

MATTHEWS™



2424 US-76,
Marion, SC 29571

**Retail
Investment Opportunity**
Offering Memorandum

EXCLUSIVELY LISTED BY



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PROPERTY OVERVIEW

Huddle House

2424 E Highway 26, Marion, SC 29571



INVESTMENT HIGHLIGHTS

Property Highlights

- **Corporate Guarantee** by Huddle House, Inc. (272 locations)
- **Absolute Triple-Net (NNN) Lease** with zero landlord responsibilities
- **Recent Capital Investment:** Tenant remodeled building in 2019
- **Site Commitment:** Huddle House has operated at this location since 2008
- **Highway Located** off of US Route 76 (+10,000 VPD)
- **Established National Brand:** Huddle House has promoted a strategic "brand renovation" initiative launching in 2026 to drive long-term growth and modernization

8,103+ / Month
0.25 Radius | Monthly Visitors



FINANCIAL SUMMARY

\$650,000

List Price

8.77%

Cap Rate

±5 Years

Term Remaining

±0.45 AC

Lot Size

Property Details

Tenant Trade Name	Huddle House
Type of Ownership	Fee Simple
Lease Guarantor	Huddle House Inc.
Lease Type	Absolute Triple-Net (NNN)
Roof and Structure	Tenant Responsible
Original Lease Term	15 Years
Rent Commencement Date	7/29/2016
Lease Expiration Date	4/30/2031
Term Remaining on Lease	±5.5 Years
Increases	12.5% At Every Option
Options	Three, 5-Year Options

Annualized Operating Data

	Date	Monthly Rent	Annual Rent	Increases	Cap Rate
Years 1 - 5	7/29/2016 - 7/30/2021	\$4,000.00	\$48,000.00	-	-
Years 6 - 10	7/29/2021 - 7/30/2026	\$4,350.00	\$52,200.00	8.75%	-
Years 11 - 15 (Current)	7/29/2026 - 7/30/2031	\$4,750.00	\$57,000.00	8.42%	8.77%
Option 1	7/29/2031 - 7/30/2036	\$5,343.75	\$64,125.00	12.50%	9.80%
Option 2	7/29/2036 - 7/30/2041	\$6,011.72	\$72,140.63	12.50%	11.09%
Option 3	7/29/2041 - 7/30/2046	\$6,763.18	\$81,158.20	12.50%	12.48%

2424 US-76
Marion, SC 29571

±2,403 SF
GLA

2008
Year Built

Absolute NNN
Lease Type

±0.45 AC
Lot Size





 **Marion County Airport**
6,000 Annual Aircraft Operations

Walmart
Supercenter

 **Academy for Careers & Technology**
±300 Students

HIBBETT
SPORTS

FITNESS
WORLDWIDE
Gym

SUBWAY



TSC TRACTOR SUPPLY CO

Marion COUNTY ECONOMIC DEVELOPMENT COMMISSION

Wendy's

Bojangles

McDonald's

ANDERSON BROTHERS BANK

DOLLAR GENERAL

ZAXBY'S

FRESENIUS MEDICAL CARE

Subject Property

DONNY GERALD
AUTO SALES
843-423-5000

±10,500 VPD



Lazer Car Wash

PROPERTY PHOTOS



PROPERTY PHOTOS

Huddle House

2424 E Highway 26, Marion, SC 29571



TENANT SUMMARY

Year Founded
1964

Headquarters
Atlanta, GA

Ownership Status
Private

Employees
2,300+

Locations
272

Annual Revenue
\$100 Million



Tenant Overview

Huddle House, Inc. is a long-established American casual dining restaurant brand known for its “Any Meal, Any Time” positioning, serving breakfast, lunch, dinner, and late-night offerings in a classic, community-oriented diner format. Founded in 1964 and headquartered in Atlanta, Georgia, Huddle House has built a legacy as a reliable neighborhood dining destination with strong brand recognition across the southeastern, mid-Atlantic, midwestern, and southwestern United States. The company’s focus on homestyle meals, hospitality, and value creates steady customer demand and supports real estate appeal in a variety of retail settings. Huddle House operates predominantly through a franchise model, making it a flexible and scalable tenant for single-tenant and multi-tenant developments alike.

Why Invest in Huddle House?

- **Legacy Brand with Consistent Demand:** Founded in 1964, Huddle House has built strong community loyalty and brand recognition, particularly in underserved secondary and tertiary markets where competition is limited and tenant stickiness is high.
- **Franchise-Based, Scalable Model:** The company operates primarily through franchised units, reducing corporate overhead while allowing for broad market reach. This model supports predictable cash flow for landlords and aligns with proven franchise operators.
- **Flexible Footprint & Daypart Resilience:** With a concept that performs well across all meal periods—breakfast, lunch, and dinner—Huddle House drives steady traffic. Its adaptable real estate model (diner-style, smaller formats, travel centers) offers site versatility for developers and landlords.

MARION, SC

Local Market Overview

Marion is a stable, service-oriented retail market anchored by its role as the county seat of Marion County and its function as a primary commercial hub for surrounding rural communities. The local economy is supported by a mix of government services, healthcare, manufacturing, and agriculture, which collectively provide a consistent employment base and recurring consumer demand. Regional connectivity via U.S. Route 76 and proximity to U.S. Route 501 links Marion to larger population centers such as Florence and Myrtle Beach, allowing retailers to benefit from both local spending and pass-through traffic. This positioning reinforces Marion's importance as a convenience and necessity retail destination for a broad trade area that extends beyond the immediate city limits.

Retail demand in Marion is fundamentally driven by daily-needs uses, including grocery, discount retail, quick-service dining, and essential services, which tend to perform resiliently in smaller markets with limited competitive supply. The absence of oversaturation and the dominance of locally oriented retail create an attractive environment for investors seeking durable cash flow rather than speculative growth. Ongoing public-sector investment, steady population retention, and the community's reliance on a concentrated retail core support long-term relevance for well-located retail assets. Within this context, Marion offers investors an opportunity to capitalize on stable tenant demand, lower operating volatility, and a market profile that prioritizes consistency and long-term income preservation over cyclical swings.

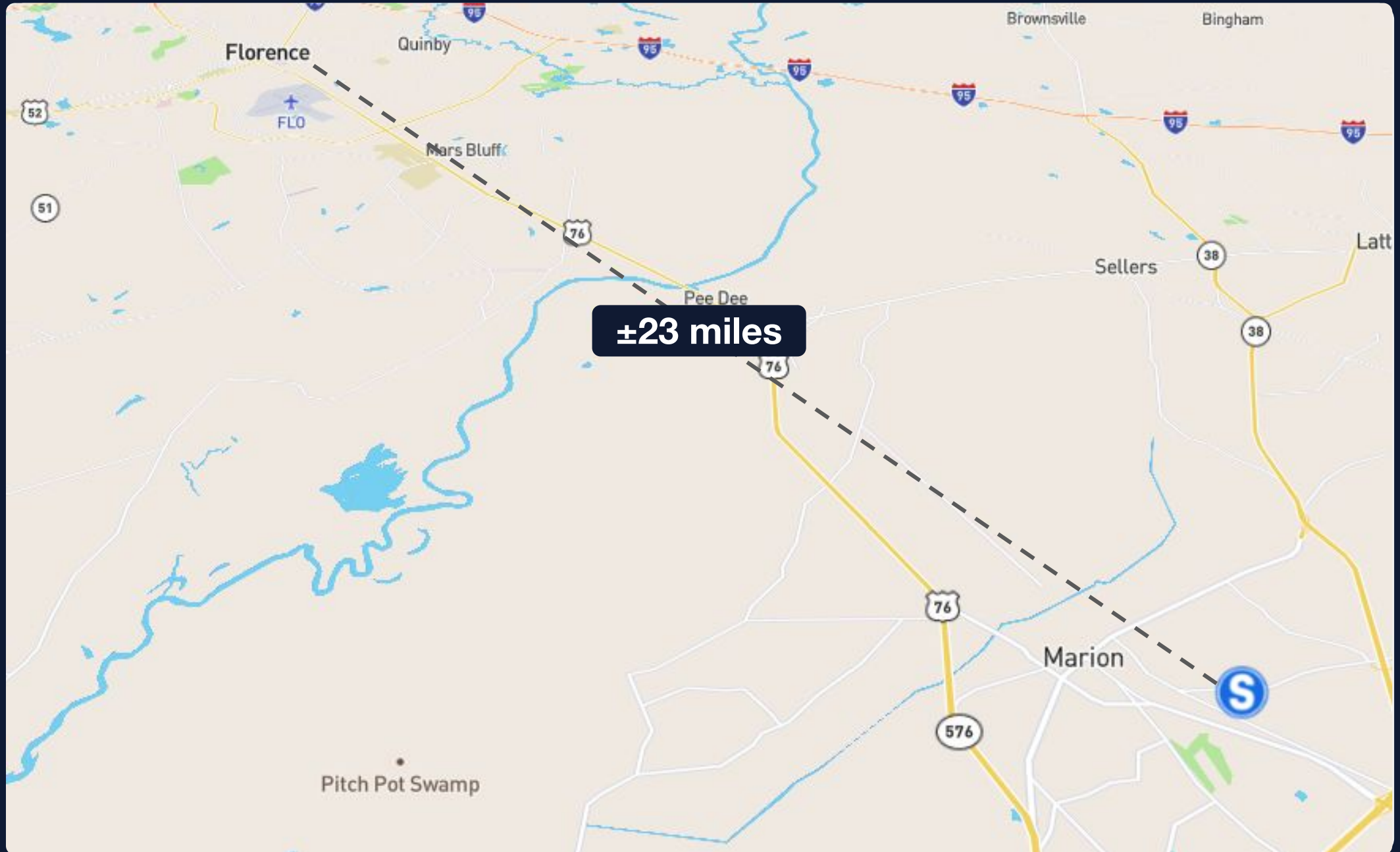


Population	3-Mile	5-Mile	10-Mile
Current Year Estimate	8,746	11,511	26,487
Households	3-Mile	5-Mile	10-Mile
Current Year Estimate	3,561	4,707	10,933
Income	3-Mile	5-Mile	10-Mile
Average Household Income	\$53,432	\$55,921	\$57,107

MARKET OVERVIEW

Huddle House

2424 E Highway Marion, SC 29571



FLORENCE, SC

Market Demographics



40,205

Total Population

\$56,433

Median HH Income

16,450

of Households

59.7%

Homeownership Rate

17,796

Employed Population

29.9%

% Bachelor's Degree

37.6

Median Age

\$189,800

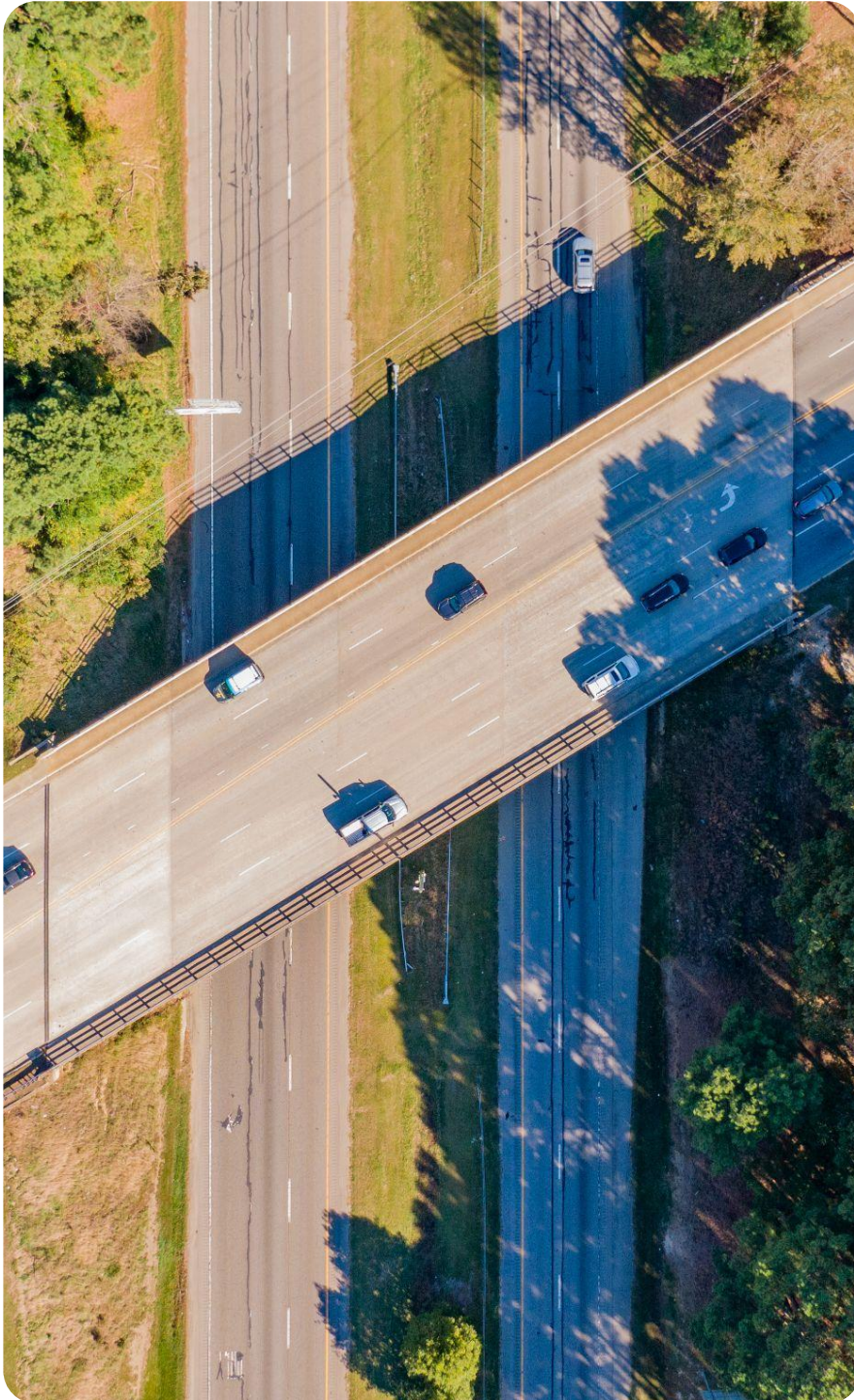
Median Property Value

Local Market Overview

Florence, South Carolina serves as the economic and commercial center of the Pee Dee region, supported by a diverse mix of healthcare, education, logistics, and retail employment. Its strategic location along major transportation corridors allows the city to draw workforce and consumer activity from multiple surrounding counties, reinforcing its role as a regional service and retail hub. This broad economic base provides stability and consistent demand across commercial property types.

Florence also offers a strong quality of life, characterized by an affordable cost of living, accessible housing, and ongoing public and private investment. Downtown revitalization has enhanced the city's cultural and dining scene, while steady residential growth continues to support population retention and in-migration. Together, these factors position Florence as a dependable market with long-term growth potential and sustained regional importance.

Florence also benefits from a growing sense of community and place, supported by continued infrastructure improvements, healthcare expansion, and workforce development initiatives. The city's role as a medical and educational anchor for the region helps attract professionals and retirees alike, while ongoing investment in public spaces and local amenities enhances overall livability. These factors contribute to a stable and appealing market environment, reinforcing Florence's attractiveness for long-term investment and continued economic vitality.



Local Market Overview

Florence is an established economic engine in the eastern part of the state, offering a unique balance of small-city accessibility and regional significance. Known for its long-standing industrial roots and expanding service economy, the city has evolved into a key employment and residential center for the surrounding counties. The local housing market benefits from consistent rental demand driven by a steady influx of workers, students, and families seeking attainable, well-located housing near major job nodes and educational institutions.

The area's well-integrated infrastructure—anchored by I-95 and complemented by U.S. highways and freight rail—positions Florence as a logistical and commuting hub. The nearby presence of regional medical campuses, advanced manufacturers, and large-scale distribution facilities ensures a broad and resilient tenant base. As Florence continues to modernize through targeted public investment and private development, it presents a strong case for long-term multifamily value creation, particularly in well-positioned assets near established employment corridors.

Economic Drivers

Florence stands out as a mid-sized economic anchor in the eastern portion of the state, combining long-standing industrial strength with emerging sectors in healthcare, education, and logistics. The city supports a stable and diverse employment base, with a wide range of residents—from young professionals to families and retirees—drawn by affordable living, access to services, and proximity to job centers. Florence continues to attract investment across sectors, reinforcing its role as a core market in the Pee Dee region.

The local economy is driven by a strong lineup of institutional employers, including McLeod Regional Medical Center, Prisma Health, Honda of South Carolina Manufacturing, and QVC's regional distribution hub. Educational institutions like Francis Marion University and Florence-Darlington Technical College further anchor the workforce and fuel long-term housing demand. Located at the crossroads of I-95 and key U.S. highways, Florence also supports a growing logistics and distribution network that benefits from its strategic position between the Port of Charleston and inland metro areas. This multi-industry foundation enhances the city's stability and supports ongoing demand for quality multifamily housing.

Florence Darlington Technical College

±2 Miles From Subject Property

Florence-Darlington Technical College (FDTC) is a public technical college located at 2715 W Lucas Street in Florence, South Carolina. As part of the South Carolina Technical College System, it serves the Pee Dee region by providing affordable, career-focused education and workforce training.

Founded in 1963, FDTC offers associate degrees, diplomas, and certificates in areas such as health sciences, nursing, business, information technology, engineering technologies, automotive, welding, and advanced manufacturing. The college emphasizes hands-on learning, flexible course options, and pathways for students to enter the workforce or transfer to four-year institutions.

FDTC also plays a strong role in regional workforce development, partnering with local employers to deliver customized training and continuing education. With modern facilities and multiple campus locations, the college supports economic growth while preparing students for in-demand careers.

Student Population: **±6,000**

Florence Annual Revenue: **\$6.16 Million**

Academic Programs Offered: **±60**

Students that Remain in Florence Post-Grad: **70%**



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3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner.

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