

# Real Estate Development For Sale

## 201 West Main St., Ayer, MA

### Investment Opportunity

The Genesis Group Real Estate is pleased to present 201 West Main Street, a strategically located 170 plus Multi-Family/ Mixed Use Development opportunity at the entrance to the Devens Commerce Center, one of New England's premier employment hubs.

The site offers the ability to deliver new multifamily housing in a supply-constrained market, supported by strong regional demand and limited inventory.



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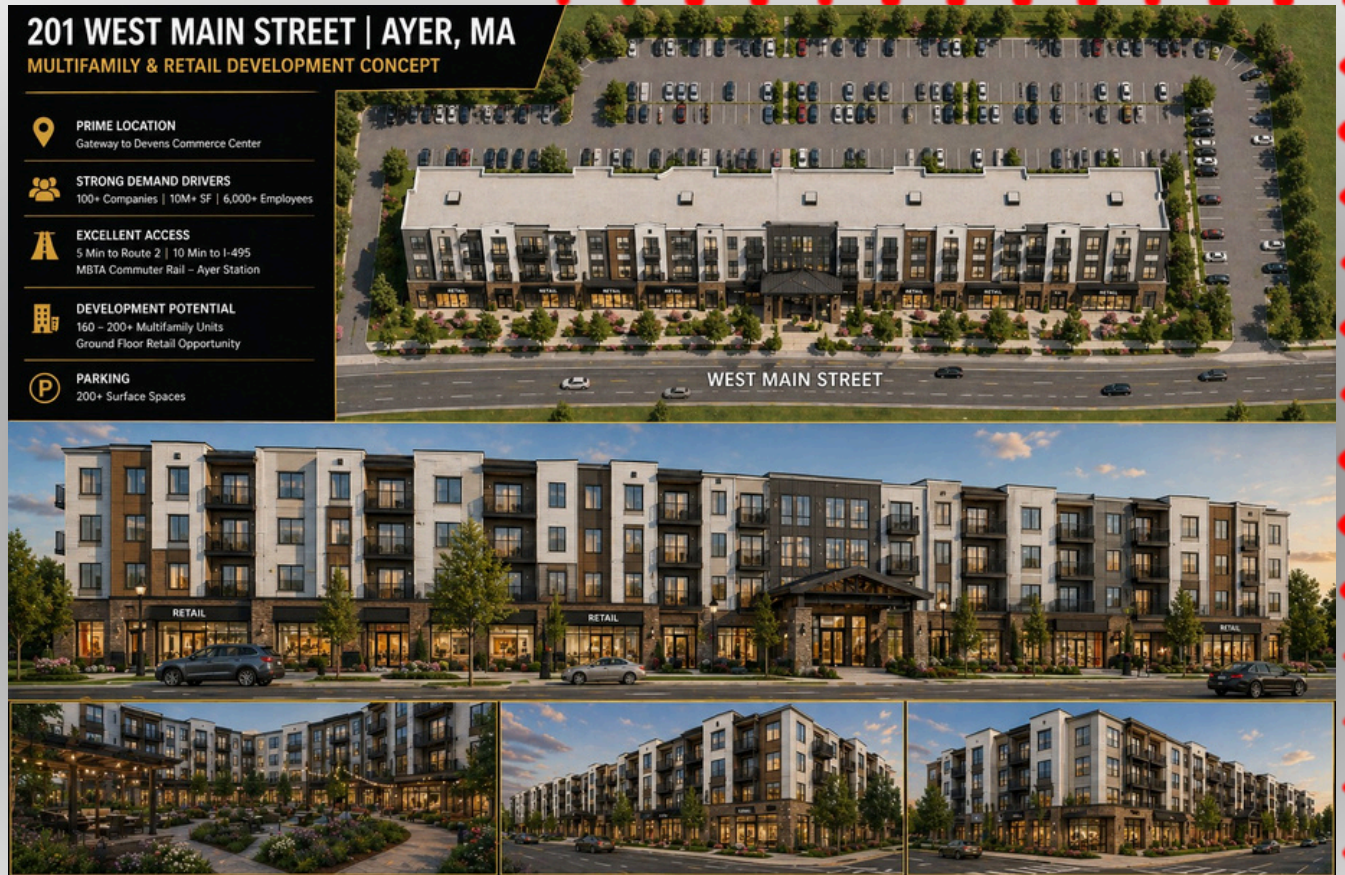


## Housing Market Fundamentals

- Extremely limited supply (~0.73 months inventory)
- Median home price: ~\$490K
- Strong absorption / low days on market

## Market Implication

- The region is undersupplied for new housing
- New multifamily product is positioned for strong absorption



Conceptual Rendering



**Reduced  
Entitlement Risk**



**Scalable Density  
Potential**



**Strong Rent  
Market**

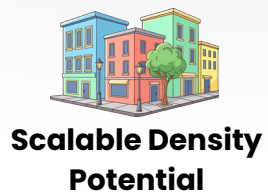


**Infrastructure  
Investment**



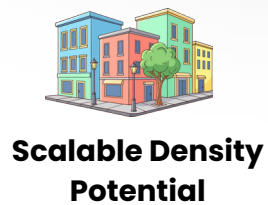
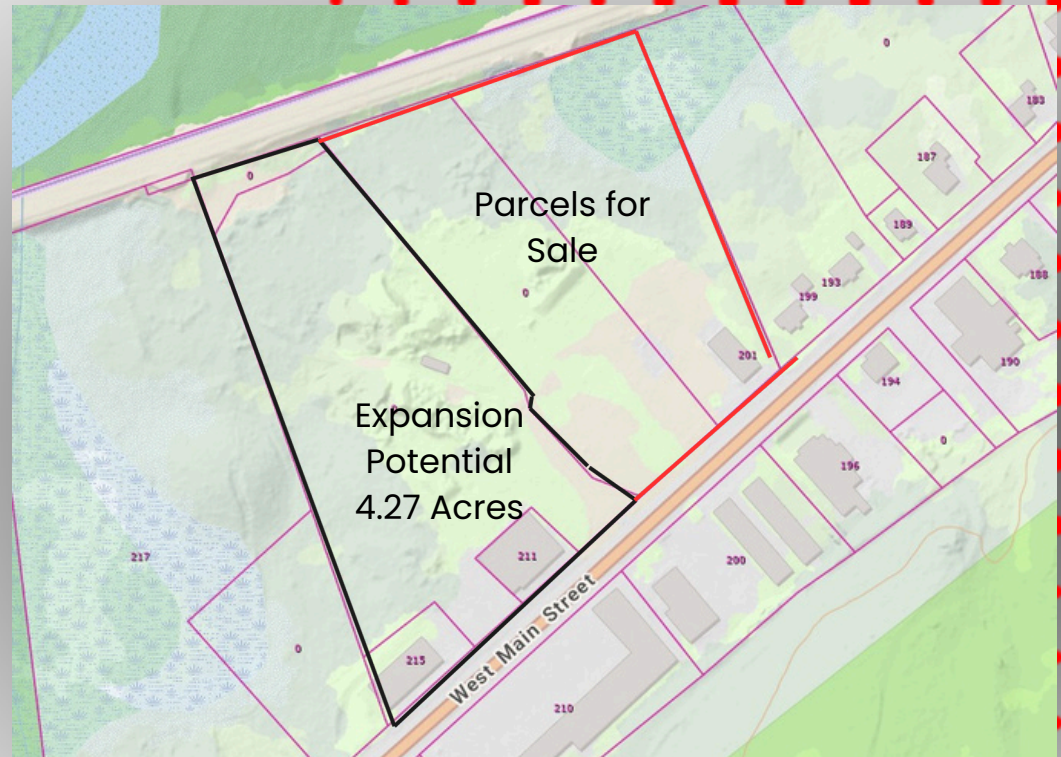
## **Infrastructure**

- Part of 2020 Massworks Infrastructure Improvements
- Water stub into Site
- Sewer Stub into Site
- New Walks / Curbing



## **Expansion Potential**

- Additional Acreage - 4.27 Acres
- Increase Unit Count to over 200



## Strategic Location

- 5 minutes to Route 2
- 10 minutes to I-495
- MBTA Commuter Rail access

## Devens Commerce Center

- 100+ Companies
- 10M+ SF Commercial Space
- 6,000+ Employees
- Major driver of housing needs

## Retail & Amenities

- The Point – Littleton
- Ayer Town Center
- Regional dining & services



**Reduced  
Entitlement Risk**



**Scalable Density  
Potential**



**Strong Rent  
Market**



**Infrastructure  
Investment**



**THE GENESIS GROUP  
REAL ESTATE**  
Advisors in Real Estate & Construction Strategy

## Trade Area Snapshot

- Median Household Income: ~\$67K
- Median Age: ~45
- Homeownership: ~72%

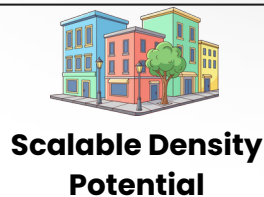
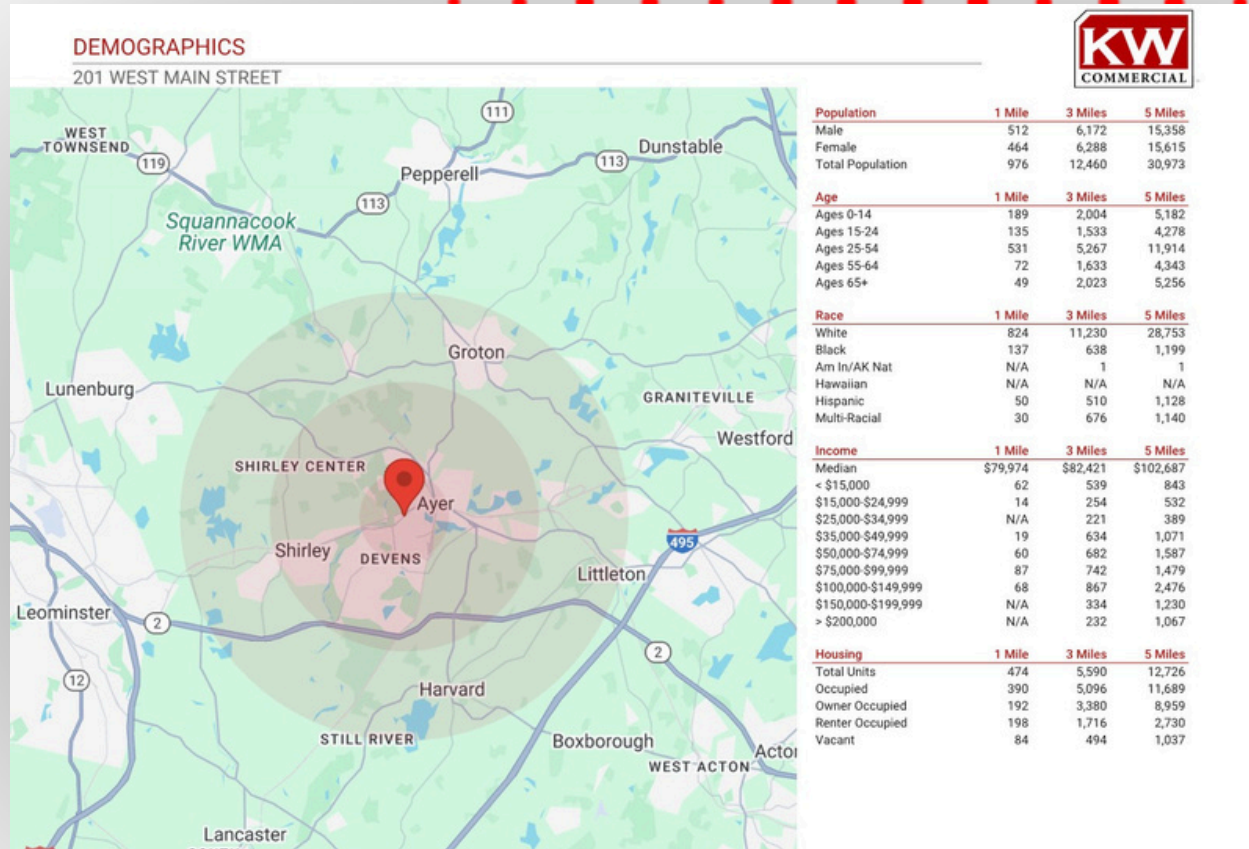
## Demand Profile

### Workforce-Based Market

- Manufacturing & industrial workforce
- Stable employment base
- Strong rental demand

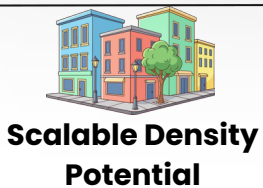
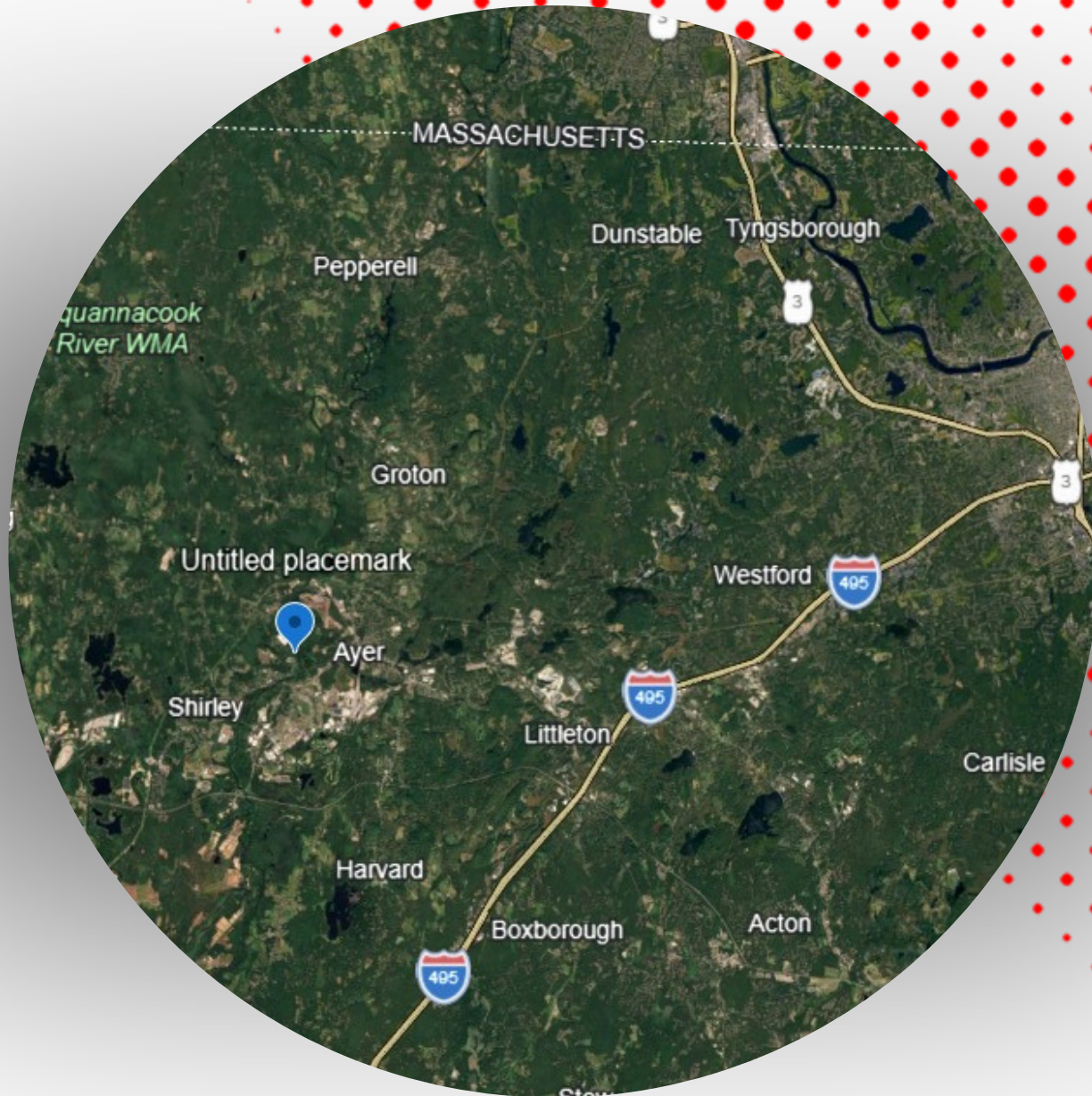
## Key Insight

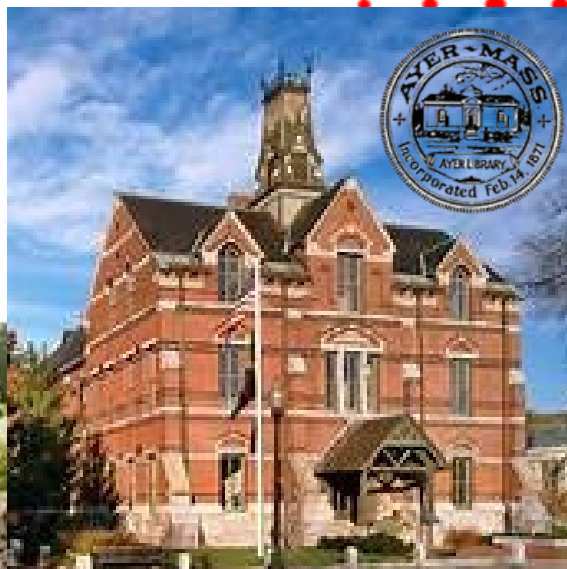
- Ideal for workforce and market-rate housing



## Key Highlights

- Gateway location to Devens Commerce Center
- Direct access to Route 3 & I-495
- Strong demand for workforce & market-rate housing
- Limited housing inventory (~0.73 months supply)
- Median home pricing ~\$490K+
- Scalable development potential (170–200+ units)





**We are actively reaching out to qualified developers, investors, and operators seeking to capitalize on this unique opportunity at the gateway to the Devens Commerce Center.**

### WHY ENGAGE NOW?

- Extremely Limited Housing Supply
- Strong Employment Base Driving Demand
- Scalable Development Opportunity
- Prime Gateway Location with Regional Access

### Next Steps?

- Request Offering Memorandum
- Seek all available Materials
- Submit preliminary interest or Pricing Guidance

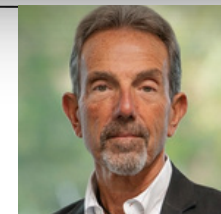


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201 WEST MAIN STREET



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### KW COMMERCIAL | NORTH CENTRAL

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