

# DOLLAR GENERAL®

7147 Richmond Rd, Williamsburg, VA 23188

Retail  
Investment Opportunity  
Offering Memorandum



MATTHEWS™

# Exclusively Listed By



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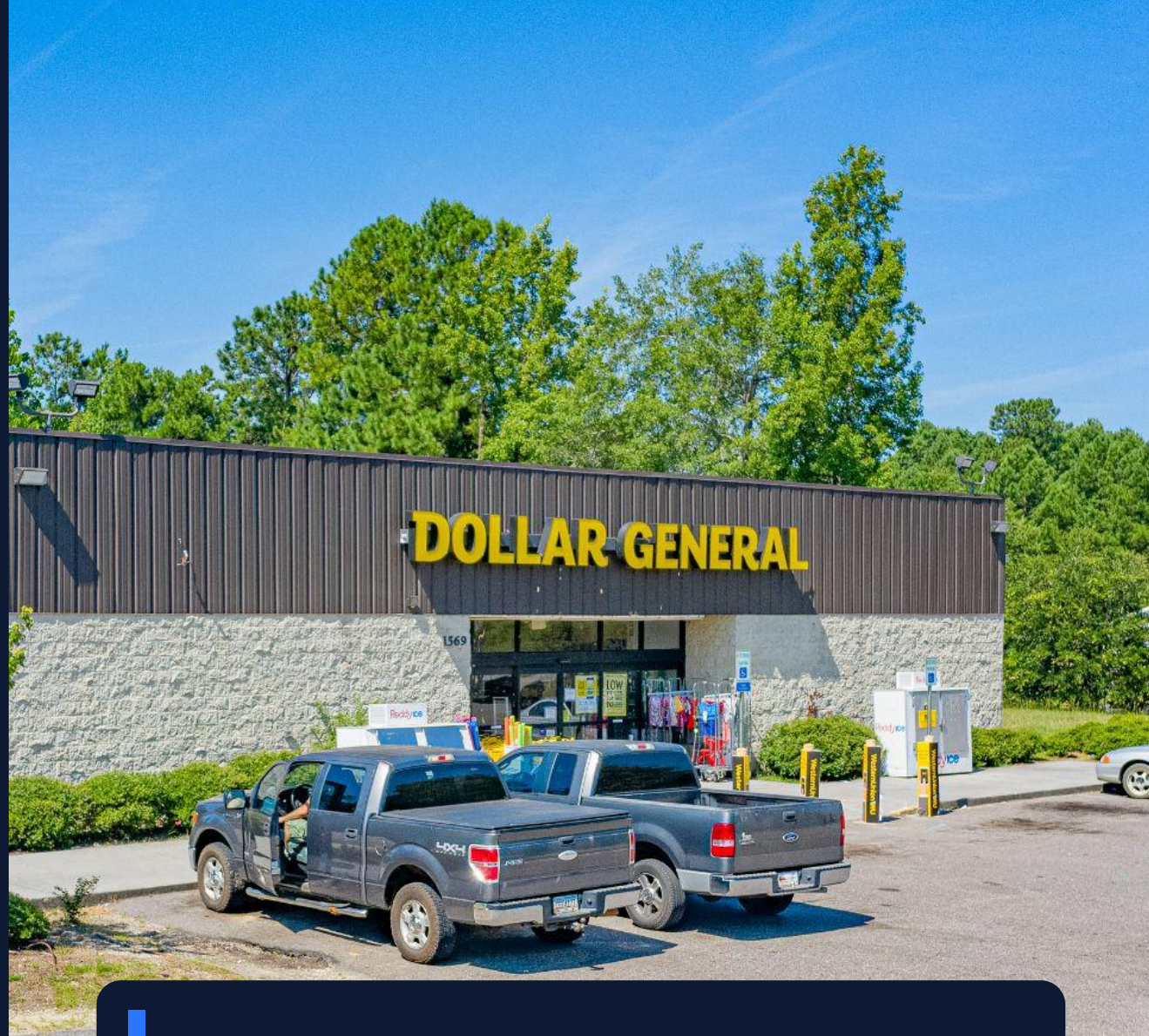
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Representative Photo

# Property Overview

**Dollar General**

7147 Richmond Rd, Williamsburg, VA 23188



Representative Photo

# Investment Highlights

## Property Highlights

- **Absolute NNN Lease Structure:** Zero landlord responsibilities, offering a true passive investment with no operational obligations.
- **Corporate Guarantee (NYSE: DG):** Lease guaranteed by Dollar General Corporation, a Fortune 100 company with a market capitalization exceeding \$32 billion (as of January 2026).
- **Investment Grade Credit:** Dollar General is rated BBB by Standard & Poor's, reflecting strong creditworthiness and financial stability.
- **Rent Increases:** Features 10% rent escalations at each of the five (5) five-year renewal options, enhancing long-term income growth.
- **High-Traffic Location:** The asset is strategically positioned in a thriving commercial node along Richmond Road, benefiting from exposure to 21,000+ vehicles per day (VPD).
- **Strong Retail Synergy:** It is surrounded by high-traffic, investment-grade national brands including Wawa, McDonald's, Starbucks, Food Lion, CVS, Wendy's, O'Reilly Auto Parts, and Tractor Supply Co. This dense retail synergy drives consistent consumer traffic to the immediate area.
- **Modern, High-Quality Construction:** Built in 2017, the ±9,100 SF building features Dollar General's highly successful prototype layout, limiting near-term deferred maintenance or capital expenditure requirements.
- **Excellent Underlying Real Estate Fundamentals:** Situated on a spacious ±1.34-acre parcel with excellent visibility, prominent signage, and easy ingress/egress along Richmond Road to capture its substantial daily traffic.



Representative Photo

**LUCK & STONE**

**Kiskiack Golf Club**  
Golf Club



**2 Rivers Apartment Homes**  
±119 Units



**Warhill High School**  
±630 Students

**DOLLAR GENERAL**  
Subject Property



±71,300 VPD



**Colonial Heritage Club**  
Country Club



±23,500 VPD



199

Richmond Rd ±21,200 VPD



**Warhill High School**  
±1,300 Students

**Sentara Williamsburg Regional Medical Center**  
±145 Beds



**DOLLAR GENERAL**



**Richmond Rd ± 21,200 VPD**



## Dollar General

7147 Richmond Rd,  
Williamsburg, VA 23188

**±21,200 VPD**

Richmond Rd

**2017**

Year Built

**±20,000**

3-Mile Population

**Absolute NNN**

Lease Type

**7.00%**

5-Yr Population Growth



Representative Photo

# Financial Overview

**Dollar General**

7147 Richmond Rd, Williamsburg, VA 23188



Representative Photo

# Financial Summary

**\$1,768,888**

List Price

**6.75%**

Cap Rate

**Absolute NNN**

Lease Type

**±6.5 Years**

Lease Term

## Property Details

Tenant Trade Name	Dollar General
Type of Ownership	Fee Simple
Lease Guarantor	Corporate
Lease Type	Absolute NNN
Roof and Structure	Tenant Responsibilities
Original Lease Term	15
Lease Expiration Date	11/30/2032
Term Remaining on Lease	±6.5 Years
Increase	10% Each Option
Options	Five, 5-Year

## Annualized Operating Data

Date	Monthly Rent	Annual Rent	Increases	Cap Rate
Present - November 30, 2032	\$9,950	\$119,400	10.00%	6.75%
Option 1	\$10,945	\$131,340	10.00%	7.42%
Option 2	\$12,039	\$144,474	10.00%	8.16%
Option 3	\$13,243	\$158,921	10.00%	8.98%
Option 4	\$14,567	\$174,813	10.00%	9.88%
Option 5	\$16,024	\$192,294	10.00%	10.87%

# Tenant Overview

Year Founded  
1939

Headquarters  
Goodlettsville, TN

Ownership Status  
Public

Employees  
±180,000

Locations  
20,000+

Credit Rating  
BBB

Annual Revenue  
\$40.61 Billion

## DOLLAR GENERAL®

### Tenant Overview

Dollar General is the fastest-growing retailer which currently boasts roughly 20,000 neighborhood general stores in 48 US states, primarily in the South, East, Midwest, and the Southwest. Roughly 79.7% of Dollar General's sales are derived from consumables (including refrigerated, shelf-stable, and perishable foods,) in addition to everyday household items such as paper towels, bath tissues, paper dinnerware, laundry, and home cleaning supplies. Dollar General offers some of America's most trusted name brands such as Clorox, Energizer, Procter & Gamble, Hanes, Coca-Cola, Mars, Nestlé, Kimberly-Clark, Kellogg's, General Mills, Pepsi, and many others.

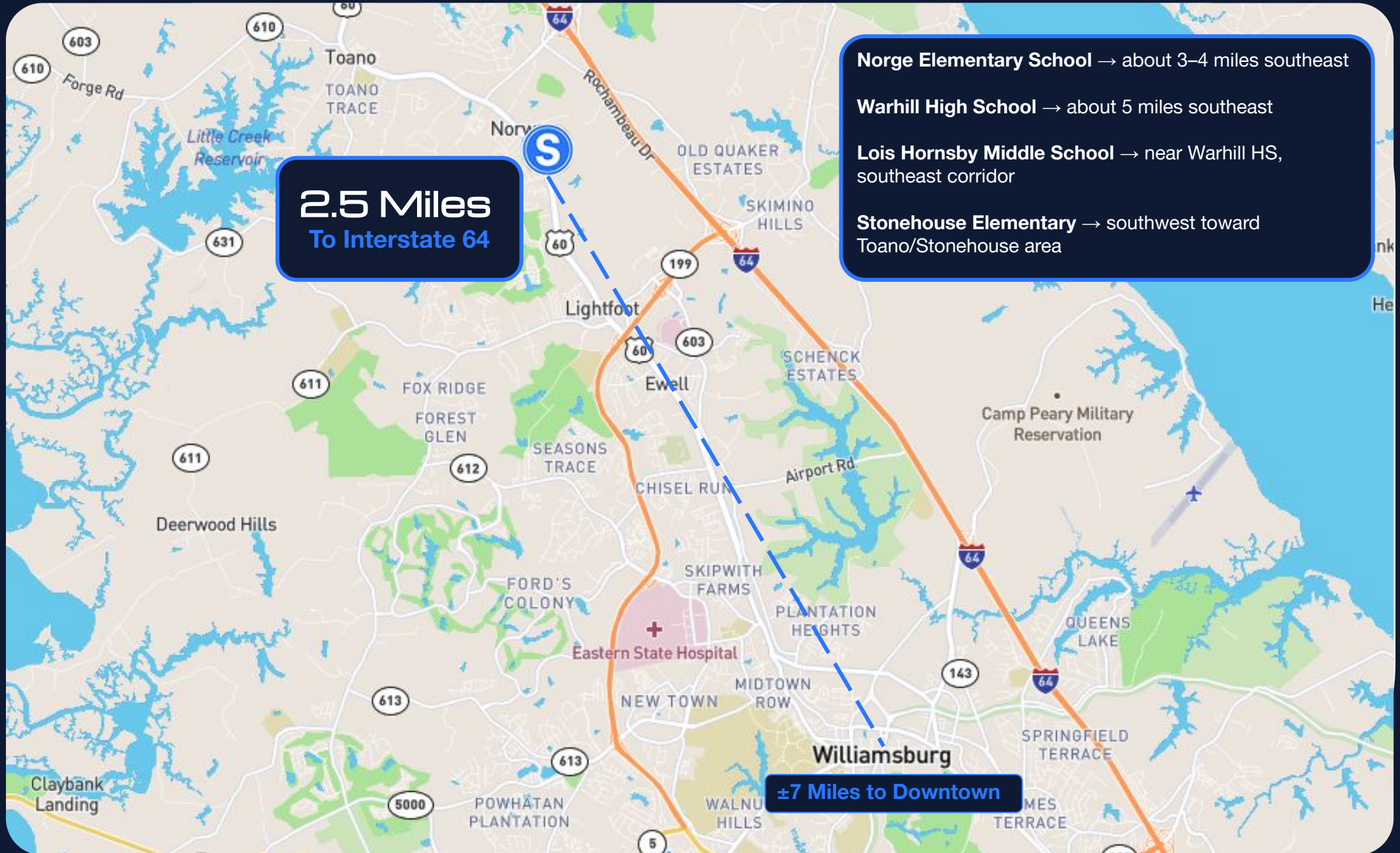
### Why Invest in Dollar General?

- **Strong Financials:** Q2 2025 earnings beat expectations with \$10.73B in sales and raised full-year guidance—showing solid momentum.
- **Expanding Customer Base:** Gaining traction with higher-income shoppers, especially in non-consumables, widening its market reach.
- **Net Store Growth:** Adding 725 new stores in 2025 (net +600), while optimizing underperformers for long-term efficiency.
- **Massive Scale:** Operates ~21,000 stores, employs 180,000+, and generates ~\$40.61B in annual revenue—highlighting stability and reach.

# Market Overview

**Dollar General**

7147 Richmond Rd, Williamsburg, VA 23188



# Williamsburg, VA

## Market Demographics

**16,308**

Total Population

**\$75,604**

Median HH Income

**6,434**

Employed Population

**23.7**

Median Age

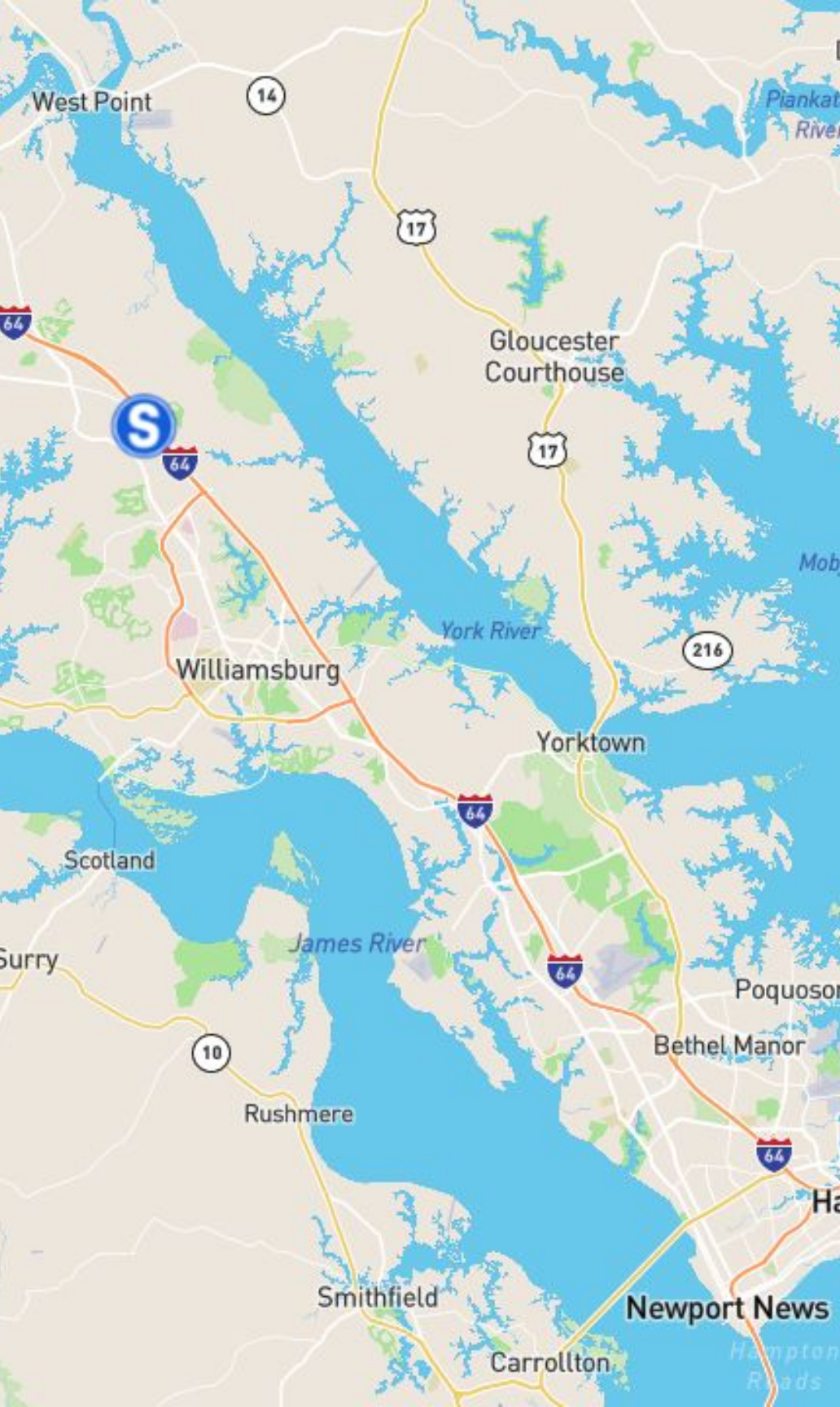
## Local Market Overview

Located in the Virginia Peninsula region, approximately 50 miles southeast of Richmond, Williamsburg serves as a uniquely stable retail market anchored by a world-class tourism industry and the institutional presence of William & Mary. As part of the Hampton Roads MSA, Williamsburg benefits from a dual-economic base: a permanent residential population with strong purchasing power in James City County and a massive transient consumer base consisting of nearly 6 million annual visitors and over 9,000 students.

The local economy for discount retail is particularly robust due to the diverse mix of service-sector employees, college students, and regional commuters. While the area is known for its high-end heritage tourism, the daily needs of the local workforce and residents drive consistent demand for "essential" retail. This demand is concentrated along established commercial corridors like Richmond Road (U.S. Route 60) and Merrimac Trail, where proximity to residential pockets and local employment centers ensures a steady capture of neighborhood-level traffic.

## Property Demographics

Population	3-Mile	5-Mile	10-Mile
Five-Year Projection	21,569	41,382	119,376
Current Year Estimate	20,152	39,392	116,388
2020 Census	17,174	35,749	106,811
Growth Current Year-Five-Year	7.03%	5.05%	2.57%
Growth 2020-Current Year	17.34%	10.19%	8.97%
Households	3-Mile	5-Mile	10-Mile
Five-Year Projection	9,007	17,451	48,194
Current Year Estimate	8,390	16,592	46,820
2020 Census	6,755	14,315	41,650
Growth Current Year-Five-Year	7.35%	5.18%	2.94%
Growth 2020-Current Year	24.20%	15.91%	12.41%
Income	3-Mile	5-Mile	10-Mile
Average Household Income	\$133,507	\$133,075	\$141,046



**\$116.96B**  
**Regional GDP**

**Limited**  
**Discount**  
**Competition**

**Signalized Access &  
Strong Visibility**

#### **Economic Drivers**

The Property is strategically positioned along Richmond Road (U.S. Route 60), a primary commercial corridor serving the northern Williamsburg and Toano trade areas. Convenient access to Interstate 64 supports consistent commuter traffic and enhances connectivity to surrounding residential communities, employment centers, and regional retail destinations. The corridor benefits from established neighborhood development patterns and strong accessibility, creating a reliable customer base for convenience-oriented retail uses.

Additional economic support is driven by the area's proximity to local schools, military-related employment, and continued residential expansion throughout James City County. Limited concentrations of discount retail within the immediate trade area further strengthen the Property's long-term positioning as a neighborhood retail destination capable of capturing recurring daily consumer traffic.

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This Offering Memorandum contains select information pertaining to the business and affairs of the property owner and its tenant for real property located at **7147 Richmond Rd, Williamsburg, VA, 23188** ("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.

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