

BASELINE PLAZA

2508 SE 58th Ave, Ocala, FL 34480

Offering Memorandum



Strip Center Located Within the Fastest Growing MSA in the United States | Vacant Warehouse & Outparcel Opportunity

MATTHEWS™

EXCLUSIVELY LISTED BY



Brandon Senia
Associate
(407) 745-0685
Brandon.Senia@matthews.com
License No. SL3540848 (FL)



Rob Goldberg
Market Leader
(954) 232-9768
rob.goldberg@matthews.com
License No. 2018005194 (OH)

Kyle Matthews | Broker of Record | Broker License. No. BK3554632 (FL) | Firm License. No. CQ1066435 (FL)



Table of
Contents

03

Executive
Overview

10

Financial
Overview

14

Market
Overview

EXECUTIVE OVERVIEW

Baseline Plaza

2416 SE 58th Ave, Ocala, FL 34480



OFFERING SUMMARY

The Offering

Matthews™ is pleased to exclusively present the opportunity to acquire Baseline Plaza, a ±40,000-square-foot retail center strategically positioned in Ocala, Florida's thriving market. With rapid population and economic growth fueling increased foot traffic and consumer spending, Baseline Plaza is perfectly poised to capitalize on this expanding demand. The center's flexible layout and broad tenant appeal offer investors the potential to enhance tenant mix and occupancy, maximizing the property's value. Offering a stable in-place income along with significant upside potential, Baseline Plaza represents a rare chance to invest in a high-demand property within one of Florida's fastest-growing markets.



EXECUTIVE OVERVIEW

\$5,000,000

List Price

7.00%

Cap Rate

\$124.07

Price Per SF

\$345,502

NOI

±39,781 SF

GLA

Investment Highlights

- **Income Tax Advantage:** Located in Florida, one of the few states with no state income tax, offering investors potential tax savings and increased net returns.
- **Upside With Under-Market Rents:** Current rental rates are below market, offering a strong opportunity for rent growth and increased cash flow as leases renew.
- **High-Growth Ocala Market:** Ocala's booming economy, growing population, and demand for retail space position this asset within a thriving market.
- **Value-Add With Current Occupancy:** The property's current occupancy allows for income growth through lease-up and proactive management.
- **Prime Outparcel Development Opportunity:** The property includes an outparcel ready for development, offering additional income potential and the flexibility to attract new tenants or establish a high-demand use, further enhancing the Plaza's value.



VACANT WAREHOUSE INCLUDED

- **Significant Lease-Up Upside** – The vacant $\pm 9,714$ SF warehouse provides an immediate opportunity to increase occupancy and cash flow, offering a clear path to NOI growth through lease-up at market rates.
- **Flexible Repositioning Potential** – The space can accommodate a variety of warehouse, flex, service, storage, or distribution users, allowing ownership to capitalize on evolving tenant demand and maximize rental revenue.
- **Value Creation Through Stabilization** – Leasing the vacant warehouse and bringing the asset closer to full occupancy can materially enhance property value, providing investors with a compelling value-add opportunity and multiple exit strategies.





2496
Arianna's Pizza

2490
C&C Colliseum

2488
Express Cleaners

2486
Barber Shop

2484
Fly with Me Fitness

2482
Vacant

2480
Philly Inks

2478
R&R Catering

2514
Church of God

2510
M&M Beauty Supply

2508
M & M Beauty Supply

2506
Annette Discount Clothing

2502
Fabulous Clothing

2500
M & M Beauty Supply

Vacant Warehouse

Outparcel Opportunity

SE 58th Ave ± 21,500 VPD





SE 58th Ave ± 21,500 VPD

Outparcel Opportunity

Subject Property






Evergreen Neighborhood
±150 Homes

CIRCLE K

Smokey Drew's BBQ

Baseline Market



Outparcel Opportunity

Subject Property

SE 68th Ave ± 21,500 VPD



FINANCIAL OVERVIEW

Baseline Plaza

2416 SE 58th Ave, Ocala, FL 34480



PROPERTY OVERVIEW

Property Description

Property Name	Baseline Plaza
Address	2508 SE 58th Ave
City, State, Zip Code	Ocala, FL 34480
County	Marion
Property Type	Shopping Center
Gross Leasable Area	±39,781 SF
Lot Size (AC)	±6.28 AC
Year Built / Renovated	1991 / 2017
# of Buildings	1 Building
# of Suites	15 Suites
# of Stories	1 Story
Zoning	B-2
Parcel #	29697-017-01



RENT ROLL

Suite	Tenant	GLA (SF)	% of GLA	Lease Start	Lease End	Annual Rent (\$)	Monthly Rent (\$)	Rent PSF	Option (s) Remaining
2488	Express Cleaners	1,300 SF	3.27%	3/1/24	2/28/27	\$19,680	\$1,640	\$15.14	3 x 3
2506	Annette Discount Clothing	2,100 SF	5.28%	5/1/23	4/30/29	\$19,476	\$1,623	\$9.27	1 x 3
2508	M&M Beauty Supply	2,100 SF	5.28%	5/1/23	4/30/29	\$19,476	\$1,623	\$9.27	1 x 3
2502	Fabulous Clothing	2,100 SF	5.28%	5/1/23	4/30/29	\$19,476	\$1,623	\$9.27	1 x 3
2500	M & M Beauty Supply	2,100 SF	5.28%	11/1/21	2/28/30	\$18,912	\$1,576	\$9.01	2 x 3
2496	Arianna's Pizza	960 SF	2.41%	11/1/23	10/31/26	\$14,184	\$1,182	\$14.78	1 x 5
-	J & J Ice	Kiosk	-	MTM	MTM	\$12,840	\$1,070	-	-
2482	Vacant	1,343 SF	3.38%	-	-	-	-	-	2 x 3
2514	Church Of God	1,892 SF	4.76%	11/1/23	10/31/28	\$24,000	\$2,000	\$12.68	1 x 5
2484	Fly With Me Fitness	1,322 SF	3.32%	6/1/24	5/31/27	\$18,508	\$1,542	\$14.00	2 x 3
2478	R & R Catering	1,330 SF	3.34%	5/1/24	4/30/29	\$19,200	\$1,600	\$14.44	1 x 5
2510	M & M Beauty Supply	1,875 SF	4.71%	6/1/24	2/28/30	\$21,216	\$1,768	\$11.32	1 x 2
2490	C&D Coliseum	1,950 SF	4.90%	7/1/22	4/30/33	\$33,528	\$2,794	\$17.19	1 x 3
2480	Philly Inks	1,500 SF	3.77%	7/1/24	6/30/27	\$20,136	\$1,678	\$13.42	-
2486	Barber Shop	1,335 SF	3.36%	11/1/24	10/31/34	\$18,156	\$1,513	\$13.60	-
Warehouse	Warehouse (Vacant)	9,714 SF	24.42%	-	-	-	-	-	-
Total	19 Suites	39,781 SF	100.00%			\$354,988	\$29,582	\$8.60 PSF	

	Total	\$ PSF
Income		
Rental Income	\$354,988	\$8.92
Reimbursement Revenue	\$77,873	\$1.96
Effective Gross Revenue	\$432,861	\$10.88
Expenses		
Real Estate Taxes	\$30,339	\$0.76
Insurance	\$23,000	\$0.58
Roads and Grounds	\$4,320	\$0.11
Garbage and Recycling	\$6,000	\$0.15
Electricity	\$7,200	\$0.18
Non-Recoverable Expenses	\$3,500	\$0.09
Property Management Fee	\$13,000	\$0.33
<i>EGR (3.0%)</i>	<i>3.0%</i>	
Total Operating Expenses	\$87,359	\$2.20
Net Operating Income	\$345,502	\$8.69



MARKET OVERVIEW

Baseline Plaza

2416 SE 58th Ave, Ocala, FL 34480



71,753+

Total Population

31,000+

Employed Population

38

Median Age

10.17%

Projected 5-Year Population Growth (Within 5 Miles)



Ocala, FL

Local Market Overview

Ocala continues to benefit from rapid population gains, improving household formation, and a central Florida location that supports steady retail demand. The city's consumer base is expanding alongside Marion County's broader growth, while moderate housing costs and a growing employment base help support everyday-service, grocery, restaurant, medical, and value-oriented retail concepts.

The area is positioned between Orlando, Gainesville, and Tampa Bay, giving retailers access to both local residents and regional traffic moving through I-75 corridors. Ocala's equestrian identity, healthcare network, logistics growth, and expanding residential communities create a durable trade area with consistent daytime and household-driven spending.

Population	1-Mile	3-Mile	5-Mile
Five-Year Projection	6,688	41,857	97,334
Current Year Estimate	6,420	38,208	88,349
2020 Census	6,784	38,423	85,601
Growth Current Year-Five-Year	4.17%	9.55%	10.17%
Households	1-Mile	3-Mile	5-Mile
Five-Year Projection	2,698	15,987	38,274
Current Year Estimate	2,649	15,057	35,813
2020 Census	2,750	14,848	34,426
Growth Current Year-Five-Year	1.85%	6.17%	6.87%
Income	1-Mile	3-Mile	5-Mile
Average Household Income	\$101,339	\$105,746	\$94,050

THE FASTEST GROWING MSA IN THE UNITED STATES

Economic Drivers

Ocala's key strength is its role as a fast-growing Central Florida logistics, healthcare, retail, and lifestyle hub. The Ocala MSA is the fastest-growing metropolitan area in the United States, benefiting from significant in-migration, expanding residential development, and increasing consumer demand that continues to support retail growth throughout Marion County.

Ocala's economy is anchored by healthcare, distribution, equine-related business, education, retail services, and manufacturing. The Ocala/Marion County Commerce Park has attracted major fulfillment and distribution users, while the local healthcare base and expanding residential population support recurring consumer spending. Ocala International Airport serves corporate and industrial aviation needs, and Gainesville Regional Airport provides the nearest commercial air service.

Major Employers



#1

Fastest-Growing MSA in the U.S. (U.S. Census Bureau)

3.4%

MSA Annual Growth Rate between 2024-2025

\$16B

Regional GDP

578K

Annual Passengers-Gainesville Regional Airport

REGIONAL MAP



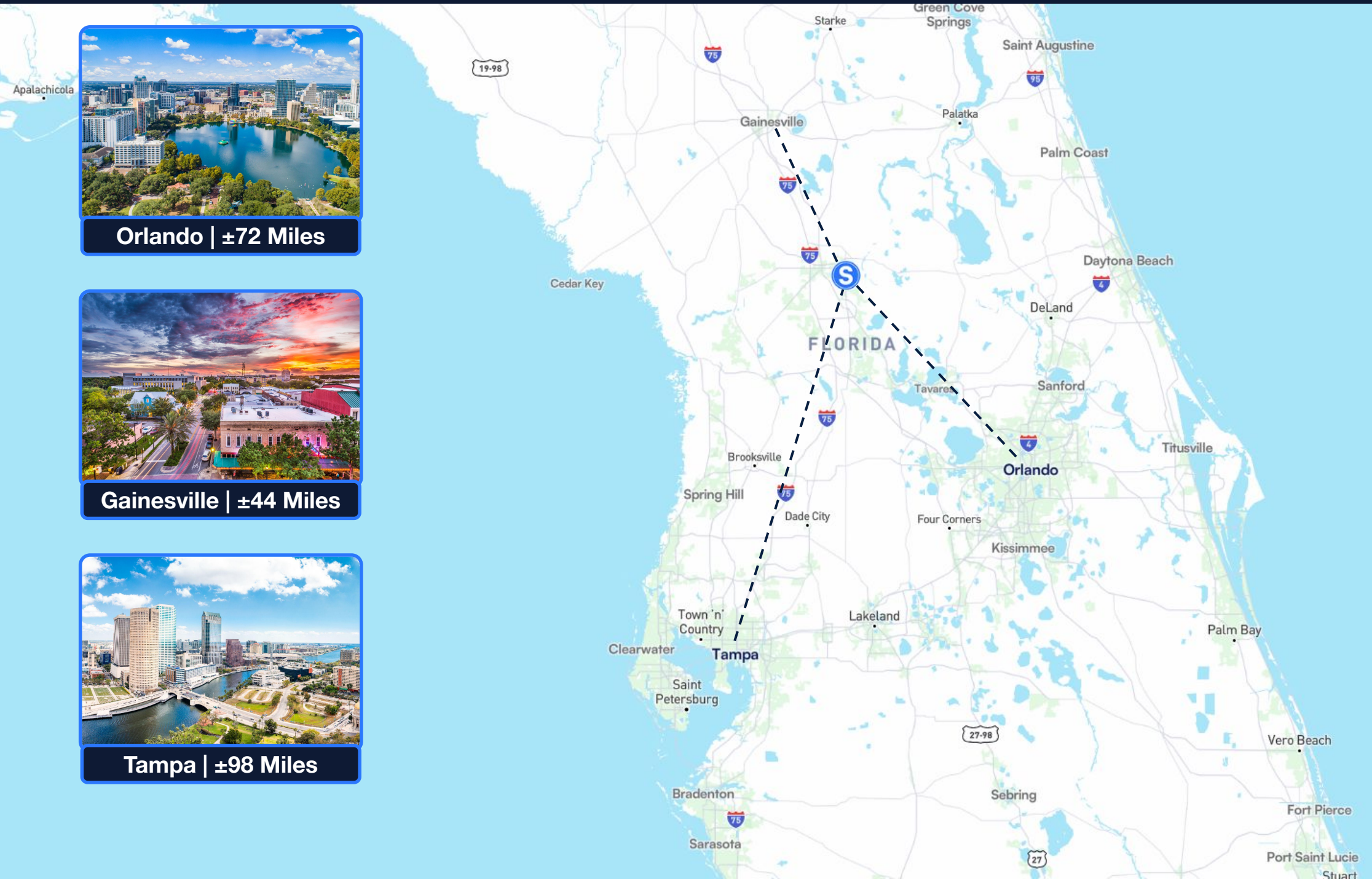
Orlando | ±72 Miles



Gainesville | ±44 Miles



Tampa | ±98 Miles



MATTHEWS™

EXCLUSIVELY LISTED BY



Brandon Senia

Associate

(407) 745-0685

Brandon.Senia@matthews.com

License No. SL3540848 (FL)



Rob Goldberg

Market Leader

(954) 232-9768

rob.goldberg@matthews.com

License No. 2018005194 (OH)

Kyle Matthews | Broker of Record | Broker Lic. No. BK3554632 (FL) | Firm Lic. No. CQ1066435 (FL)

This Offering Memorandum contains select information pertaining to the business and affairs of the property owner and its tenant for real property located at 2416 SE 58th Ave, Ocala, FL, 34480 ("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.

Matthews™. is not affiliated with, sponsored by, or endorsed by any commercial tenant or lessee in the Offering Memorandum. The presence of any entity's name or logo, including any commercial tenant's name or logo, is informational only and does not indicate or suggest any affiliation and/or endorsement of Matthews™., the property, or the seller by such entity.

Owner and Matthews™. expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property 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 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.

Net Lease Disclaimer – There are many different types of leases, including gross, net, single net ("N"), double net ("NN"), and triple net ("NNN") leases. The distinctions between different types of leases or within the same type of leases, such as "Bondable NNN," "Absolute NNN," "True NNN," or other NNN leases, are not always clear. Labels given to different leases may mean different things to different people and are not defined legal terms. Buyers cannot rely on the labels or marketing descriptions given to any lease when making their purchasing decisions. Buyers must closely review all lease terms and are advised to seek legal counsel to determine the landlord and tenant's respective rights and duties under the lease to ensure the lease, regardless of how labeled or described, meets the buyers' particular needs.