

3G SELF STORAGE

280 E 1260 Rd, Baldwin City, KS | Offering Memorandum



MATTHEWS™

Exclusively Listed By

Point of Contact



Austin Blom

Associate

(630) 672-7045

austin.blom@matthews.com

License No. 475.211720 (IL)



Rob Cook

Vice President

(708) 243-9414

rob.cook@matthews.com

License No. 475171700 (IL)

Kyle Matthews

Broker of Record

Broker Lic. No.: 239429 (KS)

Firm Lic. No.: CO00002672 (KS)

Table of Contents

03 | Property Overview

09 | Financial Overview

13 | Market Overview

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PROPERTY OVERVIEW

3G Self Storage

280 E 1260 Rd, Baldwin City, KS, 66006



Property Overview



Facility Name	3G Self Storage
Address	280 E 1260 Rd
City, State, Zip Code	Baldwin City, KS 66006
County	Douglas County
Lot Size	±5 AC
Year Built	2022
Total Square Feet	±23,800 SF
Total Units	137
Non-Climate Controlled Units	113
Parking	24
Unit Occupancy	72%
Economic Occupancy	60%
Average Monthly Rent Per Square Foot	\$0.73
Average Yearly Rent Per Square Foot	\$8.77
3-Mile SF/Capita	4.59
5-Mile SF/Capita	18.08

Investment Highlights

\$1,700,000

List Price

±23,800

NRSF

137

Total Units

72%

Physical Occupancy

\$156,942

Stabilized NOI

9.23%

Stabilized Cap Rate



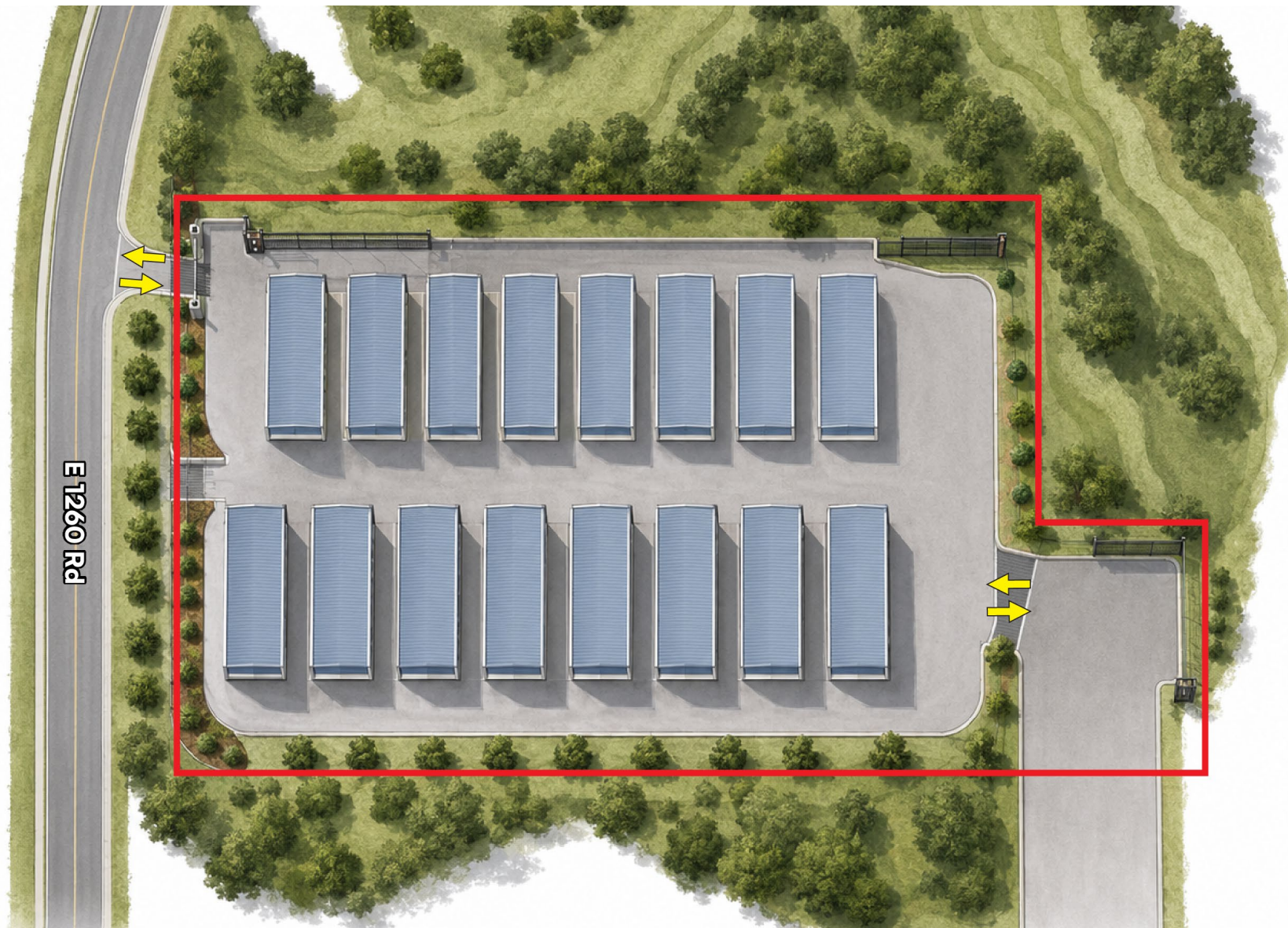
Investment Highlights

- 2022 vintage asset offering a modern facility profile with a meaningful value-add expansion component.
- Physical occupancy currently at 72%, presenting a clear opportunity to increase lease-up and in-place cash flow through continued stabilization.
- The site is approved for an additional 40,000 SF of storage, or approximately ± 370 additional units, providing a defined path for future growth.
- Continued expansion is projected to generate approximately \$320,000 in additional gross revenue, supporting a compelling scale-up opportunity within the existing site plan.
- Estimated construction costs of approximately \$35/SF suggest an efficient basis for executing the approved expansion and enhancing overall revenue capacity.
- Offered as a Disposition, the asset may appeal to investors seeking a newer vintage self-storage property with both near-term lease-up potential and embedded upside through approved expansion.



Expansion Opportunity

- The site currently consists of six 40x100 buildings — or 24,000 SF
- The site is approved for ten additional 40x100 buildings — or 40,000 SF
- Potential to add an additional \$320,000 in gross revenue based on an \$8/SF rental rate market
- Estimated cost to build = \$35/SF





±10,100 VPD

Lawrence
±15 Miles Away

±244 Planned Lots

Firetree Subdivision
±130 Homes

Baldwin Elementary School
±271 Students

Baldwin High School
±1,505 Students

Baldwin Elementary School Primary Center
±365 Students



Subject Property



Baldwin City
±5 Miles Away

New Development

Trail View Subdivision
±36 Homes Planned

Tay Creek Apartments
±62 Units



Baker University
±1,945 Students

New Development

New Residential Subdivision
±55 Homes Planned

Gardner
±20 Miles Away

Ottawa
±12 Miles Away

Google Earth

FINANCIAL OVERVIEW

3G Self Storage

280 E 1260 Rd, Baldwin City, KS, 66006



Unit Mix

Non-Climate Controlled

Dimensions			Unit Count	Occupied Unit Count	Square Feet	Average Rent	Average Rent/SF	Monthly Income
10	X	10	24	21	100	\$100	\$1.00	\$2,400
10	X	20	71	50	200	\$135	\$0.68	\$9,585
10	X	40	18	15	400	\$200	\$0.50	\$3,600
Totals / Wtd. Averages			113 Units	86 Units	211 SF	\$138	\$0.65	\$15,585

Uncovered Parking

Dimensions			Unit Count	Occupied Unit Count	Square Feet	Average Rent	Average Rent/SF	Monthly Income
10	X	30	24	13	0	\$75	\$0.00	\$1,800
Totals / Wtd. Averages			24 Units	13 Units	0 SF	\$75	\$0.00	\$1,800

Operating Statement

	T-3		Per SF	Year 1		Per SF
Income						
Gross Scheduled Rent	\$208,620		\$8.77	\$214,879		\$9.03
Economic Vacancy	(\$82,580)	39.6%	(\$3.47)	(\$53,720)	25.0%	(\$2.26)
Total Vacancy	(\$82,580)	39.6%	(\$3.47)	(\$53,720)	25.0%	(\$2.26)
Economic Occupancy	60.42%			75.00%		
Effective Rental Income	\$126,040		\$5.30	\$161,159		\$6.77
Other Income						
Admin Fees	\$1,500		\$0.06	\$1,545		\$0.06
Tenant Insurance	\$3,552		\$0.15	\$4,932		\$0.21
Late Fees	\$4,444		\$0.19	\$4,577		\$0.19
Total Other Income	\$9,496		\$0.40	\$11,054		\$0.46
Effective Gross Income	\$135,536		\$5.69	\$172,213		\$7.24
Expenses						
Real Estate Taxes	\$30,525		\$1.28	\$31,136		\$1.31
Insurance	\$2,880		\$0.12	\$2,938		\$0.12
Utilities	\$4,568		\$0.19	\$4,659		\$0.20
Software	\$4,248		\$0.18	\$4,333		\$0.18
ACH Fees	\$100		\$0.00	\$102		\$0.00
Advertising & Promotion	\$8,060		\$0.34	\$8,221		\$0.35
Bank Service Charges	\$36		\$0.00	\$37		\$0.00
CC Fees	\$4,744		\$0.20	\$4,839		\$0.20
Professional Fees	\$3,432		\$0.14	\$3,501		\$0.15
Payroll	\$5,000		\$0.21	\$5,100		\$0.21
Total Expenses	\$63,593		\$2.67	\$64,865		\$2.73
Expenses as % of EGI	46.9%			37.7%		
Net Operating Income	\$71,943		\$3.02	\$107,348		\$4.51

10 Year Cash Flow

	T-3	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036
Income											
Gross Scheduled Rent	\$208,620	\$214,879	\$221,325	\$227,965	\$234,804	\$241,848	\$249,103	\$256,576	\$264,274	\$272,202	\$280,368
Total Vacancy	(\$82,580)	(\$53,720)	(\$44,265)	(\$34,195)	(\$23,480)	(\$24,185)	(\$24,910)	(\$25,658)	(\$26,427)	(\$27,220)	(\$28,037)
Total Vacancy as % of	39.58%	25.00%	20.00%	15.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
Effective Rental Income	\$126,040	\$161,159	\$177,060	\$193,770	\$211,323	\$217,663	\$224,193	\$230,919	\$237,846	\$244,982	\$252,331
Other Income											
Late Fee	\$1,500	\$1,545	\$1,697	\$1,858	\$2,026	\$2,087	\$2,149	\$2,214	\$2,280	\$2,349	\$2,419
Tenant Insurance	\$3,552	\$4,932	\$5,918	\$7,398	\$7,398	\$7,398	\$7,398	\$7,398	\$7,398	\$7,398	\$7,398
Merchandise	\$4,444	\$4,577	\$5,029	\$5,504	\$6,002	\$6,182	\$6,368	\$6,559	\$6,755	\$6,958	\$7,167
Total Other Income	\$9,496	\$11,054	\$12,645	\$14,759	\$15,426	\$15,667	\$15,915	\$16,170	\$16,434	\$16,705	\$16,984
Effective Gross Income	\$135,536	\$172,213	\$189,705	\$208,529	\$226,749	\$233,330	\$240,108	\$247,089	\$254,280	\$261,686	\$269,315
Expenses											
Real Estate Taxes	(\$30,525)	(\$31,136)	(\$32,692)	(\$33,346)	(\$34,013)	(\$34,693)	(\$35,387)	(\$36,095)	(\$36,817)	(\$37,553)	(\$38,304)
Insurance	(\$2,880)	(\$2,938)	(\$2,996)	(\$3,056)	(\$3,117)	(\$3,180)	(\$3,243)	(\$3,308)	(\$3,374)	(\$3,442)	(\$3,511)
Utilities	(\$4,568)	(\$4,659)	(\$4,753)	(\$4,848)	(\$4,945)	(\$5,043)	(\$5,144)	(\$5,247)	(\$5,352)	(\$5,459)	(\$5,568)
Software	(\$4,248)	(\$4,333)	(\$4,420)	(\$4,508)	(\$4,598)	(\$4,690)	(\$4,784)	(\$4,880)	(\$4,977)	(\$5,077)	(\$5,178)
ACH Fees	(\$100)	(\$102)	(\$104)	(\$106)	(\$108)	(\$110)	(\$113)	(\$115)	(\$117)	(\$120)	(\$122)
Advertising & Promotion	(\$8,060)	(\$8,221)	(\$8,386)	(\$8,553)	(\$8,724)	(\$8,899)	(\$9,077)	(\$9,258)	(\$9,444)	(\$9,632)	(\$9,825)
Bank Service Charges	(\$36)	(\$37)	(\$37)	(\$38)	(\$39)	(\$40)	(\$41)	(\$41)	(\$42)	(\$43)	(\$44)
CC Fees	(\$4,744)	(\$4,839)	(\$4,936)	(\$5,034)	(\$5,135)	(\$5,238)	(\$5,343)	(\$5,449)	(\$5,558)	(\$5,670)	(\$5,783)
Professional Fees	(\$3,432)	(\$3,501)	(\$3,571)	(\$3,642)	(\$3,715)	(\$3,789)	(\$3,865)	(\$3,942)	(\$4,021)	(\$4,102)	(\$4,184)
Payroll	(\$5,000)	(\$5,100)	(\$5,202)	(\$5,306)	(\$5,412)	(\$5,520)	(\$5,631)	(\$5,743)	(\$5,858)	(\$5,975)	(\$6,095)
Total Expenses	(\$63,593)	(\$64,865)	(\$67,096)	(\$68,438)	(\$69,807)	(\$71,203)	(\$72,627)	(\$74,080)	(\$75,561)	(\$77,072)	(\$78,614)
Net Operating Income	\$71,943	\$107,348	\$122,609	\$140,091	\$156,942	\$162,127	\$167,481	\$173,009	\$178,719	\$184,614	\$190,701
Expense Ratio		38%	35%	33%	31%	31%	30%	30%	30%	29%	29%

MARKET OVERVIEW

3G Self Storage

280 E 1260 Rd, Baldwin City, KS, 66006





Baldwin City, KS

±15 Miles from Lawrence, KS

±47 Miles from Kansas City, MO

Market Demographics

5,000

Total Population

\$72,900

Median HH Income

1,900

of Households

1,200

Owner Occupied Households

5,200+

Workday Population

24%

Bachelor's Deg. or Higher

31

Median Age

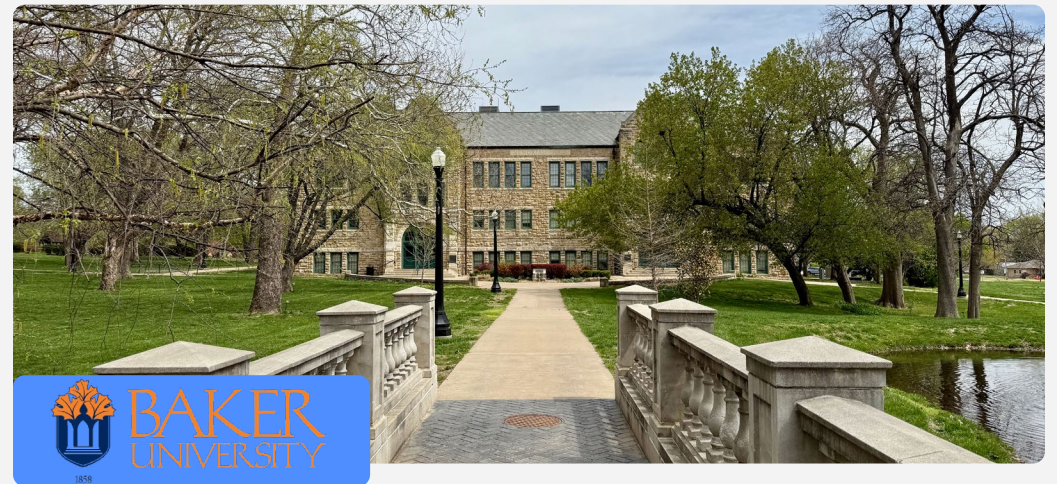
650

Renter Occupied Households

Local Market Overview

Baldwin City, Kansas is a community in Douglas County located about 15 miles south of Lawrence and within commuting distance of the Kansas City metro area. With a population of around 5,000, it maintains a steady residential base supported by a mix of local employment, nearby regional job centers, and Baker University, a private liberal arts college that influences the town's demographics and activity levels. The presence of the university contributes to a younger median age and adds seasonal population shifts tied to the academic calendar.

The local housing market is primarily owner-occupied, with a smaller share of rental units reflecting both student housing and workforce needs. Household incomes are moderate relative to the region, and many residents commute to larger nearby cities for employment, resulting in a relatively stable but not significantly expanded daytime population. Baldwin City's location along U.S. Route 56 provides direct connectivity to surrounding communities, supporting its role as a residential town with access to broader economic opportunities in the region.



Baker University, founded in 1858, is the oldest university in Kansas and serves as a central institution in Baldwin City. The private liberal arts school enrolls a few thousand students across undergraduate and graduate programs, contributing significantly to the town's population patterns, housing demand, and local economy. Its campus anchors much of the community's activity, with academic events, athletics, and student life bringing consistent foot traffic and seasonal fluctuations tied to the school year.



KU THE UNIVERSITY OF
KANSAS

Lawrence, KS

Lawrence, Kansas serves as the economic and cultural center of Douglas County and anchors the Lawrence Metropolitan Statistical Area (MSA). Positioned along Interstate 70 between Kansas City and Topeka, the market benefits from regional connectivity while maintaining a distinct identity driven by higher education, healthcare, and technology-related employment. The University of Kansas remains the area's largest institutional presence, supporting a stable employment base and contributing to consistent population and housing demand. Lawrence also draws residents seeking proximity to major metropolitan employment centers while offering a more accessible cost structure and established residential neighborhoods. Nearby Baldwin City further enhances the regional appeal, providing additional residential growth opportunities and access to Baker University, while benefiting from convenient connectivity to Lawrence and the broader Kansas City corridor.

The Lawrence MSA economy is supported by a diverse mix of education, healthcare, government, manufacturing, and professional services employers. Major employers in the region include the University of Kansas, Lawrence Memorial Hospital, Hallmark Cards distribution operations, Berry Global, and the City of Lawrence. The area continues to attract investment due to its educated workforce, strong quality-of-life fundamentals, and strategic location within eastern Kansas. Ongoing residential development, infrastructure improvements, and business expansion activity across Douglas County continue to support long-term economic growth and reinforce Lawrence's role as an important regional employment and commercial center.

122K+ POPULATION

3M+ ANNUAL VISITORS

Confidentiality Agreement & Disclaimer

This Offering Memorandum contains select information pertaining to the business and affairs of the property owner and its tenant for real property located at **280 E 1260 Rd, Baldwin City, KS 66006** (“Property”). The Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in this Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Seller or Matthews™. The material and information in the Offering Memorandum is unverified. Matthews™ has not made any investigation, and makes no warranty or representation, with respect to square footage, income and expenses, the future financial performance of the property, future rent, and real estate value market conditions, the condition or financial prospects of any tenant, or the tenants’ plans or intentions to continue to occupy space at the property. All prospective purchasers should conduct their own thorough due diligence investigation of each of these areas with the assistance of their accounting, construction, and legal professionals, and seek expert opinions regarding volatile market conditions given the unpredictable changes resulting from the continuing COVID-19 pandemic. The information is based in part upon information supplied by the Owner and in part upon financial information obtained from sources the Owner deems reliable. Neither owner, nor their officers, employees, or real estate agents make any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum, or any of its content, and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein.

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

1. The Offering Memorandum and its contents are confidential;
2. You will hold it and treat it in the strictest of confidence; and
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.

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If you wish not to pursue negotiations leading to the acquisition of the Property 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 Property, or information provided herein or in connection with the sale of the Property 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 Owner or Matthews™ 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 Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date of this Offering Memorandum.

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