

OFFERING MEMORANDUM

DOLLAR GENERAL

ESSENTIAL SINGLE TENANT NET LEASE INVESTMENT
DENSE URBAN INFILL LOCATION / FREEWAY VISIBILITY
7.8% CAP / < 5 YEARS REMAINING / NN+ LEASE

4515 OLD GENTILLY ROAD, NEW ORLEANS, LA 70126



ACTUAL SITE

JDS
REAL ESTATE SERVICES, INC.

Exclusively Co-Listed By:



JENNIFER STEIN
JDS REAL ESTATE SERVICES

1231 Puerta Del Sol | Suite 100
San Clemente, CA 92673
213.446.5366 Office
Louisiana Broker #0995689716-Corp

OUT OF STATE COOPERATING BROKER:



MIKE KNUDSEN
MANAGING PRINCIPAL
NNN PROPERTIES GROUP

626.410.6200 Office
213.260.0077 Mobile
626.410.6704 Fax
mike@nnnpropertiesgroup.com
CA DRE Broker #01840490
2275 Huntington Drive #192
San Marino, CA 91108



GREG HERZ
MANAGING PRINCIPAL
WCB COMMERCIAL REAL ESTATE

949.202.6600 Mobile
gregherz@wbcrc.com
CA DRE Broker #01932277
4508-A Atlantic Ave #276
Long Beach, CA 90807

OFFERING MEMORANDUM

DOLLAR GENERAL

SINGLE TENANT NET LEASE INVESTMENT

4515 OLD GENTILLY ROAD
NEW ORLEANS, LA 70126






» A	EXECUTIVE SUMMARY	4
» B	MARKET OVERVIEW	12
» C	TENANT OVERVIEW	18

ACTUAL SITE



EXECUTIVE SUMMARY

- 
\$ 1,875,000
 Offering Price
- 
7.8%
 Cap Rate
- 
Modified NN
 < 5 years remaining



JDS Real Estate Services as exclusive advisor is pleased to present for sale fee simple interest in a single tenant investment property leased to Dollar General (“the Offering”) in a rare, densely populated, urban location in the Gentilly submarket in New Orleans, Louisiana. The Offering consists of an approximately 9,014 square foot freestanding building on an approximately 38,848 square foot parcel leased to Dollar General Corporation, the leading national discount retailer in the country. Founded in 1939 and headquartered in Goodlettsville, Tennessee, Dollar General is a publicly traded company that operates over 15,000 stores in 45 states. The company’s 2018 revenues totaled \$23.43 Billion USD, and has experienced consistent year-over-year sales growth since the company’s inception. Dollar General has an investment-grade credit rating of BBB with S&P and Baa2 with Moody’s.

Dollar General has been operating at this location since 2009, and its lease is modified double net (“NN”) in structure, with landlord responsibilities limited to roof, structure and parking lot repairs. The landlord receives a monthly CAM allowance for parking lot and landscaping maintenance totaling \$300 per month, which is reconciled at year-end to actual expenses, resulting in a debit or credit to the landlord. Tenant responsibilities include property taxes (reimbursed by Dollar General at year-end), property and general liability insurance, utilities, interior maintenance and HVAC repair and replacement (most double net Dollar General leases require the landlord to pay for all annual HVAC expenses exceeding \$1,000). The landlord recently invested over \$8,000 into the roof, mitigating short-term cost exposure for the Buyer.

Strategically located on a soft corner intersection at 4515 Old Gentilly Road in the Gentilly neighborhood of New Orleans, the Offering benefits from immediate proximity to a dominant cluster of national credit retailers, as well immediate proximity to and visibility from the Interstate 10 Freeway, with traffic counts exceeding 116,000 vehicles per day. Unlike the vast majority of Dollar General net lease properties, the Offering benefits from being located near the urban core of a densely populated metropolitan statistical area featuring over 1.2 million residents, including over 105,000 within a 3-mile radius.

INVESTMENT SUMMARY



\$ 1,875,000

Offering Price



7.8%

Cap Rate



Modified NN*

< 5 years remaining

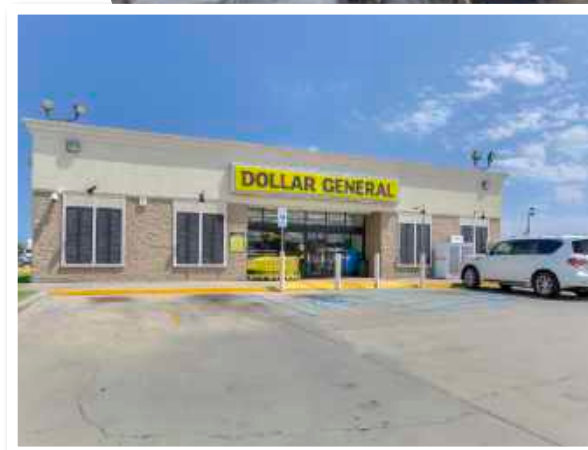
ADDRESS	4515 Old Gentilly Rd., New Orleans, LA 70126
BLDG. SIZE / YEAR BUILT	9,014 SF / 2009
APN / ZONING	3-9W-9-553-39 / C-2
LOT SIZE	± 39,848 SF (0.91 AC)
PARKING	40 Surface Spaces (4.4/1,000 SF)
TYPE OF OWNERSHIP	Fee Simple Interest
TENANT/GUARANTOR	Dollar General Cpr. (NYSE: DG; S&P: BBB)
GUARANTY TYPE	Corporate
LEASE TYPE	Modified Double Net ("NN")*
LANDLORD OBLIGATIONS	Roof, Structure & Parking/Landscaping
ORIGINAL LEASE TERM	15 Years
LEASE START DATE	10/1/2009
LEASE EXPIRATION DATE	9/30/2024
FIRM TERM REMAINING	< 5 Years
INCREASES	10% in each Option
REMAINING OPTIONS	Three (3) Five (5) Year Options

ANNUALIZED OPERATING DATA

	MONTHLY RENT	ANNUAL RENT	RENT/SF	CAP RATE
Current - 9/30/24	\$12,193	\$146,316	\$16.23	7.80%
Option 1 (10/1/24-9/30/29)	\$13,310	\$159,720	\$17.72	8.52%
Option 2 (10/1/29-9/30/34)	\$14,641	\$175,692	\$19.49	9.37%
Option 3 (10/1/34-9/30/39)	\$16,105	\$193,260	\$21.44	10.31%

*Tenant responsibilities include property taxes (reimbursed by Dollar General at year-end), property and general liability insurance, utilities, interior maintenance and HVAC repair and replacement (most double net Dollar General leases require the landlord to pay for all annual HVAC expenses exceeding \$1,000). Dollar General reimburses for parking lot maintenance on monthly basis, which is reconciled at year-end based on actual landlord expenses.

**CHEF MENTEUR HWY
(25,000 VPD)**



DOLLAR GENERAL

OLD GENTILLY RD (6,800 VPD)

» INVESTMENT HIGHLIGHTS



CORPORATE GUARANTY FROM SEASONED, INVESTMENT-GRADE, DAILY NEEDS TENANT

- Dollar General is top discount retailer in country, operating over 15,000 stores in 45 states
- 2018 revenues totaled \$23.43 Billion USD; has experienced consistent year-over-year sales growth since company's inception 80 years ago
- Publicly-traded company with Investment-grade credit rating of BBB with S&P and Baa2 with Moody's
- "Amazon-resilient" business model provides further hedge against default risk during potential economic downturn



RARE URBAN-INFILL LOCATION WITH IMMEDIATE PROXIMITY TO CBD

- Extremely rare opportunity to acquire an urban Dollar General only 5 miles north from the New Orleans Central Business District
- Within immediate proximity to bevy of national credit retailers, incl. Walmart, Walgreens, Chase, Dollar Tree, Family Dollar, McDonald's & Raising Cane's
- Incredible population density for a Dollar General site; over 10,000 people within 1-mi radius, and over 105,000 in 3-mi radius
- Positioned on over 38,000 square feet of land fronting major interstate, enhancing the redevelopment potential and intrinsic value of site



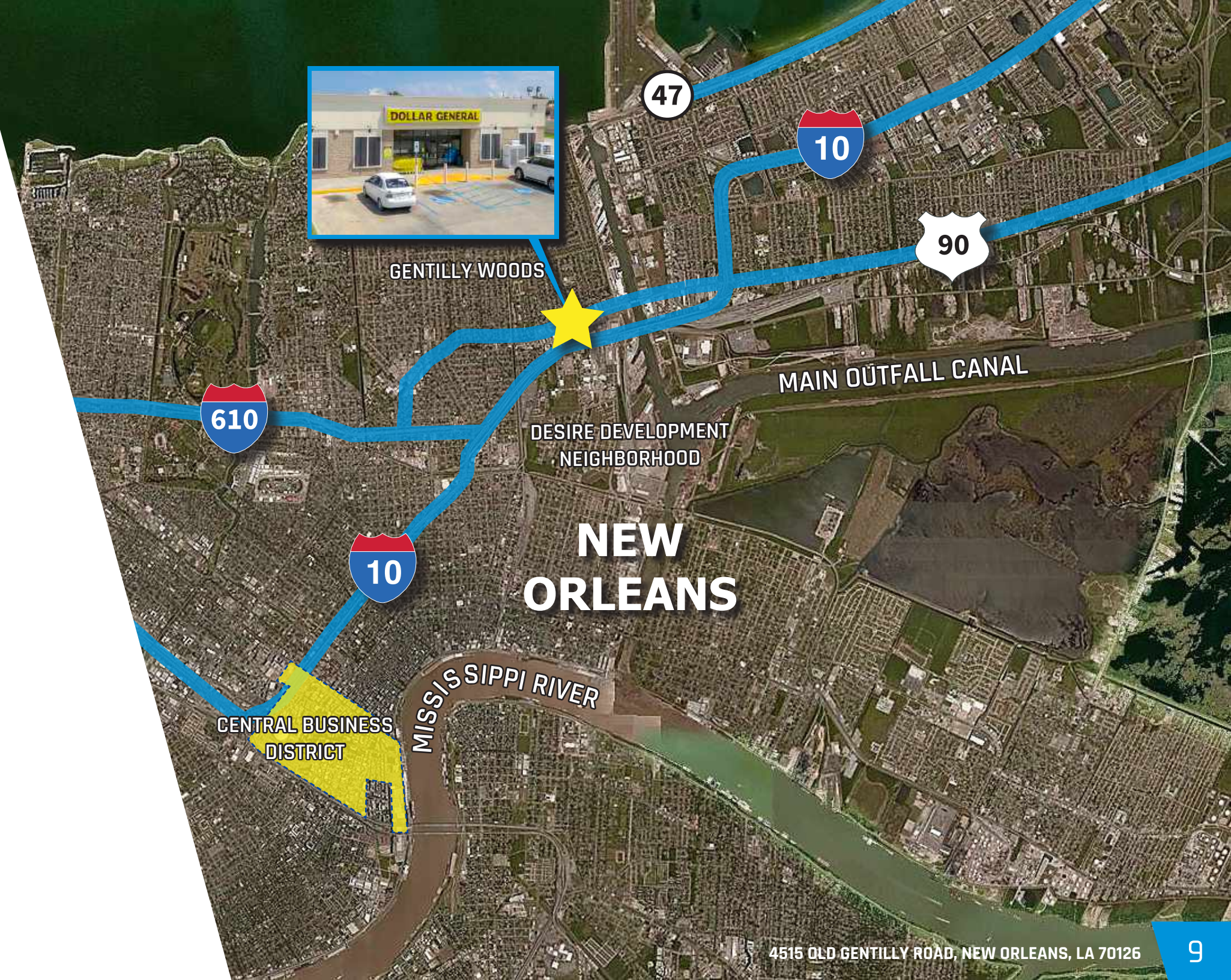
PASSIVE MODIFIED DOUBLE NET LEASE STRUCTURE WITH RENTAL INCREASES

- Rare "modified" double net lease structure in which Dollar General is responsible for HVAC replacement along with property taxes, insurance, utilities, interior maintenance and parking/landscaping CAM reimbursements; Landlord's responsibilities limited to roof, structure & parking/landscaping
- Seller has invested over \$8,000 into roof within last two years, offering additional hedge against future cost exposure to Buyer
- 10% increase in September 2019 and each of the three 5-year options offers hedge against inflation



EXCELLENT TRAFFIC COUNTS, ACCESS & FREEWAY VISIBILITY

- Old Gentilly Road (6,800+ cars per day) connects Chef Menteur Highway 90 (25,000+ cars per day) and Interstate 10 Freeway (296,000+ cars per day)
- Traffic counts are well above-average for Dollar General properties
- Dollar General and store's monument sign both visible from Interstate 10, greatly enhancing Offering's exposure within trade area
- Located on soft corner that can be easily accessed by northbound traffic on Old Gentilly before getting on I-10 South towards downtown NOLA





» B



» MARKET OVERVIEW



New Orleans is a major U.S. port and the largest city in the state of Louisiana with a population of 393,92 residents. The New Orleans economy is based on twin pillars of tourism and shipping. Additionally, New Orleans has a thriving energy sector along with a fast growing film industry presence. New Orleans consistently ranks as one of the top 10 tourist destinations in the U.S. The city is known for its jazz, Creole food, 18th and 19th century architecture, streetcars, museums, and arts. Famous festivals like Mardi Gras, the New Orleans Jazz Festival, and Satchmo SummerFest attract hundreds of thousands of tourists to New Orleans each year. The city has taken advantage of its status as a major tourism destination by establishing itself as one of the top convention sites in the country. The Ernest N. Morial Convention Center plays a significant role in drawing the city's 8.3 million annual visitors. The tourism and convention industries employ 85,000 people in New Orleans and contribute \$5.5 billion annually to the local economy. Top regional employers include Louisiana State University Health (7,000+ employees), Northrop Grumman Ship Systems (6,000+ employees), and Tulane University (5,000+ employees). Other notable employers are University of New Orleans, North Oaks Health System, DOW Chemical, and Chevron Production.

Major sporting events also provide a significant impact to the local economy. Annual college football games such as the Bayou Classic, the New Orleans Bowl, and the Sugar Bowl are held at the Mercedes-Benz Superdome. New Orleans is 1 of 4 rotating sites for college football's BCS National Championship. The city's proximity to the Gulf and Mississippi River provide an ideal location for a waterborne transportation hub. Port of New Orleans handles about 62 million short tons of cargo each year, which makes the port 1st in the U.S. based on volume of cargo handled, 2nd largest in the state and the 13th largest in the United States based on value of cargo.

The Gentilly neighborhood spans roughly 10 square miles on the northeast side of New Orleans and is comprised of primarily single family residences with supporting commercial and retail centers. Gentilly is home to three Universities; Dillard University, University of New Orleans(UNO), and Southern University at New Orleans (SUNO). Gentilly is made up of 19th century shotgun houses and has the largest collection of California Craftsman style bungalows in Louisiana. It is also home to many English cottages, Spanish, and Mediterranean Revivals set in a lush landscape of oak tree lined streets with wide lawns, and broad boulevards. Part of the neighborhood became Gentilly Boulevard and later U.S. Highway 90- part of the Old Spanish Trail – that connected St Augustine, Florida to Los Angeles, California.

NEW ORLEANS COUNTY



According to Glassdoor.com, the Technology and Healthcare industries have the highest salaries in America. The Greater New Orleans Metro Area is the #1 MSA in the country for growth in Technology (SmartAsset, 2017) and Healthcare (STAT, 2017) jobs. "Technology and health care are the two industries that are making the greatest impact on the economy," said Sarah Stoddard, a community expert at Glassdoor.



Louisiana ranks #2 among U.S. states for infrastructure investment that supports economic growth, according to Site Selection magazine. In the magazine's first Global Groundwork Index, nations and states were evaluated for significant investment in corporate facilities, combined with significant investment in roads, bridges, airport, pipelines, railroads and more.

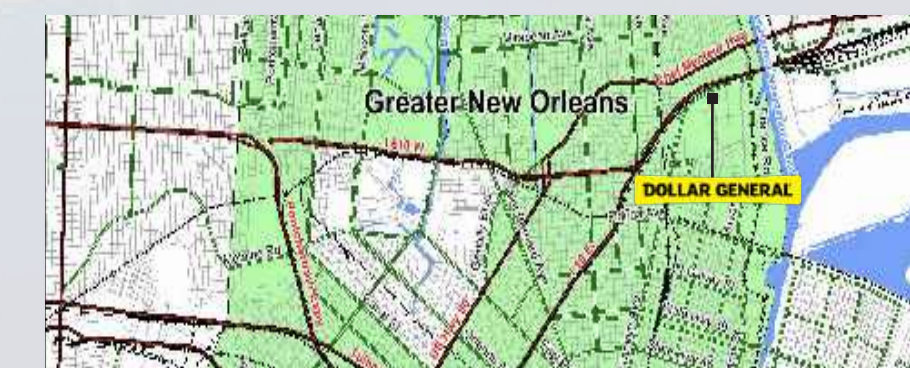


The readers of Travel + Leisure have voted New Orleans the #2 Best City in America. Notes the magazine, "From food-loving New Orleans to artsy Asheville, North Carolina, Southern destinations continue to be big with T+L readers." You can read the entire ranking here. Overall, New Orleans remains not only a national, but a global favorite. 2018 marked the 6th year in a row of record-breaking tourism numbers, as was highlighted in this recent editorial in the New Orleans Advocate, "A Brighter View for Tourism."

AREA DEMOGRAPHICS

POPULATION	1 mile radius	2 mile radius	3 mile radius
2025 Projection	10,408	43,844	107,399
2020 Estimate	10,365	43,277	105,584
2010 Census	9,112	35,788	84,791
Growth 2020-2025	0.41%	1.31%	1.72%
Growth 2010-2020	13.75%	20.93%	24.52%

2020 POPULATION BY RACE	1 mile radius	2 mile radius	3 mile radius
White	1,780	4,941	17,656
African American	8,227	37,095	84,764
Hispanic	311	1,471	4,179
American Indian & Alaska Native	40	142	312
Asian	130	398	1,038
Native Hawaiian and OPI	6	20	39
Other	181	681	1,775
U.S. Armed Forces:	11	41	94



HOUSEHOLDS	1 mile radius	2 mile radius	3 mile radius
2025 Projection	3,938	16,837	43,028
2020 Estimate	3,926	16,635	42,348
2010 Census	3,484	13,888	34,380
Growth 2020 - 2025	0.31%	1.21%	1.61%
Growth 2010 - 2020	12.69%	19.78%	23.18%
Owner Occupied	2,470	9,470	22,098
Renter Occupied	1,456	7,165	20,250

HOUSEHOLDS BY INCOME (2020 ESTIMATES)	1 mile radius	2 mile radius	3 mile radius
2020 Avg Household Income	\$48,111	\$42,835	\$47,127
2020 Med Household Income	\$33,225	\$28,255	\$30,164
<\$25,000	1,613	7,721	18,977
\$25,000 - \$50,000	992	4,027	9,834
\$50,000 - \$75,000	581	2,152	5,770
\$75,000 - \$100,000	305	1,179	2,879
\$100,000 - \$125,000	112	670	1,887
\$125,000 - \$150,000	158	446	1,177
\$150,000 - \$200,000	119	287	1,046
\$200,000+	46	153	777

» AMENITIES MAPS

DOWNTOWN NEW ORLEANS



SUBWAY

motel **6**

Days Inn
Days Inn Penn State

Walgreens

DOLLAR TREE

BURGER KING

DOLLAR GENERAL
SUBJECT PROPERTY

I-10 FREEWAY (296,000 VPD)

10

OLD GENTILLY ROAD (6,800 VPD)

90

Walmart

BURGER KING

FAMILY DOLLAR

DOLLAR GENERAL
SUBJECT PROPERTY

Rally's
CRAZY GOOD FOOD

CHASE

STOR-ALL STORAGE
Personally yours.

TACO BELL

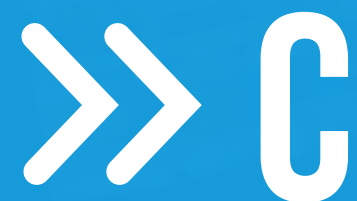
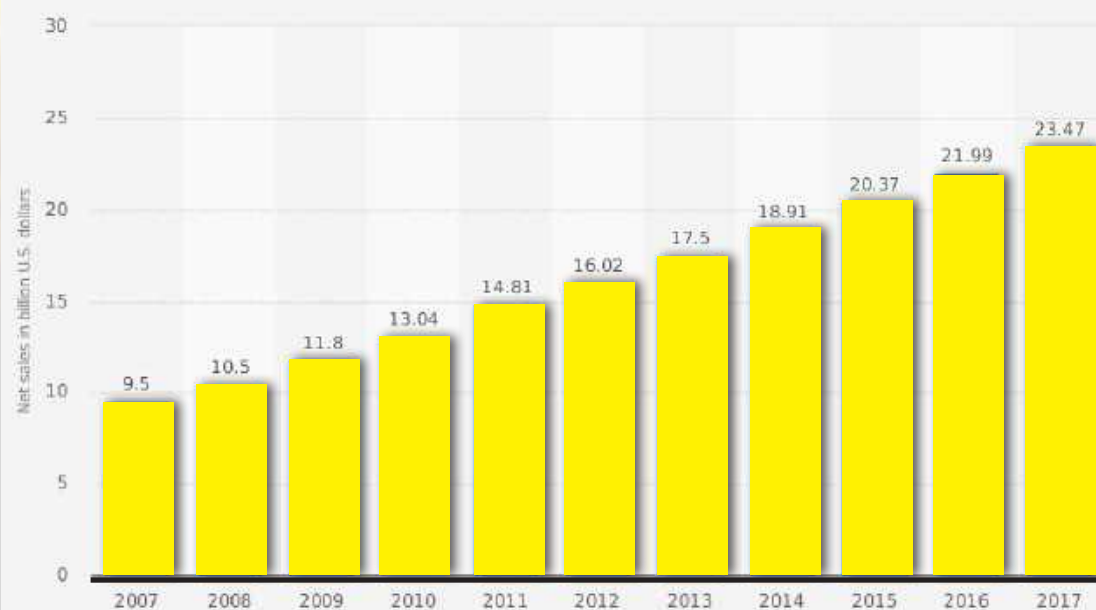
Wendy's

POPEYES
LOUISIANA KITCHEN

McDonald's

CHEF MENTEUR HIGHWAY (25,000 VPD)

OLD GENTILLY ROAD (6,800 VPD)

MARKET CAP**\$29.51 BILLION****ANNUAL REVENUE****\$23.43 BILLION****CREDIT RATING****BBB/Baa2****Net sales of Dollar General in the United States from 2007 to 2017 (in billion U.S. dollars)****TENANT OVERVIEW****DOLLAR GENERAL**

Established in 1939, incorporated on May 29th, 1998 and headquartered in Goodlettsville, Tennessee, Dollar General Corporation (DBA “Dollar General”; NYSE:DG) is the leading small-box discount retail chain in the United States in terms of market capitalization, annual revenues and same-store profitability, offering a variety of consumer goods at low prices, along with a fast, efficient buying experience. Dollar General offers an assortment of popular merchandise, including consumables, seasonal goods, home products and apparel. By placing an emphasis on inexpensive “daily needs” merchandise and a convenient buying experience, Dollar General is considered one of the leading publicly-traded, “Amazon-resilient” discount retailers operating on a national scope within the net lease space. Moreover, the robust supply of recently developed single tenant Dollar General properties offered at low price points and structured on corporate-guaranteed, long-term, passive lease agreements ranging from 10 to 15-year double net (“NN”) to absolute triple net (“NNN”) structures, in conjunction with the company’s industry-leading track record of profitability and investment-grade credit rating (BBB per Standard and Poor’s, and Baa2 per Moody’s), make single tenant Dollar General net lease investments one of the most coveted 1031 exchange replacement properties on the market today.

With over 15,000 strategically positioned stores in 45 of the 48 contiguous United States and a 75-year track record of profitability featuring consistent year-over-year growth, Dollar General reached #123 on the Fortune 500 list in 2018, boasting a market cap in excess of \$29 billion, along with annue revenues in excess of \$23 billion. The Company’s success can to attributed to its industry-pioneering campaign to decentralize Wal-Mart’s “Big Box” discount retail experience by offering similar merchandise at affordable prices in thousands of well-positioned small-box locations generally under 10,000 SF in size, resulting in a quick, cheap, hassle-free shopping experience. Dollar General’s standard store prototype is roughly 9,100 square feet, but its stores can range between approximately 7,400 square feet of selling space for more tertiary locations, and in excess of 10,000 SF for its “Dollar General Plus” concept that is traditionally found in areas with more robust demographics or more bullishy forecasted same-store sales. Dollar General is also supported by 15 distribution centers (with 2 more under construction in New York and Texas) located strategically throughout its geographic footprint.

Tenant Profile	
Company Name	Dollar General Corporation
Ownership Type	Public
Stock Symbol	NYSE: DG
Headquarters	Goodlettsville, TN
Credit Rating	SP: BBB
Website	www.dollargeneral.com
Locations in the U.S.	15,227
Balance Sheet (Q3 2018)	
Market Capitalization:	\$29.57 Billion
Total Assets:	\$13.12 Billion
Long Term Debt:	\$2.90 Billion
Cash & Short-Term Investments:	\$0.26 Billion
Current Ratio:	1.55
Quick Ratio:	0.22
Annual Figures (2017)	
Sales Revenue:	\$21.98 Billion
Net Income:	\$1.25 Billion
Net Profit Margin:	5.69%

An aerial photograph of a commercial district. In the upper center, a large Walmart store with a white roof and a yellow sign is visible. To its left is a large parking lot filled with cars. In the lower center, a Dollar General store with a yellow sign is situated. To the right of Dollar General is a Family Dollar store. The area includes various industrial buildings, parking lots, and a road with a few cars. The right side of the image is partially obscured by a dark, semi-transparent overlay containing text.

» DISCLAIMER & CONFIDENTIALITY STATEMENT

This Offering Memorandum is confidential and is intended solely to assist prospective purchasers in their evaluation of the Offering and their consideration of whether to purchase the Offering. It is not to be used for any other purpose or made available to any other person without the prior written consent of the Seller of the Offering.

This Memorandum was prepared on the basis of information available to the Seller and the JDS Real Estate Services, the Seller's exclusive agents in connection with the sale of the Offering. Although the information contained in this Memorandum is believed to be accurate and reliable, neither the Seller nor its exclusive agents guarantees its accuracy or completeness. The information provided is not a substitute for a party's active conduct of its own due diligence to determine the accuracy of these and other matters of significance to such party. Prospective purchasers should make their own independent assessments, investigations, and projections regarding the Offering. Any party contemplating or under contract or in escrow for a transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third party independent professionals selected by such party.

The Seller reserves the right, in its sole discretion, to reject any offer to purchase the Offering or to terminate any negotiations with any party at any time, with or without notice. The Seller shall have no legal commitment or obligation to any prospective purchaser unless and until a written Purchase and Sale Agreement has been fully executed and delivered and any and all conditions to the Seller's obligations thereunder have been fully satisfied or waived.

The Seller is responsible for any commission due its agent in connection with a sale of the Offering. The Seller shall not be responsible for any commission claimed by any other agent or broker in connection with a Sale of the Offering. No other party, including the Seller's exclusive agents, is authorized to make any representation or agreement on behalf of the Seller. This Memorandum remains the property of the Seller and its exclusive agents, and may be used only by parties approved by the Seller and its exclusive agents.



JENNIFER STEIN
JDS REAL ESTATE SERVICES

1231 Puerta Del Sol | Suite 100
San Clemente, CA 92673
213.446.5366 Office
Louisiana Broker #0995689716-Corp

Our of state cooperating brokers:

MIKE KNÜDSEN | MANAGING PRINCIPAL
NNN PROPERTIES GROUP

626.757.4207 Mobile
mike@nnnpropertiesgroup.com
CA DRE Broker #01840490

GREG HERZ | MANAGING PRINCIPAL
WCB COMMERCIAL REAL ESTATE

949.202.6600 Mobile
gregherz@wbcrc.com
CA DRE Broker #01932277

© 2020 ALL RIGHTS RESERVED.

jdsreservices.com

nnnpropertiesgroup.com

wbcrc.com