

**CENTURY 21  
COMMERCIAL.**

Triangle Group

# MATTRESS

FIRM NNN INVESTMENT

920 Hanes Mall Blvd, Winston-Salem, NC 27103



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### Mattress

Firm NNN Investment

920 Hanes Mall Blvd,  
Winston-Salem, NC 27103



# MATTRESS FIRM NNN INVESTMENT

## PROPERTY INFORMATION

**Purchase Price**  
\$4,380,000.00

**Property Address**  
920 Hanes Mall Blvd, Winston-Salem, NC 27103

**Year Built**  
2013

**Property Size**  
6,000 Sq. Ft.

**Land Size**  
0.61 Acres

### COMPANY DISCLAIMER

This information has been obtained from sources believed reliable. We have not verified it and make no guarantee, warranty or representation about it. Any projections, opinions, assumptions or estimates used are for example only and do not represent the current or future performance of the property. You and your advisors should conduct a careful, independent investigation of the property to determine to your satisfaction the suitability of the property for your needs. Photos herein are the property of their respective owners and use of these images without the express written consent of the owner is prohibited. .

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## PROPERTY OVERVIEW

920 Hanes Mall Blvd presents a premium NNN retail investment leased to Mattress Firm, a well-established national retailer with a strong operating history and brand recognition. Located along one of Winston-Salem's most active retail corridors near Hanes Mall, the property benefits from high traffic, excellent visibility, and a proven retail environment surrounded by national tenants.

The asset is structured as a Triple Net (NNN) lease, providing a truly passive investment where the tenant is responsible for taxes, insurance, and maintenance. This allows for consistent, predictable income with minimal landlord involvement.

## MATTRESS

### FIRM NNN INVESTMENT

920 Hanes Mall Blvd,  
Winston-Salem, NC 27103

# PROPERTY PHOTOS



**MATTRESS  
FIRM NNN INVESTMENT**



**CENTURY 21  
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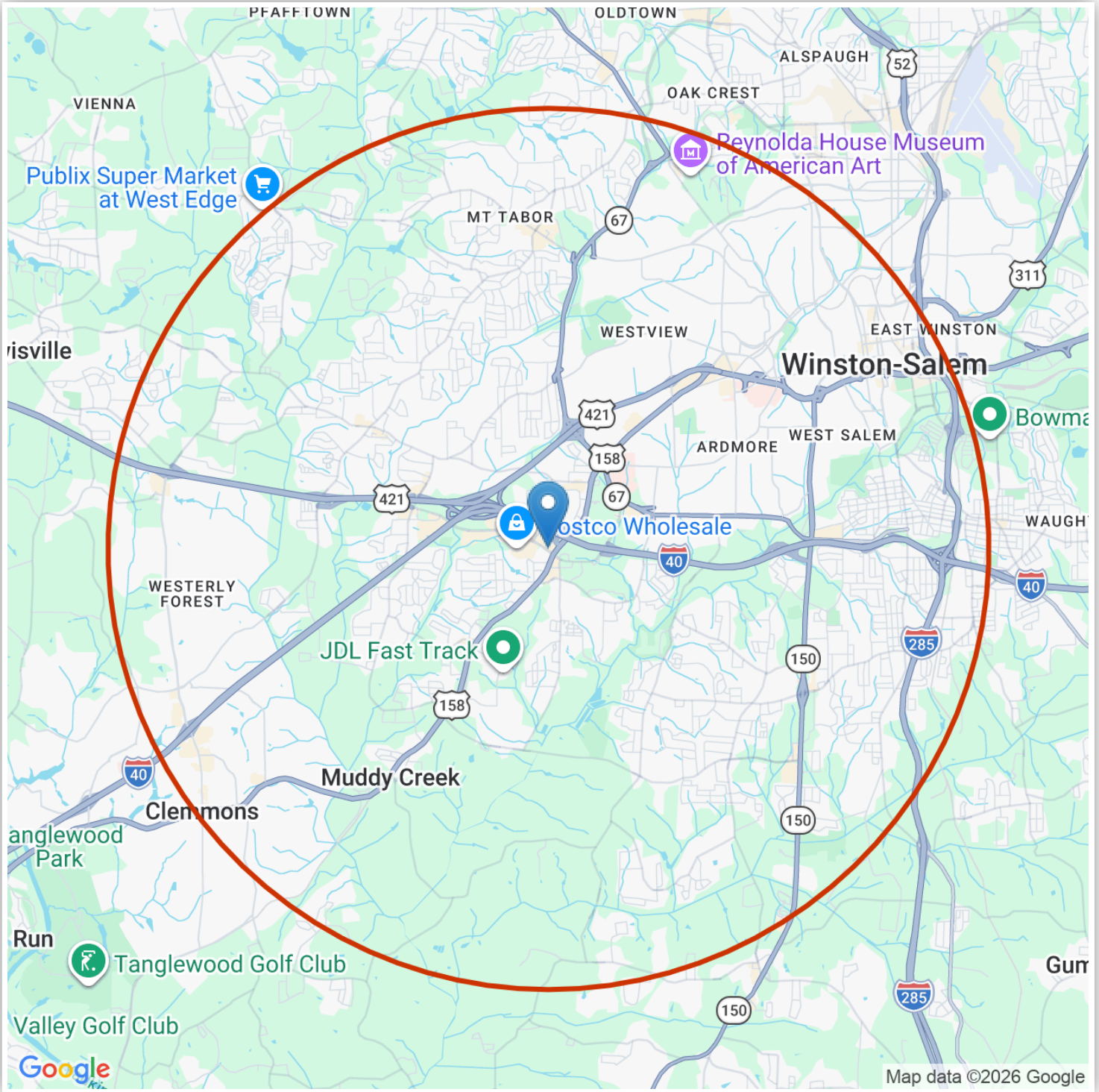
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# PROPERTY PHOTOS



## MATTRESS FIRM NNN INVESTMENT

### LOCATION/STUDY AREA MAP (RING: 5 MILE RADIUS)



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## INFOGRAPHIC: KEY FACTS (RING: 5 MILE RADIUS)

### KEY FACTS

**149,456**  
Population

**39.1** Median Age



**2.21**  
Average Household Size

**63,582**  
Total Households

### EDUCATION

4.7%

No High School Diploma

20.52%

High School Graduate

15.24%

Some College

27.36%

Bachelor's/ Grad

### BUSINESS



**7,589**

Total Businesses



**124,050**

Total Employees

### EMPLOYMENT

**23,522**

Retail Trade Employees

**3,341**

Manufacturing Employees

**8,985**

Eating & Drinking Employees

**7,053**

Finance/Ins/Real Estate Emp

**3.9%**

Unemployment Rate



**\$69,832**

Median Household Income

### INCOME



**\$45,507**

Per Capita Income



**\$149,335**

Median Net Worth

### Households by Income

The largest group : \$50,000 - \$74,999 (16.49%) ■

The smallest group : \$15,000 - \$24,999 (6.53%) ■

Indicator	Value(%)	
< \$15,000	9.54	■
\$15,000 - \$24,999	6.53	■
\$25,000 - \$34,999	7.96	■
\$35,000 - \$49,999	12.04	■
\$50,000 - \$74,999	16.49	■
\$75,000 - \$99,999	15.76	■
\$100,000 - \$149,999	13.7	■
\$150,000 - \$199,999	6.86	■
\$200,000+	11.11	■



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## INFOGRAPHIC: POPULATION TRENDS (RING: 5 MILE RADIUS)

### POPULATION TRENDS AND KEY INDICATORS 5 Miles Ring

<b>149,456</b> Population	<b>66,105</b> Households	<b>39.1</b> Median Age
<b>2.21</b> Avg Size Household	<b>\$69,832</b> Median Household Income	<b>\$298,801</b> Median Home Value
<b>91</b> Wealth Index	<b>92</b> Housing Affordability	<b>70.3</b> Diversity Index

### HISTORICAL & FORECAST POPULATION

2019-2024  
Historic  
Growth Rate

**0.79%**



2024-2029  
Forecasted  
Growth Rate

**0.39%**



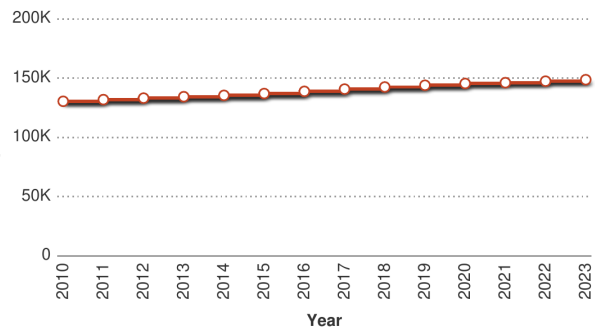
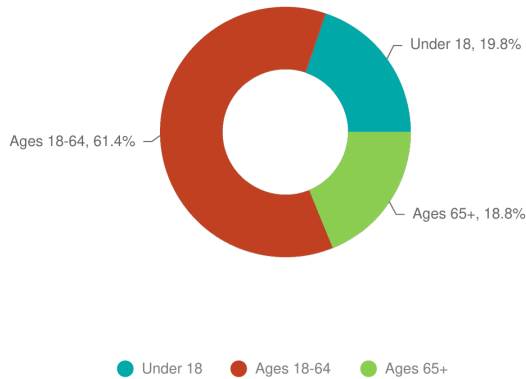


**Household  
Population**  
**149,410**



**Population  
Density**  
**1,946**

### POPULATION BY AGE



### DAYTIME POPULATION



**191,018**  
2024 Total Daytime Population



**74,515**  
2024 Daytime Pop: Residents




**116,503**  
2024 Daytime Pop: Workers




**2,433**  
2024 Daytime Pop Density


### POPULATION BY GENERATION




**5.18%**  
Greatest Gen: Born  
1945/Earlier




**19.57%**  
Baby Boomer: Born  
1946 to 1964




**18.85%**  
Generation X: Born  
1965 to 1980



**25.87%**  
Millennial: Born 1981  
to 1998

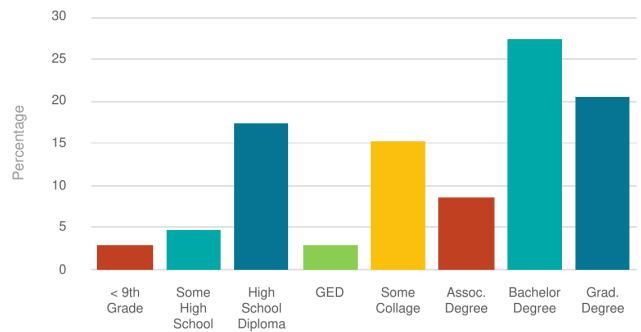


**21.93%**  
Generation Z: Born  
1999 to 2016



**8.61%**  
Alpha: Born 2017 to  
Present

### POPULATION BY EDUCATION



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## INFOGRAPHIC: COMMUNITY PROFILE (RING: 5 MILE RADIUS)

### Community Profile



**149,456**  
Population  
Total

**0.79%**  
Population  
Growth

**2.21**  
Average  
HH Size

**39.1**  
Median  
Age

**70.3**  
Diversity  
Index

**\$69,832**  
Median HH  
Income

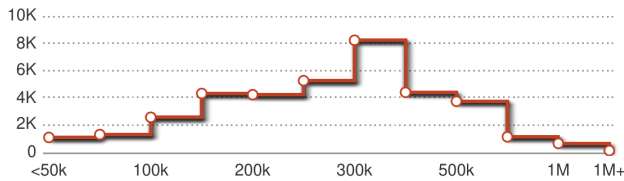
**\$298,801**  
Median Home  
Value

**19.77%**  
Under 18

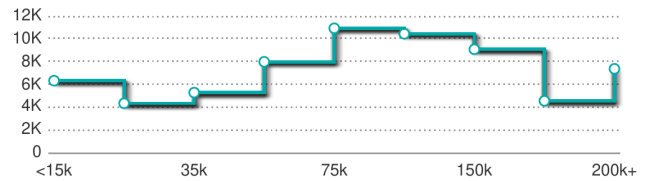
**61.58%**  
Ages 18  
to 65

**18.65%**  
Aged 66+

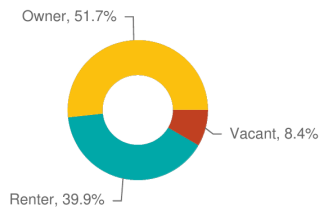
HOME VALUE



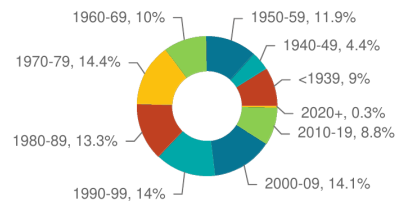
HOUSEHOLD INCOME



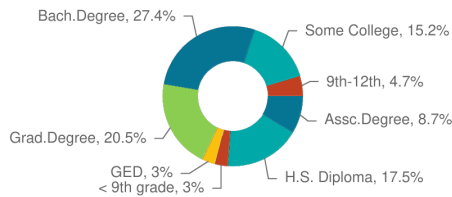
HOME OWNERSHIP



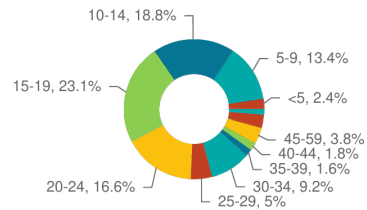
HOUSING: YEAR BUILT



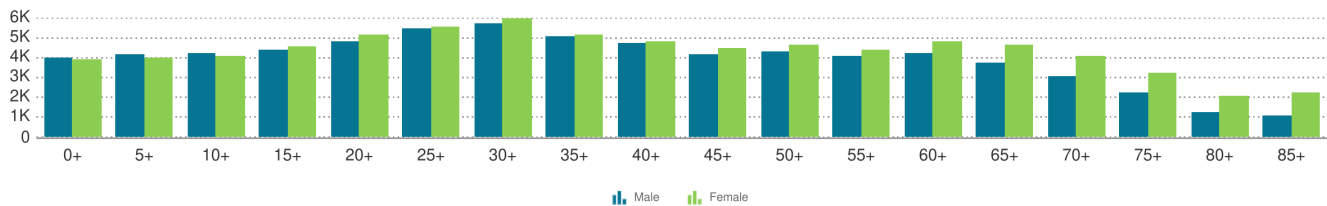
EDUCATIONAL ATTAINMENT



COMMUTE TIME: MINUTES



AGE PROFILE: 5 YEAR INCREMENTS



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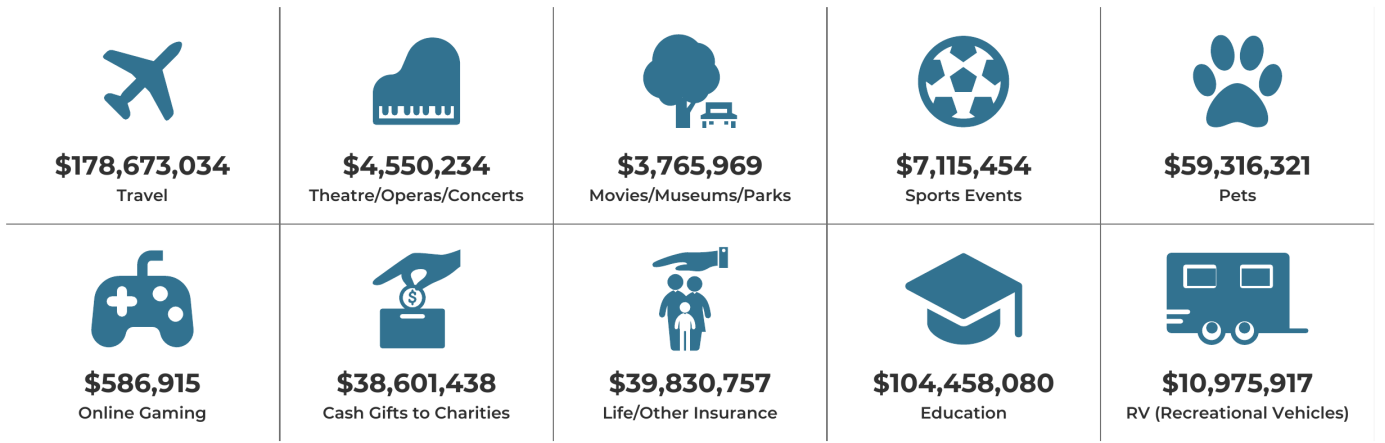
INFOGRAPHIC: LIFESTYLE / TAPESTRY (RING: 5 MILE RADIUS)

Lifestyle and Tapestry Segmentation Infographic

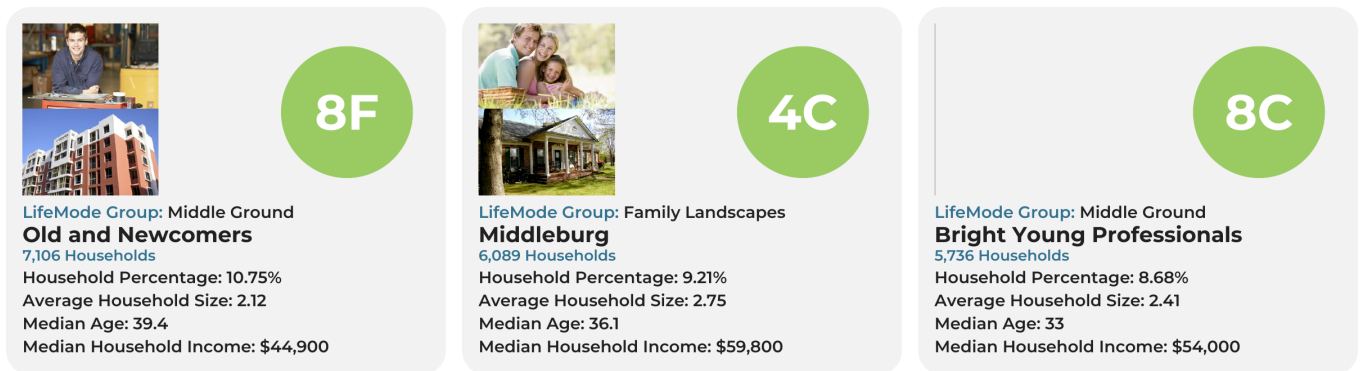
LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



TAPESTRY SEGMENTS



MATTRESS FIRM NNN INVESTMENT

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## INFOGRAPHIC: LIFESTYLE / TAPESTRY

### Esri Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the report to the list below. Click each segment below for a detailed description.

- Segment 1A (Top Tier)
- Segment 1B (Professional Pride)
- Segment 1C (Boomburbs)
- Segment 1D (Savvy Suburbanites)
- Segment 1E (Exurbanites)
- Segment 2A (Urban Chic)
- Segment 2B (Pleasantville)
- Segment 2C (Pacific Heights)
- Segment 2D (Enterprising Professionals)
- Segment 3A (Laptops and Lattes)
- Segment 3B (Metro Renters)
- Segment 3C (Trendsetters)
- Segment 4A (Soccer Moms)
- Segment 4B (Home Improvement)
- Segment 4C (Middleburg)
- Segment 5A (Comfortable Empty Nesters)
- Segment 5B (In Style)
- Segment 5C (Parks and Rec)
- Segment 5D (Rustbelt Traditions)
- Segment 5E (Midlife Constants)
- Segment 6A (Green Acres)
- Segment 6B (Salt of the Earth)
- Segment 6C (The Great Outdoors)
- Segment 6D (Prairie Living)
- Segment 6E (Rural Resort Dwellers)
- Segment 6F (Heartland Communities)
- Segment 7A (Up and Coming Families)
- Segment 7B (Urban Villages)
- Segment 7C (American Dreamers)
- Segment 7D (Barrios Urbanos)
- Segment 7E (Valley Growers)
- Segment 7F (Southwestern Families)
- Segment 8A (City Lights)
- Segment 8B (Emerald City)
- Segment 8C (Bright Young Professionals)
- Segment 8D (Downtown Melting Pot)
- Segment 8E (Front Porches)
- Segment 8F (Old and Newcomers)
- Segment 8G (Hardscrabble Road)
- Segment 9A (Silver & Gold)
- Segment 9B (Golden Years)
- Segment 9C (The Elders)
- Segment 9D (Senior Escapes)
- Segment 9E (Retirement Communities)
- Segment 9F (Social Security Set)
- Segment 10A (Southern Satellites)
- Segment 10B (Rooted Rural)
- Segment 10C (Diners & Miners)
- Segment 10D (Down the Road)
- Segment 10E (Rural Bypasses)
- Segment 11A (City Strivers)
- Segment 11B (Young and Restless)
- Segment 11C (Metro Fusion)
- Segment 11D (Set to Impress)
- Segment 11E (City Commons)
- Segment 12A (Family Foundations)
- Segment 12B (Traditional Living)
- Segment 12C (Small Town Simplicity)
- Segment 12D (Modest Income Homes)
- Segment 13A (International Marketplace)
- Segment 13B (Las Casas)
- Segment 13C (NeWest Residents)
- Segment 13D (Fresh Ambitions)
- Segment 13E (High Rise Renters)
- Segment 14A (Military Proximity)
- Segment 14B (College Towns)
- Segment 14C (Dorms to Diplomas)



## DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)

Summary	Census 2020	2025	2030
Total Population	144,557	149,771	153,944
Total Households	63,582	67,384	70,267
Family Households	36,063	36,830	37,867
Average Household Size	2.22	2.17	2.14
Owner Occupied Housing Units	35,359	37,563	39,904
Renter Occupied Housing Units	28,223	29,821	30,363
Median Age	38.8	39.6	40.8

Trends 2025 - 2030	Area	State	National
Population	0.6%	0.8%	0.4%
Households	0.8%	1.1%	0.6%
Family Population	0.6%	0.9%	0.5%
Owner Occupied Housing Units	1.2%	1.2%	0.0%
Median Household Income	2.1%	2.6%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	7,775	5.4%	7,773	5.2%	7,815	5.1%
5-9	8,346	5.8%	8,146	5.4%	7,780	5.0%
10-14	8,867	6.1%	8,497	5.7%	8,304	5.4%
15-19	8,875	6.1%	9,313	6.2%	8,968	5.8%
20-24	9,377	6.5%	9,764	6.5%	10,386	6.8%
25-29	11,170	7.7%	10,334	6.9%	11,036	7.2%
30-34	10,686	7.4%	11,398	7.6%	10,087	6.5%
35-39	9,502	6.6%	10,557	7.0%	10,933	7.1%
40-44	8,768	6.1%	9,702	6.5%	10,623	6.9%
45-49	8,678	6.0%	8,922	6.0%	9,793	6.4%
50-54	8,866	6.1%	8,967	6.0%	9,002	5.8%
55-59	9,289	6.4%	8,642	5.8%	8,724	5.7%
60-64	8,950	6.2%	8,952	6.0%	8,468	5.5%
65-69	8,099	5.6%	8,417	5.6%	8,535	5.5%
70-74	6,670	4.6%	7,339	4.9%	7,745	5.0%
75-79	4,489	3.1%	5,899	3.9%	6,604	4.3%
80-84	2,957	2.0%	3,753	2.5%	4,941	3.2%
Age 85+	3,192	2.2%	3,399	2.3%	4,199	2.7%



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## DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)

<\$10,000	3,842	5.7%	3,677	5.2%
\$10,000-14,999	2,045	3.0%	1,823	2.6%
\$15,000-19,999	1,512	2.2%	1,277	1.8%
\$20,000-24,999	2,288	3.4%	1,903	2.7%
\$25,000-29,999	2,293	3.4%	1,835	2.6%
\$30,000-34,999	3,420	5.1%	3,094	4.4%
\$35,000-39,999	2,611	3.9%	2,299	3.3%
\$40,000-44,999	2,534	3.8%	2,383	3.4%
\$45,000-49,999	2,173	3.2%	2,057	2.9%
\$50,000-59,999	4,984	7.4%	4,850	6.9%
\$60,000-74,999	8,152	12.1%	8,398	11.9%
\$75000-99999	9,731	14.4%	10,241	14.6%
\$100,000-124,999	6,025	8.9%	6,720	9.6%
\$125,000-149,999	4,128	6.1%	4,866	6.9%
\$150000-199999	4,818	7.2%	5,896	8.4%
\$200,000-249,999	2,649	3.9%	3,490	5.0%
\$250,000-299,999	842	1.3%	1,147	1.6%
\$300,000-399,999	1,460	2.2%	2,141	3.0%
\$400,000-499,999	327	0.5%	224	0.3%
\$500,000+	1,551	2.3%	1,947	2.8%

Median Household Income	\$70,326	-	\$77,877	-
Average Household Income	\$102,423	-	\$114,668	-
Per Capita Income	\$46,193	-	\$52,506	-

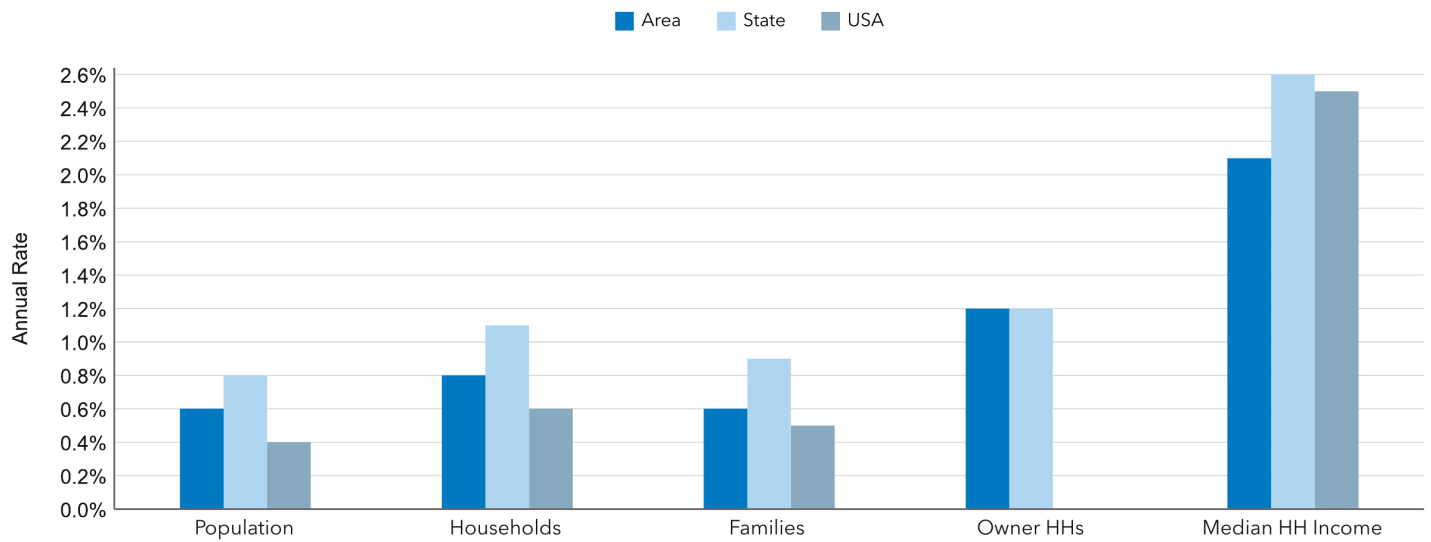
Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	85,284	59.0%	85,312	57.0%	84,692	55.0%
Black Alone	31,874	22.1%	33,547	22.4%	35,265	22.9%
American Indian	820	0.6%	931	0.6%	1,005	0.7%
Asian Alone	5,230	3.6%	5,812	3.9%	6,408	4.2%
Pacific Islander	36	0.0%	38	0.0%	40	0.0%
Some Other Race	9,750	6.7%	11,150	7.4%	12,319	8.0%
Two or More Races	11,563	8.0%	12,981	8.7%	14,216	9.2%
Hispanic (Any Race)	18,634	12.9%	21,150	14.1%	23,290	15.1%



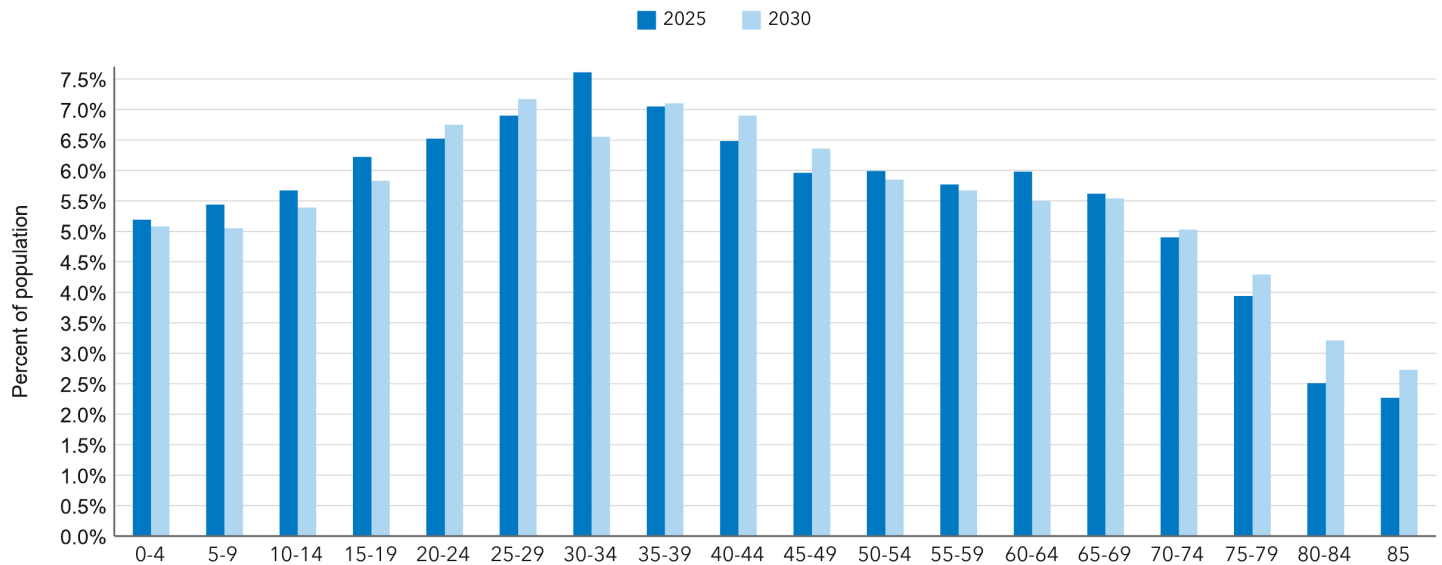
## DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)



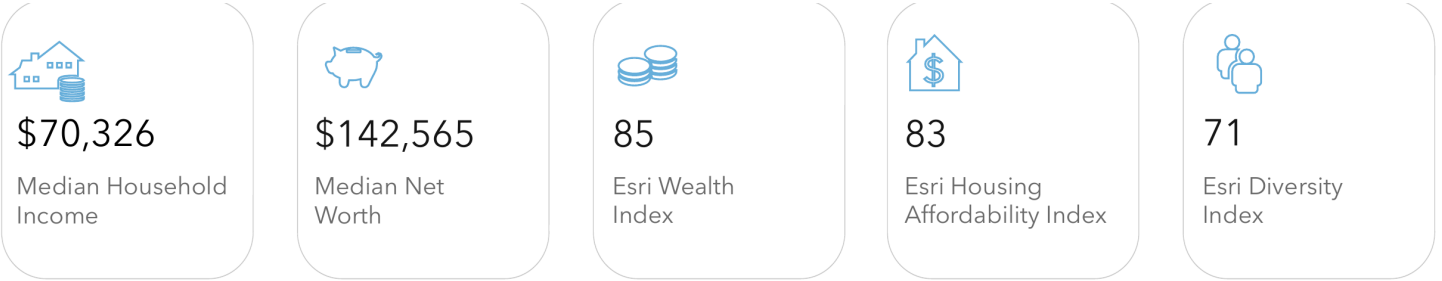
### Trends: 2025 - 2030 Annual Rate



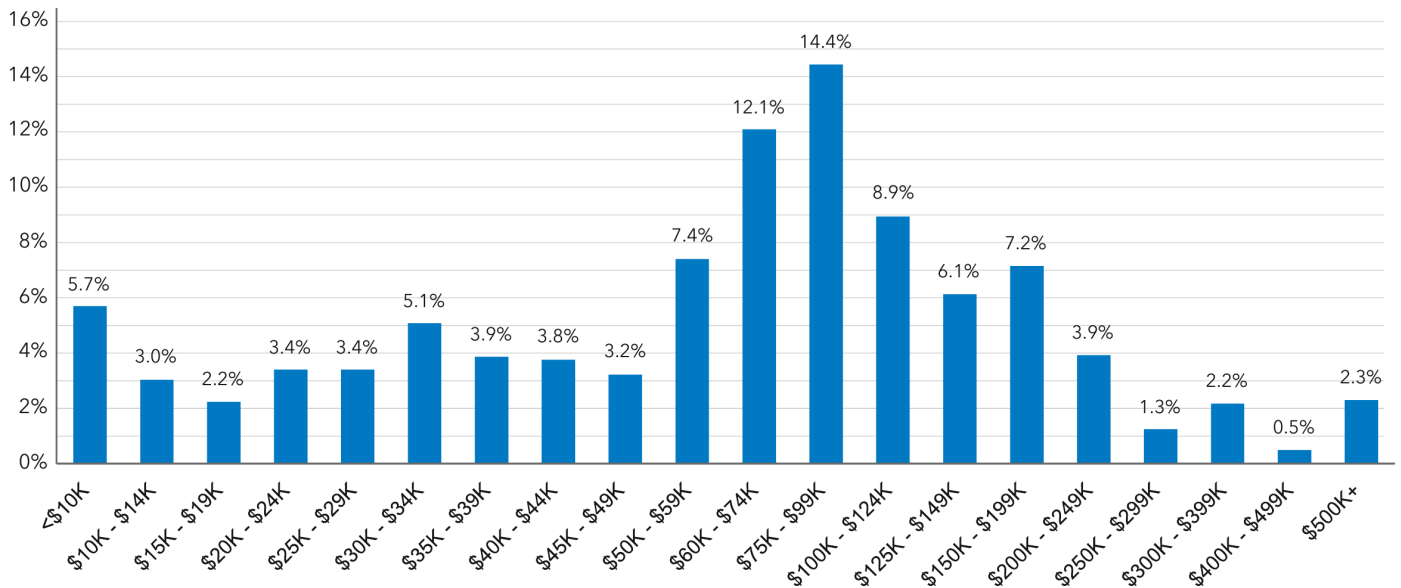
### Population by Age



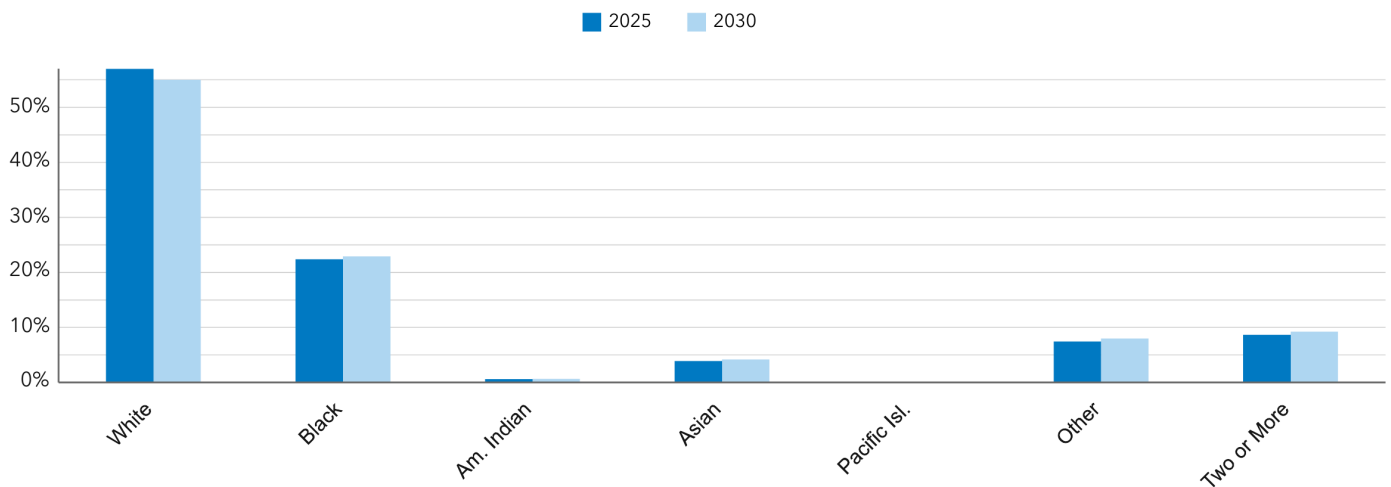
## DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)



### Households by Income for 2025



### Population by Race



## HOUSING PROFILE (RING: 5 MILE RADIUS)

Population		Households	
2020 Total Population	144,557	2025 Median Household Income	\$70,326
2025 Total Population	149,771	2030 Median Household Income	\$77,877
2030 Total Population	153,944	2025-2030 Annual Rate	2.06%
2025-2030 Annual Rate	0.55%		

Housing Units by Occupancy Status and Tenure	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	69,445	100.0%	73,169	100.0%	76,181	100.0%
Occupied	63,582	91.6%	67,384	92.1%	70,267	92.2%
Owner	35,359	55.6%	37,563	55.7%	39,904	56.8%
Renter	28,223	44.4%	29,821	44.3%	30,363	43.2%
Vacant	5,838	8.4%	5,785	7.9%	5,914	7.8%

Owner Occupied Housing Units by Value	2025		2030	
	Number	Percent	Number	Percent
Total	37,561	100.0%	39,902	100.0%
<\$50,000	897	2.4%	625	1.6%
\$50,000-\$99,999	1,005	2.7%	341	0.8%
\$100,000-\$149,999	2,440	6.5%	983	2.5%
\$150,000-\$199,999	3,910	10.4%	1,887	4.7%
\$200,000-\$249,999	4,204	11.2%	2,741	6.9%
\$250,000-\$299,999	5,286	14.1%	4,328	10.8%
\$300,000-\$399,999	8,170	21.8%	9,071	22.7%
\$400,000-\$499,999	4,763	12.7%	7,015	17.6%
\$500,000-\$749,999	4,049	10.8%	7,380	18.5%
\$750,000-\$999,999	1,913	5.1%	3,757	9.4%
\$1,000,000-\$1,499,999	669	1.8%	1,252	3.1%
\$1,500,000-\$1,999,999	103	0.3%	201	0.5%
\$2,000,000+	154	0.4%	321	0.8%

Median Value	\$312,723	\$399,719
Average Value	\$374,134	\$480,399

**Data Note:** Persons of Hispanic Origin may be of any race.



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## HOUSING PROFILE (RING: 5 MILE RADIUS)

	Number	Percent
Urban Housing Units	68,921	99.3%
Rural Housing Units	524	0.8%

Census 2020 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	35,359	100.0%
Owned with a Mortgage/Loan	24,756	70.0%
Owned Free and Clear	10,603	30.0%

Census 2020 Vacant Housing Units by Status	Number	Percent
Total	5,838	100.0%
For Rent	2,925	50.1%
Rented- Not Occupied	232	4.0%
For Sale Only	660	11.3%
Sold - Not Occupied	271	4.6%
Seasonal/Recreational/Occasional Use	445	7.6%
For Migrant Workers	3	0.1%
Other Vacant	1,303	22.3%

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	63,582	35,359	55.6%
15-24	2,704	272	0.8%
25-34	11,554	3,711	10.5%
35-44	10,296	5,265	14.9%
45-54	10,526	6,296	17.8%
55-59	5,881	3,685	10.4%
60-64	5,778	3,828	10.8%
65-74	9,652	7,007	19.8%
75-84	4,985	3,749	10.6%
85+	2,206	1,547	4.4%

**Data Note:** Persons of Hispanic Origin may be of any race.



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## HOUSING PROFILE (RING: 5 MILE RADIUS)

	Occupied Units	Number	% of Occupied
Total	63,582	35,359	55.6%
White Alone	41,128	26,988	76.3%
Black/African American Alone	13,739	4,371	12.4%
American Indian/Alaska Native Alone	271	127	0.4%
Asian Alone	1,834	948	2.7%
Pacific Islander Alone	22	3	0.0%
Other Race Alone	2,801	1,167	3.3%
Two or More Races	3,784	1,753	5.0%
Hispanic Origin	5,550	2,429	6.9%

### Census 2020 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	63,582	35,359	55.6%
1-Person	23,229	10,402	29.4%
2-Person	20,857	13,091	37.0%
3-Person	8,447	5,018	14.2%
4-Person	6,494	4,197	11.9%
5-Person	2,947	1,777	5.0%
6-Person	1,036	591	1.7%
7+ Person	573	283	0.8%

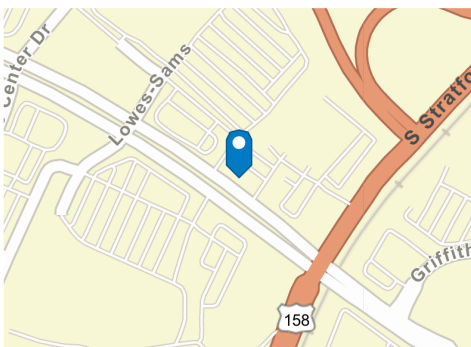
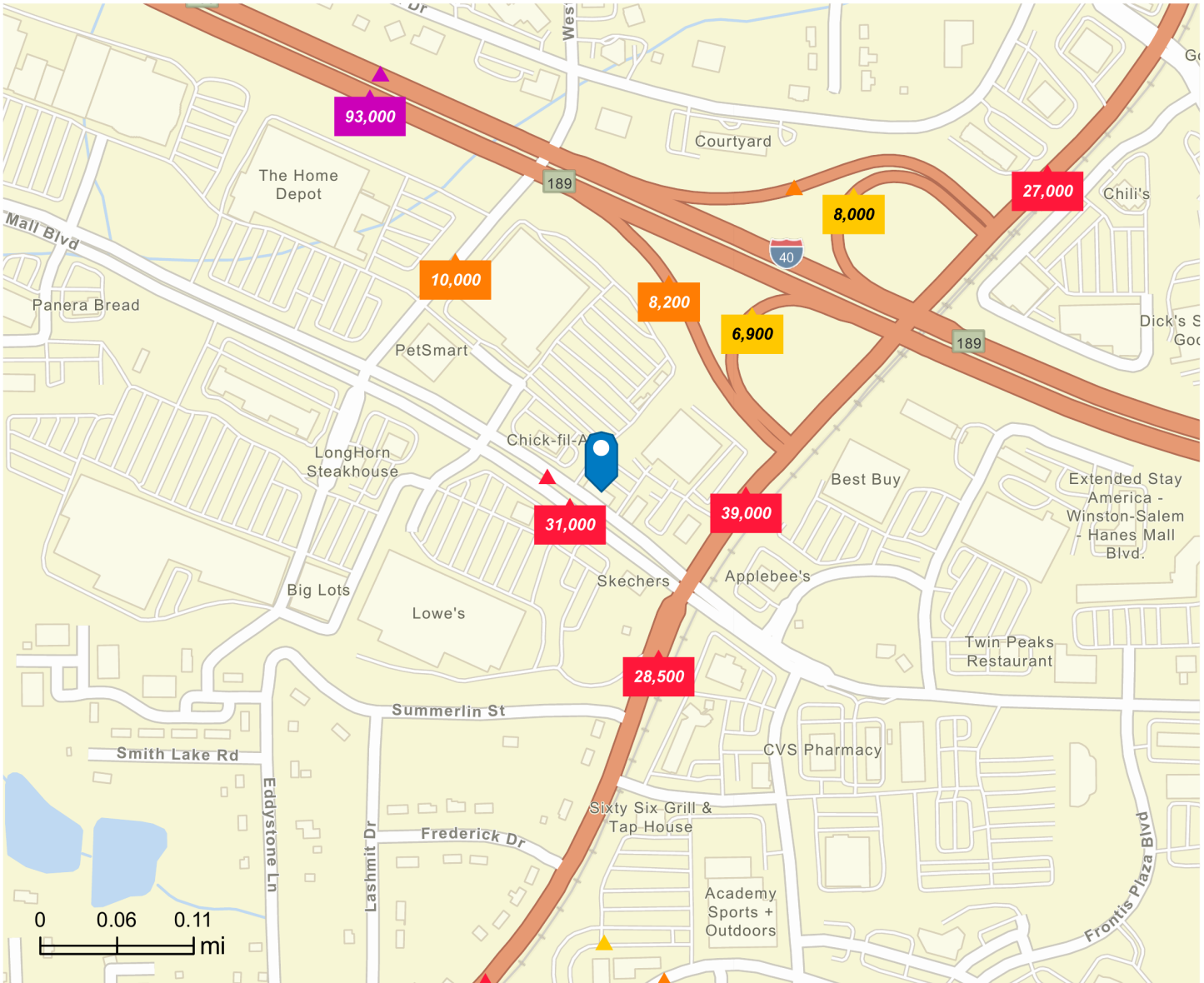
### 2025 Housing Affordability

Housing Affordability Index	83
Percent of Income for Mortgage	27.8%

**Data Note:** Persons of Hispanic Origin may be of any race.

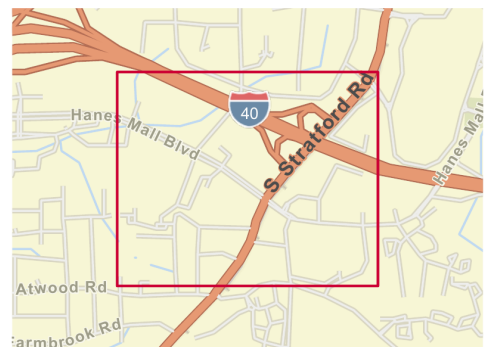


## TRAFFIC COUNT MAP - CLOSE-UP

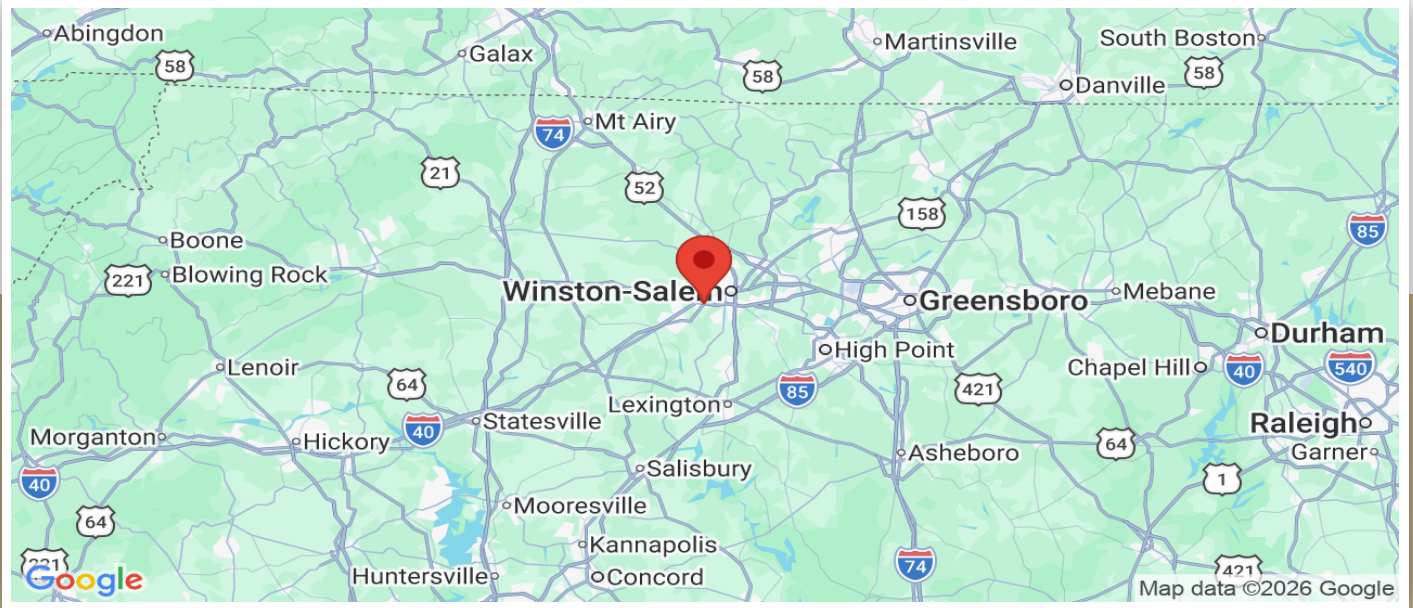


### Average Daily Traffic Volume

- ▲ Up to 8,000 vehicles per day
- ▲ 8,001 - 15,000
- ▲ 15,001 - 50,000
- ▲ 50,001 - 70,000
- ▲ 70,001 - 100,000
- ▲ More than 100,000 per day



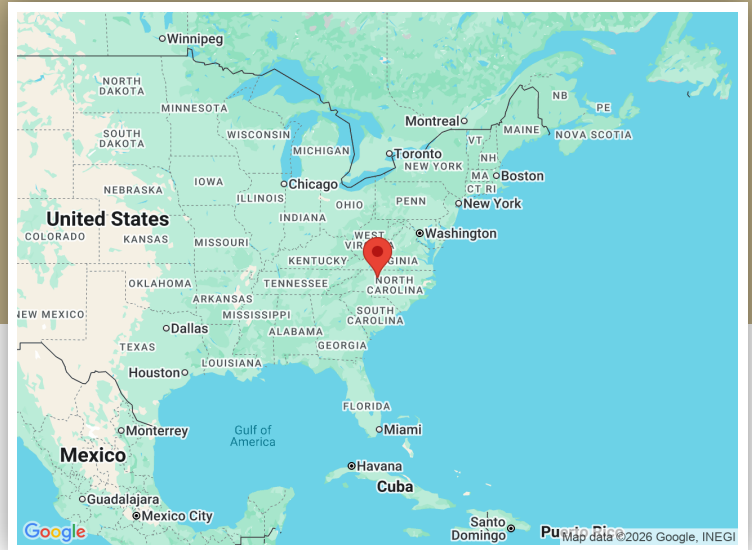
## AREA LOCATION MAP



# MATTRESS

## FIRM NNN INVESTMENT

920 Hanes Mall Blvd  
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