ Active Memberships) & Keller ISD Natatorium (with has been approved for \$2.1M in Improvements)
- Nearby Developments Include Keller Center Stage (38-Acre Planned Mixed-Use Project, 475 Luxury Apartments, 42 Single-Family Homes, & 32,000+ SF of Retail), & Bella Casa (10.9-Acre Planned Development with 31 Homes)
- Minutes from Armstrong Hills Development (49-Acres, \$2.4M Starting Price for 3,000+ SF Single-Family Homes) Approved by City Council
- Keller Ranked #3 Best Places to Raise a Family in Tarrant County & 12 Best Suburbs to Buy a House in Dallas-Fort Worth Area (Niche 2025)



**PROPERTY OVERVIEW**

**PROPERTY PROFILE**

**LOCATION**

242 Rufe Snow Drive  
Keller, Texas 76248



**YEAR BUILT**

2018

**PERCENT LEASED**

100%

**BUILDING SIZE**

12,094 SF

**LAND AREA**

1.70 Acres

**PRICE**

\$5,560,000

**CAP RATE**

6.35%

**TRAFFIC COUNTS**

Rufe Snow Drive  
Keller Parkway

24,661 VPD-25  
50,744 VPD-25

**KEY TENANTS**

TENANT	SF	% OF SF	LEASE EXP.
Sunny Street Cafe	3,093 SF	25.57%	May 2029
Sugar Llamas	1,437 SF	11.88%	July 2028
Degree Wellness	2,062 SF	17.05%	September 2036
The Fresh Monkey	1,012 SF	8.37%	April 2036
Club Pilates	1,437 SF	11.88%	March 2029
Ms. Saigon Pho and Grill	1,616 SF	13.36%	June 2029
Stretch Zone	1,437 SF	11.88%	September 2030

**DEMOGRAPHICS**

VARIABLE	1 MILE	3 MILES	5 MILES
2025 Total Population	9,784	83,792	239,567
2025 Avg. Household Income	\$139,346	\$198,183	\$177,445
2025 Total Households	4,206	28,401	82,686

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# ADDITIONAL INFORMATION



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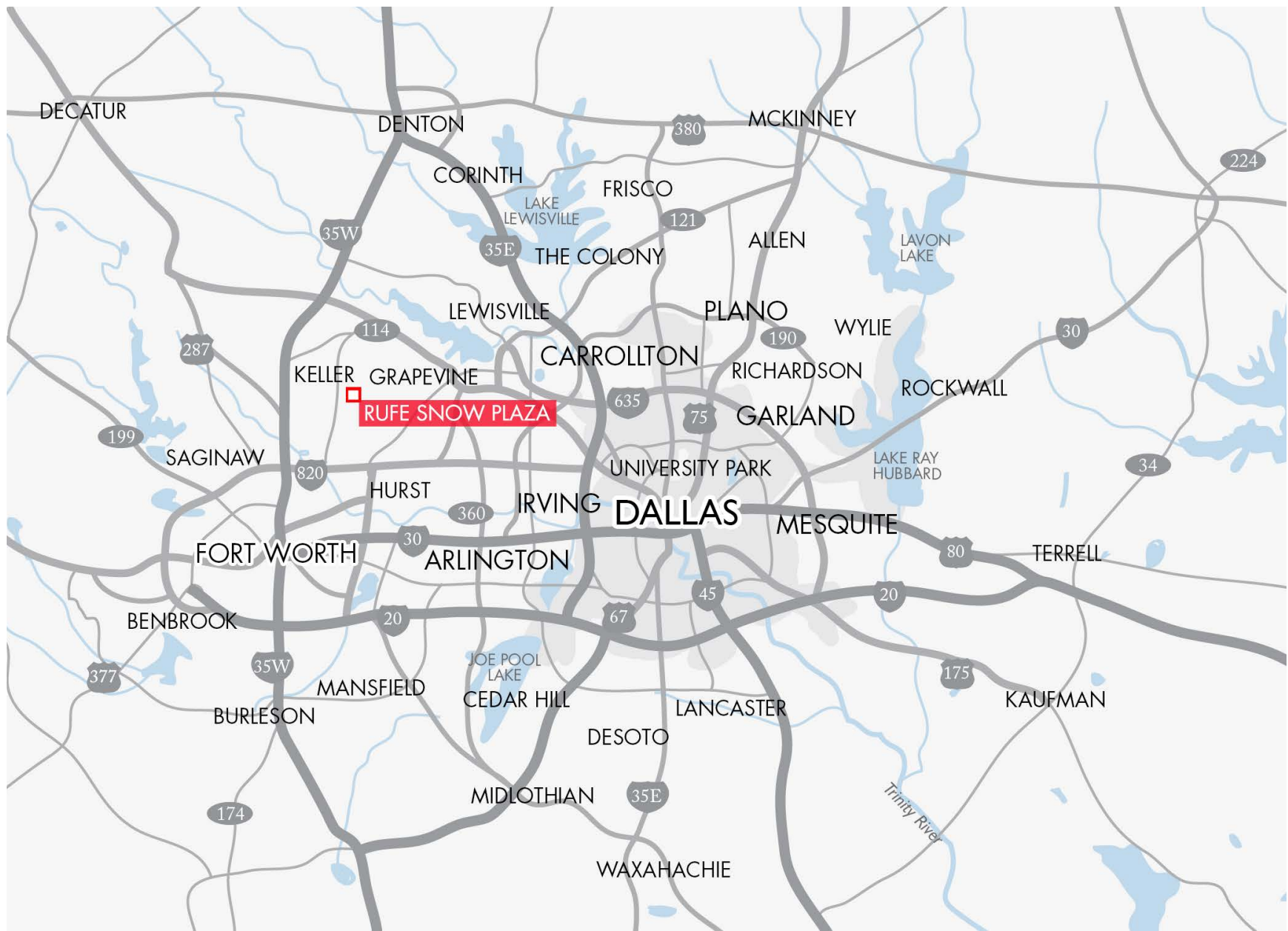
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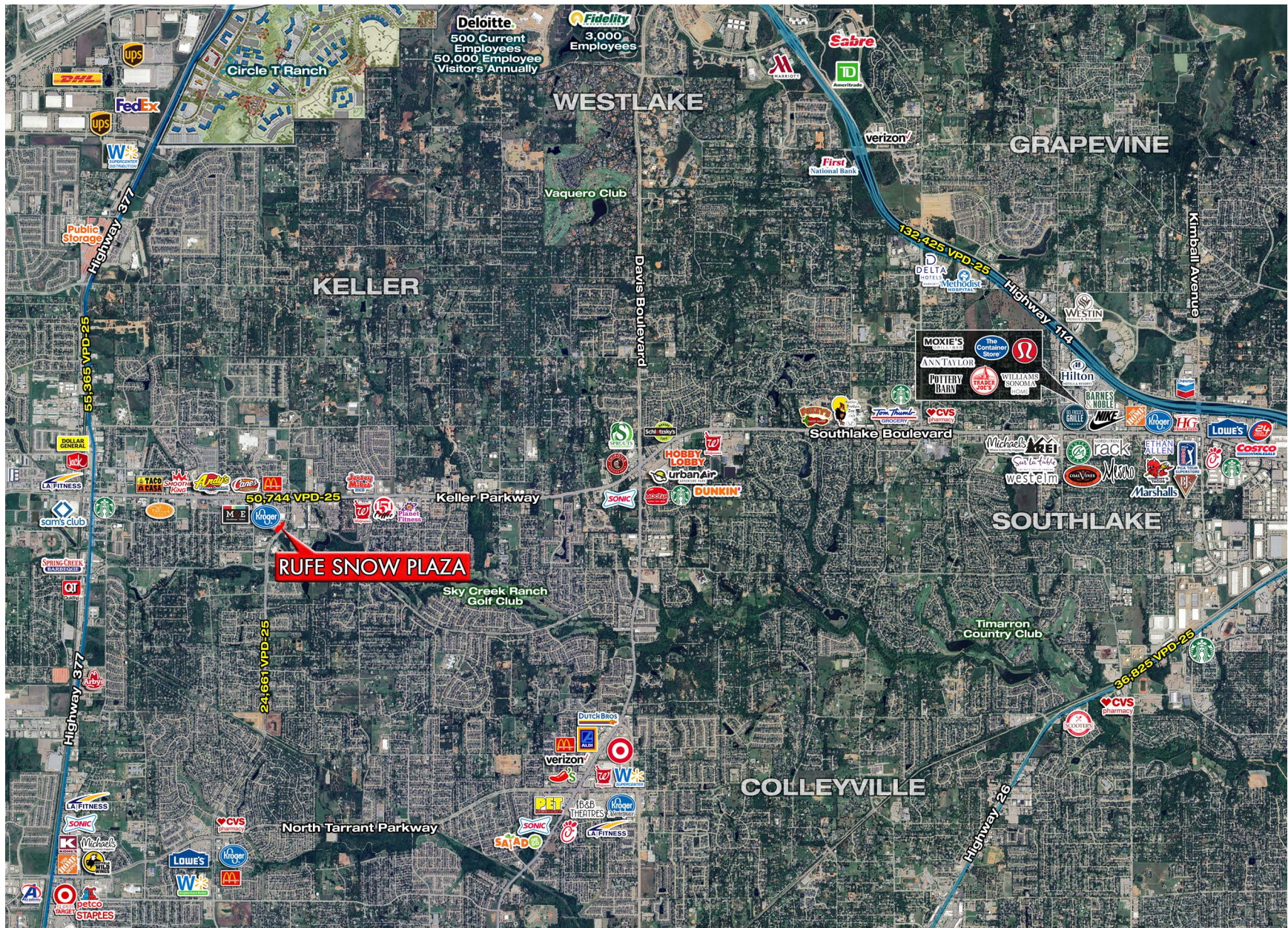


# PROPERTY OVERVIEW



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# PROPERTY OVERVIEW



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PROPERTY OVERVIEW

SITE PLAN





## FINANCIAL OVERVIEW

# FINANCIAL SUMMARY

Property	GLA	Percent Leased	Projected Year 1 NOI
Rufe Snow Plaza	12,094 SF	100%	\$353,088

The following information is provided to assist investors in their underwriting of the asset:

- a. Rent Roll
- b. Income & Expenses
- c. Pricing
- d. Tenant Profiles



**FINANCIAL OVERVIEW**  
**RENT ROLL**

Suite	Tenant	SF	% of Property	Rent Term		Annual Base Rent		Escalations			Lease Type	Renewal Options & Comments
				Start	End	PSF	Total	Date	PSF	Total		
100	Sunny Street Cafe	3,093	25.57%	Feb-19	May-29	\$27.00	\$83,511				NNN	Two 5-year options at: 1st: \$29.00; 2nd: \$32.00
120	Sugar Llamas	1,437	11.88%	Aug-23	Jul-28	\$29.50	\$42,392				NNN	One 5-year option at \$33.04
140	Degree Wellness	2,062	17.05%	May-26	Sep-36	\$28.00	\$57,736	Sep-27	\$28.84	\$59,468	NNN	Two 5-year options at: 1st: FMV with 3% Annual Escalations; 2nd: FMV with 3% Annual Escalations
								Sep-28	\$29.71	\$61,252		
								Sep-29	\$30.60	\$63,090		
								Sep-30	\$31.51	\$64,982		
								Sep-31	\$32.46	\$66,932		
								Sep-32	\$33.43	\$68,940		
								Sep-33	\$34.44	\$71,008		
								Sep-34	\$35.47	\$73,138		
150	Fresh Monkee	1,012	8.37%	Mar-26	Apr-36	\$30.00	\$30,360	May-27	\$30.90	\$31,271	NNN	Two 5-year options at: 1st: FMV with 3% Annual Escalations; 2nd: FMV with 3% Annual Escalations
								May-28	\$31.83	\$32,209		
								May-29	\$32.78	\$33,175		
								May-30	\$33.77	\$34,170		
								May-31	\$34.78	\$35,196		
								May-32	\$35.82	\$36,251		
								May-33	\$36.90	\$37,339		
								May-34	\$38.00	\$38,459		
May-35	\$39.14	\$39,613										
160	Club Pilates	1,437	11.88%	Jan-19	Mar-29	\$29.00	\$41,673	Apr-27	\$30.00	\$43,110	NNN	No Renewal Options
170	Stretch Zone	1,437	11.88%	Aug-25	Sep-30	\$31.00	\$44,547	Nov-26	\$31.78	\$45,661	NNN	One 5-year option at 3% Annual Increases
								Nov-27	\$32.57	\$46,802		
								Nov-28	\$33.38	\$47,972		
								Nov-29	\$34.22	\$49,172		
180	Ms. Saigon Pho and Grill	1,616	13.36%	May-19	Jun-29	\$31.00	\$50,096	Jul-26	\$31.50	\$50,904	NNN	Two 5-year options at: 1st: Market Rent ; 2nd: Market Rent
								Jul-27	\$32.00	\$51,712		
								Jul-28	\$32.50	\$52,520		
TOTAL AREA:		12,094					\$350,315					
TOTAL LEASED AREA:		12,094	100.00%									
TOTAL VACANT AREA:		0	0.00%									

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## FINANCIAL OVERVIEW

# INCOME/EXPENSE

### EXPENSES

	CURRENT	PER SF
Real Estate Taxes	\$78,000	\$6.45
Insurance	\$10,200	\$0.84
Common Area Maintenance		
Fire Alarm	\$725	\$0.06
Landscaping	\$18,000	\$1.49
Pest Control	\$1,600	\$0.13
Plumbing/Backflow Testing	\$870	\$0.07
R&M	\$8,600	\$0.71
Electric	\$3,360	\$0.28
Trash	\$19,287	\$1.59
Water	\$17,100	\$1.41
Total Common Area Maintenance	\$69,542	\$5.75
Management Fee	\$14,651	\$1.21
<b>TOTAL EXPENSES</b>	<b>\$172,393</b>	<b>\$14.25</b>



### INCOME & EXPENSES

	12-MONTH	PER SF
Base Rent		
Occupied Space	\$353,088	\$29.20
<b>GROSS POTENTIAL RENT</b>	<b>\$353,088</b>	<b>\$29.20</b>
Expense Reimbursements		
Real Estate Taxes	\$78,000	\$6.45
Insurance	\$10,200	\$0.84
Common Area Maintenance	\$69,542	\$5.75
Management Fee	\$14,651	\$1.21
Total Expense Reimbursements	\$172,393	\$14.25
<b>GROSS POTENTIAL INCOME</b>	<b>\$525,480</b>	<b>\$43.45</b>
<b>EFFECTIVE GROSS INCOME</b>	<b>\$525,480</b>	<b>\$43.45</b>
Expenses		
Real Estate Taxes	\$78,000	\$6.45
Insurance	\$10,200	\$0.84
Common Area Maintenance	\$69,542	\$5.75
Management Fee	\$14,651	\$1.21
Total Expenses	\$172,393	\$14.25
<b>NET OPERATING INCOME</b>	<b>\$353,088</b>	<b>\$29.20</b>

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## FINANCIAL OVERVIEW

# PRICING

PRICE	\$5,560,000	GLA	12,094 SF
CAP RATE	6.35%	NOI	\$353,088
AVERAGE LEASE EXPIRATION	June 2031	LAND SIZE	1.70 Acres



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**FINANCIAL OVERVIEW**

**LEASE EXPIRATION SCHEDULE**

Year	Tenant	Suite	Expiration Date	Square Feet	% of Property	Cumulative Square Feet	Cumulative Expiration %
<b>2026</b>							
Total for Year Ending 2026				0	0.00%	0	
<b>2027</b>							
Total for Year Ending 2027				0	0.00%	0	
2028	Sugar Llamas	120	Jul-28	1,437	11.88%		
Total for Year Ending 2028				1,437	11.88%	1,437	11.88%
2029	Club Pilates	160	Mar-29	1,437	11.88%		
	Sunny Street Cafe	100	May-29	3,093	25.57%		
	Ms. Saigon Pho and Grill	180	Jun-29	1,616	13.36%		
Total for Year Ending 2029				6,146	50.82%	7,583	62.70%
2030	Stretch Zone	170	Sep-30	1,437	11.88%		
Total for Year Ending 2030				1,437	11.88%	9,020	74.58%
2031	Fresh Monkee	150	Apr-36	1,012	8.37%		
	Degree Wellness	140	Sep-36	2,062	17.05%		
Total for Year Ending 2031				3,074	25.42%	12,094	100.00%
TOTAL LEASED SQUARE FOOTAGE:				12,094	100.00%		
TOTAL VACANT SQUARE FOOTAGE:				0	0.00%		
TOTAL SQUARE FEET:				12,094	100.00%		

## FINANCIAL OVERVIEW

# TENANT PROFILES



Sunny Street Cafe	
Square Feet:	3,093 SF
% of Building GLA:	25.57%
In-Place Rent PSF:	\$26.00
Lease Expiration:	May 2029
Stock Symbol:	Private
Company Website:	<a href="http://sunnystreetcafe.com">sunnystreetcafe.com</a>

Nestled in the heart of Keller, Sunny Street Café is more than just a place to grab a morning bite – it's a welcoming haven. With over 25 locations nationwide, each café carries the warmth of familial bonds, where every dish is prepared with care and attention to detail. Sunny Street Café is a gathering place for shared stories, laughter, and the simple joy of breaking bread together. It's where customers can enjoy made-from-scratch classics and a few tasty, unexpected concoctions.



Sugar Llamas	
Square Feet:	1,437 SF
% of Building GLA:	11.88%
In-Place Rent PSF:	\$29.50
Lease Expiration:	July 2028
Stock Symbol:	Private
Company Website:	<a href="http://sugarllamas.com">sugarllamas.com</a>

Sugar Llamas began its' story on a mission to treat the local community to a sugary experience unlike anything ever experienced. Sugar Llamas is a one-of-a-kind experience, where donuts, coffee and ice cream collide for a one stop treat experience. The company is committed to sourcing the absolute best ingredients from around the country. Today, Sugar Llamas has 15 locations around the United States with 6 more to come.



Degree Wellness	
Square Feet:	2,062 SF
% of Building GLA:	17.05%
In-Place Rent PSF:	\$28.00
Lease Expiration:	September 2036
Stock Symbol:	Private
Company Website:	<a href="http://degreewellness.com">degreewellness.com</a>

Degree Wellness is a modern wellness studio offering recovery, health, and beauty services including cryotherapy, cold plunges, infrared sauna, red light therapy, IV drips, compression massage, and anti-aging treatments such as NAD+ therapy. Focused on approachable self-care, treatments are tailored to goals like energy, recovery, and pain relief. The brand began franchising in 2024 and has since awarded more than 100 franchise territories nationwide, with locations open and additional studios in development.



The Fresh Monkee	
Square Feet:	1,012 SF
% of Building GLA:	8.37%
In-Place Rent PSF:	\$30.00
Lease Expiration:	April 2036
Stock Symbol:	Private
Company Website:	<a href="http://freshmonkee.com">freshmonkee.com</a>

Fresh Monkee is a health-focused smoothie and protein shake brand known for its "Truly Healthy Protein Shakes" made with real, whole-food ingredients and no artificial flavors, syrups, or fillers. The menu emphasizes clean nutrition with gluten-free, dairy-free, vegan-friendly, and high-protein options designed for meal replacement, recovery, and healthy lifestyles. Founded in Connecticut in 2014, Fresh Monkee has grown to approximately 40+ open locations nationwide, with 28 additional locations in buildout and over 100 franchise territories awarded as it continues expanding across the U.S. through franchising.

**FINANCIAL OVERVIEW**

**TENANT PROFILES**



Club Pilates	
Square Feet:	1,437 SF
% of Building GLA:	11.88%
In-Place Rent PSF:	\$29.00
Lease Expiration:	March 2029
Stock Symbol:	Private
Company Website:	clubpilates.com

Club Pilates stands as a fitness sanctuary, offering a transformative experience for enthusiasts at every fitness level. With a commitment to making Pilates accessible to all, the studio provides a welcoming environment where individuals can strengthen bodies and minds. The Club Pilates method, rooted in Joseph Pilates' principles emphasizes core strength, flexibility, and balanced muscle development. Today, Club Pilates has more than 800 studios across the globe.



Stretch Zone	
Square Feet:	1,437 SF
% of Building GLA:	11.83%
In-Place Rent PSF:	\$31.00
Lease Expiration:	September 2030
Stock Symbol:	Private
Company Website:	stretchzone.com

Stretch Zone is a wellness franchise specializing in practitioner-assisted stretching, where trained professionals guide clients through customized stretch routines using proprietary tables and strapping systems to safely isolate and lengthen muscles. The goal is to improve flexibility, increase range of motion, reduce muscle tension, and support better posture and mobility. Serving a wide range of clients, Stretch Zone operates over 140 locations across the United States.



Ms. Saigon Pho and Grill	
Square Feet:	1,616 SF
% of Building GLA:	13.36%
In-Place Rent PSF:	\$31.00
Lease Expiration:	June 2029
Stock Symbol:	Private
Company Website:	mssaigonphoandgrill.com

Ms. Saigon Pho and Grill invites guests to savor the rich and aromatic flavors of Vietnamese, Thai and Lao cuisine in a warm and inviting ambience. The signature dish, pho, is a culinary masterpiece, prepared with a slow-simmered broth, rice noodles and a medley of fresh herbs. Beyond pho, the menu features an array of truly authentic street and comfort foods, positioning the restaurant as a neighborhood mainstay.



# DALLAS/ FORT WORTH AREA OVERVIEW

DALLAS, TX



The Dallas/Fort Worth MSA has a population base in excess of 7,570,000 residents and is largest MSA in the South and fourth in the nation. Also known as “DFW” and “the Metroplex”, the MSA is located in the plains of North Texas and encompasses 12 counties. As the nation’s fastest growing metropolitan area, DFW has led population growth over the last decade, adding 1,300,000 people, or a 25% increase. It is projected that by year 2030, the DFW population will increase by an additional 37% to over 9,200,000 people. The Dallas/Fort Worth area is 9,286 square miles making it larger in area than the states of Rhode Island and Connecticut combined. Dallas is the largest city in the MSA with a population over 1,300,000 residents. Suburban areas surround the MSA, most heavily to the north, with Arlington, Grand Prairie and Irving separating Dallas and Fort Worth by approximately 35 miles. Interstates 20, 30, 35 and 45 are its major arteries connecting it to all regions of the country. Superior growth along these routes has pushed the boundaries of the Dallas/Fort Worth MSA statistical area and allowed the metro area to be the preeminent distribution hub for the region. The region’s transportation network continues to evolve to meet the needs of a growing populace. Metro-area civic leaders are taking proactive steps to improve mobility. Additional tollway miles are planned, including the Trinity Parkway in Dallas and the

extension of the Airport Freeway in Tarrant County. Public transportation is gaining more popularity. DART is the fifth-largest light rail in the country. The DART light rail system is expected to extend further into suburban Dallas, and Collin and Tarrant counties. The business community has easy connections to major commercial centers around the globe via Dallas-Fort Worth International Airport, home to American Airlines, and Dallas Love Field, home to Southwest Airlines. Additionally, there are 13 smaller airports in the Metroplex and nine railroads. DFW is one of the few metro areas in the nation to host teams in all four major sports leagues. It is home to 14 four-year colleges and 15 two-year institutions. DFW continually ranks high as an affordable metro area, especially when compared to other large MSAs, with a cost of living index of 94.7. DFW has the 4th largest number of corporate headquarters in the nation and is home to 18 Fortune 500 companies, including 4 Global 500 companies, and 40 Fortune 1000 companies. The 18 Fortune 500 companies collectively brought in more than \$813 billion last year. DFW has capitalized on its central U.S. location, unparalleled transportation network, operating and living costs well below the national average, pro-business government, critical mass of existing corporate headquarters and offices, and favorable year-round climate.

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**TRADE AREA OVERVIEW**  
**DEMOGRAPHICS**

Variable	1 mile	3 miles	5 miles
2025 Total Population	9,784	83,792	239,567
2030 Total Population (Esri)	9,932	84,812	242,327
2010 Total Population (U.S. Census)	7,959	66,748	195,207
2000 Total Population (U.S. Census)	5,448	34,523	108,861
2000-2020 Population: Compound Annual Growth Rate (U.S. Census)	2.84%	4.24%	3.84%
2024-2029 Population: Compound Annual Growth Rate (Esri)	0.30%	0.24%	0.23%
2025 Total Daytime Population (Esri)	11,341	74,840	203,784
2025 Median Age (Esri)	45.2	40.8	38.9
2025 Total Households (Esri)	4,206	28,401	82,686
2030 Total Households (Esri)	4,344	29,238	85,206
2010 Total Households (U.S. Census)	3,245	22,116	65,298
2000 Total Households (U.S. Census)	1,904	11,096	35,185
2024-2029 Families: Compound Annual Growth Rate (Esri)	0.40%	0.47%	0.44%
2025 Average Household Income (Esri)	\$139,346	\$198,183	\$177,445
2025 Median Household Income (Esri)	\$91,735	\$155,015	\$130,005
2025 Per Capita Income (Esri)	\$59,269	\$67,561	\$61,313
2025 Population Age 25+: Less than 9th Grade (Esri) (%)	1%	1%	1%
2025 Population Age 25+: 9-12th Grade/No Diploma (Esri) (%)	3%	2%	2%
2025 Population Age 25+: High School Diploma (Esri) (%)	17%	12%	14%
2025 Population Age 25+: Some College/No Degree (Esri) (%)	18%	17%	18%
2025 Population Age 25+: Associate's Degree (Esri) (%)	8%	8%	9%
2025 Population Age 25+: Bachelor's Degree (Esri) (%)	36%	38%	35%
2025 Population Age 25+: Graduate/Professional Degree (Esri) (%)	16%	21%	18%
2025 Total (SIC01-99) Businesses	620	2,927	7,215
2025 Total (SIC01-99) Employees	5,068	25,171	66,284





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