

Marketing Presentation



FOR SALE: ONE ACRE VACANT LAND-\$150,000
2012 EVELYN GANDY PARKWAY, HATTIESBURG, MS

Presented By:

Mississippi Commercial Realty
Robert Hand, MBA, CCIM, SIOR
Hattiesburg, Mississippi
601-520-9096



SOCIETY OF INDUSTRIAL
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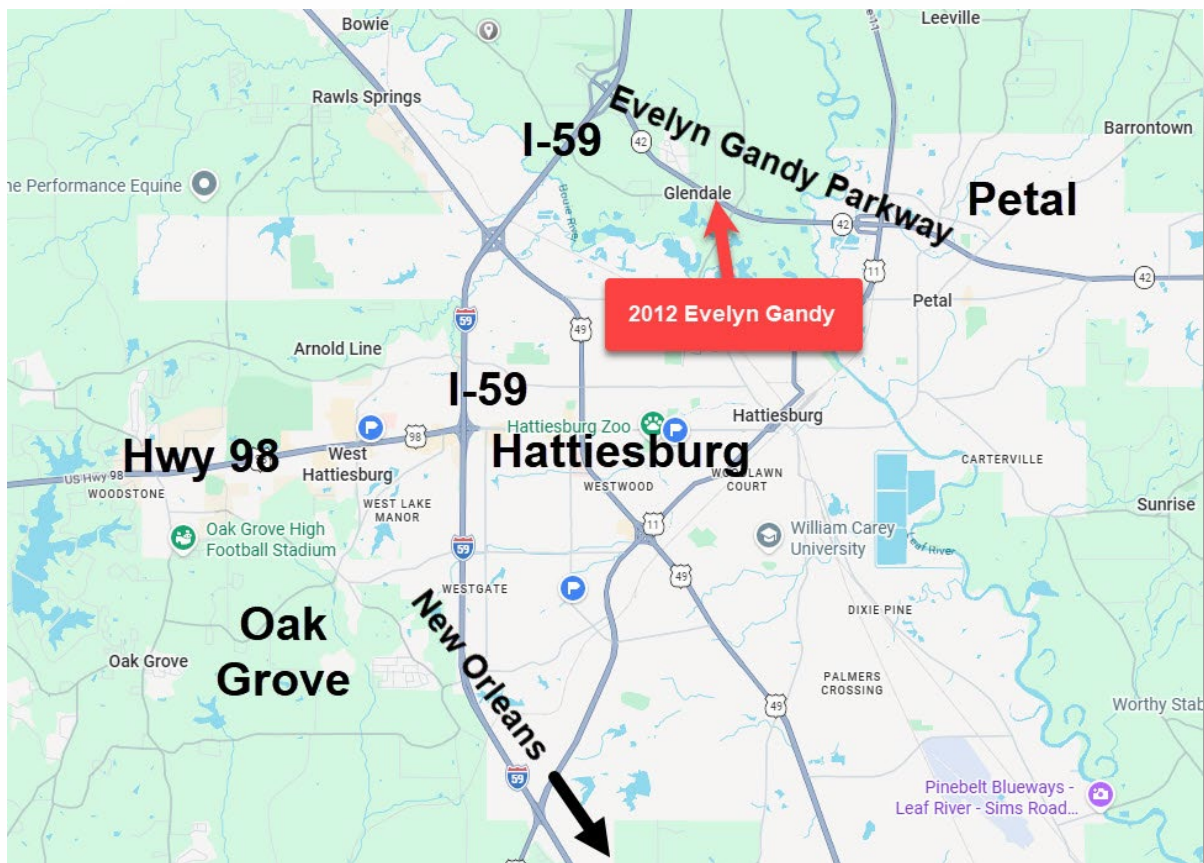




Location

The property is located in Forrest County, Mississippi, just outside the Hattiesburg and Petal city limits, and fronts Mississippi Highway 42 (Evelyn Gandy Parkway), a state highway serving 7 counties that runs east/west from Alabama to Interstate 55 at Hazlehurst, Mississippi. Highway 42 traffic count is approximately 17,000 cars per day in front of the parcel, and the new interchange at Highway 42 and Interstate 59 registers 36,000 to 46,000 cars per day.

Highway 42 is the major thoroughfare from Hattiesburg, population 50,000, to Petal, Mississippi, population 11,500, and the interchange at Interstate 59 and Highway 42 allows residents working in Hattiesburg to drive to Petal in 10 minutes.



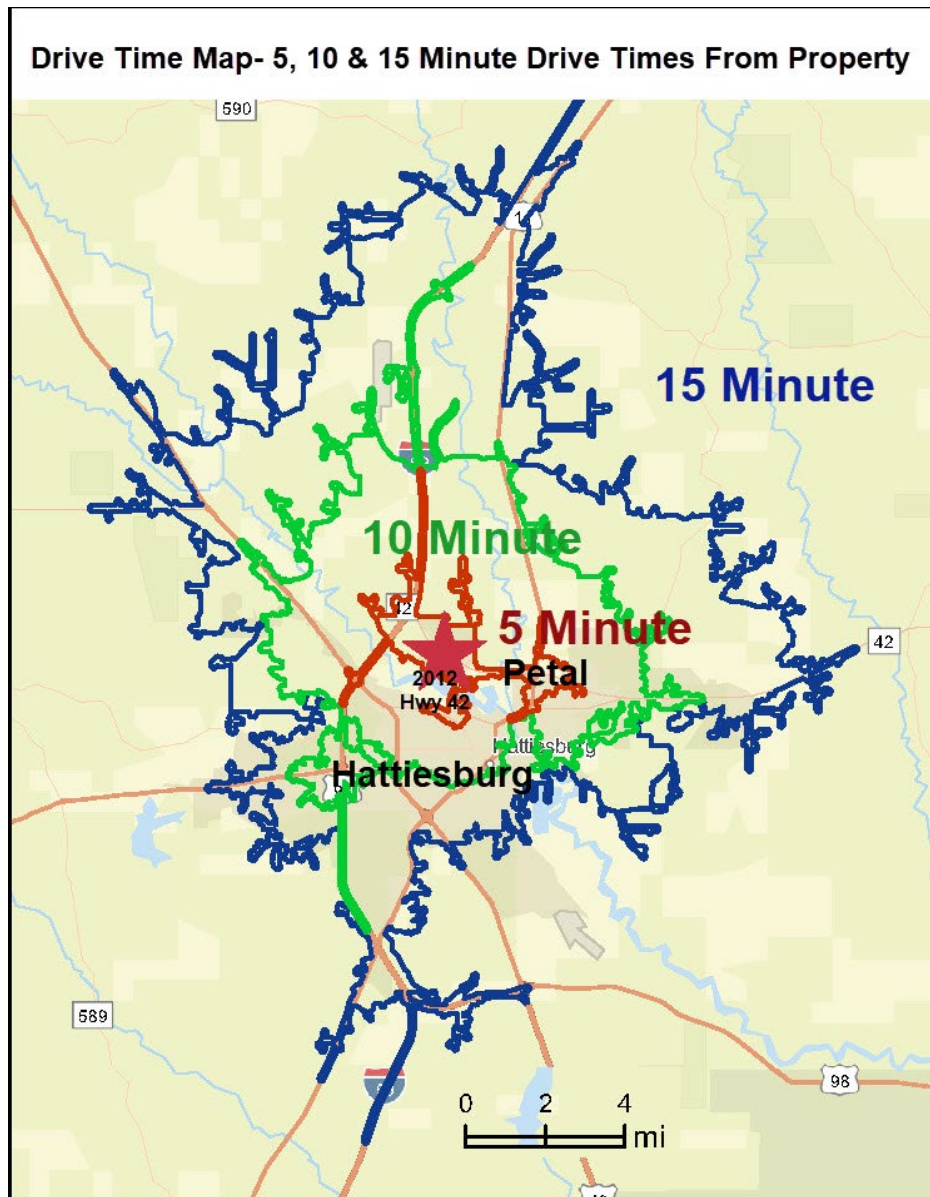
Property Description

The approximately one acre property is vacant land and mostly cleared with 100 feet fronting Highway 42 and 360 feet to 250 feet deep. The parcel is adjacent to The Pet Hospital building and already has an access driveway to Highway 42. Forrest County has no zoning restrictions for this area, and since the property is outside both Hattiesburg and Petal city limits, there are no zoning restrictions.



Drive Time Map

The drive time map below shows the subject property as a red star, surrounded by 3 rings: the 5 minute drive time in red, the 10 minute drive time in green and the 15 minute drive time in blue. The 5 minute drive time from the property reaches into downtown Petal along highway 42 and the 10 minute drive time reaches north to one of the fastest growing population sectors in the area, and south to downtown Hattiesburg and the University of Southern Mississippi on Hardy Boulevard which also has the area's largest shopping centers including Turtle Creek Mall.





Demographics

Nearby Petal has grown 11% in population over the last 10 years, with top rated schools as an attractive factor. Petal schools consistently rank among the top in the state and the school district ranks in the top 2% nationwide, with a 98% graduation rate and an average 24 ACT score.

Demographics Within a 5, 10 and 15 Minute Drive Time

Variable	(5 minutes)	(10 minutes)	(15 minutes)
2025 Total Population	2,679	33,137	71,404
2025 Total Households	1,051	13,925	29,676
2025 Average Household Size	2.55	2.12	2.22
2025 Median Age	38.1	29.7	32.5
2025 Total Daytime Population	1,952	41,352	87,159

What Businesses Will Do Well In This Location

Using sophisticated demographic analysis, these businesses will do well in a retail environment in this location due to the nearby residents' spending patterns:



The table below shows how residents within a 5, 10 and 15 minute drive time spend their money, which can be translated into what businesses will be supported by residents and will do well in this location.

Retail Demand Outlook			
2012 Hwy 42, Hattiesburg, MS			
Money Spent By Residents Within Drive Times			
Category	5 Minutes	10 Minutes	15 Minutes
Food at Home	\$6,168,332	\$65,823,260	\$159,593,888
Food Away from Home	\$2,984,038	\$35,105,658	\$84,676,641
Pets	\$871,572	\$9,018,427	\$21,983,522
Apparel and Services	\$1,735,798	\$21,185,193	\$51,334,943
Small Appliances	\$979,111	\$11,220,626	\$27,489,063
TV/Video/Audio	\$1,033,145	\$11,012,668	\$26,706,181
Furniture	\$655,691	\$7,539,213	\$18,407,799
Lawn & Garden	\$586,816	\$5,173,587	\$13,153,433



Clothing Stores Will Do Well In This Location

Within the 10 mile drive time spending on apparel exceeds \$21,000,000, including the highest category of spending on women's clothing alone of \$7,000,000.

Category	5 Minutes	10 Minutes	15 Minute
Apparel and Services	\$1,735,798	\$21,185,193	\$51,334,943
Men's	\$334,332	\$4,238,500	\$10,226,399
Women's	\$623,760	\$7,319,798	\$17,851,454
Children's	\$239,911	\$2,871,349	\$6,948,865
Footwear	\$403,040	\$4,733,223	\$11,359,729
Watches & Jewelry	\$107,307	\$1,629,780	\$3,994,221

Pet Stores Will Do Well

Within a 10 minute drive time, spending on pets exceeds \$9,000,000 annually and \$2,000,000 is spent on sports equipment, \$1,500,000 spent on hobbies and toys, and even \$1,300,000 spent on golf carts and ATVs.

Category	5 Minutes	10 Minutes	15 Minutes
Pets	\$871,572	\$9,018,427	\$21,983,522
Sports/Recreation/Exercise Equipment	\$195,406	\$2,181,025	\$5,250,532
Toys/Games/Crafts/Hobbies	\$135,576	\$1,594,368	\$3,844,270
Recreational Vehicles and Fees	\$118,540	\$1,363,293	\$3,496,824
Reading	\$74,943	\$1,009,183	\$2,459,551

Appliance Stores Will Do Well

Spending on small appliances exceeds \$11,000,000 within a 10 minute drive time from the property, \$7,000,000 on furniture and \$4,000,000 on major appliances.

Category	5 Minutes	10 Minutes	15 Minute
Small Appliances	\$979,111	\$11,220,626	\$27,489,063
Furniture	\$655,691	\$7,539,213	\$18,407,799
Major Appliances	\$409,079	\$4,069,212	\$10,076,049
Household Textiles	\$83,713	\$1,036,577	\$2,505,422
Housewares	\$81,411	\$856,775	\$2,060,586
Rugs	\$25,638	\$307,497	\$759,555



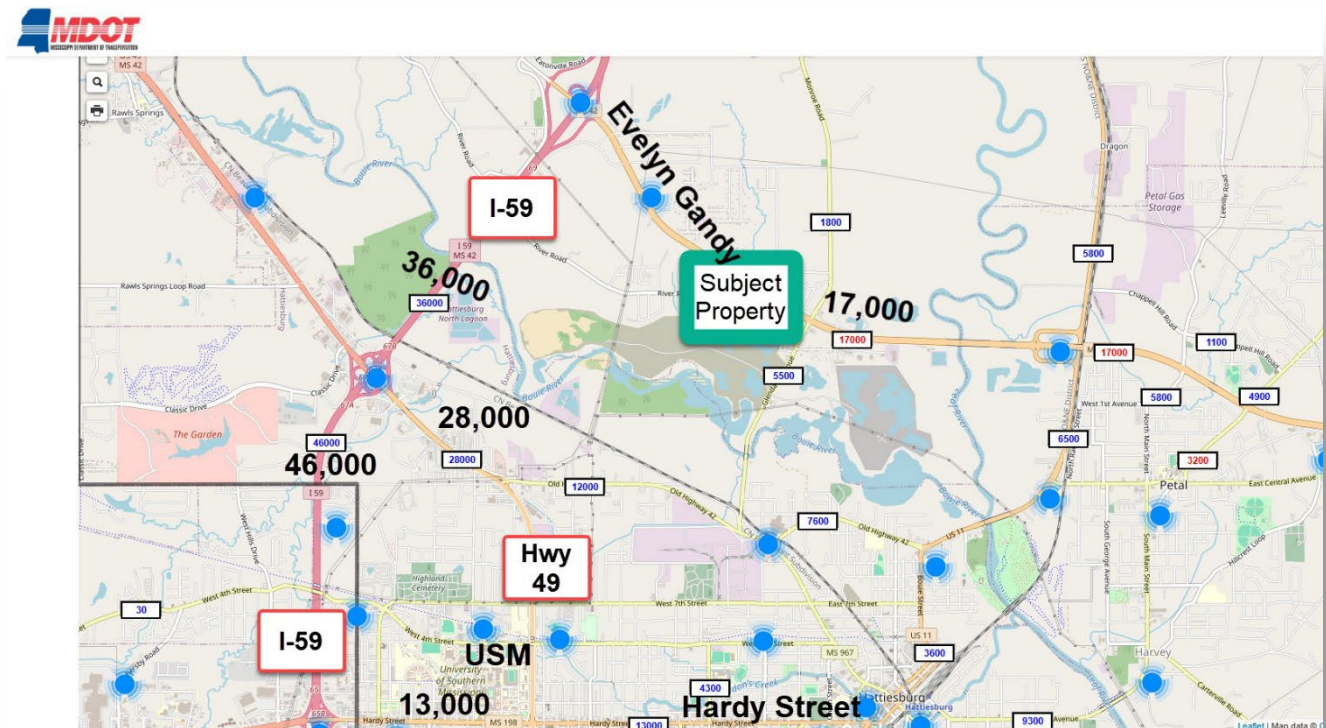
Grocers Will Do Well

Spending on food at home with a 10 minute drive time exceeds \$65,000,000, and \$35,000,000 on dining out, and over \$26,000,000 is spent on snacks.

Category	5 Minutes	10 Minutes	15 Minutes
Food at Home	\$6,168,332	\$65,823,260	\$159,593,888
Food Away from Home	\$2,984,038	\$35,105,658	\$84,676,641
Snacks and Other Food at Home	\$2,487,318	\$26,018,345	\$62,885,530
Meats, Poultry, Fish, and Eggs	\$1,253,046	\$13,595,516	\$33,002,302
Fruits and Vegetables	\$971,999	\$10,855,885	\$26,408,247
Bakery and Cereal Products	\$828,465	\$8,689,376	\$21,136,925
Dairy Products	\$627,503	\$6,664,138	\$16,160,884
Alcoholic Beverages	\$414,271	\$5,304,253	\$13,095,154

Traffic Count Map

The traffic count is published by the Mississippi Department of Transportation and an average of 17,000 cars per day travel in front of the property, shown as green square in map below, because Evelyn Gandy Parkway is a major thoroughfare from I-59 to Petal. Traffic on Interstate 59 at the Evelyn Gandy interchange is 36,000 cars per day.





About Mississippi Commercial Realty

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We are known for using the latest technology to help buyers, sellers, landlords and tenants solve their real estate problems, bringing a high level of ethical conduct to the industry with great attention to detail and professionalism.

We have expertise in every sector of commercial real estate, completing these landmark projects:

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- One of the largest hotel acquisitions in New Orleans.
- The largest warehouse disposition in downtown New Orleans.
- Several of the largest apartment developments.
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- *Mississippi Business Journal*- "How Covid Affected Jackson Commercial Real Estate",
- *Commercial Investment Real Estate Magazine*- "Valuing Commercial Real Estate Using Regression Analysis",
- *Commercial Investment Real Estate Magazine*- "Visualizing Risk In a Lease Buyout Decision",
- *Commercial Investment Real Estate Magazine*- "Using Lifestyle Demographic Analysis To Make Better Commercial Real Estate Decisions",
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- *Registered Representative Magazine*- "Growing Your Business By Providing a Higher Level of Services",

What makes our firm different is that our clients never have to worry about conflicts of interest. We never accept work where clients compete. Our competitive advantage is that we use technology to solve problems and are dedicated to providing clients and colleagues with the knowledge to help make better real estate decisions.
