



OFFERING MEMORANDUM

Mulberry Corner

674 W Mulberry Street
Baraboo, WI 53913

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- 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
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- 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.

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PROPERTY OVERVIEW

PROPERTY DETAILS



Price
\$415,000



Year 1 NOI
\$5,890



Total GLA
10,757 SF



Occupancy
31%



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 31% occupied with a diverse tenant mix, producing a Year 1 NOI of \$5,890 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



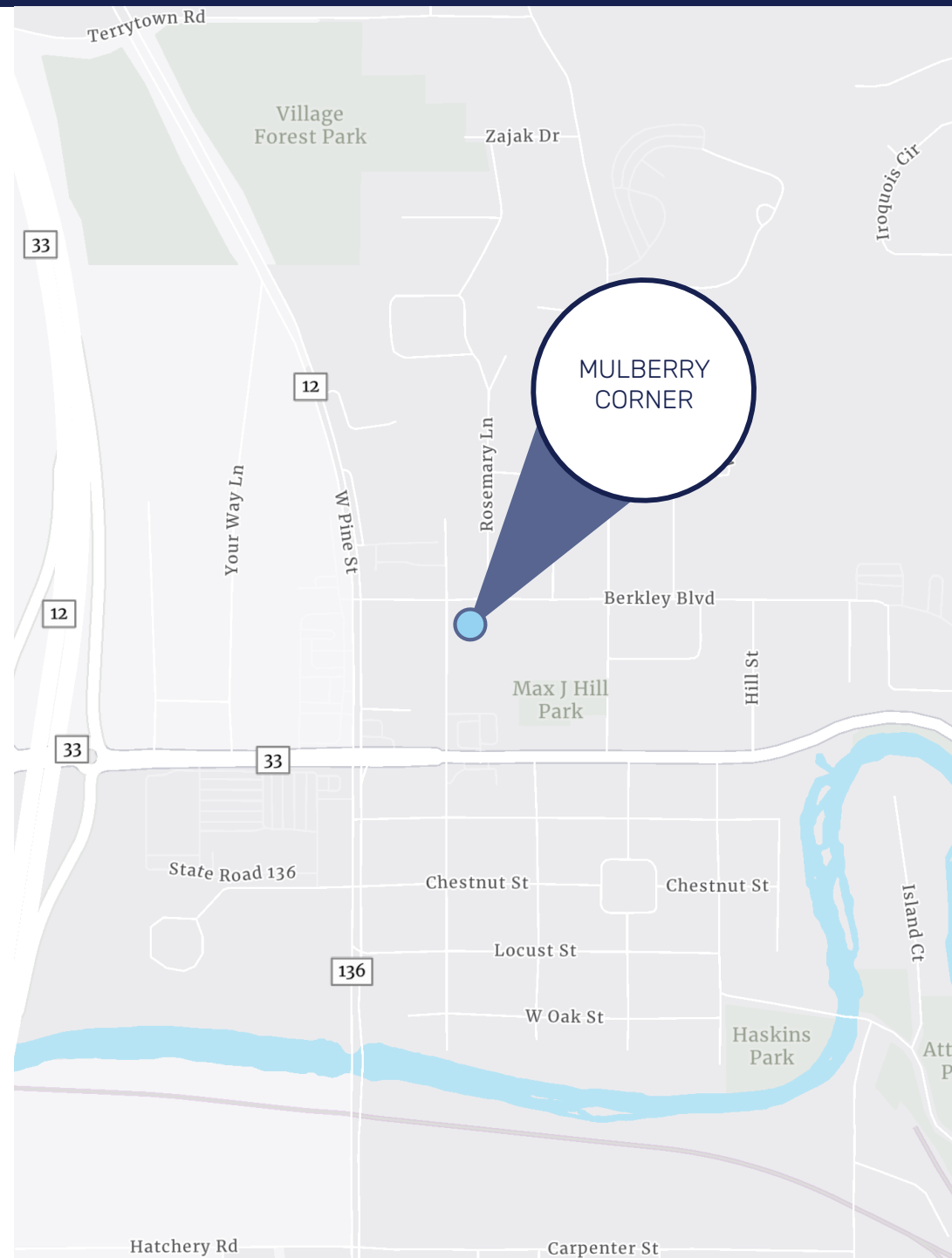
2025 Households

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

31%



TOTAL ACREAGE

0.68 AC



CURRENT ZONING

C - Commercial District



TAX KEY

191-0028-00000



Parking

28 Stalls



FINANCIAL OVERVIEW

FINANCIAL OVERVIEW



PRICE

\$415,000

\$5,890 Net Operating Income
\$38.58 per SF



RENT ROLL

Suite	Tenant	Square Footage	Rent/SF	Annual Rent	Monthly Rent	Lease Exp Date	Notes
A	VACANT	6,060	-	-	-		
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	\$18,600
Expenses	
Landscaping	\$1,104
Snow Removal	\$625
Utilities	\$2,191
Repairs & Maintenance	\$1,180
Insurance	\$3,233
Taxes	\$4,377
Total Operating Expenses	\$12,710
Net Operating Income	\$5,890

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