



# OFFERING MEMORANDUM

## Mulberry Corner

674 W Mulberry Street  
Baraboo, WI 53913

COLIN MCLANDSBOROUGH  
REAL ESTATE ADVISOR | MADISON

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PARTNER | MADISON



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## CONFIDENTIALITY & DISCLAIMER STATEMENT

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By acknowledging your receipt of this Offering Memorandum, you agree:

- 1) The Offering Memorandum and its contents are confidential;
- 2) You will hold it and treat it in the strictest of confidence;
- 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 detrimental to the interest of the Seller; and
- 4) By accepting this material, you are not entering into a co-broker relationship with Colliers or Seller. Neither Colliers nor Seller has any obligation to pay a commission to outside brokers unless agreed to via a separate agreement.
- 5) The Property and improvements described in this Offering Memorandum are being offered for sale on an "As Is, Where Is" basis without representations or warranties.

Owner and Colliers International expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Properties and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed and delivered.

If you wish not to pursue negotiations leading to the acquisition of the Watertown Retail Center or in the future you discontinue such negotiations, then you agree to purge all materials relating to this Property including this Offering Memorandum. A prospective purchaser's sole and exclusive rights with respect to this prospective transaction, the Properties, or information provided herein or in connection with the sale of the Properties shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Seller or Colliers International or any of their affiliates or any of their respective officers, Directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing or sale of the Properties.



# PROPERTY OVERVIEW



# PROPERTY DETAILS



Price  
\$450,000



Cap Rate  
7.98%



Year 1 NOI  
\$35,890



Total GLA  
10,757 SF



Occupancy  
87%

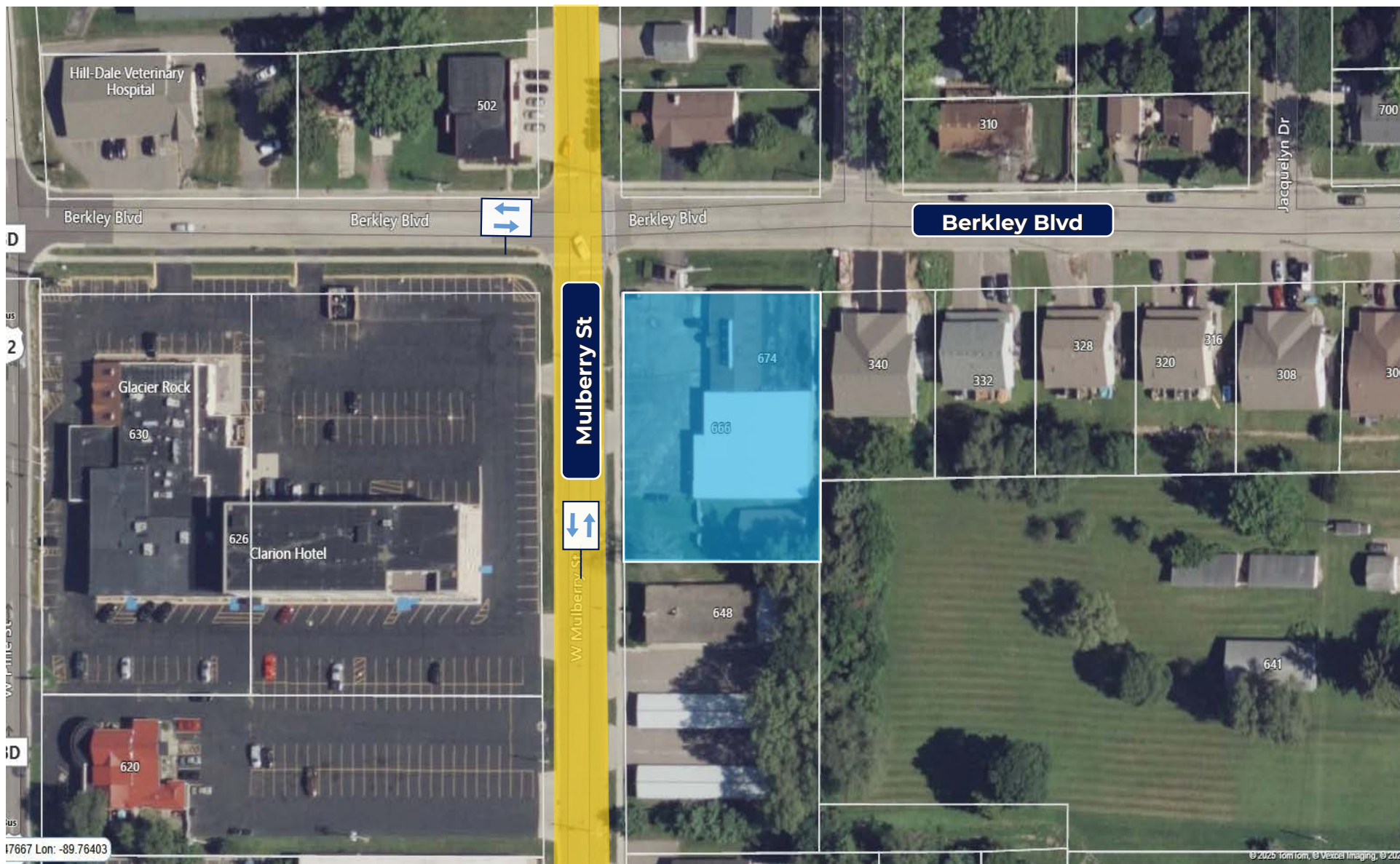


Mulberry Corner presents both investors and owner-users with a compelling opportunity in the growing Baraboo market. The 10,757 square foot multi-tenant retail and office property is currently 87% occupied with a diverse tenant mix, producing a Year 1 NOI of \$35,890 based on the existing rent roll. One suite remains available for lease, providing immediate upside potential through new tenancy and additional cash flow. In-place rents are below market, offering further opportunity for income growth as leases renew or rollover. The existing tenant base provides a stable foundation, while still leaving room for significant appreciation through active management.

For an owner-user, the vacant suite and the building's flexible configuration create an opportunity to occupy space immediately while benefiting from rental income generated by the existing tenants. This dual advantage reduces occupancy costs and provides long-term control over the business's location.

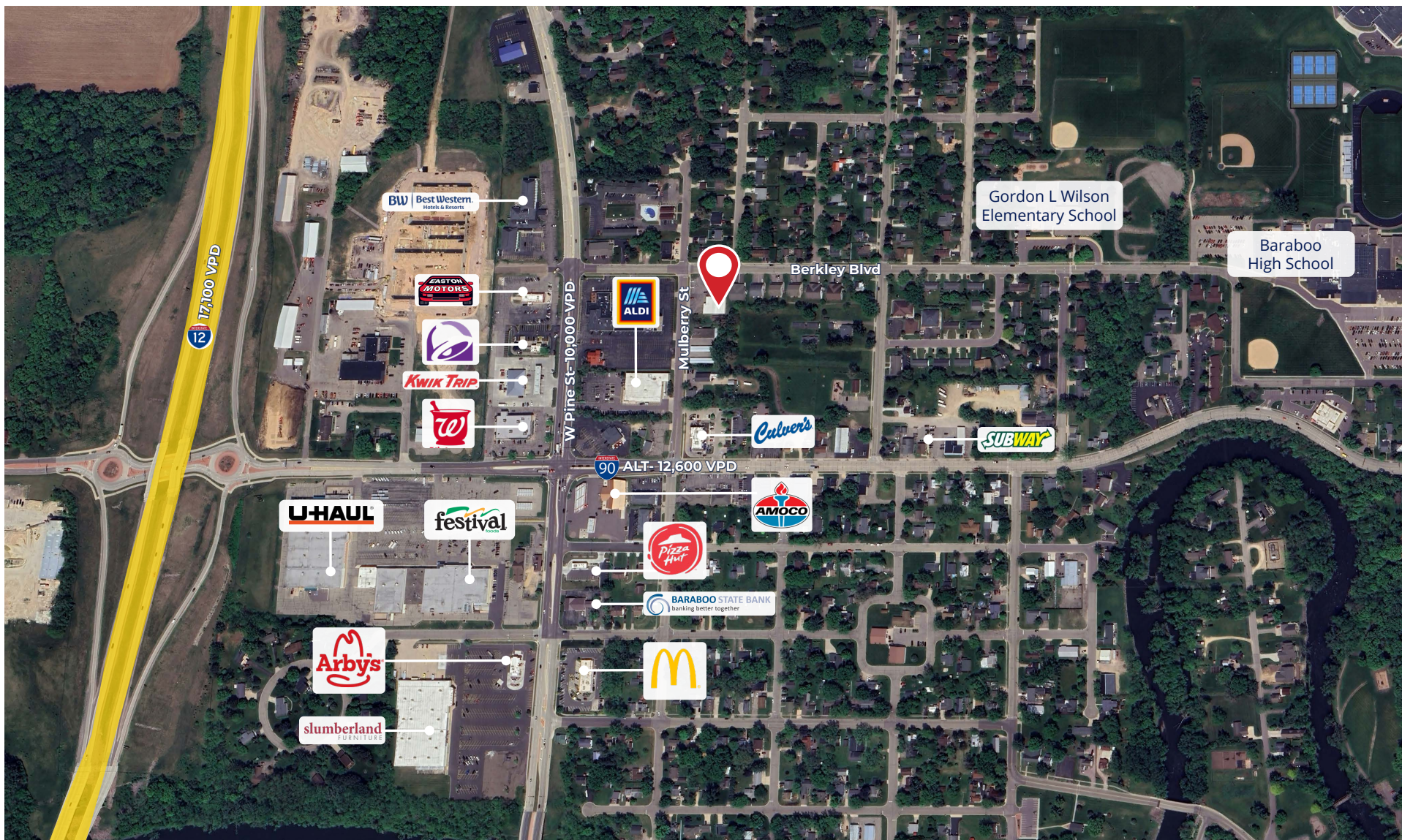
The property also includes a pole shed on site, which could be leased for additional rental income

# LOCATION OVERVIEW





# RETAIL OVERVIEW





# ABOUT THE AREA

## BARABOO RETAIL MARKET SUMMARY

Baraboo, Wisconsin is a dynamic regional hub located just north of Madison and home to a diverse mix of retail, tourism, and employment drivers. As the county seat of Sauk County, Baraboo benefits from steady population growth and a strong daytime population anchored by education, healthcare, government, and tourism. Baraboo is best known as the gateway to Devil's Lake State Park, Wisconsin's most visited state park with over 3 million annual visitors. The area also draws significant traffic from the Wisconsin Dells tourism corridor, located just 15 minutes north, which attracts more than 4 million visitors annually. These tourism drivers create consistent demand for food, beverage, service, and convenience retail in Baraboo year-round.



### 2025 Population

3 Mile: 3,393  
5 Miles: 19,156  
10 Miles: 32,161



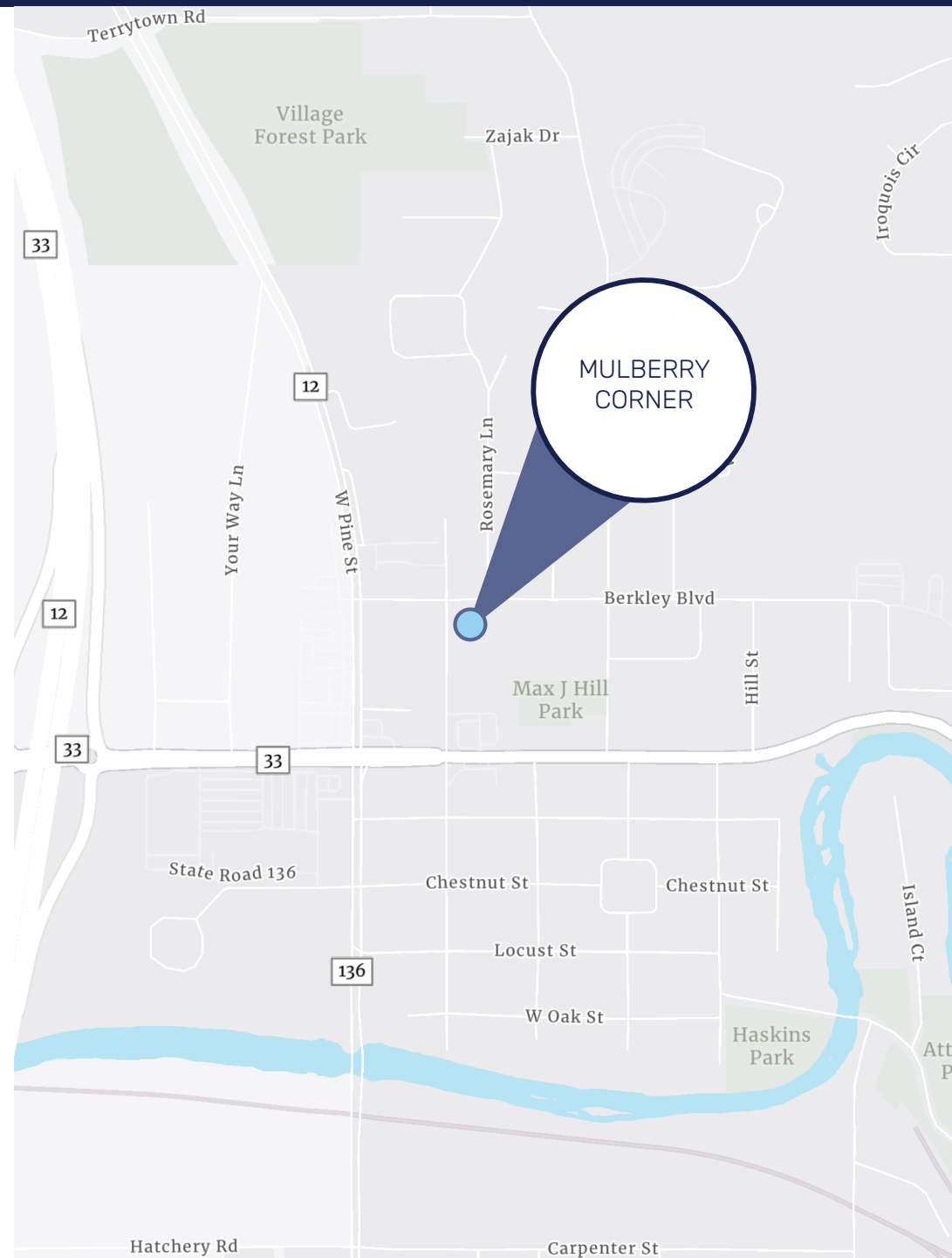
### 2025 Households

3 Mile: 1,422  
5 Miles: 8,219  
10 Miles: 13,673



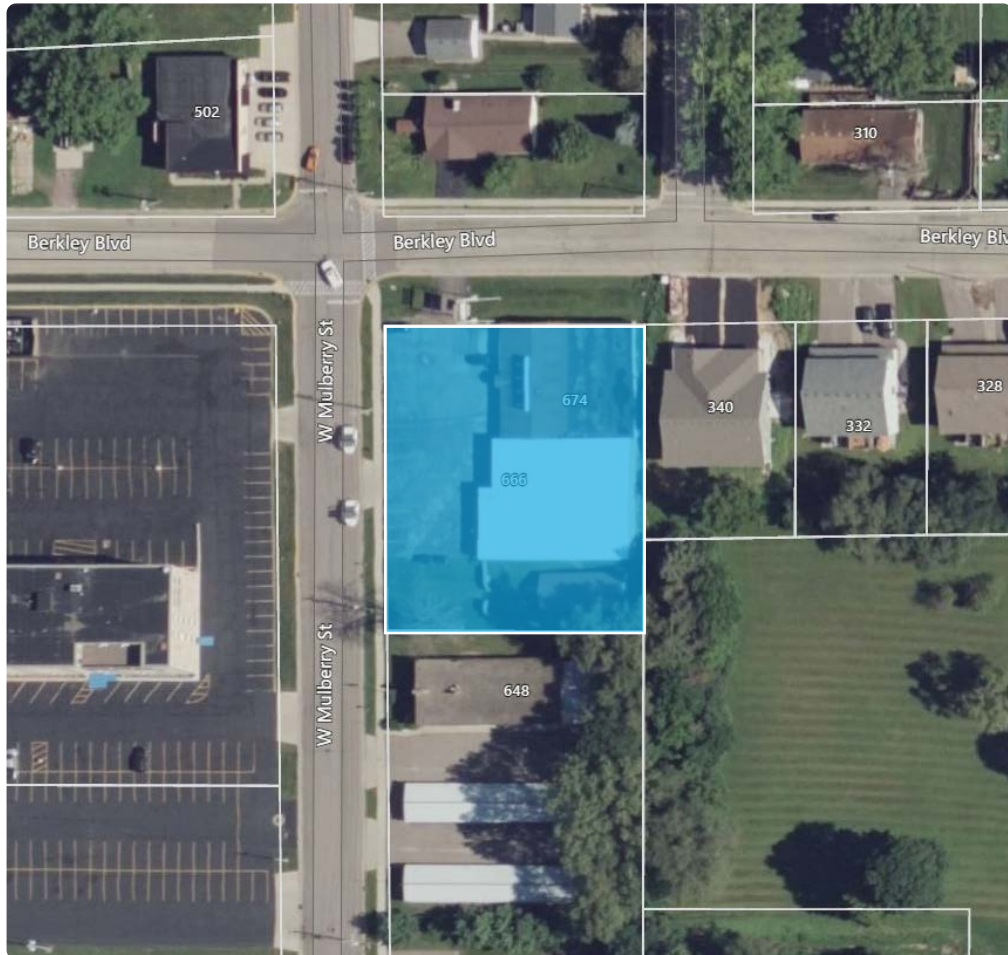
### 2025 Household Income

3 Mile: \$95,102  
5 Miles: \$81,246  
10 Miles: \$81,875



# PROPERTY DETAILS

## PROPERTY SPECIFICS



### ADDRESS

674 Mulberry Street,  
Baraboo, WI, 53913



### COUNTY

Sauk



### TOTAL GLA

10,757 SF



### YEAR BUILT

1980



### OCCUPANCY

87%



### TOTAL ACREAGE

0.68 AC



### CURRENT ZONING

C - Commercial District



### TAX KEY

191-0028-00000



### Parking

28 Stalls





# FINANCIAL OVERVIEW

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PRICE

**\$450,000**

\$35,890 Net Operating Income

7.98% Cap Rate

\$41.83 per SF



# RENT ROLL

Suite	Tenant	Square Footage	Rent/SF	Annual Rent	Monthly Rent	Lease Exp Date	Notes
A	LLCT Brazilian Jiu Jitsu	6,060	\$4.95	\$30,000.00	\$2,500.00	6/30/2029	7% annual escalations
B	VACANT	1,347	-	-	-		
C	Shear Trendz Salon	1,135	\$10.04	\$11,400.00	\$950.00	3/31/2026	
D	Storage Tenant	2,215	\$3.25	\$7,200.00	\$600.00	Month-to-Month	
					\$4,050.00		

# RENT ROLL

For the Year Ending	December, 2025
Income	
2025 Gross Rent	\$48,600.00
Expenses	
Landscaping	\$1,104.00
Snow Removal	\$625.00
Utilities	\$2,191.00
Repairs & Maintenance	\$1,180.00
Insurance	\$3,233.00
Taxes	\$4,377.00
Total Operating Expenses	\$12,710.00
Net Operating Income	\$35,890.00



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