



Single-Tenant Net Lease Offering | Dollar Fresh Market (Parent Company - Hy-Vee)

11 Years of Firm Term Remaining | 6 (5-Year) Options | IA Location



Single-Tenant Net Leased Dollar Fresh (Parent Company - Hy-Vee)

The Offering

Newmark, as an exclusive advisor, is pleased to present the opportunity to acquire a single-tenant, net leased Dollar Fresh Market in Monticello, IA.

\$5,938,000

ASKING PRICE

6.50%

CAP RATE

NNN

LEASE STRUCTURE

11 Years

LEASE TERM REMAINING

Fee Simple

OWNERSHIP INTEREST



Net Lease Capital Markets

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Investment Highlights

CORPORATELY GUARANTEED LEASE WITH HY-VEE, INC. | DOMINANT REGIONAL GROCER | 300+ UNIT OPERATOR IN THE MIDWEST | OVER \$13 BILLION IN SALES

- Corporate lease with Hy-Vee, Inc.
- The subject operates under Hy-Vee's Dollar Fresh Market banner, providing a creditworthy, necessity-based use backed by a proven regional operator
- Headquartered in West Des Moines, IA, Hy-Vee operates a chain of **approximately 300 full service supermarkets** throughout the Midwest. Hy-Vee operates approximately **22 Dollar Fresh Markets**.
- **Dollar Fresh Market blends a conventional supermarket experience with discount pricing**, allowing the subject property to compete with limited-assortment grocers and dollar store chains in the trade area
- Hy-Vee **2024 Sales \$13.47 Billion**

LONG-TERM 15-YEAR ORIGINAL COMMITMENT | 11 YEARS OF PRIMARY TERM REMAINING | 5.00% RENTAL INCREASES AT EACH OPTION STARTING WITH OPTION 2 | 6 (5-YEAR) OPTIONS | EXTREMELY PASSIVE ABSOLUTE NNN LEASE

- 15-year original lease, **11 years of firm lease term remaining**
- **5.00% rental increases every 5 years** beginning in the second option period
- **6 (5-Year)** renewal options
- **Absolute NNN lease** with zero landlord responsibilities. This NNN investment is ideal for both in-state and out-of-state investors.
- **Fee simple (Land & Building)** asset sale

LOCATED AT THE INTERSECTION OF E 1ST STREET & N MAIN STREET (11,078 VPD) | STRONG VISIBILITY & ACCESS | LIMITED COMPETITION & HIGH BARRIERS TO ENTRY

- Located at the **intersection of E 1st Street & N Main Street (11,078 VPD)**
- The property is situated on N Main Street, a key commercial corridor in Monticello, providing **strong visibility** and convenient access via three (3) curb cuts
- The Monticello market is characterized by **limited direct grocery competition**, and **high barriers to entry** for new grocery development

CEDAR RAPIDS MSA LOCATION | STABLE POPULATION BASE | PRIMARY RETAIL DESTINATION FOR SURROUNDING RURAL COMMUNITIES | CLOSE PROXIMITY TO MAJOR EMPLOYERS, HOUSING & ENTERTAINMENT COMPLEXES

- Monticello is a rural municipality in Jones County in eastern Iowa and forms part of the broader **Cedar Rapids MSA (~30 Miles)**
- **Cedar Rapids GDP: \$22.96 billion**
- Monticello represents a small but stable population base, with 4,000-4,100 residents. There are **12,287 people with an average household income of \$88,057 within 10 miles** of the subject property
- Monticello serves as a **primary retail destination for surrounding rural communities**, effectively expanding its consumer base beyond city limits. This creates a **demand profile this is disproportionately strong for necessity-based retail**, including grocery, pharmacy, and discount-oriented stores.

Property Photos



Investment Overview

Price/Cap Rate

Price (PSF)	\$5,938,000 (\$216 PSF)
Cap Rate	6.50%
Annual Base Rent (PSF)	\$386,234.50 (\$14.05 PSF)

Executive Summary

Address	122 N Main Street Monticello, IA 52310
Tenant	Dollar Fresh Market (Hy-Vee Owned)
Use	Retail
Rentable Building Area (SF)	27,490
Acreage	3.50 Acres
Expense Structure	Absolute NNN
Rent Increases	See Rent Schedule Pg. 11
Rent Commencement Date	March 4, 2022
Lease Expiration Date	March 3, 2037
Initial Term	Fifteen (15) Years
Lease Term Remaining	11 Years Remaining
Renewal Options	6 (5-Year)
Ownership Interest	Fee Simple (Land & Building Ownership)





Wolken Dental

N MAIN STREET



E 1ST STREET (4,606 VPD)



S MAIN STREET (6,472 VPD)





Monticello
Community School District

StateFarm

Casey's

Monticello Aquatic Center

BE STRONG

Scherrman's IMPLEMENT

CORNERSTONE BUILDING BRANDS

FAMILY

DIAMOND FR COMPANY

FIDELITY BANK & TRUST

Super Wash

THEISEN'S HOME • FARM • AUTO

Dufrac COMMERCIAL CREDIT UNION

SUBWAY

Kelchen's Cafe

THE CLOSET SWAP

HACIENDA

LUX SALON & SPA

K ROSS

The Cone Shoppe

Fresh Dollar Market

S MAIN STREET (6,472 VPD)

E 1ST STREET (4,606 VPD)

advantage Home Medical

SR SPANN & ROSE

Hand-Crafted

HARTIG Drug

MARVIN

Wolken Dental

MONTICELLO IN MEGA SMOKE SHOP

N MAIN STREET 151



Monticello City Hall



Sigma eyehealth
Monticello
 B&E Insurance Agency
 Salon La'Ky

Monticello Pickleball Courts
 MONTICELLO
Half field

LD
 LYNCH DALLAS
 Legal

F&M BANK
 "The Right Choice"
 The Gingham Dog

Muddy Boots
 Strittmatter Law Firm
 Tattoo Studio
 Michael's Clothing

Dr. David Balster
 Monti Barber Center
 Styles-n-Smiles
 Zenith Radio & Television
 Lambert's Carpet & Drapes
 McNeill Hardware

Fairgrounds

BWP
 Citizens Investment Center
 REM Electric
 Panasonic RGA SAMSUNG
 TOSHIBA SHARP FRIGIDAIRE
 d:sh MAYTAG AMANA
 JUST REBORN!

USPS.COM

FAREWAY
 MEAT & GROCERY

Kleinow Field

REM Electric
 Panasonic RGA SAMSUNG
 TOSHIBA SHARP FRIGIDAIRE
 d:sh MAYTAG AMANA
 JUST REBORN!

more For You!
THEISEN'S
 HOME • FARM • AUTO

dahlia Laundry Village

bp

FREESE Ford
 MONTICELLO, IOWA

Jaycee Field

CARQUEST

SR
 SPANIN & ROSE

advantage
 Home Medical

HARTIG
 Drug

THE GREAT
 IOWA BREAD

The Cone Shoppe
S MAIN STREET (6472 VPD)

K
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THE CLOSET
 SWAP

151 N MAIN STREET

Wolken Dental

more For You!
THEISEN'S
 HOME • FARM • AUTO

KITCHEN'S
 KAFE

HACIENDA

MONTICELLO
 MEAT & GROCERY

WOLKEN
 DENTAL

MARVIN

151ST STREET (4606 VPD)

Fresh Dollar Market

Monticello
 Community School District



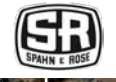
(8,061 VPD) 151



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IRON GOLF STUDIO

Fresh Dollar Market

Wolken Dental



advantage
Home Medical

151

N MAIN STREET

MARVIN



E 1ST STREET (4,606 VPD)



The Cone Shoppe

S MAIN STREET (6,472 VPD)



E GRAND STREET

THEISEN'S
HOME • FARM • AUTO

The Investment



Lease Abstract & Property Details

Property Overview

Rentable Building Area (SF)	27,490
Acreage	3.50
Year Built/Renovated	2022

Lease Abstract

Address	122 N Main Street Monticello, IA 52310
Tenant Trade Name	Dollar Fresh Market
Lease Entity	Hy-Vee, Inc.
Rent Commencement Date	March 4, 2022
Lease Expiration Date	March 3, 2037
Lease Term Remaining	11 Years Remaining
Renewal Options	6 (5-Year)
Annual Rent (PSF)	\$386,234.50 (\$14.05 PSF)
Rent Increases	See Rent Schedule
Lease Structure	Absolute NNN
Landlord Responsibilities	None
Utilities	Tenant Responsibility
Taxes	Tenant Responsibility
CAM	Tenant Responsibility
HVAC	Tenant Responsibility
Insurance	Tenant Responsibility
ROFR	Yes, Ten (10) Days

Rent Schedule

Rent Period	Annual Rent	PSF	Monthly Rent	PSF	% Increase
3/4/2022 - 3/3/2037	\$386,235	\$14.05	\$32,186	\$1.17	-
Option 1: 3/4/2037- 3/3/2042	\$381,084	\$13.86	\$31,757	\$1.16	-1.33%
Option 2: 3/4/2042- 3/3/2047	\$400,138	\$14.56	\$33,345	\$1.21	5.00%
Option 3: 3/4/2047- 3/3/2052	\$420,145	\$15.28	\$35,012	\$1.27	5.00%
Option 4: 3/4/2052- 3/3/2057	\$441,153	\$16.05	\$36,763	\$1.34	5.00%
Option 5: 3/4/2057- 3/3/2062	\$463,210	\$16.85	\$38,601	\$1.40	5.00%
Option 6: 3/4/2062- 3/3/2067	\$486,371	\$17.69	\$40,531	\$1.47	5.00%

Bold = Current Rent



Market Overview - Monticello, IA

Monticello, IA

Monticello, Iowa is a small, rural municipality located in Jones County in eastern Iowa and forms part of the **broader Cedar Rapids Metropolitan Area**. Its geographic position along U.S. Highway 151 places it within commuting distance of larger regional employment centers such as **Cedar Rapids (~30 miles)** and Dubuque (~12 miles), while still functioning as an independent rural service hub. This dual role—as both a local economic center and a peripheral commuter community—shapes its demographic stability, economic structure, and retail environment.

Demographically, Monticello represents a **small but stable population base**, with approximately **4,000–4,100 residents in recent estimates**. The population has exhibited modest growth over time, consistent with broader trends in rural Midwestern communities where expansion is gradual rather than rapid. The **median age, approximately 42–43 years**, is notably higher than state and national averages, indicating an aging but established population base with lower turnover and strong community continuity.

Retail and commercial activity in Monticello is best understood through the lens of trade area dynamics rather than population size alone. Despite its relatively small population, **the city serves as a primary retail destination for surrounding rural communities, effectively expanding its consumer base beyond city limits. This creates a demand profile that is disproportionately strong for necessity-based retail, including grocery, pharmacy, and discount-oriented stores.** The downtown corridor, supported by local revitalization initiatives, provides a mix of small businesses and service-oriented retail, though the market remains limited in depth and variety compared to urban centers.

Economic Overview (Monticello & Cedar Rapids)

- **Monticello GDP:** Jones County, Iowa recorded a gross domestic product (GDP) of \$858M.
- **Cedar Rapids GDP:** The Cedar Rapids MSA recorded a gross domestic product (GDP) of \$22.96 billion.

Major Employers in Monticello

- Xcel Energy / Northern States Power ~650 Employees
- CentraCare Medical Center ~577 Employees
- Cargill Kitchen Solutions ~425 Employees
- Ultra Machine Corporation ~215 Employees
- WSI Industries, Inc. ~120 Employees

Cost of Living Analysis

Monticello's cost of living is below the national average. Its overall cost of living index is about 88 compared with 100 for the U.S., **meaning living there is roughly 12% cheaper than the national average.** This is slightly lower than the overall Iowa average as well. Housing is the biggest driver of Monticello's affordability. The housing cost index is around 64 (with the U.S. average at 100), indicating that **home prices and associated housing expenses are about 36%–40% below the U.S. average.**

Demographics	1 Mile	3 Mile	10 Mile
2025 Population	4,015	5,713	12,428
2025 Households	1,643	2,326	4,946
2025 Avg. Household Income	\$86,715	\$90,615	\$91,296



Downtown Monticello, IA



Cedar Rapids, IA

TENANT SYNOPSIS

Dollar Fresh Market - (Hy-Vee Owned)

Dollar Fresh Market was introduced in 2018 as part of Hy-Vee’s strategy to expand grocery access into smaller and rural communities.

Dollar Fresh Market, is the small-format grocery concept **owned and operated by Hy-Vee**. These stores are essentially a scaled-down version of a traditional Hy-Vee, offering a curated but complete grocery assortment that includes fresh produce, meat, dairy, bakery items, and ready-to-eat meals, alongside a value-oriented “dollar” section. The **positioning blends a conventional supermarket experience with discount pricing**, allowing Hy-Vee to compete both with limited-assortment grocers and dollar store chains in underserved trade areas. **Locations are intentionally selected in smaller population centers**, often filling gaps left by the closure of legacy grocers or big-box retailers, which **positions the tenant as a primary food provider within its trade area**. This dynamic tends to support **consistent foot traffic driven by necessity-based shopping patterns** rather than discretionary spending. **Hy-Vee operates approximately 18-22 Dollar Fresh Market locations.**

Hy-Vee

Hy-Vee is an employee-owned supermarket company founded in 1930 and headquartered in the Midwest, with operations spanning multiple states including Iowa, Illinois, Minnesota, Nebraska, and surrounding regions. The company operates roughly **285–300 full-service supermarkets**, along with additional formats such as convenience stores, pharmacies, and smaller concept stores. Its scale places it **among the largest privately held grocery chains in the United States**, with **annual revenues in the tens of billions.**

Operationally, Hy-Vee stores are typically full-service supermarkets, often ranging from 60,000 to over 100,000 square feet, and function as primary grocery anchors within their trade areas. The stores emphasize fresh departments, prepared foods, pharmacy services, and in some cases expanded offerings such as fitness centers or health clinics. This diversified in-store experience helps drive frequent customer visits and reinforces the brand’s role as a central retail destination.



Tenant Synopsis

Website	dollarfreshmarket.hy-vee.com
Company Type	Subsidiary
Parent Company	Hy-Vee

Hy-Vee Statistics & Financials

Hy-Vee 2026 Employees	~75,000 Employees
Number of Locations	285-300 full-service Hy-Vees 18-22 Dollar Fresh Markets
2024 Sales	~\$13.47 Billion
Credit Rating	N/A- Private Company

Hy-Vee Brands





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