

SMITHFIELD OM

230 N Equity Dr, Smithfield, NC 27577



WINGS



Holiday Inn

REHOUSE
SUBS
FOUNDED BY FIREMEN

SITE

CENTURY 21.

Triangle Group

Michelle Waite

Century 21 - Triangle Group

919-230-1525

License: 357092

remichellewaite@gmail.com

MJ Bartlett

Century 21 - Triangle Group

910-890-0353

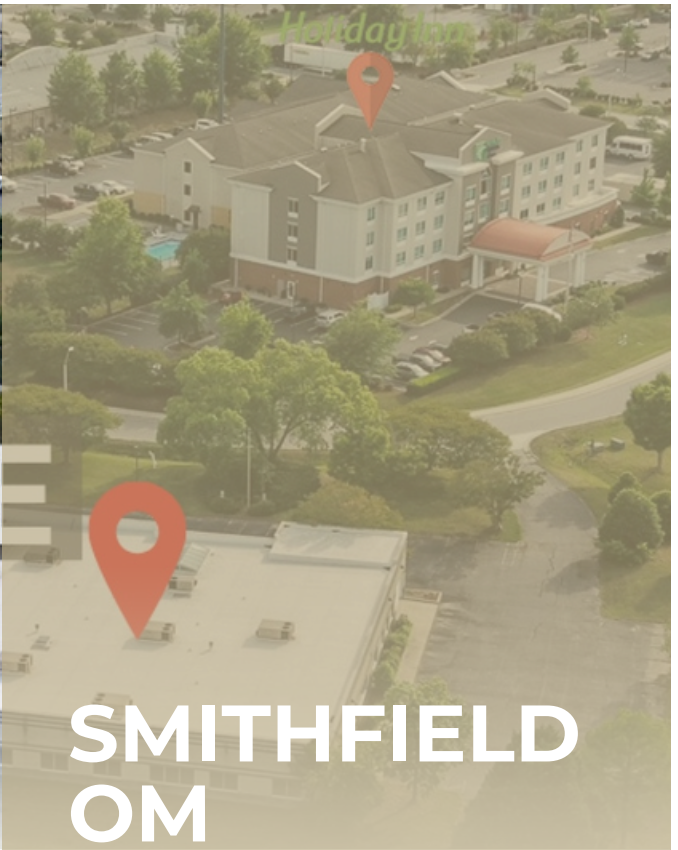
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mjbartlett.realtor@gmail.com



SITE

**PROPERTY
INFORMATION**



**SMITHFIELD
OM**

230 N Equity Dr
Smithfield, NC 27577

PURCHASE PRICE
\$1,950,000.00

PROPERTY ADDRESS
230 N Equity Dr
Smithfield, NC 27577

PROPERTY SIZE
15,616 Sq. Ft.

LAND SIZE
2.42 Acres

CENTURY 21.
Triangle Group

PROPERTY OVERVIEW

Prime Johnston Co. commercial corridor. 15,722 SF Class B office, 2.42 ac, 71 parking spaces (4.5/1,000 SF). Adj. Carolina Premium Outlets & I-95. CX/B1 zoning. Blank canvas retail, event, office & more. High-growth market.



SMITHFIELD

230 N Equity Dr, Smithfield, NC 27577

CENTURY 21
Triangle Group

PROPERTY DETAILS

- 15,616 SF Class B office building on 2.42 acres — former Johnston County Board of Education facility
- Directly adjacent to Carolina Premium Outlets & Smithfield Cinemas on US-301; immediate I-95 access (Exit 95)
- 71 parking spaces at 4.5/1,000 SF — one of the strongest ratios in the corridor
- Circle drive, large open floor areas, one roll-up door
- Blank canvas interior — ideal for build-to-suit retail, event, professional office, training, or flex use
- 10 national-brand hotels within walking distance (Hampton Inn, Tru by Hilton, Fairfield Marriott, Holiday Inn Express, Country Inn & Suites, and more)
- Dense restaurant corridor steps away
- Johnston County: 47.9% population growth since 2010 — outpacing Wake, Durham & Orange counties

PROPERTY PHOTOS



SMITHFIELD OM

230 N Equity Dr, Smithfield, NC 27577

CENTURY 21
Triangle Group

PROPERTY PHOTOS

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CENTURY 21
Triangle Group

PROPERTY PHOTOS



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CENTURY 21
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PROPERTY PHOTOS

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PROPERTY PHOTOS

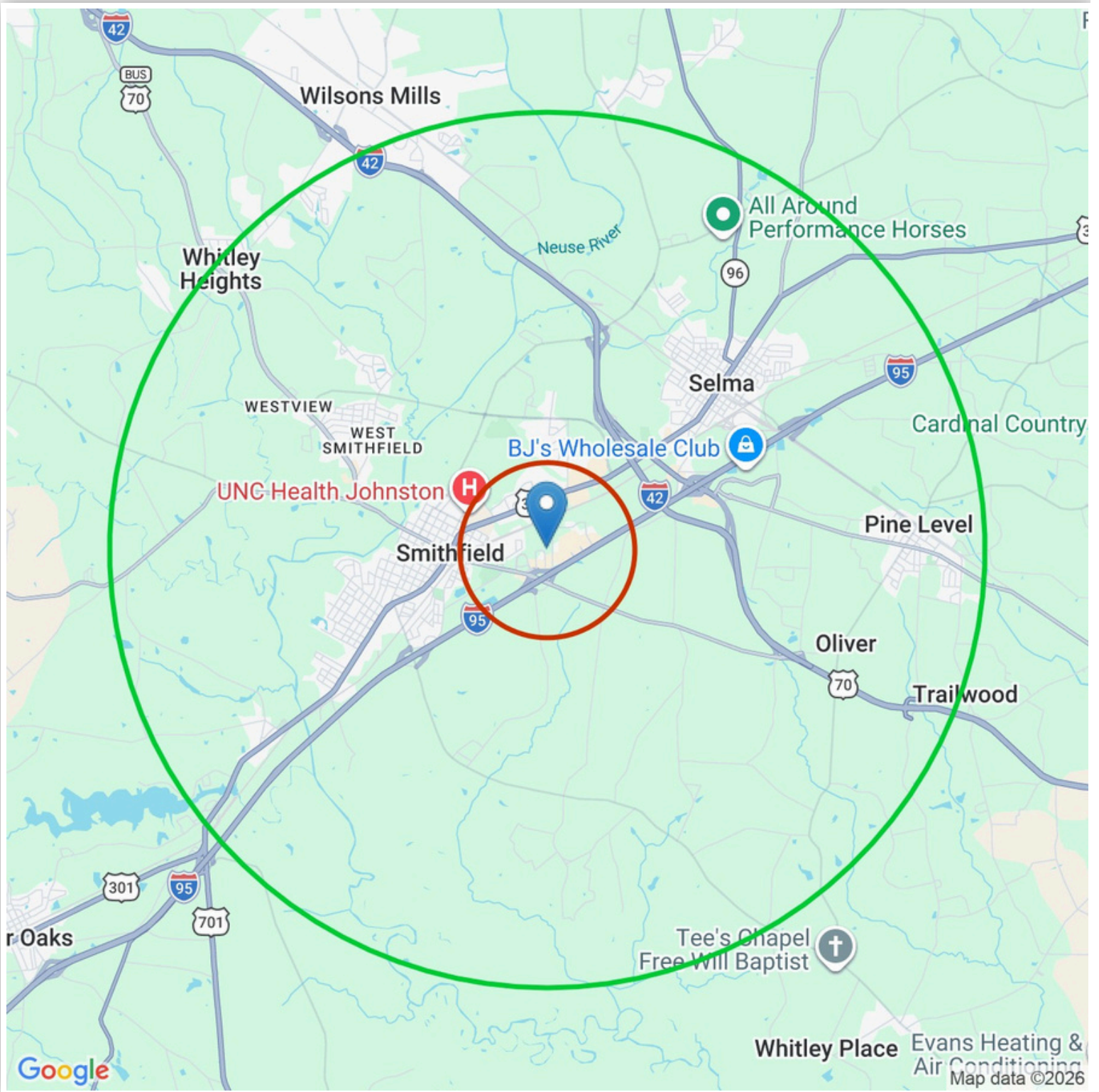


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CENTURY 21
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LOCATION/STUDY AREA MAP (RINGS: 1, 5 MILE RADIUS)



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CENTURY 21
Triangle Group

INFOGRAPHIC: KEY FACTS (RING: 1 MILE RADIUS)

KEY FACTS

1,755
Population

45.3 Median Age

2.42
Average Household Size

642
Total Households

EDUCATION

8.91%

No High School Diploma

11.61%

High School Graduate

11.69%

Some College

15.27%

Bachelor's/Grad

BUSINESS



355

Total Businesses



5,293

Total Employees

EMPLOYMENT

402

Manufacturing Employees

1,865

Retail Trade Employees

607

Eating & Drinking Employees

225

Finance/Ins/Real Estate Emp

8%

Unemployment Rate

INCOME



\$35,155

Median Household Income



\$19,624

Per Capita Income



\$14,530

Median Net Worth

Households by Income

The largest group : < \$15,000 (24.54%) ■

The smallest group : \$200,000+ (1.08%) ■

Indicator	Value(%)	
< \$15,000	24.54	<div style="width: 24.54%;"></div>
\$15,000 - \$24,999	19.29	<div style="width: 19.29%;"></div>
\$25,000 - \$34,999	6.17	<div style="width: 6.17%;"></div>
\$35,000 - \$49,999	5.86	<div style="width: 5.86%;"></div>
\$50,000 - \$74,999	22.84	<div style="width: 22.84%;"></div>
\$75,000 - \$99,999	4.01	<div style="width: 4.01%;"></div>
\$100,000 - \$149,999	13.12	<div style="width: 13.12%;"></div>
\$150,000 - \$199,999	3.24	<div style="width: 3.24%;"></div>
\$200,000+	1.08	<div style="width: 1.08%;"></div>



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SMITHFIELD OM

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CENTURY 21
Triangle Group

INFOGRAPHIC: KEY FACTS (RING: 5 MILE RADIUS)

KEY FACTS

28,295
Population

39.2 Median Age

2.54
Average Household Size

10,118
Total Households

EDUCATION

8.9%

No High School Diploma

5.92%

High School Graduate

17.73%

Some College

14.77%

Bachelor's/Grad

BUSINESS

1,680

Total Businesses

20,286

Total Employees

EMPLOYMENT

1,147

Manufacturing Employees

5,790

Retail Trade Employees

1,859

Eating & Drinking Employees

751

Finance/Ins/Real Estate Emp

5.5%

Unemployment Rate

INCOME

\$51,019

Median Household Income

\$26,726

Per Capita Income

\$87,672

Median Net Worth

Households by Income

The largest group : \$50,000 - \$74,999 (17.42%) ■

The smallest group : \$200,000+ (3.74%) ■

Indicator	Value(%)	
< \$15,000	14.09	■
\$15,000 - \$24,999	14.72	■
\$25,000 - \$34,999	7.55	■
\$35,000 - \$49,999	12.59	■
\$50,000 - \$74,999	17.42	■
\$75,000 - \$99,999	11.03	■
\$100,000 - \$149,999	14.46	■
\$150,000 - \$199,999	4.4	■
\$200,000+	3.74	■



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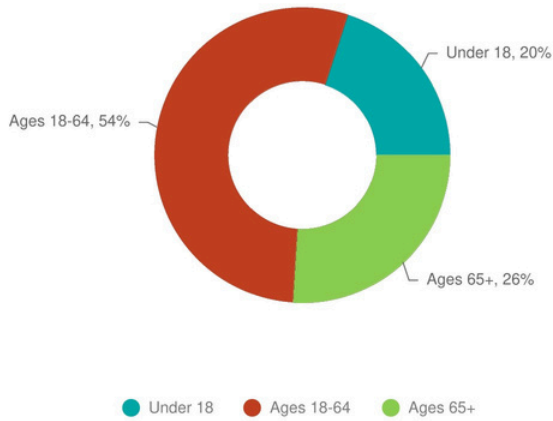
CENTURY 21
Triangle Group

INFOGRAPHIC: POPULATION TRENDS (RING: 1 MILE RADIUS)

POPULATION TRENDS AND KEY INDICATORS 1 Miles Ring

1,755 Population	648 Households	45.3 Median Age
2.42 Avg Size Household	\$35,155 Median Household Income	\$217,797 Median Home Value
31 Wealth Index	65 Housing Affordability	81.1 Diversity Index

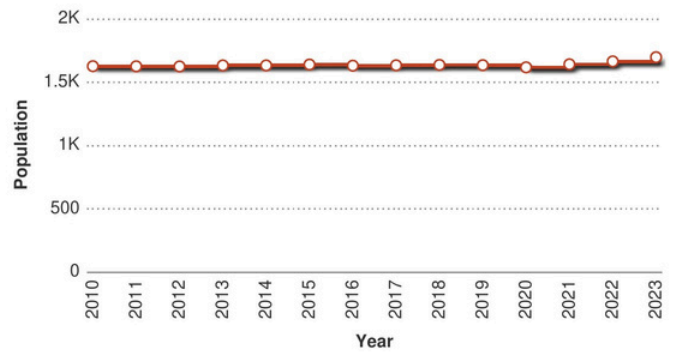
POPULATION BY AGE



POPULATION BY GENERATION

10.88% Greatest Gen: Born 1945/Earlier	21.65% Baby Boomer: Born 1946 to 1964	18.86% Generation X: Born 1965 to 1980
19.2% Millennial: Born 1981 to 1998	19.89% Generation Z: Born 1999 to 2016	9.52% Alpha: Born 2017 to Present

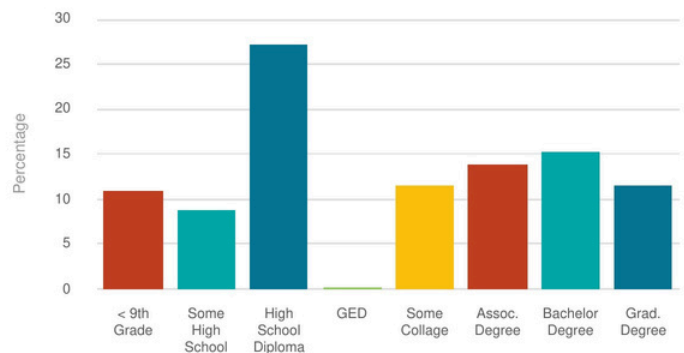
HISTORICAL & FORECAST POPULATION



DAYTIME POPULATION



POPULATION BY EDUCATION



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CENTURY 21
Triangle Group

INFOGRAPHIC: POPULATION TRENDS (RING: 5 MILE RADIUS)

POPULATION TRENDS AND KEY INDICATORS 5 Miles Ring

28,295

Population

10,580

Households

39.2

Median Age

2.54

Avg Size Household

\$51,019

Median Household
Income

\$250,142

Median Home Value

54

Wealth Index

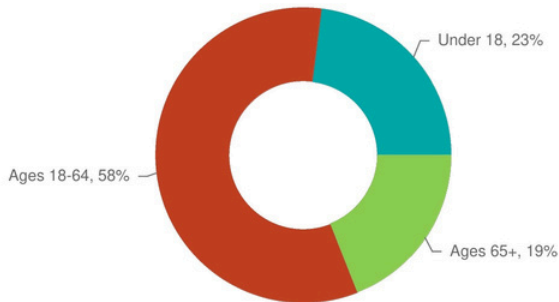
82

Housing Affordability

81.1

Diversity Index

POPULATION BY AGE



● Under 18 ● Ages 18-64 ● Ages 65+

POPULATION BY GENERATION



5.32%

Greatest Gen: Born
1945/Earlier



19.28%

Baby Boomer: Born
1946 to 1964



19.43%

Generation X: Born
1965 to 1980



22.59%

Millennial: Born 1981
to 1998



23.32%

Generation Z: Born
1999 to 2016



10.05%

Alpha: Born 2017 to
Present

HISTORICAL & FORECAST POPULATION

2019-2024
Historic
Growth Rate

1.06%



2024-2029
Forecasted
Growth Rate

1.08%



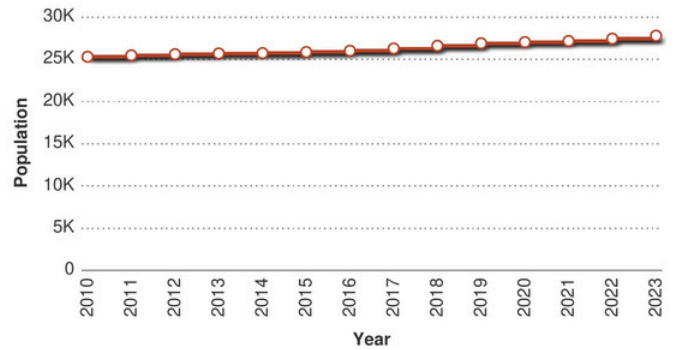
Household
Population

28,513



Population
Density

381



DAYTIME POPULATION



41,152

2024 Total Daytime Population



16,327

2024 Daytime Pop: Residents



24,825

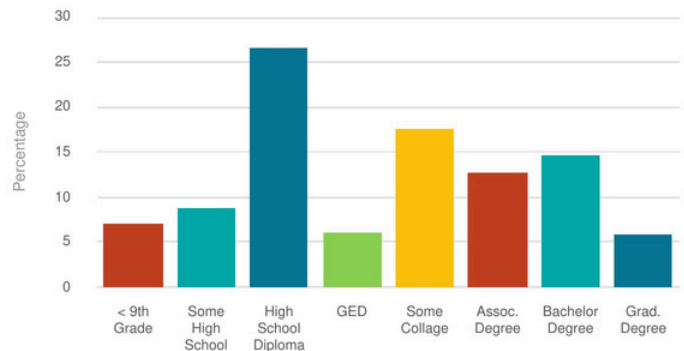
2024 Daytime Pop: Workers



524

2024 Daytime Pop Density

POPULATION BY EDUCATION



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CENTURY 21
Triangle Group

INFOGRAPHIC: COMMUNITY PROFILE (RING: 1 MILE RADIUS)

Community Profile



1,755
Population
Total

1.61%
Population
Growth

2.42
Average
HH Size

45.3
Median
Age

81.1
Diversity
Index

\$35,155
Median HH
Income

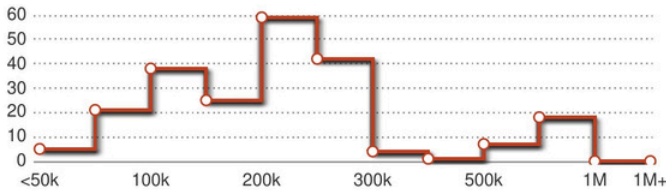
\$217,797
Median Home
Value

20.07%
Under 18

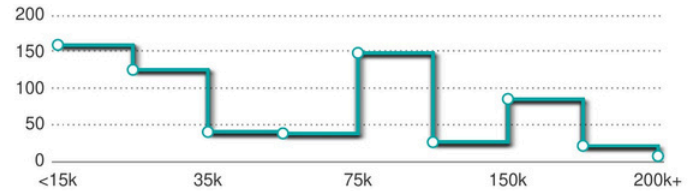
54.22%
Ages 18
to 65

25.71%
Aged 66+

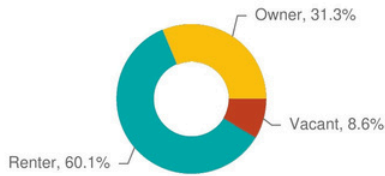
HOME VALUE



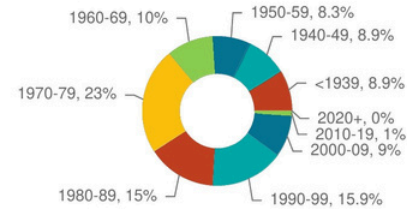
HOUSEHOLD INCOME



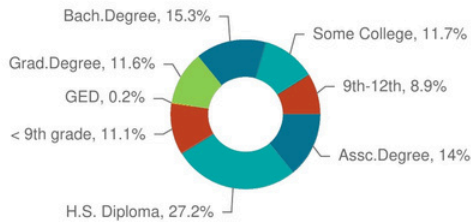
HOME OWNERSHIP



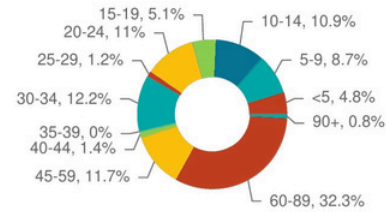
HOUSING: YEAR BUILT



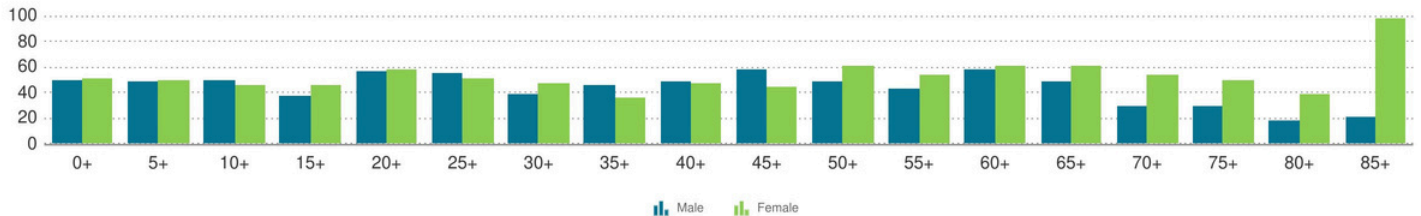
EDUCATIONAL ATTAINMENT



COMMUTE TIME: MINUTES



AGE PROFILE: 5 YEAR INCREMENTS



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CENTURY 21
Triangle Group

INFOGRAPHIC: COMMUNITY PROFILE (RING: 5 MILE RADIUS)

Community Profile



28,295
Population
Total

1.06%
Population
Growth

2.54
Average
HH Size

39.2
Median
Age

81.1
Diversity
Index

\$51,019
Median HH
Income

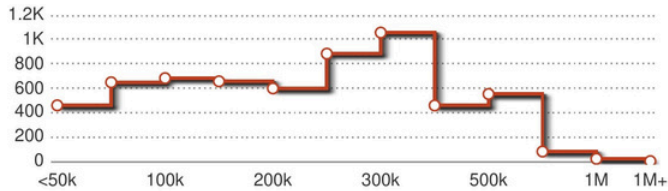
\$250,142
Median Home
Value

23.32%
Under 18

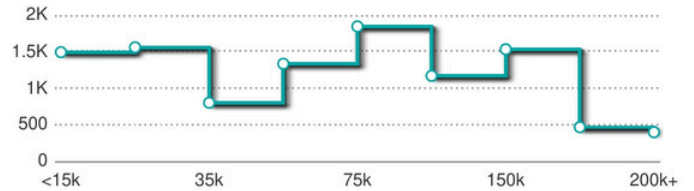
58.09%
Ages 18
to 65

18.59%
Aged 66+

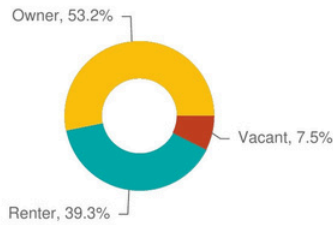
HOME VALUE



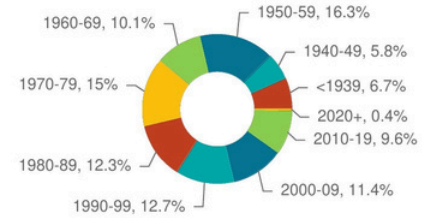
HOUSEHOLD INCOME



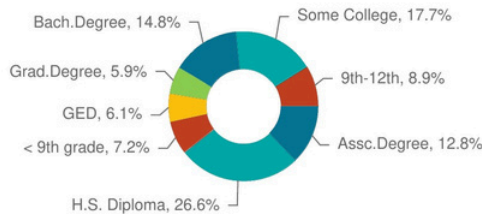
HOME OWNERSHIP



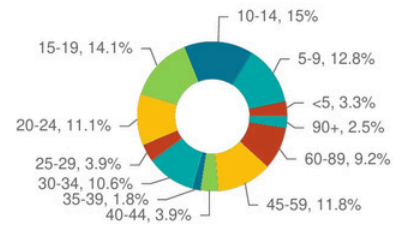
HOUSING: YEAR BUILT



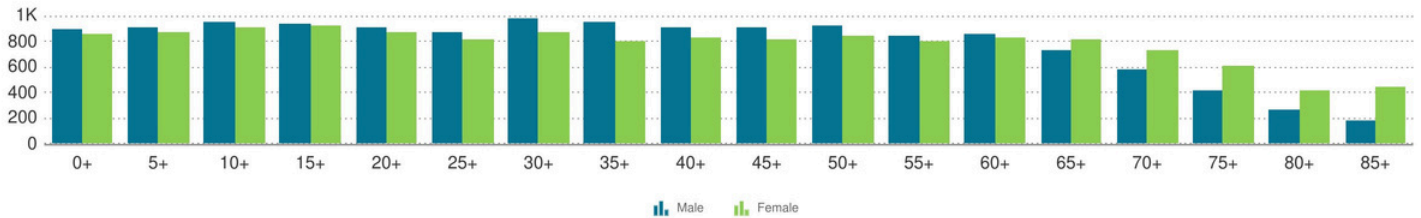
EDUCATIONAL ATTAINMENT



COMMUTE TIME: MINUTES



AGE PROFILE: 5 YEAR INCREMENTS



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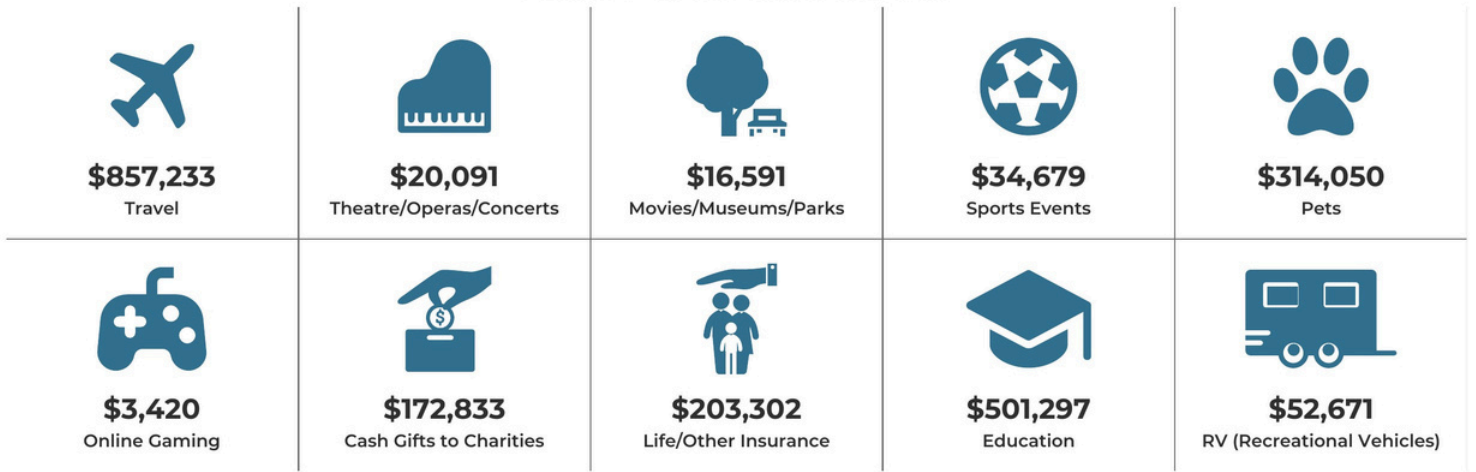


Lifestyle and Tapestry Segmentation Infographic

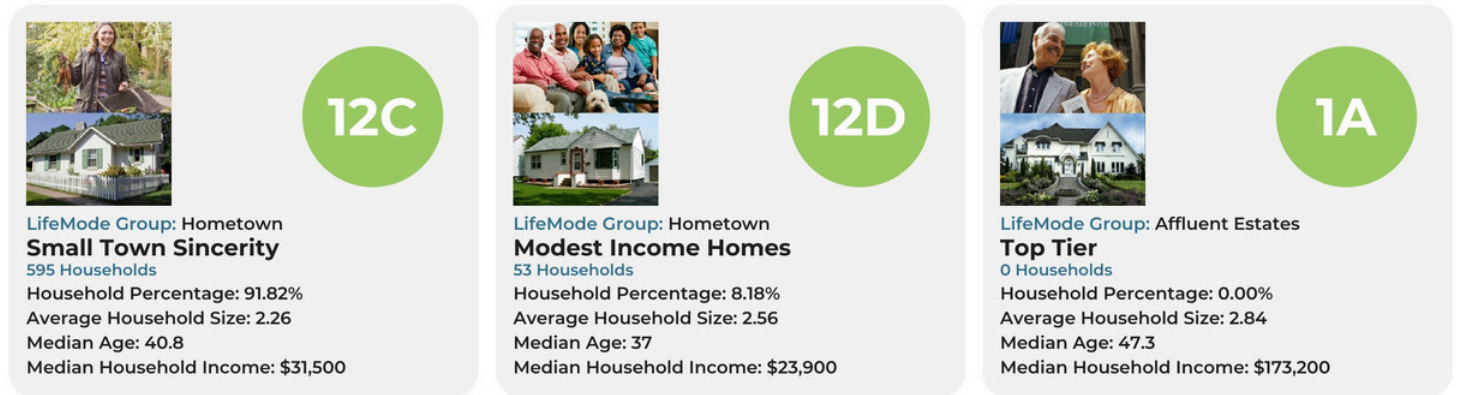
LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



TAPESTRY SEGMENTS



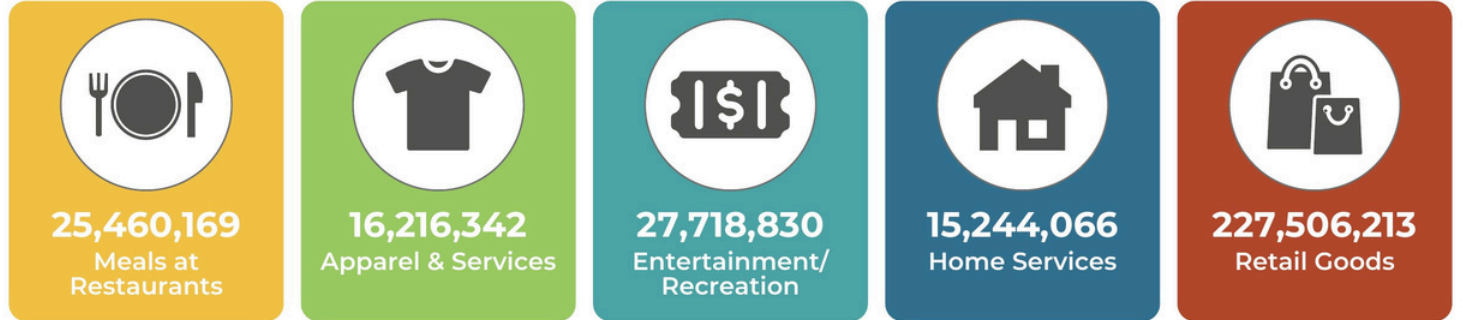
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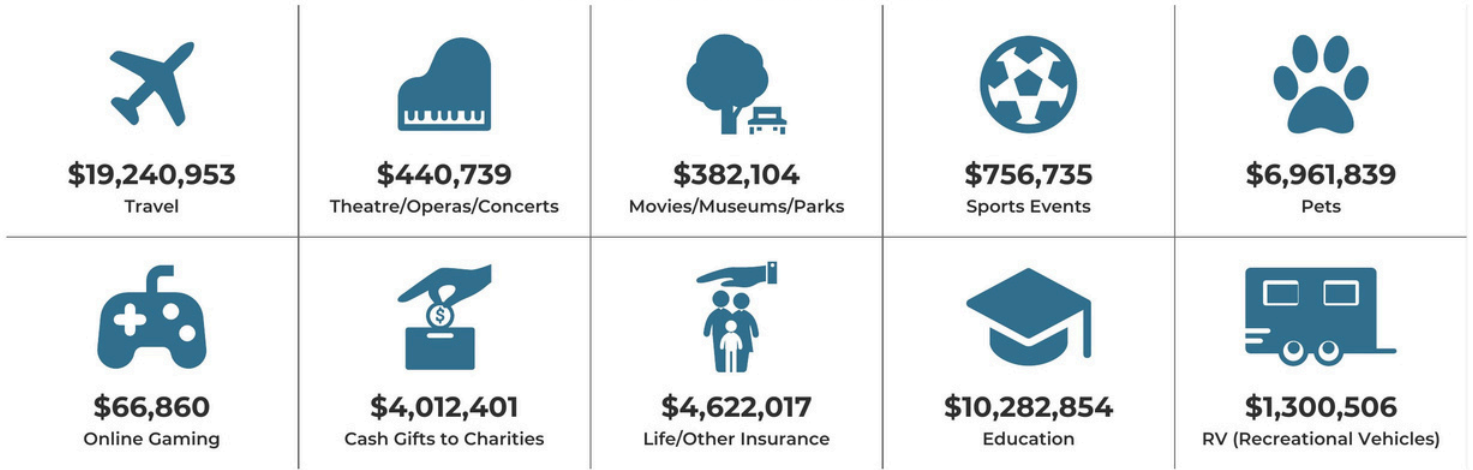
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Lifestyle and Tapestry Segmentation Infographic

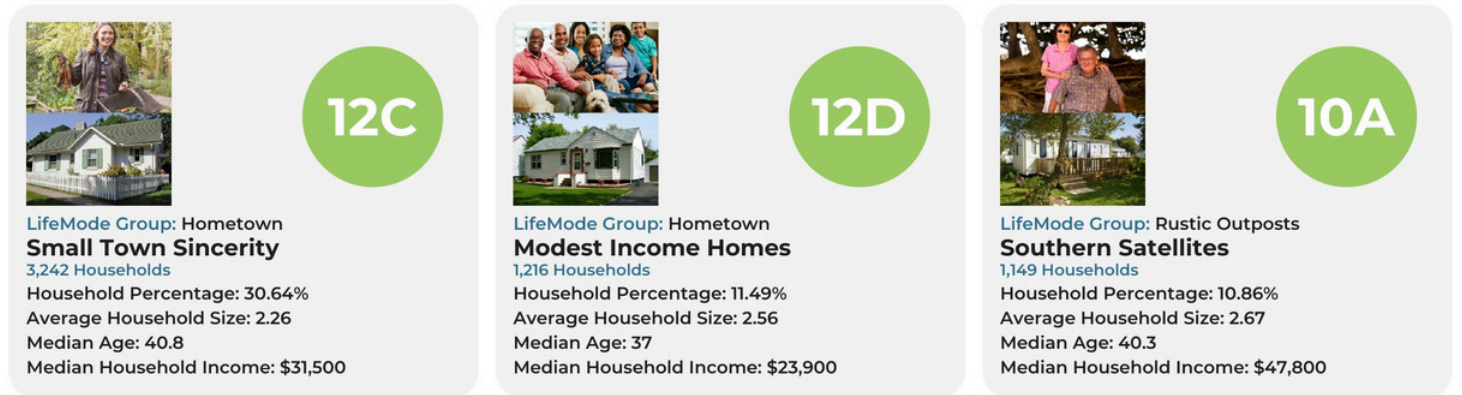
LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



TAPESTRY SEGMENTS



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SMITHFIELD OM

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DEMOGRAPHIC AND INCOME (RING: 1 MILE RADIUS)

Summary	Census 2020	2025	2030
Total Population	1,640	1,734	1,866
Total Households	642	650	713
Family Households	375	358	387
Average Household Size	2.29	2.36	2.33
Owner Occupied Housing Units	201	216	249
Renter Occupied Housing Units	441	434	465
Median Age	44.5	46.1	46.8

Trends 2025 - 2030	Area	State	National
Population	1.5%	0.8%	0.4%
Households	1.9%	1.1%	0.6%
Family Population	1.6%	0.9%	0.5%
Owner Occupied Housing Units	2.9%	1.2%	0.0%
Median Household Income	3.6%	2.6%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	96	5.8%	99	5.7%	105	5.6%
5-9	100	6.1%	95	5.5%	98	5.3%
10-14	80	4.9%	98	5.7%	97	5.2%
15-19	108	6.6%	81	4.7%	104	5.6%
20-24	104	6.3%	114	6.6%	91	4.9%
25-29	83	5.1%	104	6.0%	120	6.4%
30-34	73	4.5%	86	5.0%	104	5.6%
35-39	88	5.4%	77	4.4%	94	5.0%
40-44	97	5.9%	89	5.1%	84	4.5%
45-49	101	6.2%	103	5.9%	101	5.4%
50-54	82	5.0%	110	6.3%	114	6.1%
55-59	115	7.0%	87	5.0%	118	6.3%
60-64	109	6.7%	110	6.3%	88	4.7%
65-69	75	4.6%	114	6.6%	121	6.5%
70-74	93	5.7%	84	4.8%	125	6.7%
75-79	65	4.0%	89	5.1%	85	4.6%
80-84	56	3.4%	64	3.7%	84	4.5%
Age 85+	115	7.0%	128	7.4%	134	7.2%

SMITHFIELD OM

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CENTURY 21
Triangle Group

DEMOGRAPHIC AND INCOME (RING: 1 MILE RADIUS)

<\$10,000	97	14.9%	94	13.2%
\$10,000-14,999	44	6.8%	43	6.0%
\$15,000-19,999	45	6.9%	42	5.9%
\$20,000-24,999	40	6.2%	37	5.2%
\$25,000-29,999	31	4.8%	29	4.1%
\$30,000-34,999	41	6.3%	42	5.9%
\$35,000-39,999	5	0.8%	10	1.4%
\$40,000-44,999	30	4.6%	37	5.2%
\$45,000-49,999	7	1.1%	18	2.5%
\$50,000-59,999	16	2.5%	21	3.0%
\$60,000-74,999	145	22.3%	152	21.3%
\$75000-99999	44	6.8%	50	7.0%
\$100,000-124,999	44	6.8%	55	7.7%
\$125,000-149,999	17	2.6%	24	3.4%
\$150000-199999	37	5.7%	47	6.6%
\$200,000-249,999	6	0.9%	11	1.5%
\$250,000-299,999	1	0.1%	1	0.1%
\$300,000-399,999	1	0.1%	1	0.1%
\$400,000-499,999	0	0.0%	0	0.0%
\$500,000+	0	0.0%	0	0.0%
Median Household Income	\$43,650	-	\$52,167	-
Average Household Income	\$58,538	-	\$63,956	-
Per Capita Income	\$21,623	-	\$24,038	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	634	38.7%	613	35.4%	625	33.5%
Black Alone	581	35.4%	656	37.8%	717	38.4%
American Indian	11	0.7%	10	0.6%	11	0.6%
Asian Alone	17	1.0%	23	1.3%	27	1.4%
Pacific Islander	4	0.2%	3	0.2%	4	0.2%
Some Other Race	241	14.7%	264	15.2%	300	16.1%
Two or More Races	152	9.3%	164	9.5%	183	9.8%
Hispanic (Any Race)	386	23.5%	418	24.1%	473	25.3%

SMITHFIELD OM

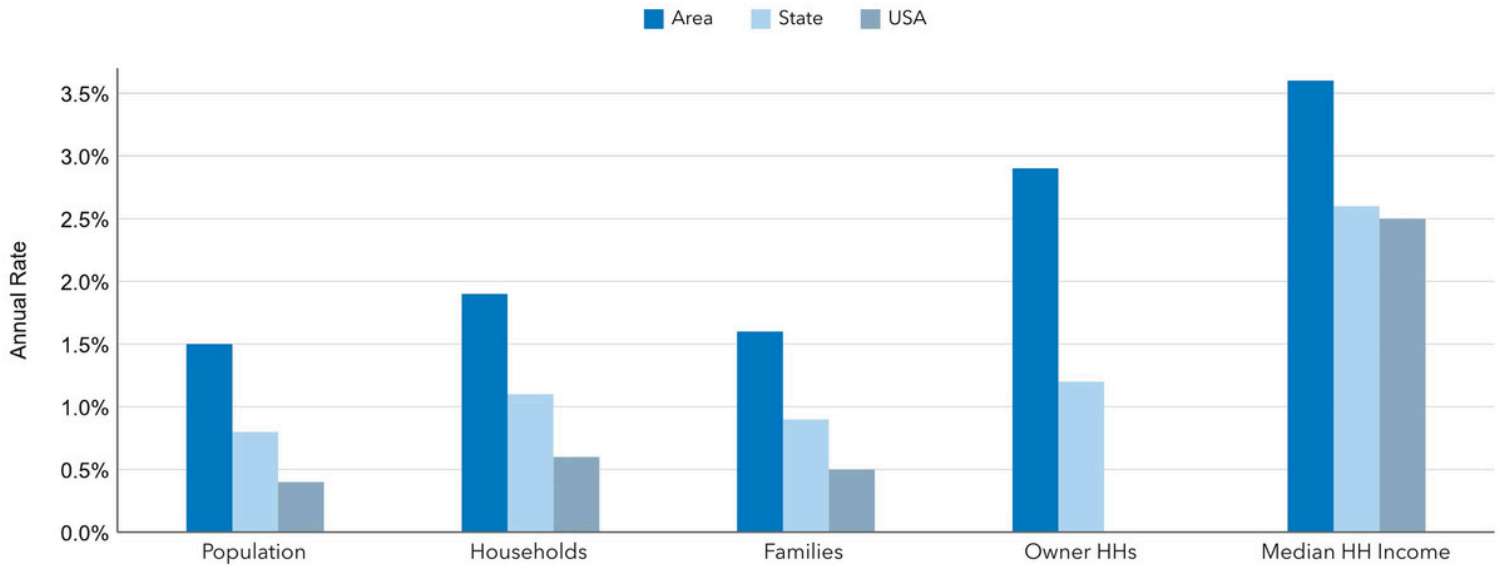
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CENTURY 21
Triangle Group

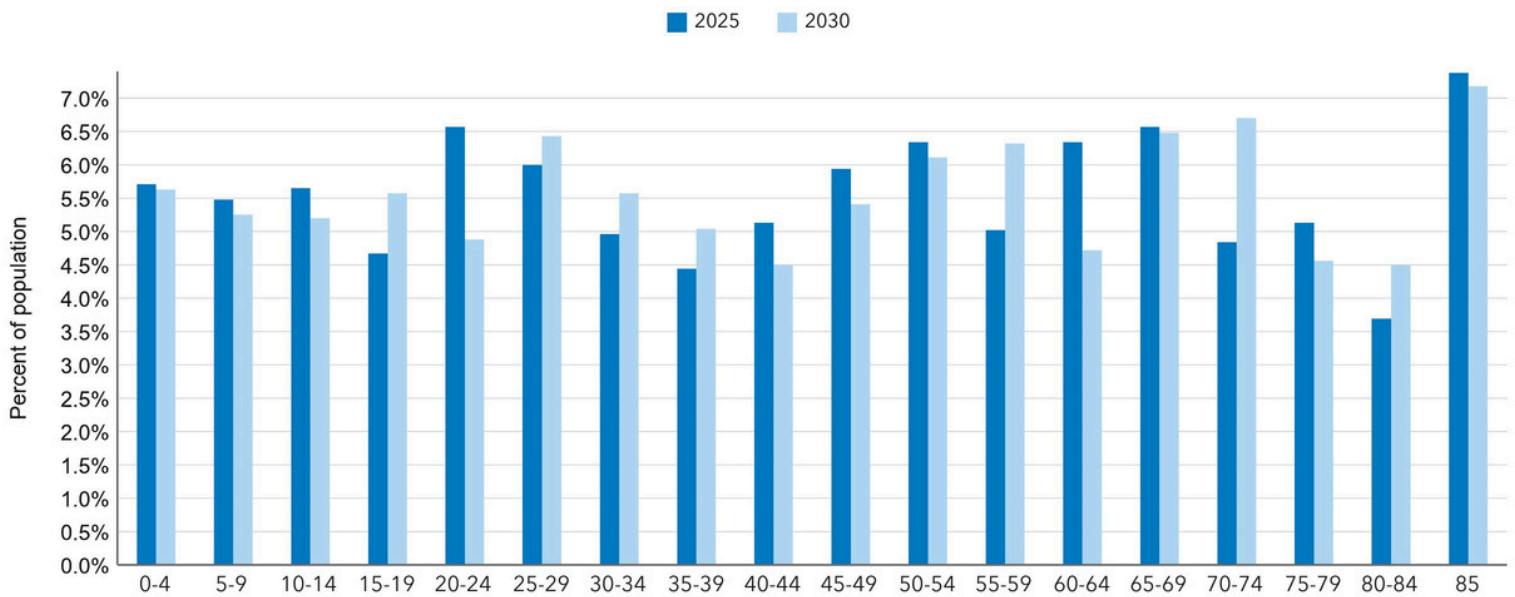
DEMOGRAPHIC AND INCOME (RING: 1 MILE RADIUS)



Trends: 2025 - 2030 Annual Rate



Population by Age



SMITHFIELD OM

230 N Equity Dr, Smithfield, NC, 27577

CENTURY 21
Triangle Group

DEMOGRAPHIC AND INCOME (RING: 1 MILE RADIUS)



\$43,650

Median Household Income



\$17,011

Median Net Worth



32

Esri Wealth Index



75

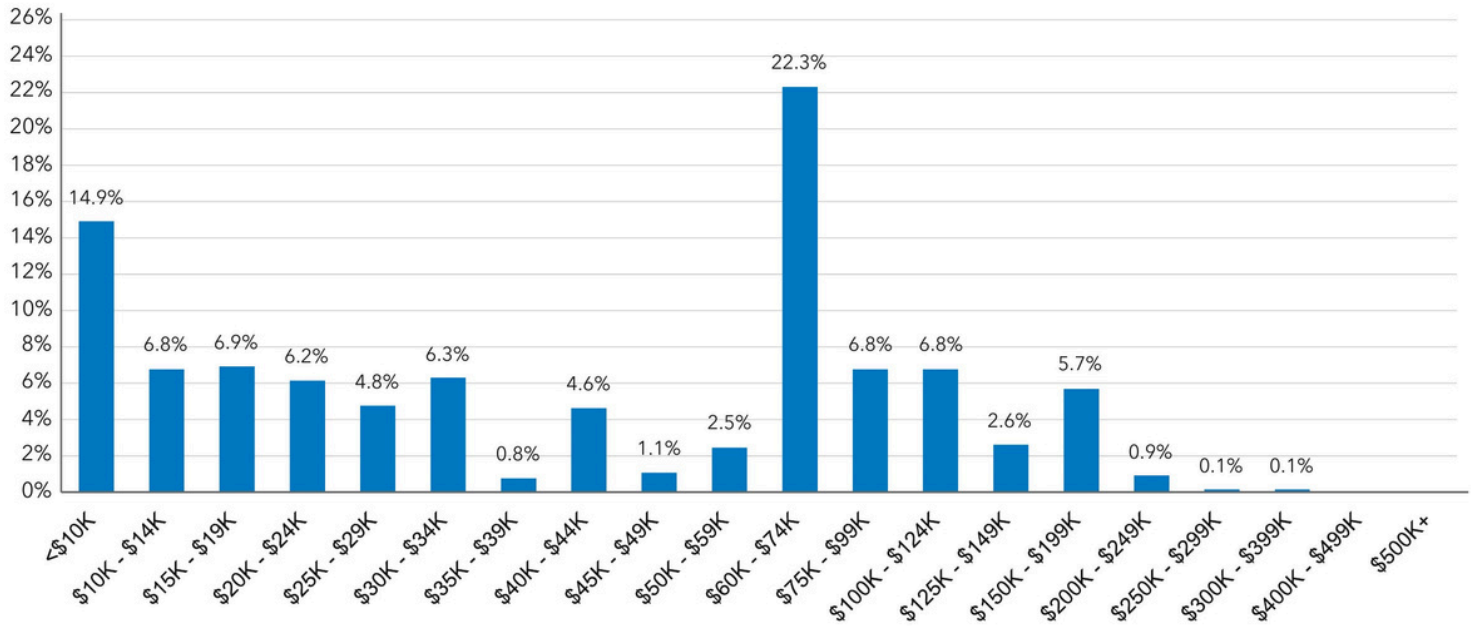
Esri Housing Affordability Index



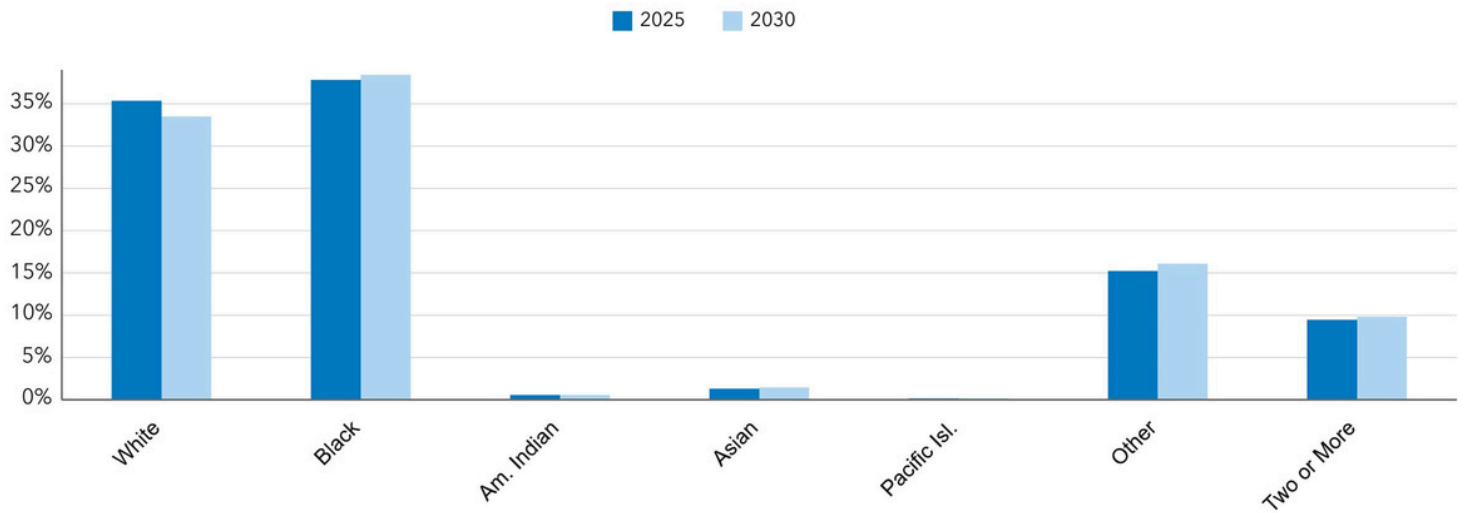
81

Esri Diversity Index

Households by Income for 2025



Population by Race



SMITHFIELD OM

230 N Equity Dr, Smithfield, NC, 27577

CENTURY 21
Triangle Group

DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)

Summary	Census 2020	2025	2030
Total Population	27,055	28,328	31,016
Total Households	10,118	10,826	12,113
Family Households	6,610	6,852	7,596
Average Household Size	2.55	2.48	2.44
Owner Occupied Housing Units	5,420	6,169	7,207
Renter Occupied Housing Units	4,698	4,657	4,906
Median Age	38.8	39.5	40.2

Trends 2025 - 2030	Area	State	National
Population	1.8%	0.8%	0.4%
Households	2.3%	1.1%	0.6%
Family Population	2.1%	0.9%	0.5%
Owner Occupied Housing Units	3.2%	1.2%	0.0%
Median Household Income	2.9%	2.6%	2.5%

Population by Age	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
0-4	1,702	6.3%	1,732	6.1%	1,878	6.0%
5-9	1,860	6.9%	1,748	6.2%	1,814	5.8%
10-14	1,950	7.2%	1,814	6.4%	1,838	5.9%
15-19	1,806	6.7%	1,866	6.6%	1,870	6.0%
20-24	1,531	5.7%	1,829	6.5%	1,979	6.4%
25-29	1,701	6.3%	1,721	6.1%	2,165	7.0%
30-34	1,697	6.3%	1,855	6.5%	1,879	6.1%
35-39	1,705	6.3%	1,772	6.3%	2,023	6.5%
40-44	1,655	6.1%	1,779	6.3%	1,942	6.3%
45-49	1,753	6.5%	1,711	6.0%	1,937	6.3%
50-54	1,577	5.8%	1,801	6.4%	1,800	5.8%
55-59	1,678	6.2%	1,581	5.6%	1,860	6.0%
60-64	1,661	6.1%	1,636	5.8%	1,646	5.3%
65-69	1,466	5.4%	1,536	5.4%	1,623	5.2%
70-74	1,263	4.7%	1,407	5.0%	1,573	5.1%
75-79	884	3.3%	1,141	4.0%	1,352	4.4%
80-84	622	2.3%	751	2.6%	1,012	3.3%
Age 85+	544	2.0%	649	2.3%	822	2.6%

SMITHFIELD OM

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CENTURY 21
Triangle Group

DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)

<\$10,000	884	8.2%	895	7.4%
\$10,000-14,999	791	7.3%	809	6.7%
\$15,000-19,999	653	6.0%	615	5.1%
\$20,000-24,999	556	5.1%	496	4.1%
\$25,000-29,999	487	4.5%	442	3.6%
\$30,000-34,999	393	3.6%	397	3.3%
\$35,000-39,999	467	4.3%	490	4.0%
\$40,000-44,999	558	5.2%	599	5.0%
\$45,000-49,999	354	3.3%	402	3.3%
\$50,000-59,999	734	6.8%	761	6.3%
\$60,000-74,999	1,106	10.2%	1,214	10.0%
\$75000-99999	1,276	11.8%	1,484	12.3%
\$100,000-124,999	918	8.5%	1,218	10.1%
\$125,000-149,999	596	5.5%	795	6.6%
\$150000-199999	666	6.2%	951	7.8%
\$200,000-249,999	230	2.1%	337	2.8%
\$250,000-299,999	62	0.6%	85	0.7%
\$300,000-399,999	51	0.5%	70	0.6%
\$400,000-499,999	8	0.1%	6	0.1%
\$500,000+	35	0.3%	45	0.4%
Median Household Income	\$53,307	-	\$61,519	-
Average Household Income	\$72,298	-	\$80,175	-
Per Capita Income	\$28,020	-	\$31,706	-

Race and Ethnicity	Census 2020		2025		2030	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,083	48.4%	12,731	44.9%	13,335	43.0%
Black Alone	6,879	25.4%	7,804	27.6%	8,669	27.9%
American Indian	266	1.0%	276	1.0%	305	1.0%
Asian Alone	184	0.7%	263	0.9%	317	1.0%
Pacific Islander	9	0.0%	8	0.0%	9	0.0%
Some Other Race	4,044	14.9%	4,434	15.7%	5,153	16.6%
Two or More Races	2,590	9.6%	2,811	9.9%	3,228	10.4%
Hispanic (Any Race)	7,134	26.4%	7,776	27.4%	8,988	29.0%

SMITHFIELD OM

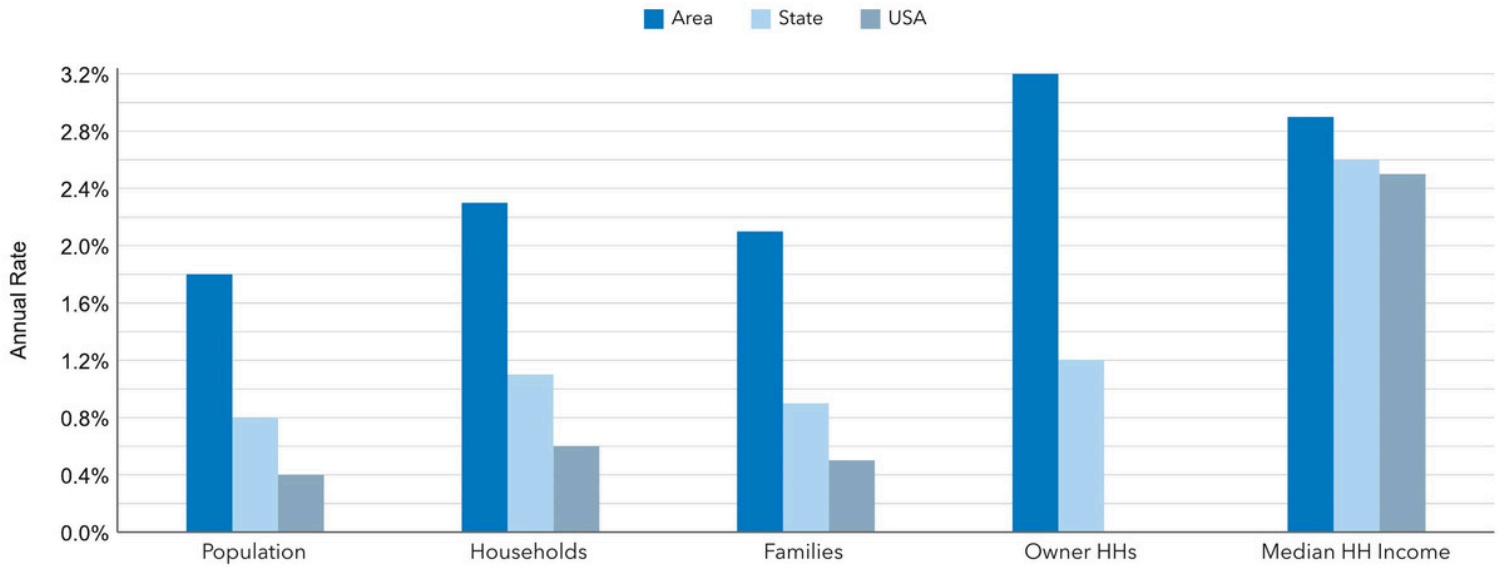
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CENTURY 21
Triangle Group

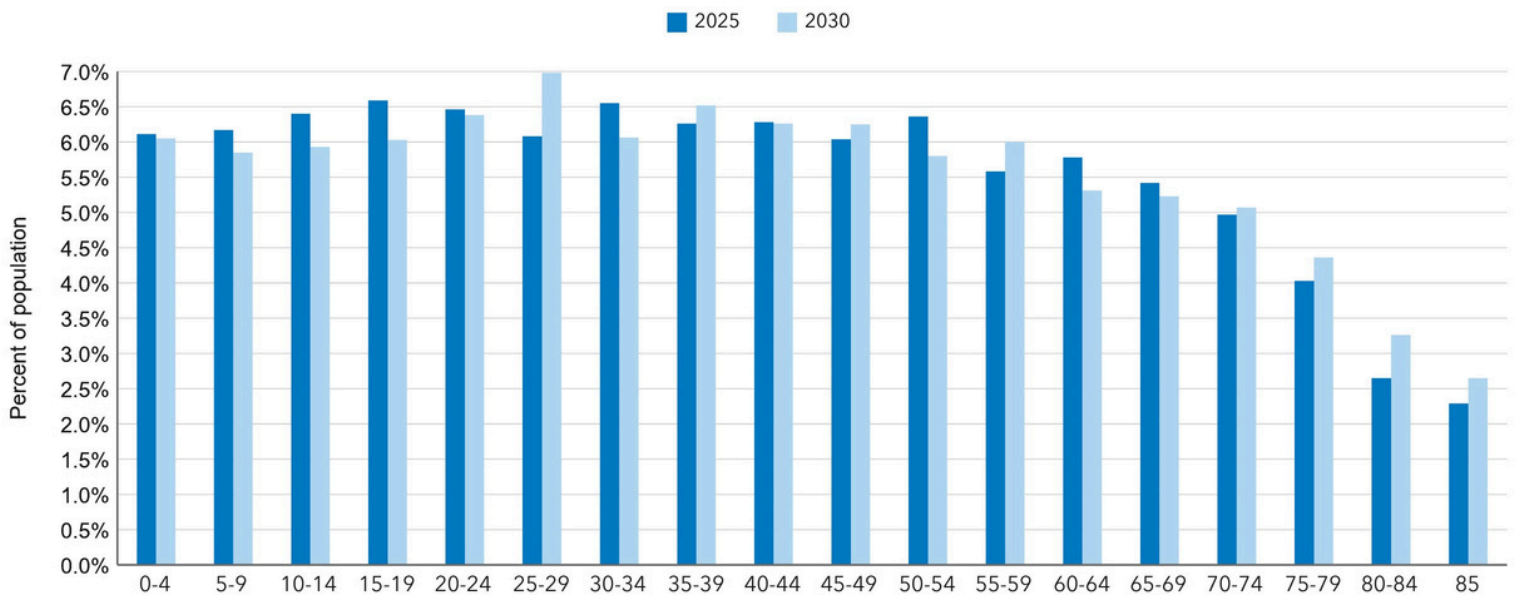
DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)



Trends: 2025 - 2030 Annual Rate



Population by Age



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CENTURY 21
Triangle Group

DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)



\$53,307

Median Household Income



\$84,465

Median Net Worth



51

Esri Wealth Index



77

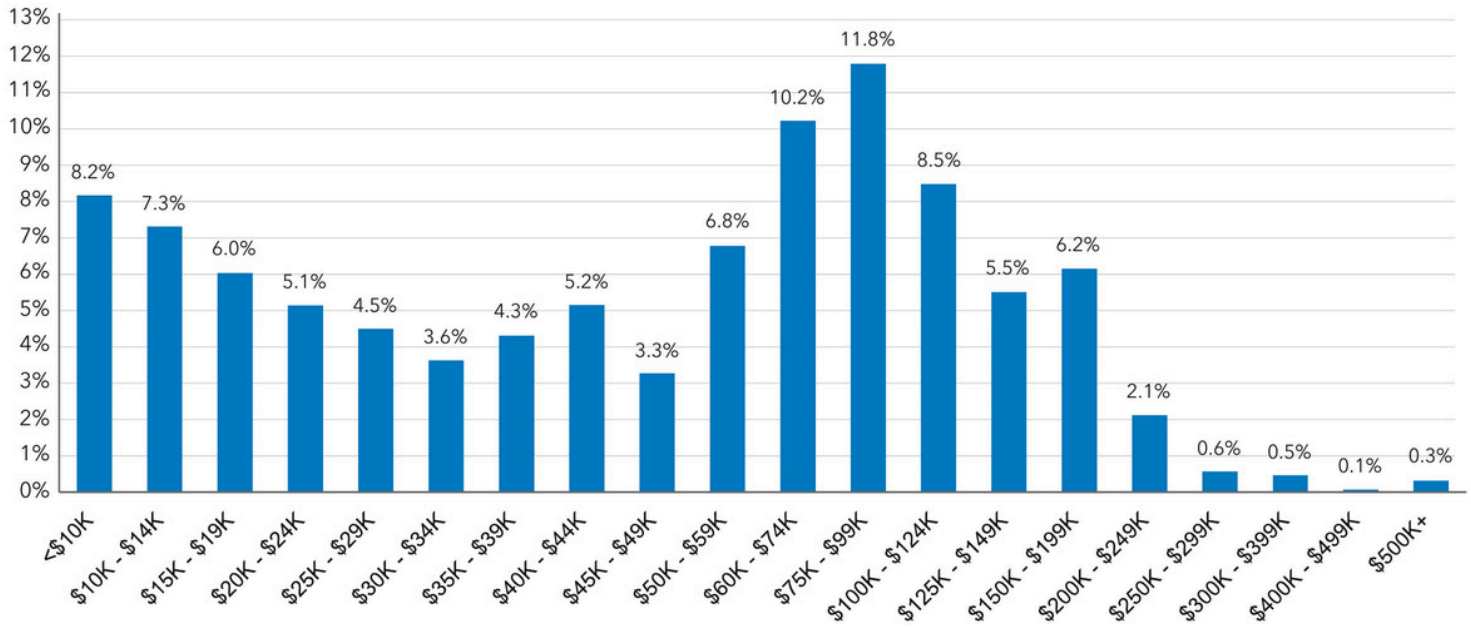
Esri Housing Affordability Index



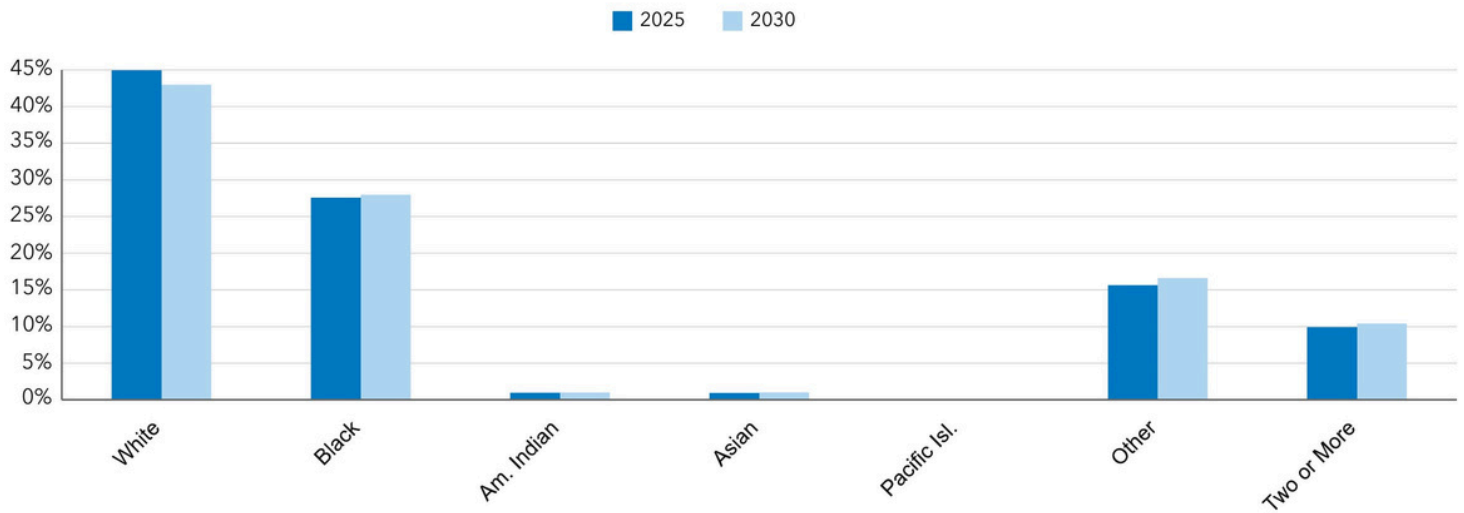
81

Esri Diversity Index

Households by Income for 2025



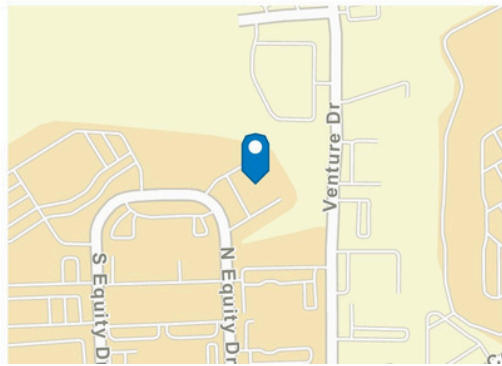
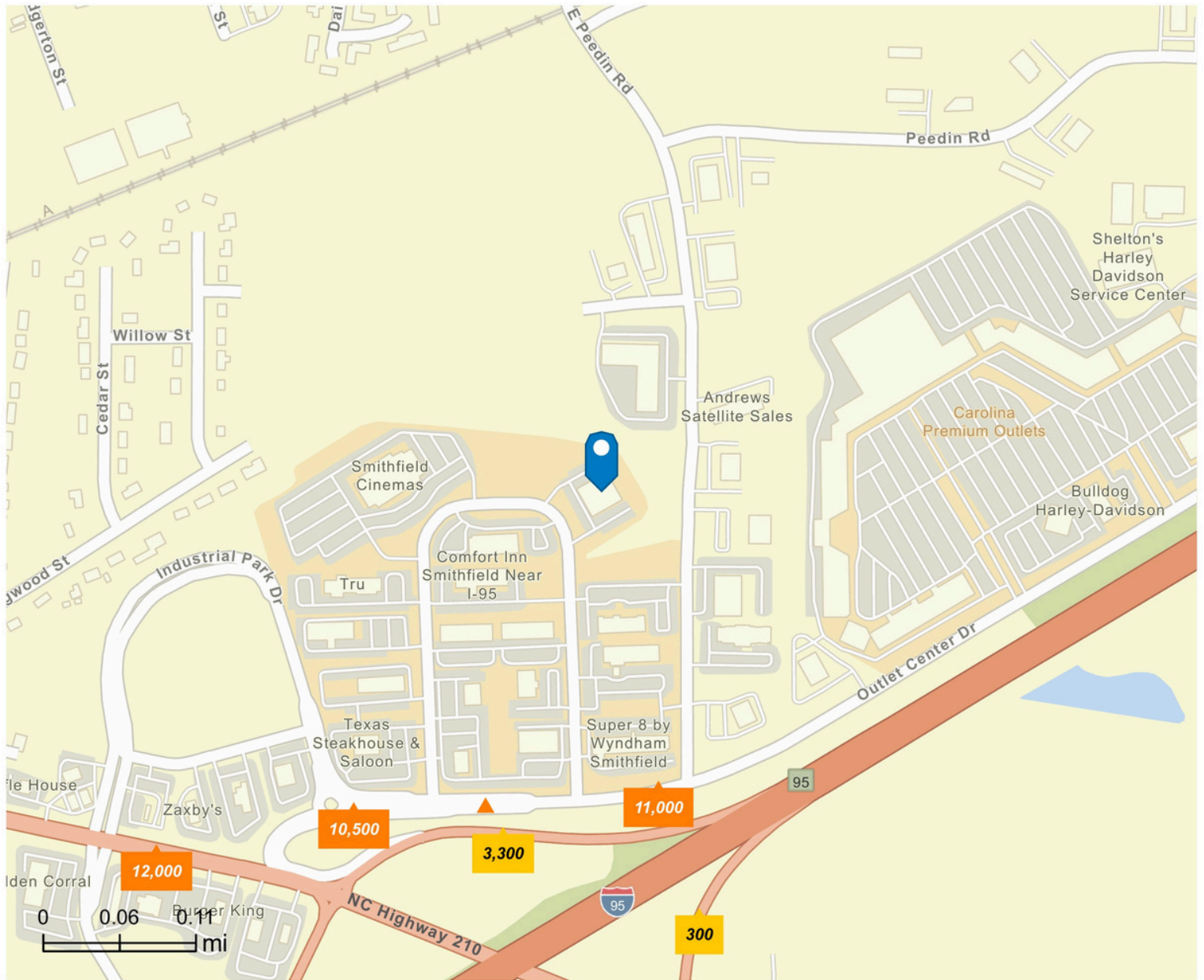
Population by Race



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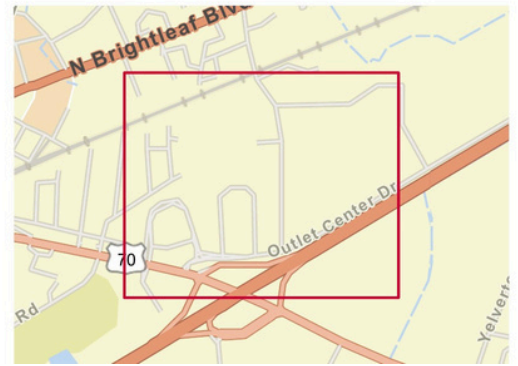
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TRAFFIC COUNT MAP - CLOSE-UP



Average Daily Traffic Volume

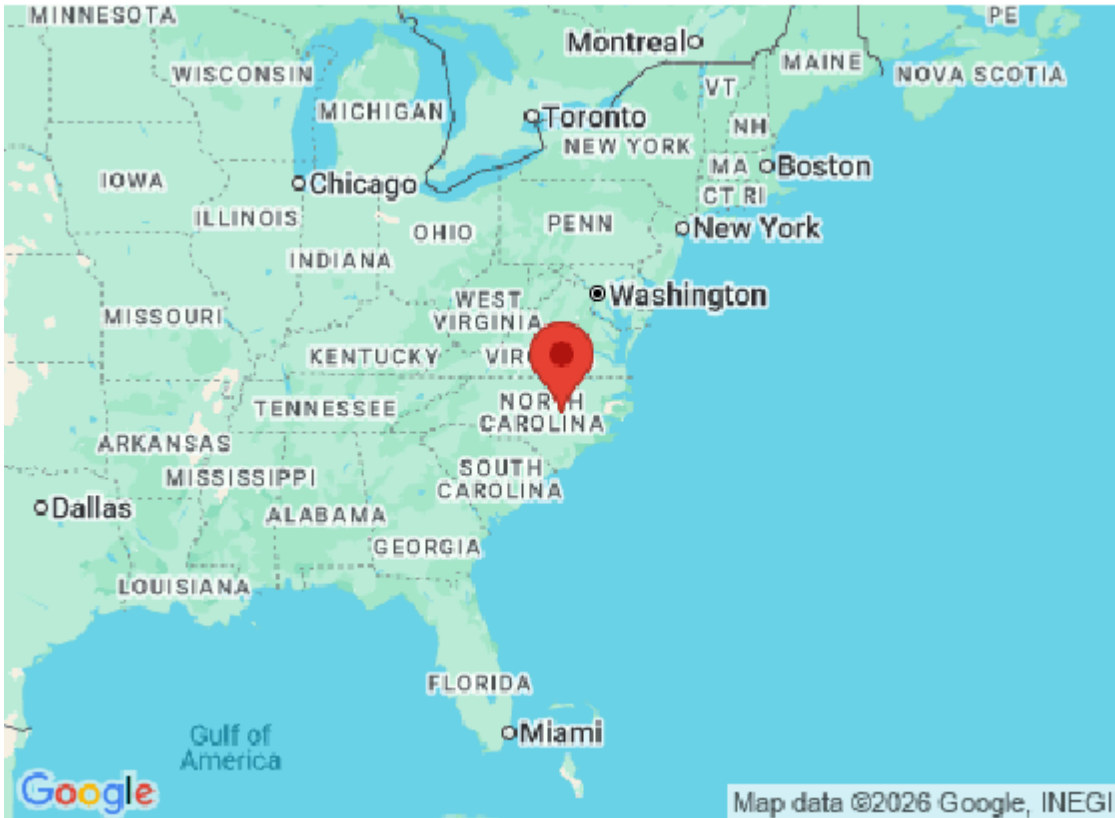
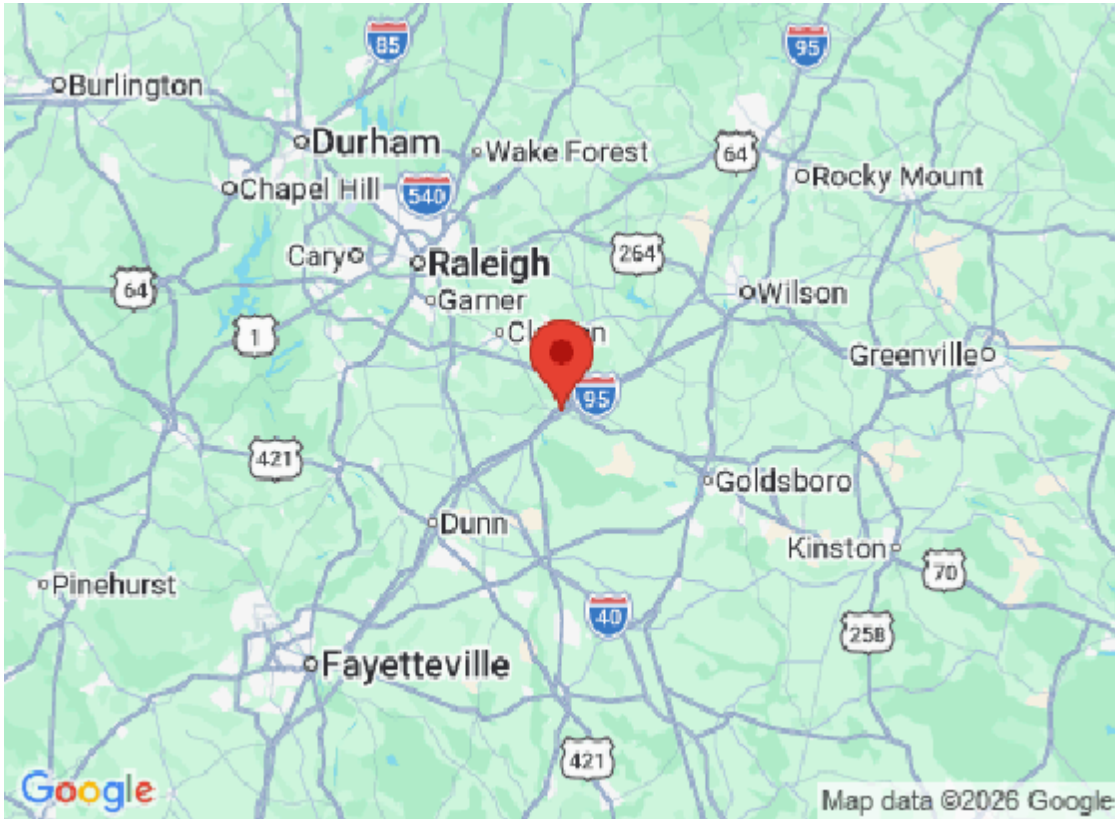
- ▲ Up to 8,000 vehicles per day
- ▲ 8,001 - 15,000
- ▲ 15,001 - 50,000
- ▲ 50,001 - 70,000
- ▲ 70,001 - 100,000
- ▲ More than 100,000 per day



SMITHFIELD OM

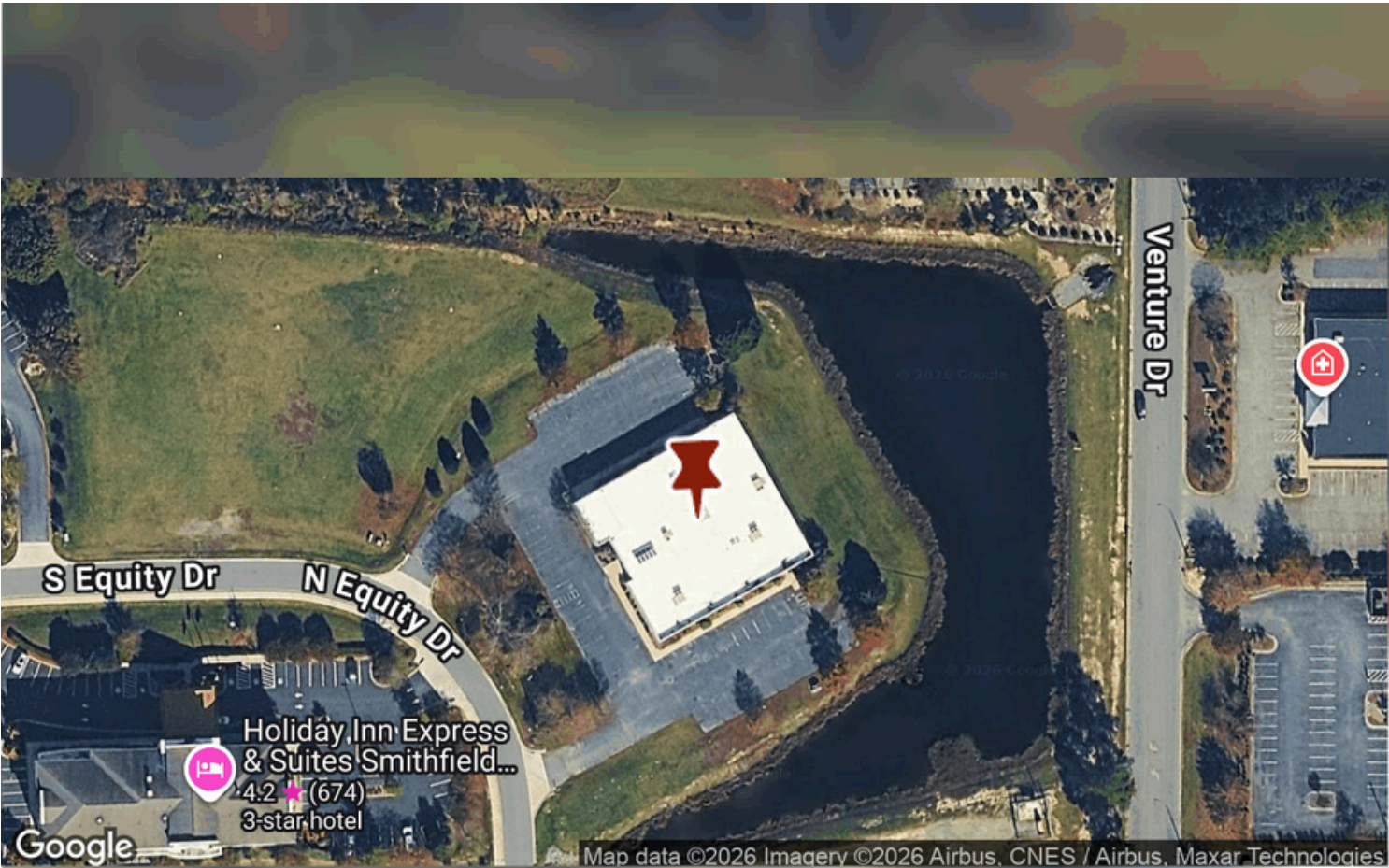
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AREA LOCATION MAP



SMITHFIELD, NC
230 N EQUITY DR, SMITHFIELD, NC, 27577

AERIAL ANNOTATION MAP



Smithfield OM

230 N Equity Dr, Smithfield, NC, 27577

REHOUSE
SUBS
DONATED BY FIREMEN

WINGS



Holiday Inn

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