

MIDDLESEX COUNTY HOSPITALITY OPPORTUNITY

High-Volume Turn-Key Restaurant & Bar Asset with Immediate Pro Forma Upside

\$3,000,000

ASKING PRICE

\$397.46

PRICE PER SF

Fee Simple

OWNERSHIP

EXECUTIVE INVESTMENT SUMMARY

Bielat Santore & Company presents a rare opportunity to acquire a proven, fully operational hospitality asset combining fee simple real estate, a valuable Middlesex County Plenary Retail Consumption License, and an established restaurant business generating approximately \$2.0 million in annual gross revenue. Situated on 1.88 acres, the 7,548-square-foot facility features seating for approximately 255 guests, a 130-space parking lot, and a highly functional layout designed to accommodate both high-volume daily operations and private events. Offered at \$3,000,000, the property provides immediate cash flow while presenting significant upside through operational refinements and revenue optimization. Beyond its current performance, the investment offers compelling long-term value supported by substantial hard-asset collateral, limited-license scarcity, and a highly affluent regional demographic.

ASSET PROFILE & DEMOGRAPHIC ENVIRONMENT



Photo used to illustrate "Restaurant/Bar" only and not actual representation

CAPTIVE 3-MILE WEALTH ENGINE

- **Catchment Population:** 72,212 local residents.
- **Average Household Income:** \$166,740 per annum.
- **Housing Stabilization:** 75% owner-occupied rate.
- **Peak Discretionary Target:** Peak-earning age cohorts (45–54) command an exceptional household average of **\$208,521**.
- **Age Distribution:** Affluent median age of 43 years old.

ASSET COMPONENT FRAMEWORK

The transaction structure delivers comprehensive downside protection for acquiring entities across separate tangible and intangible asset layers:

- **Layer 1: The Underlying Real Estate Floor:** Standalone building and land appraised independently at **\$2,150,000**.
- **Layer 2: Intangible Capital Security:** Clean Middlesex County Plenary Retail Consumption Liquor License included in the sale, with an estimated standalone market transfer value of **\$250,000**.
- **Layer 3: The Enterprise:** Active operational framework, fully staffed goodwill infrastructure, and kitchen layout driving over \$2.0M in gross business revenue.

PHYSICAL ASSET INFRASTRUCTURE & SPECIFICATIONS

BUILDING SPECIFICATIONS

- **Total Footprint:** 7,548 SF freestanding facility.
- **Bonus Space:** 2,584 SF functional basement base for primary back-of-house operations.
- **Build Quality:** Concrete foundation, load walls, gable roof.
- **Renovations:** Built in 1975; corporate standard update in 2015.

LAND & UTILITY SYSTEMS

- **Total Land Area:** 1.88 pristine acres (81,893 SF site footprint).
- **Parking Infrastructure:** 130 paved multi-turn macadam spaces.
- **Zoning Framework:** MSR (Main Street Rehabilitation Framework).
- **Systems:** Central HVAC, fire suppression, city water/ sewer.

SPRAWLING VENUE CAPACITY & INTERIOR LAYOUT

The facility features a multi-zone internal layout capable of turning over **255+ covers simultaneously**, maximizing patron turnover and top-line efficiency:

75 Seats
ZONE 1: BAR/LOUNGE



Bar

100 Seats
ZONE 2: DINING ROOM



Dine

80 Seats
ZONE 3: PRIVATE FLEX



Dine2

FINANCIAL PERFORMANCE & PRO FORMA OPTIMIZATION

DIAGNOSTIC METRIC	CURRENT BASELINE	PRO FORMA STRATEGY	THE VALUE DELTA
Total Gross Revenue	\$2,000,000	\$2,250,000	+12.5% Top-Line Growth
Effective Gross Income (EGI)	\$1,354,000	\$1,523,250	Immediate Margin Expansion
Total Operating Expenses	91.84% of EGI	89.22% of EGI	Efficiency Optimization (-2.62%)
Net Operating Income (NOI)	\$110,483	\$164,189	+\$53,706 Annual Increase
Implied Cap Rate / Yield	3.68%	5.47%	+179 BPS Yield Expansion

* Underwriting Note: Revenue currently splits at 70% Food (\$1,400,000) and 30% Liquor (\$600,000). Current COGS sits at \$646,000 (46.14% of gross). Strategic shifts optimize yield to a stabilized 5.47% cap.

EXCLUSIVELY MARKETING BY BIELAT SANTORE & COMPANY

HOSPITALITY REAL ESTATE LEADERS SINCE 1978 • OVER \$500M NJ TRANSACTIONS • OVER \$1.5B ENTITLED

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