

Smithfield Street News

PITTSBURGH, PA



KW COMMERCIAL
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Bethel Park, PA 15102

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PITTSBURGH, PA

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SMITHFIELD STREET NEWS

PROPERTY INFORMATION

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EXECUTIVE SUMMARY

PROPERTY DESCRIPTION

PROPERTY DETAILS

COMPLETE HIGHLIGHTS

ADDITIONAL PHOTOS

Executive Summary



SALE PRICE:	Subject To Offer
PRICE PER UNIT: -	
CAP RATE:	4.4%
NOI:	\$110,000
LOT SIZE:	0.07 Acres
BUILDING SIZE:	9,000 SF
YEAR BUILT:	1900
RENOVATED:	1980
ZONING:	Commercial
MARKET:	Central Business District
CROSS STREETS:	Smithfield Street And Blvd Of The Alies
TRAFFIC COUNT:	28,000

PROPERTY OVERVIEW

Traditional Iconic small area Development Opportunity in Pittsburgh central district

Other uses for redevelopment of existing structure can play into area Redevelopment

Existing leases in place for investments opportunity

PROPERTY FEATURES

- Current Investment Opportunity
- High traffic count
- Walking distance to Cultural and Financial Districts
- Complete development / Change of use
- Property Available for Ground Lease at a 8.8 Cap rate

Property Description



PROPERTY OVERVIEW

Traditional Iconic small area Development Opportunity in Pittsburgh central district
Other uses for redevelopment of existing structure can play into area Redevelopment
Existing leases in place for investments opportunity

LOCATION OVERVIEW

Central Business district downtown Pittsburgh PA

ADD HEADER

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Property Details

PROPERTY NAME:	Smithfield Street News
STREET ADDRESS:	115 Smithfield Street
CITY, STATE, ZIP:	Pittsburgh, PA 15219
PROPERTY TYPE:	mix-use Retail / Office
APN:	
GROSS LEASABLE AREA:	SF
BUILDING CLASS:	
ZONING:	Commercial
YEAR BUILT:	1900
NUMBER OF STORIES:	3
FOUNDATION:	
WALLS:	



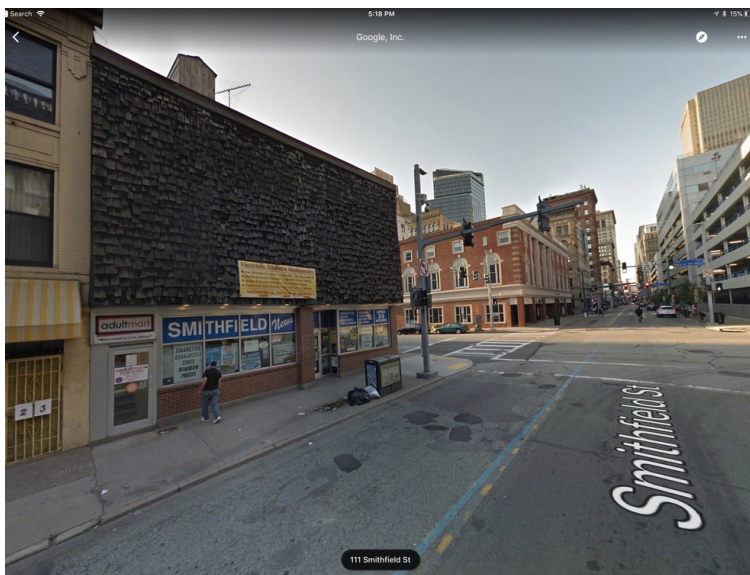
Complete Highlights

PROPERTY HIGHLIGHTS

- Current Investment Opportunity
- High traffic count
- Walking distance to Cultural and Financial Districts
- Complete development / Change of use
- Property Available for Ground Lease at a 8.8 Cap rate



Additional Photos



SMITHFIELD STREET NEWS

LOCATION INFORMATION

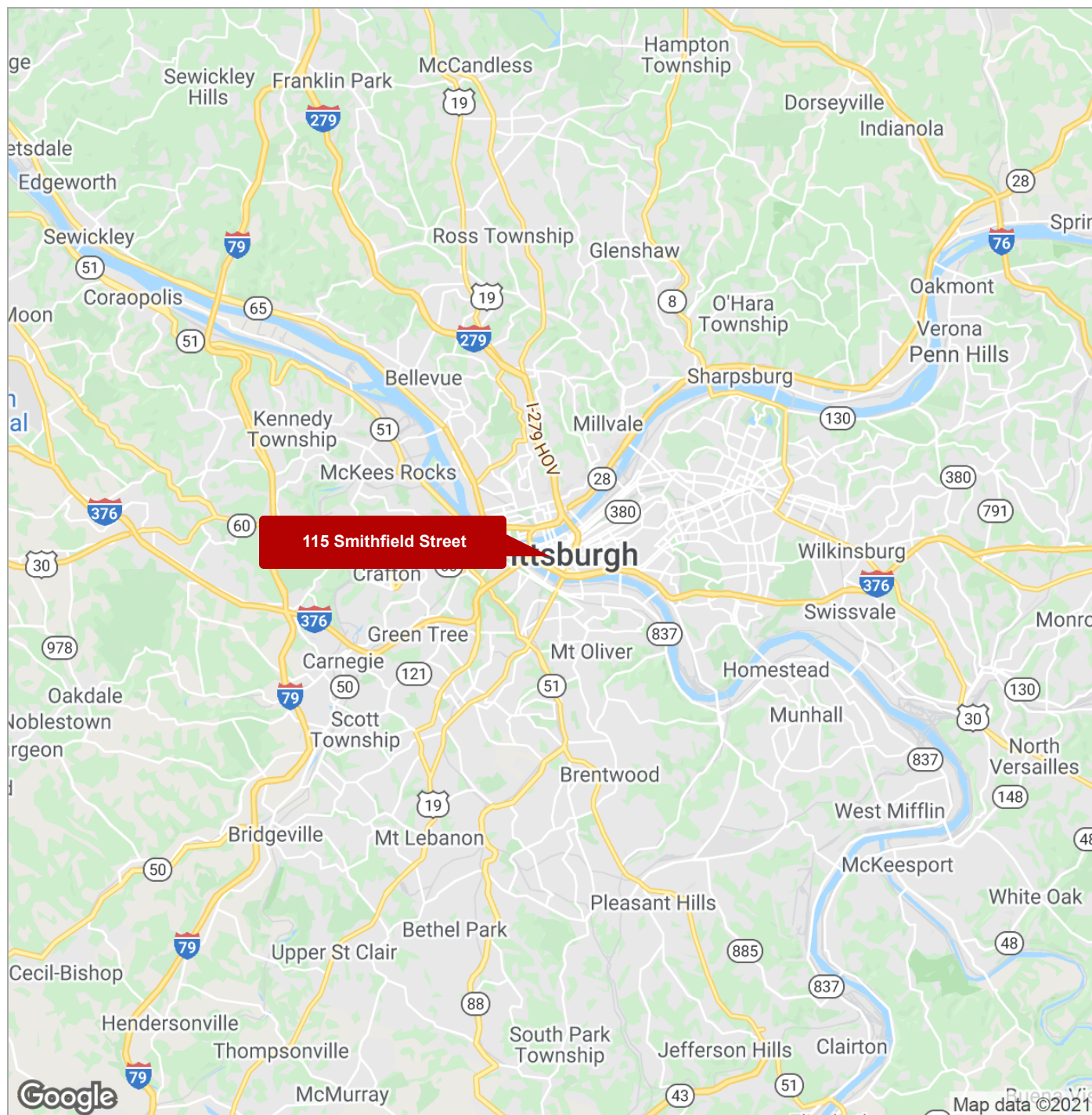
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REGIONAL MAP

LOCATION MAPS

AERIAL MAP

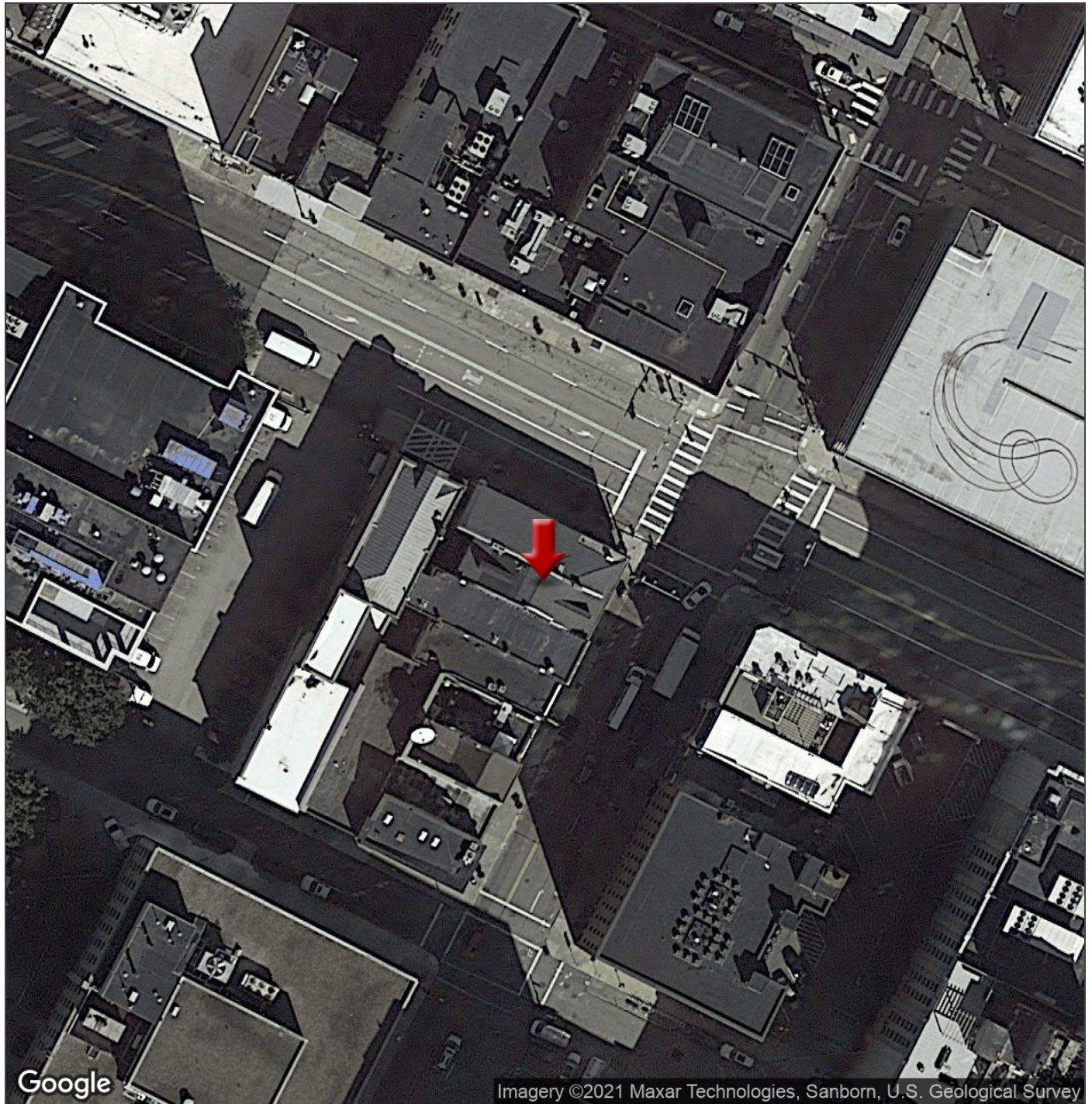
Regional Map



Location Maps



Aerial Map



SMITHFIELD STREET NEWS

FINANCIAL ANALYSIS

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FINANCIAL SUMMARY

INCOME & EXPENSES

Financial Summary

INVESTMENT OVERVIEW

Price	\$2,500,000
Price per SF	\$277.78
CAP Rate	4.4%
Cash-on-Cash Return (yr 1)	- %
Total Return (yr 1)	-
Debt Coverage Ratio	-

OPERATING DATA

Gross Scheduled Income	-
Other Income	-
Total Scheduled Income	-
Vacancy Cost	-
Gross Income	-
Operating Expenses	-
Net Operating Income	\$110,000
Pre-Tax Cash Flow	-

FINANCING DATA

Down Payment	-
Loan Amount	-
Debt Service	-
Debt Service Monthly	-
Principal Reduction (yr 1)	-

Income & Expenses

INCOME SUMMARY		PER SF
GROSS INCOME	-	-
EXPENSE SUMMARY		PER SF
GROSS EXPENSES	-	-
NET OPERATING INCOME	\$110,000	\$12.22

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SALE COMPARABLES

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SALE COMPS

SALE COMPS SUMMARY

SALE COMPS MAP

Sale Comps



Sale Comps Summary

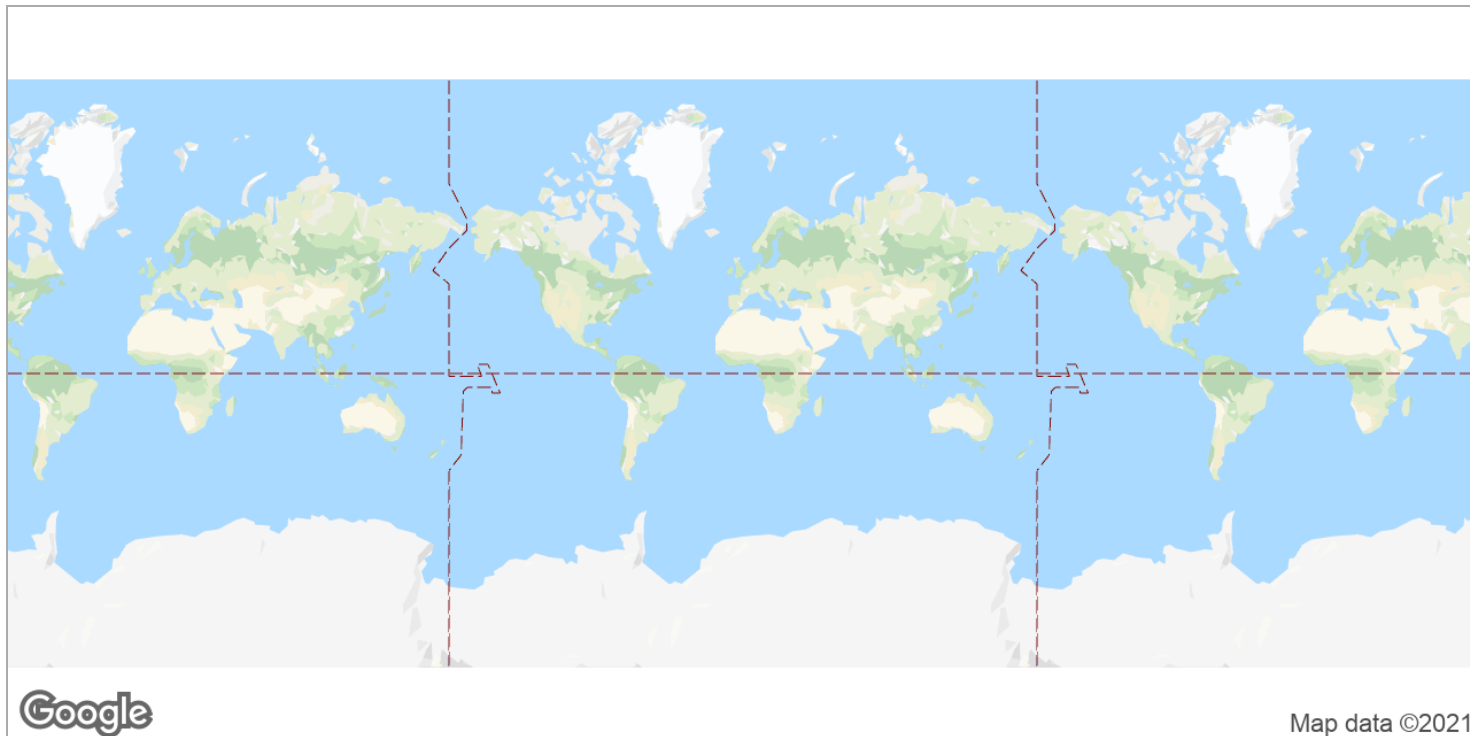
SUBJECT PROPERTY	PRICE	BLDG SF	PRICE/SF	CAP	# OF UNITS
 Smithfield Street News 115 Smithfield Street Pittsburgh, PA 15219	Subject To Offer	9,000 SF	-	4.4%	-

SALE COMPS	PRICE	BLDG SF	PRICE/SF	CAP	# OF UNITS	CLOSE
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SALE COMPS	PRICE	BLDG SF	PRICE/SF	CAP	# OF UNITS
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TOTALS/AVERAGES	\$	SF	\$NaN	%	
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Sale Comps Map

**SUBJECT PROPERTY**

115 Smithfield Street | Pittsburgh, PA 15219

SMITHFIELD STREET NEWS

RENT COMPARABLES

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RENT COMPS


RENT COMPS SUMMARY

RENT COMPS MAP

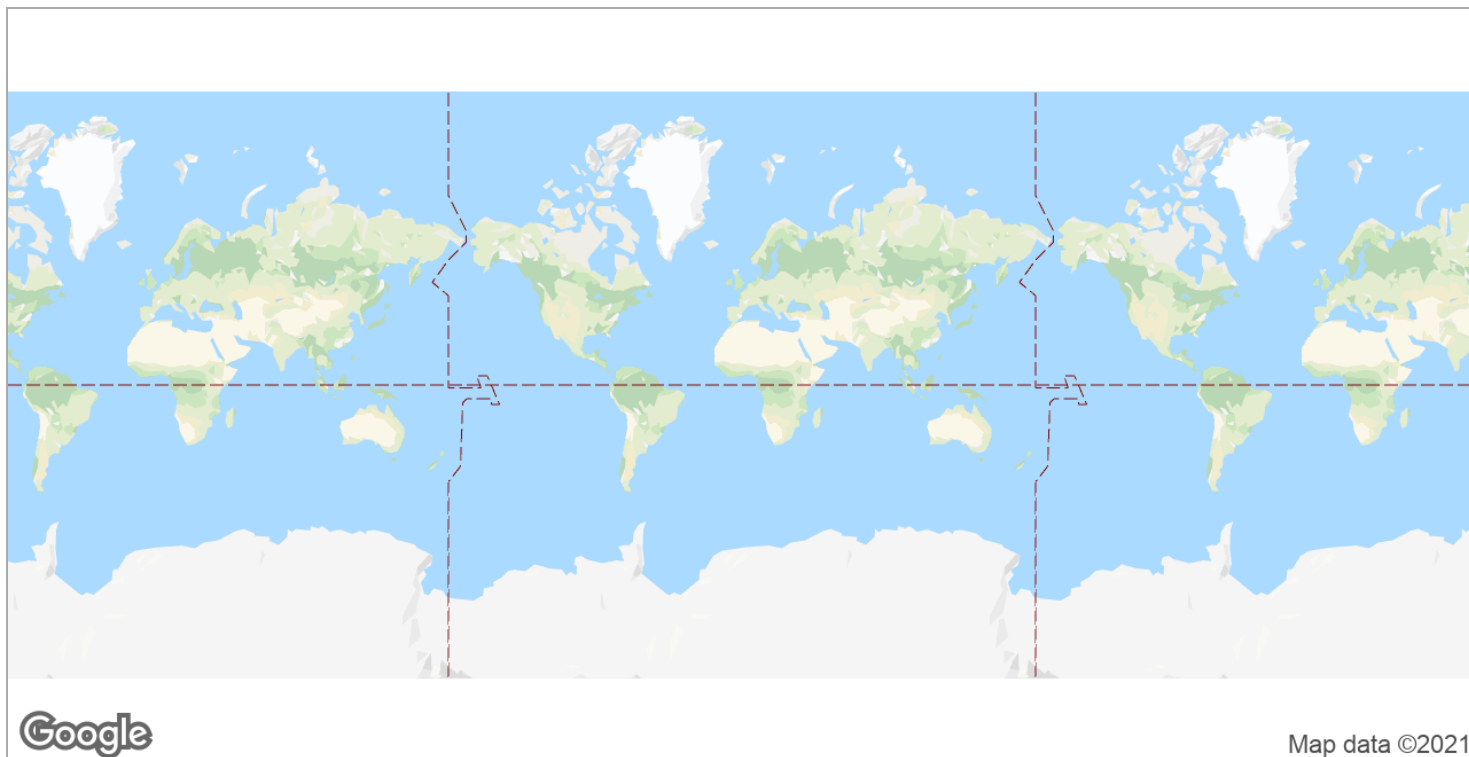
Rent Comps



Rent Comps Summary

SUBJECT PROPERTY	PRICE	AVAILABLE SF	BLDG SF	# OF UNITS
 Smithfield Street News 115 Smithfield Street Pittsburgh, PA 15219	N/A	0 SF	9,000 SF	-
RENT COMPS	PRICE	AVAILABLE SF	BLDG SF	# OF UNITS
	PRICE	AVAILABLE SF	BLDG SF	# OF UNITS
TOTALS/AVERAGES	-	-	-	-

Rent Comps Map



SUBJECT PROPERTY

115 Smithfield Street | Pittsburgh, PA 15219

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DEMOGRAPHICS

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DEMOGRAPHICS MAP

Demographics Map



POPULATION	1 MILE	2 MILES	3 MILES
TOTAL POPULATION	19,237	73,500	147,750
MEDIAN AGE	32.1	35.5	35.7
MEDIAN AGE (MALE)	31.1	33.4	33.4
MEDIAN AGE (FEMALE)	34.5	36.7	37.2
HOUSEHOLDS & INCOME	1 MILE	2 MILES	3 MILES
TOTAL HOUSEHOLDS	7,145	31,885	63,071
# OF PERSONS PER HH	2.7	2.3	2.3
AVERAGE HH INCOME	\$59,684	\$50,897	\$47,051
AVERAGE HOUSE VALUE	\$147,986	\$121,842	\$113,417
RACE	1 MILE	2 MILES	3 MILES
% WHITE	70.0%	64.2%	64.8%
% BLACK	22.5%	30.1%	29.1%
% ASIAN	2.6%	1.6%	1.9%
% HAWAIIAN	0.1%	0.0%	0.0%
% INDIAN	0.2%	0.1%	0.1%
% OTHER	1.3%	0.9%	0.8%
ETHNICITY	1 MILE	2 MILES	3 MILES
% HISPANIC	2.9%	2.6%	2.4%

* Demographic data derived from 2010 US Census

SMITHFIELD STREET NEWS

ADDITIONAL INFORMATION

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SMITHFIELD STREET NEWS

ADVISOR BIOS

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ADVISOR BIO & CONTACT 1

Advisor Bio & Contact 1

John Douglas German

MANAGING DIRECTOR / WESTERN PA.

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215.999.3530

412.999.8525

BACKGROUND

Southern Ill. University, formally with NCR, TRW, IBM, Singer in the Retail POS divisions. Affiliations with AOPA, SCCA, BMWCCA and currently Sheriff reserve officer

EDUCATION**MEMBERSHIPS & ASSOCIATIONS**

SMITHFIELD STREET NEWS

WHY KW COMMERCIAL

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WHY KW

MARKETING TIMELINE

SAMPLE - BROCHURE

SAMPLE - EMAIL MARKETING

SAMPLE - SIGNAGE

SAMPLE - DEDICATED WEBSITE

Why KW

WHY

Hire KW Commercial for Retail:

- 700 offices nationwide, including tier 2 and 3 cities in 49 states
- State-of-the-art transaction process
- Higher net monies to field agents
- No conflicts of interest
- Secure online service portal
- 95,000 residential agents
- \$4 billion in transaction volume

Location, speed to market and economic performance are just as important to me as they are to my clients. Whether you're an investor, landlord or tenant, I provide local market knowledge with national and international exposure to assist buyers in making informed decisions that benefit your bottom line. My retail core client services include:

- Market surveys, demographics and analysis
- Acquisitions
- Investment Sales
- Consulting
- Tenant Representation
- Landlord representation



ABOUT

KW Commercial:

KW Commercial, the commercial real estate arm of Keller Williams Realty, the largest real estate company in North America, is no stranger to success. Our commercial team consists of the most knowledgeable, results-driven brokers backed by the most innovative and scalable technology the commercial real estate industry has to offer. Our KW Commercial agents and brokers are held to the highest standard of business to exceed our clients' needs in virtually any market nationwide.

An agent-centric company, our mission is "to build commercial careers worth having, businesses worth owning and lives worth living." KW Commercial provides our associates with the training, technology, marketing tools and resources to serve their clients at the highest level.

Our agents work harder because their work directly influences their bottom line.

KW Commercial agents are located in over 650 offices nationwide, including secondary and tertiary markets. This means wherever you need a commercial agent, there is one there for you. With this many locations, we are never far from where our clients need to be.

Marketing Timeline

The following are general timelines for marketing actions that are being implemented, which will be governed by market conditions:

1 to 15 Days:

- Order "AVAILABLE" sign(s), subject to municipality signage permits and processes
- Prepare a competitive property profile to leverage our knowledge on competing properties
- Enter property information on internet-based marketing services including:
 - Costar, LoopNet, Catylist (CIE's) and KW Commercial website
- Generate property flyer and e-brochure for prospect market and real estate community
- Develop first tier target prospect market
- Send property flyer and e-brochure to prospect market and real estate community

15 to 30 Days:

- Complete first tier prospect market direct mail
- Resend e-brochure to prospect market and real estate community
- Cold call follow-up on first tier prospect mailing

30 to 60 Days:

- Develop second tier target prospect market
- Complete second tier prospect market direct mail
- Cold call follow-up on second tier prospect mailing
- Resend e-brochure to prospect market and real estate community

60 to 120 Days:

- Develop third tier target prospect market
- Complete third tier prospect market direct mail
- Follow-up on first and second tier prospects
- Resend e-brochure to prospect market and real estate community
- Review marketing feedback

120 to 180 Days:

- Discuss progress with ownership
- Reassess marketing plan (if necessary)

Sample - Brochure

BROCHURES & FLYERS

We will create a color brochure highlighting the features and benefits of the property. The brochure includes applicable property photos, building highlights, location description, aerial photographs, demographics and/or proposed development plans, and contact information. KW Commercial is flexible and we will adapt to that which is most comfortable with you.

MULTI-FAMILY FOR SALE

VILLA SIERRA APARTMENTS
 2630 Fayette Dr, Mountain View, CA 92612

DETAILS

SALE PRICE:	\$3,400,000
UNITS:	46
CAP RATE:	6.47%
GRM:	7.7
NOI:	\$220,101
LOT SIZE:	10.34 Acres
BUILDING SIZE:	202,581 SF
YEAR BUILT:	2006
RENOVATED:	2009
ZONING:	RM2
MARKET:	Bay Area Market
SUB MARKET:	Silicon Valley
CROSS STREETS:	Sample Street

PROPERTY HIGHLIGHTS

- Newly Constructed Intimate Community
- Steps away from Lions Park
- Outdoor Courtyard Area for Gathering
- Convenient Access to I-5, Evergreen Highway
- Close to Boeing Campus On Busline
- Walking Distance to Safeway Grocery Store and Restaurants

DEMOGRAPHICS

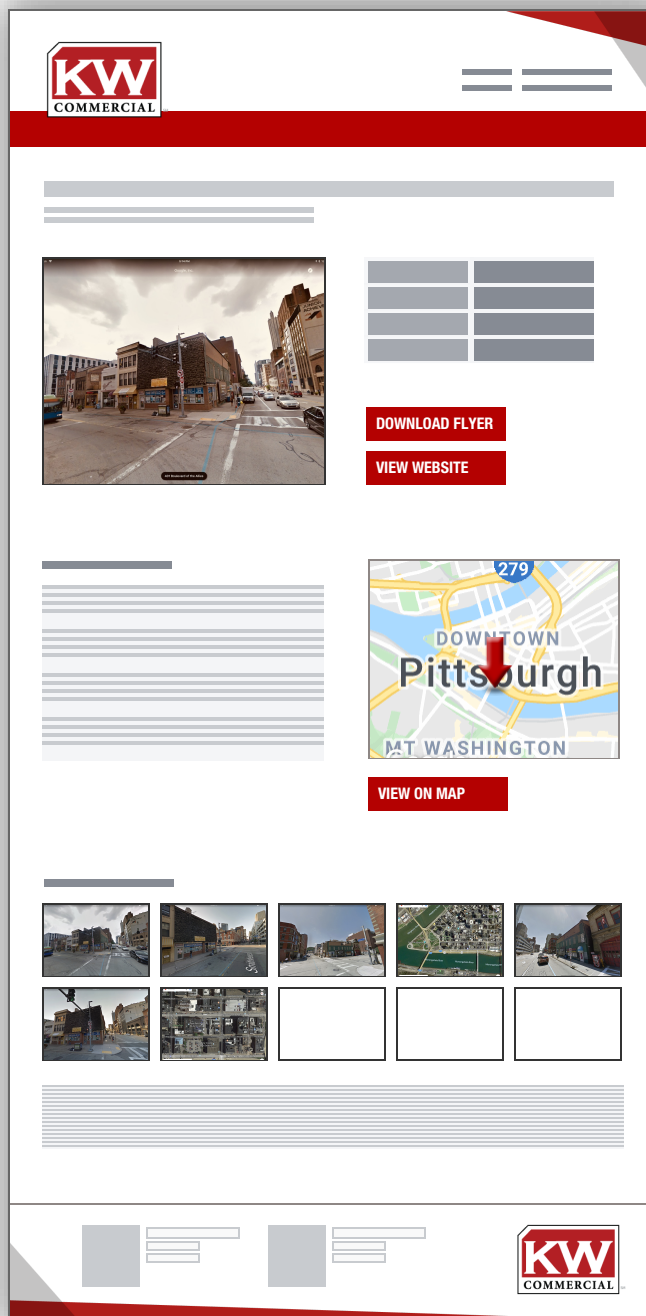
	1 Mile	2 Miles	3 Miles
Total Households:	12,447	32,647	53,189
Total Population:	2.3	2.4	2.4
Average HH Income:	\$101,571	\$119,814	\$133,789

SCHUYLER WILLIAMSON // 512.439.8630 // schuyler.williamson@kw.com
kwcommercial.com

Sample - Email Marketing

HTML EMAIL CAMPAIGNS

We will create a marketing email packet for the project and email the packets to all interested prospects in our extensive email database. We will effectively track, target, and pursue prospects reporting prospect contacts with our clients



Sample - Signage

SIGNAGE

Our standard sign is designed to generate the maximum volume of inquiries regarding the subject. We place sign(s) which include KW Commercial's telephone number, website and the text "AVAILABLE" in a strategic location which maximizes visibility. Our standard sign is a 6' x 4' horizontal sign positioned to achieve maximum public exposure. However, all signs are subject to local municipal restrictions.

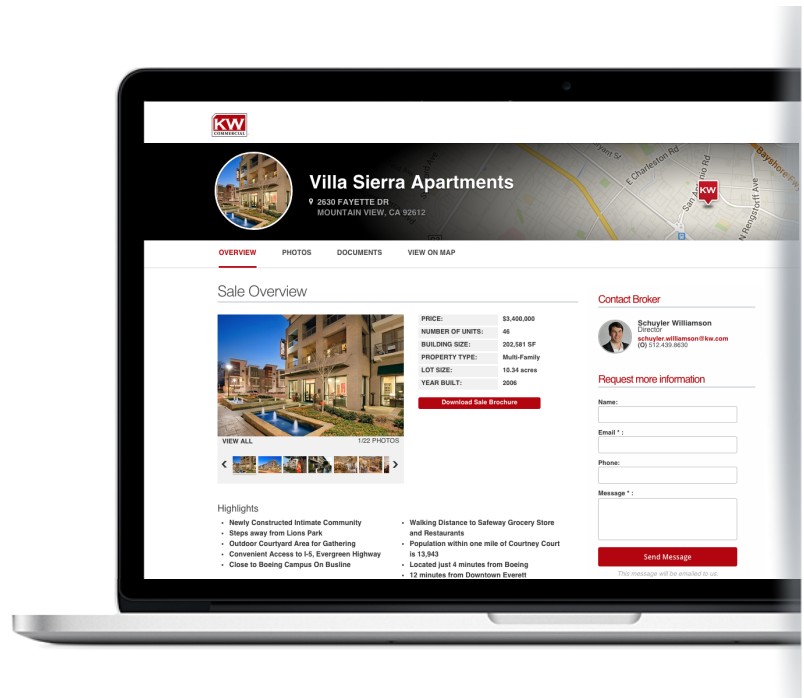


Sample - Dedicated Website

DEDICATED PROPERTY WEBSITE

A dedicated property website with a customized URL is created for your listing. The website is listed on both our local site as well as the KW commercial national website, www.kwcommercial.com. and is available to principals, property owners, investors, brokers and prospective tenants searching the internet for commercial real estate.

* If necessary, information which is considered confidential and not public record will require the execution of a confidentiality agreement prior to receipt of classified materials.



VIEW THE LIVE WEBSITE:

plugins/1169a060d6d95947f3a7fc98e2633be31cd5b850/inventory30977sale/plugins/1169a060d6d95947f3a7fc98e2633be31cd5b850/inventory