Former Applebee's
2700 Parker Road, Round Rock, TX 78681

Retail
Investment Opportunity
Offering Memorandum

EXCLUSIVELY LISTED BY

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Connor Olandt (In conjunction with Matthews™, a cooperating foreign broker for this listing pursuant to Section 535.4(b) of the Texas Administrative Code)

Patrick Graham
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INVESTMENT OVERVIEW

$2,895,000
List Price

$548
Price Per SF

±5,283 SF
GLA*

±1.78 AC
Lot Size*

±300,000 VPD
(I-35)

2001
Year Built

*GLA and Lot Size to be verified by Buyer with a new survey

Investment Highlights

Prime Austin MSA Location, Anchored by Dell's Global Headquarters

- The property is situated in the main retail corridor in Round Rock, one of the fastest-growing suburbs in the U.S., within the Austin, TX MSA.
- Direct proximity to I-35, which is the primary north-south commercial corridor linking San Antonio, Austin, and DFW, one of the highest-traveled interstates in Texas with daily traffic counts exceeding 300,000 vehicles.
- Round Rock is home to Dell Technologies' global corporate headquarters. The company's primary worldwide HQ campus supports a large, high-income employee base and significant daytime population in the immediate trade area.

Turnkey Restaurant Opportunity in Main Retail Corridor

- A freestanding ±5,283 SF building offers a turnkey restaurant with a large 1.78 acre parcel with ample parking providing flexibility for future use.
- Situated in La Frontera Village, shadow-anchored by Lowe's and Sam's Club with surrounding tenants including Target, Home Depot, PetSmart, Marshalls, Boot Barn, Walmart Supercenter, and more.
- The immediate area is home to a dense cluster of national-brand hotels (Marriott, Hilton, Holiday Inn), including the 295-room Austin Marriott North directly within La Frontera Village, generating a steady base of business and leisure travelers supporting nearby dining and retail demand.


switch
Data Center
Data Center
±7,400 Employees
Boardwalk Shopping Center
Walmart
Supercenter
±66,140 VPD
45
E
La Frontera Village
±300,000 VPD
35
MATTRESSFIRM
BOOT BARN
Lowe's
Burlington
petco
Marshalls
BED BATH & BEYOND
OLD NAVY
DAISO
CLEAN JUICE
Sundance Pkwy
sam's club
ULTA
Parker Dr
Subject Property
Schlotzsky's


amazon
Warehouse
±200 Employees
Shadow Brook
±40 Neighborhood Homes
NW
45
± 66,140 VPD
Calder Apartments
±164 Units
TEXACO
U-HAUL
Bluebonnet Elementary
±368 Students
MARRIOTT
La Frontera Square Apartments
±412 Units
La Frontera Village
SEL SCHWEITZER ENGINEERING LABORATORIES
KOHL'S
SEPHORA
LANE BRYANT
TRELLIS FOUNDATION
COST PLUS WORLD MARKET
WORLDMARKET.COM
GameStop
AT&T
ROUND ROCK FIRE DEPT. TEXAS
Kouri Ave
FIREBOWLCAFE
SMOOTHIE KING
atfcu
TOKYO
Japanese Steak House & Sushi Bar
Sundance Pkwy
Subject Property
Parker Dr
Schlotzsky's

ROUND ROCK, TX
MARKET OVERVIEW

ROUND ROCK , TX

Local Market Overview

Austin, Texas continues to benefit from a growing and diversified economy supported by technology, advanced manufacturing, professional services, healthcare, education, and a significant base of corporate investment. These employment drivers, combined with continued household formation and development throughout the surrounding suburbs, support long-term demand across the region’s residential and commercial real estate sectors.

Retail development is increasingly following residential growth into Austin’s suburban communities, while limited availability in established trade areas continues to support landlord pricing power. Grocery-anchored centers, restaurants, service-oriented businesses, fitness concepts, and other necessity-based retailers remain important sources of demand. Texas A&M’s Real Estate Research Center notes that relatively restrained new retail construction, redevelopment of older centers, and population-driven demand have helped support retail fundamentals.

Property Demographics

Population	1-Mile	3-Mile	5-Mile
Current Year Estimate	9,868	82,978	252,029

Income	1-Mile	3-Mile	5-Mile
Average Household Income	$111,961	$129,342	$151,181

AUSTIN, TX MSA

2.55 Million Residents

25th-Largest Metro In The U.S

4th-Fastest-Growing Metro Area In The U.S

Local Market Overview

Located in Central Texas, Austin draws residents and visitors with institutions such as the University of Texas at Austin, state cultural centers, and music venues along Sixth Street and at Lady Bird Lake. Tourism is bolstered by annual events like SXSW, vibrant live-music offerings, and natural attractions including Barton Springs. The city’s economy is diversified—technology firms, government agencies, higher education, and creative sectors drive growth and innovation.

Transportation infrastructure includes I-35 and TX-71, the growing Austin-Bergstrom International Airport, and major investments like the $7 billion all-electric light rail project. Infrastructure projects such as the expanding Austin Convention Center and EV charging network reflect public and private commitment to mobility and sustainability.

Economic Drivers

Austin, Texas has a highly diversified and fast-growing economy anchored primarily by its technology sector, often referred to as “Silicon Hills.” Major employers like Dell, Apple, Tesla, Google, and IBM, along with a steady pipeline of talent from the University of Texas, make tech the central engine of job creation, innovation, and wage growth. Closely tied to this is a large professional and business services sector—including consulting, engineering, and corporate headquarters functions—as well as a growing finance and venture capital presence, which together contribute a significant share of regional GDP.

The city’s role as the state capital provides a stable base of government employment, complemented by major education and healthcare institutions that support long-term economic resilience.

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11-2-2015

Information About Brokerage Services

Texas law requires all real estate license holders to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

TYPES OF REAL ESTATE LICENSE HOLDERS:

- **A BROKER** is responsible for all brokerage activities, including acts performed by sales agents sponsored by the broker.
- **A SALES AGENT** must be sponsored by a broker and works with clients on behalf of the broker.

A BROKER'S MINIMUM DUTIES REQUIRED BY LAW (A client is the person or party that the broker represents):

- Put the interests of the client above all others, including the broker's own interests;
- Inform the client of any material information about the property or transaction received by the broker;
- Answer the client's questions and present any offer to or counter-offer from the client; and
- Treat all parties to a real estate transaction honestly and fairly.

A LICENSE HOLDER CAN REPRESENT A PARTY IN A REAL ESTATE TRANSACTION:

AS AGENT FOR OWNER (SELLER/LANDLORD): The broker becomes the property owner's agent through an agreement with the owner, usually in a written listing to sell or property management agreement. An owner's agent must perform the broker's minimum duties above and must inform the owner of any material information about the property or transaction known by the agent, including information disclosed to the agent or subagent by the buyer or buyer's agent.

AS AGENT FOR BUYER/TENANT: The broker becomes the buyer/tenant's agent by agreeing to represent the buyer, usually through a written representation agreement. A buyer's agent must perform the broker's minimum duties above and must inform the buyer of any material information about the property or transaction known by the agent, including information disclosed to the agent by the seller or seller's agent.

AS AGENT FOR BOTH - INTERMEDIARY: To act as an intermediary between the parties the broker must first obtain the written agreement of *each party* to the transaction. The written agreement must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. A broker who acts as an intermediary:

- Must treat all parties to the transaction impartially and fairly;
- May, with the parties' written consent, appoint a different license holder associated with the broker to each party (owner and buyer) to communicate with, provide opinions and advice to, and carry out the instructions of each party to the transaction.
- Must not, unless specifically authorized in writing to do so by the party, disclose:
  - that the owner will accept a price less than the written asking price;
  - that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
  - any confidential information or any other information that a party specifically instructs the broker in writing not to disclose, unless required to do so by law.

AS SUBAGENT: A license holder acts as a subagent when aiding a buyer in a transaction without an agreement to represent the buyer. A subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first.

TO AVOID DISPUTES, ALL AGREEMENTS BETWEEN YOU AND A BROKER SHOULD BE IN WRITING AND CLEARLY ESTABLISH:

- The broker's duties and responsibilities to you, and your obligations under the representation agreement.
- Who will pay the broker for services provided to you, when payment will be made and how the payment will be calculated.

LICENSE HOLDER CONTACT INFORMATION: This notice is being provided for information purposes. It does not create an obligation for you to use the broker's services. Please acknowledge receipt of this notice below and retain a copy for your records.

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Sales Agent/Associate's Name	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials　　　Date