



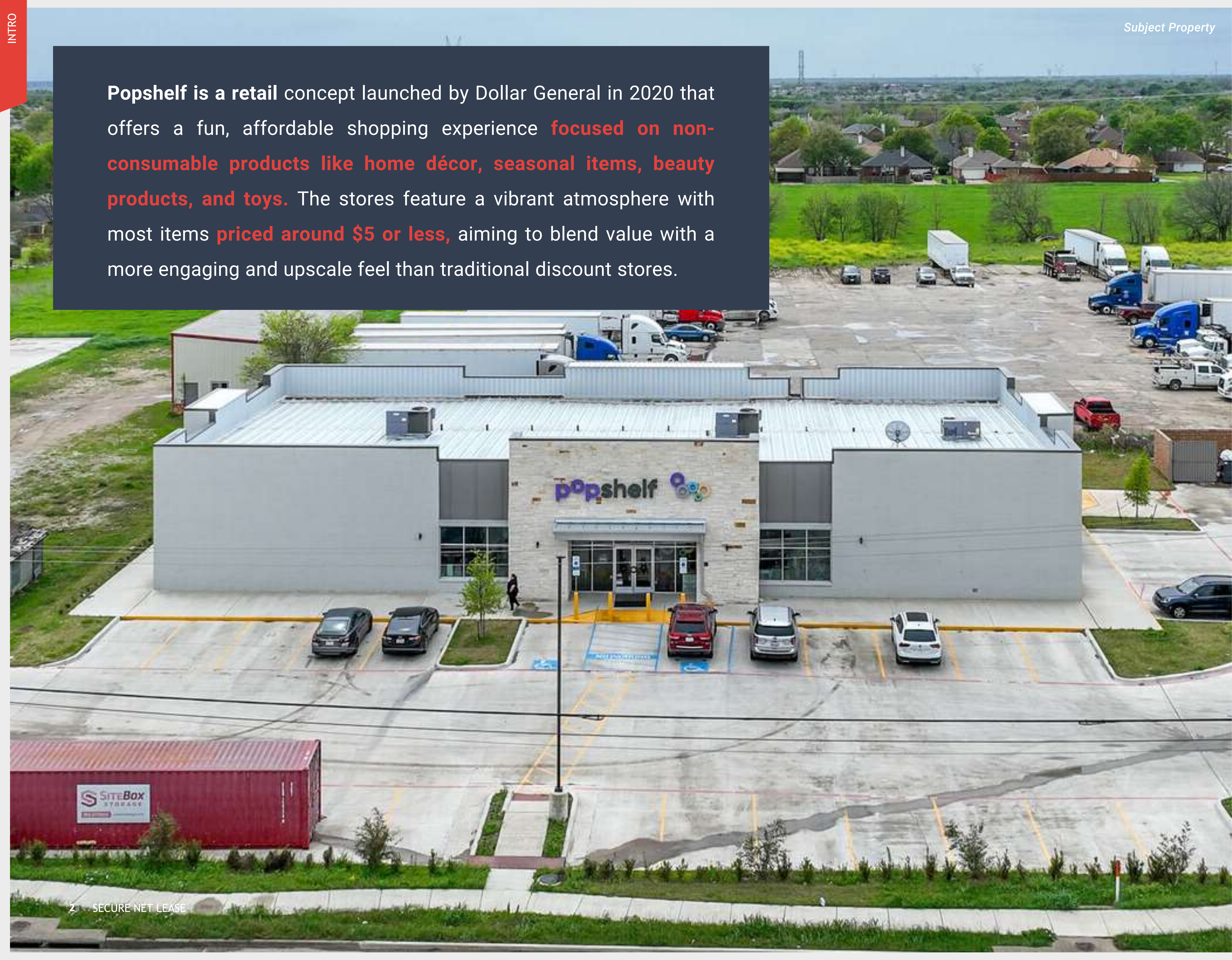
pOpshelf

\$2,512,000 | 6.60% CAP

1971 North State Highway 78, Wylie, TX 75098 (Dallas)

- ✓ **2023 Build-to-Suit Construction for Dollar General; Rent Commencement August 2023**
- ✓ **15-Year Absolute NNN Lease** with (3) 5-Year Options to Renew
- ✓ **Dollar General (NYSE: DG) Corporately Backed Lease** with Investment Grade Credit (S&P: BBB)
- ✓ **Located on North State Highway 78 (29,100+ VPD)**, a Major North-South Corridor for Regional Connectivity in Dallas, TX
- ✓ **Across the Street from Walmart Supercenter** and Near Several Other Nationally Recognized Tenants

Popshelf is a retail concept launched by Dollar General in 2020 that offers a fun, affordable shopping experience **focused on non-consumable products like home décor, seasonal items, beauty products, and toys.** The stores feature a vibrant atmosphere with most items **priced around \$5 or less,** aiming to blend value with a more engaging and upscale feel than traditional discount stores.



INVESTMENT OVERVIEW

POPSHELF WYLIE, TX



CONTACT FOR DETAILS

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Bob Moorhead

Managing Partner
(214) 522-7210

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\$2,512,000

6.60% CAP

NOI

\$165,762

Building Area

±11,267 SF

Land Area

±1.033 AC

Year Built

2023

Lease Type

Absolute NNN

Occupancy

100%

- ✓ **2023 Build-to-Suit Construction for Dollar General;** Rent Commencement August 2023.
- ✓ **15-Year Absolute NNN Lease** with (3) 5-Year Options to Renew and 10% Rental Increases in the Option Periods.
- ✓ **Dollar General (NYSE: DG) Corporately Backed Lease** with Investment Grade Credit (S&P: BBB)
- ✓ **Subject Property is Located on North State Highway 78 (29,100+ VPD).** North State Highway 78 (SH 78) is a major north-south corridor that plays an important role in regional connectivity, connecting to major highways and arterials that provide access to the broader Dallas-Fort Worth Metroplex.
- ✓ **The Site is Across the Street from Walmart Supercenter** and near several other nationally recognized tenants such as Tom Thumb, Tractor Supply, Home Depot, McDonald's, Sonic, PetSmart, Hobby Lobby, and much more.
- ✓ **Wylie, TX is One of the Fastest Growing Cities in the DFW Metroplex, located in the Northeast Suburb of Dallas, with 62,171 People.** The city's population has been steadily increasing over the past decade, driven by its proximity to major employment centers in the DFW metroplex, a strong local economy, and a high quality of life.
- ✓ **Popshelf is a Vibrant, Affordable Retail Concept Developed by Dollar General in 2020,** offering a frequently updated, curated mix of home décor, beauty, seasonal, and lifestyle items in a fun, discovery-driven shopping environment.

This information has been secured from sources we believe to be reliable but we make no representations or warranties, expressed or implied, as to the accuracy of the information. Buyer must verify the information and bears all risk for any inaccuracies.

SECURE
NET LEASE

TENANT OVERVIEW

POPSHELF WYLIE, TX

Popshelf

LOCATIONS

180+

popshelf

popshelf.com

Popshelf is a retail concept developed by Dollar General, a popular discount store chain in the United States, in 2020.

It is designed as a **unique and affordable shopping** destination that offers a variety of products across different categories. They are designed to have a **bright and vibrant ambiance**, with colorful displays and well-organized aisles.

Popshelf focuses on offering a curated selection of merchandise across various categories, including **home décor, beauty and personal care, cleaning supplies, party goods, kitchenware, electronics, toys, and seasonal items**. The product assortment is frequently updated to cater to the evolving needs and preferences of customers. Popshelf aims to create a sense of excitement and discovery for shoppers. The merchandise selection includes **trendy and fashionable items** that align with current styles and preferences. The store's layout and visual merchandising are designed to make shopping an enjoyable experience.



IN THE NEWS

POPSHELF WYLIE, TX

Popshelf announces new store format, loyalty program & app

ZACHARY RUSSELL, OCTOBER 17, 2024 (CHAIN STORE AGE)

Popshelf, known for a rotating selection of products, recently updated all its stores in 21 states to its newest format.

Within the **new format, customers** will find a refreshed layout that continues to offer multiple ways for customers to “**affordably treat** themselves and a joyful shopping experience” alongside additional branded cosmetics, DIY options, home décor, toys, books and **specialty pet items** including a dog bone bar.

Popshelf will also soon launch its update loyalty program, which is expected to debut by the end of the year. Popshelf perks will provide customers with an updated loyalty program to earn points and exclusive rewards.

Available through the newly updated Popshelf app, customers will receive 10 points for each dollar spent and receive a \$5 reward for every **1,000 points** accumulated.

Exclusive perks will also **include 15% birthday rewards** and double points days. To help customers earn additional points, Popshelf is also providing 400 points when customers download the app, **400 points** when customers create an account and **200 points** when customers complete their profile.

The new Popshelf app, designed to “**bring creativity to customers’ fingertips,**” is now available in the App store for iOS and Google Play for Android. Customers can browse multiple seasonal décor ideas, find inspiration, discover crafts and more. The app also allows customers to **shop online** before picking up their purchase at their nearby store.

The event will **include 20% off coupons** and complimentary product samples to the first 50 adult customers. Additional celebrations may vary by store.

EXPLORE ARTICLE

Dollar General Doubles Down On Suburban ‘Popshelf’ Ambitions With 1000 Stores

KORI HALE, DECEMBER 09, 2021 (FORBES)

Dollar General’s new suburban store, Popshelf, that offers items for \$5 or less has been wildly successful so far leading to massive expansion. The discount retailer plans to have approximately 1,000 of the stores by the end of its 2025 fiscal year.

CultureBanx noted that leaning into its new Popshelf concept comes amid a broader push by the other **discount chains** to raise their prices, largely due to inflation pressures hovering at **30-year highs and rising labor costs**.

The Breakdown You Need to Know: The new 1,000 stores are set to be rolled out in high-end areas where the annual household income is as high as \$125,000, the company said.

Dollar General bucked the trend when it launched an entirely new format by opening 8 Popshelf stores between October 2020 and May 2021, with impressive metrics across the board. Not to mention the **\$1.4 trillion dollars** in spending power that African Americans possessed in 2019, which is expected to grow to \$1.8 trillion by 2024, according to the Selig Center for Economic Growth.

Gross margin is **40%, eight points** higher than a traditional Dollar General. Popshelf test stores had annualized sales ranging from **\$1.7 million to \$2 million per store**, compared with \$1.4 million for first-year sales at a standard Dollar General.

The company’s targeted customers are primarily women who are located in diverse suburban communities, with a total household annual income ranging from **\$50,000 to \$125,000**. Typically, the low-cost chain has largely catered to customers on a tight budget to shop at the company’s more than **16,000 stores**.

EXPLORE ARTICLE

LEASE OVERVIEW

POPSHELF WYLIE, TX

Initial Lease Term	15 Years with (3) 5-Year Options to Renew
Rent Commencement	August 4, 2023
Lease Expiration	August 31, 2038
Lease Type	Absolute NNN
Rent Increases	10% in Options
Annual Rent (Current-9/20/2038)	\$165,762.00
Option 1	\$182,338.20
Option 2	\$200,572.08
Option 3	\$220,629.24

This information has been secured from sources we believe to be reliable but we make no representations or warranties, expressed or implied, as to the accuracy of the information. Buyer must verify the information and bears all risk for any inaccuracies.



Subject Property



N STATE HIGHWAY 78
±29,130 VPD

LAVON LAKE

RITA SMITH
ELEMENTARY
SCHOOL
(606 STUDENTS)



78
TEXAS

WYLIE EAST
HIGH SCHOOL
(2,640 STUDENTS)



popshelf
SUBJECT PROPERTY
1971 N. STATE HWY. 78

P.M. AKIN
ELEMENTARY
SCHOOL
(586 STUDENTS)

BURNETT JUNIOR
HIGH SCHOOL
(1,025 STUDENTS)

WATKINS
ELEMENTARY SCHOOL
(850 STUDENTS)

WYLIE EAST
HIGH SCHOOL
(590 STUDENTS)

DODSON
ELEMENTARY
(571 STUDENTS)

VCOMMUNITY
TRAILS
MIDDLE SCHOOL

205
TEXAS

±24,404 VPD



J.W. WILLIAMS
MIDDLE SCHOOL
(828 STUDENTS)

ROCKWALL
HIGH SCHOOL
NINTH GRADE CAMPUS



VIRGINIA REINHARDT
ELEMENTARY SCHOOL
(678 STUDENTS)



66
TEXAS



RALPH M. HALL
ROCKWALL
MUNICIPAL AIRPORT

HERMAN E UTLEY
MIDDLE SCHOOL
(887 STUDENTS)



PRESIDENT GEORGE BUSH TURNPIKE
±19,364 VPD



BACK
ELEMENTARY SCHOOL
(428 STUDENTS)



SITE OVERVIEW

POPSHELF WYLIE, TX



Year Built

2023



Building Area

±11,267 SF

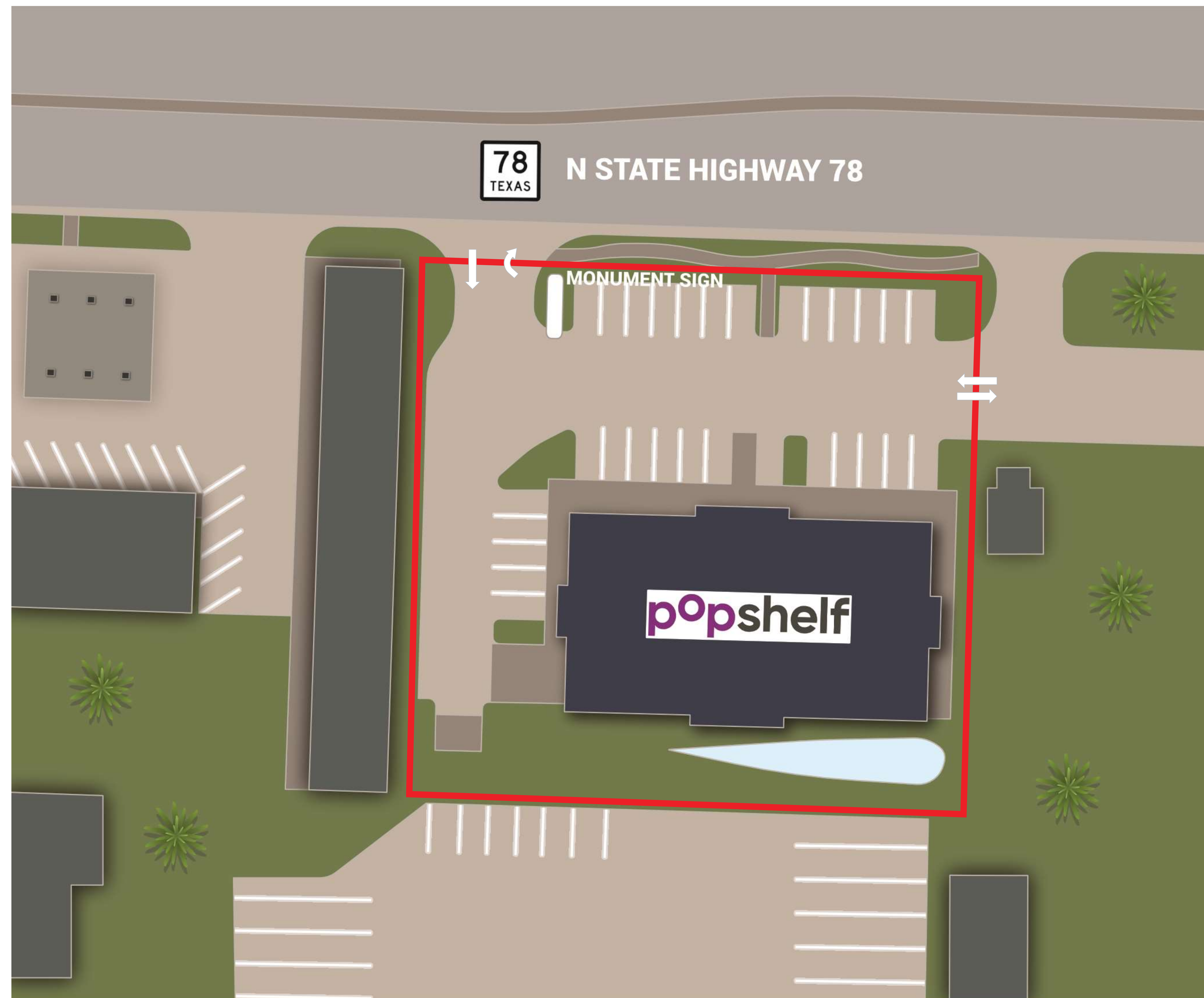


Land Area

±1.033 AC

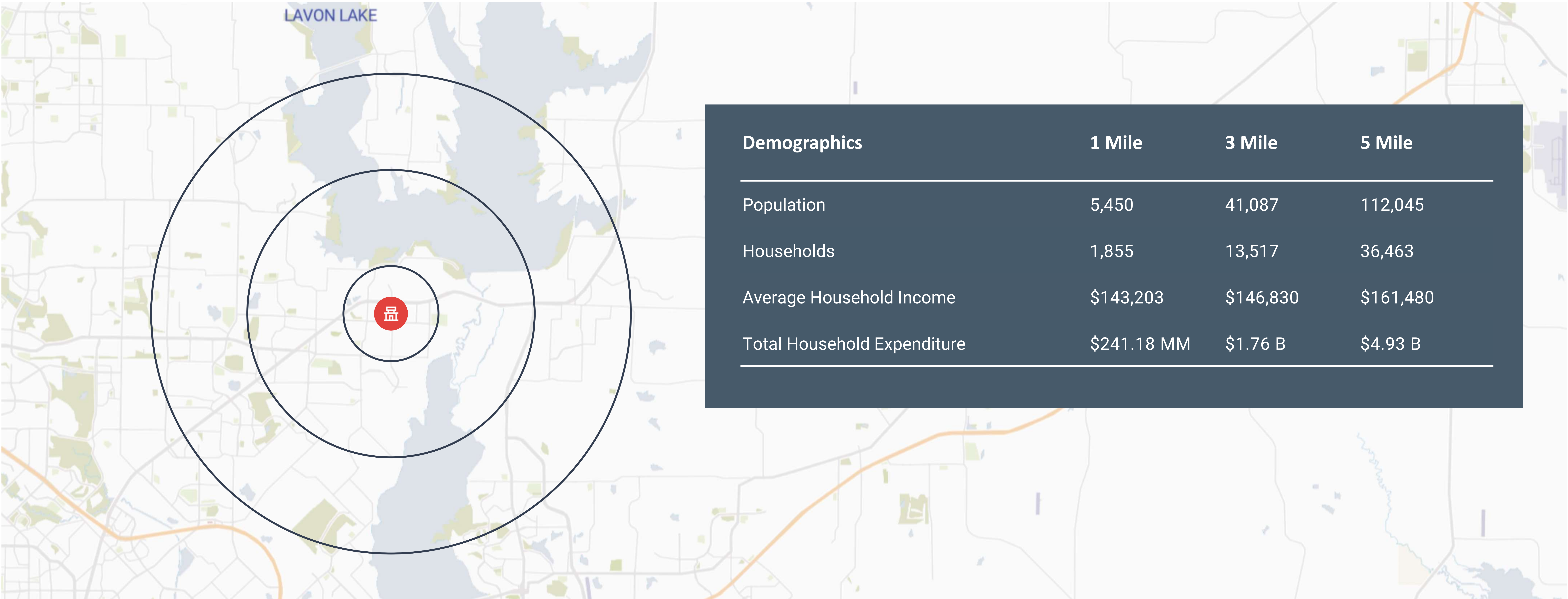
NEIGHBORING RETAILERS

- Walmart Supercenter
- Lowe's Home Improvement
- Target
- T.J. Maxx & HomeGoods
- Kohl's
- The Home Depot
- Kroger
- Walmart Neighborhood Market
- ALDI
- Tom Thumb



LOCATION OVERVIEW

POPSHELF WYLIE, TX



ECONOMIC DRIVERS (NUMBER OF EMPLOYEES)

1.

UT Southwestern Medical Center (25,641)
2.

Dallas Independent School District (22,857)
3.

Southwest Airline Co (19,190)
4.

City of Dallas (13,798)
5.

Parkland Health & Hosp System (13,103)
6.

AT&T Inc. (10,690)
7.

Dallas County Community College (8,230)
8.

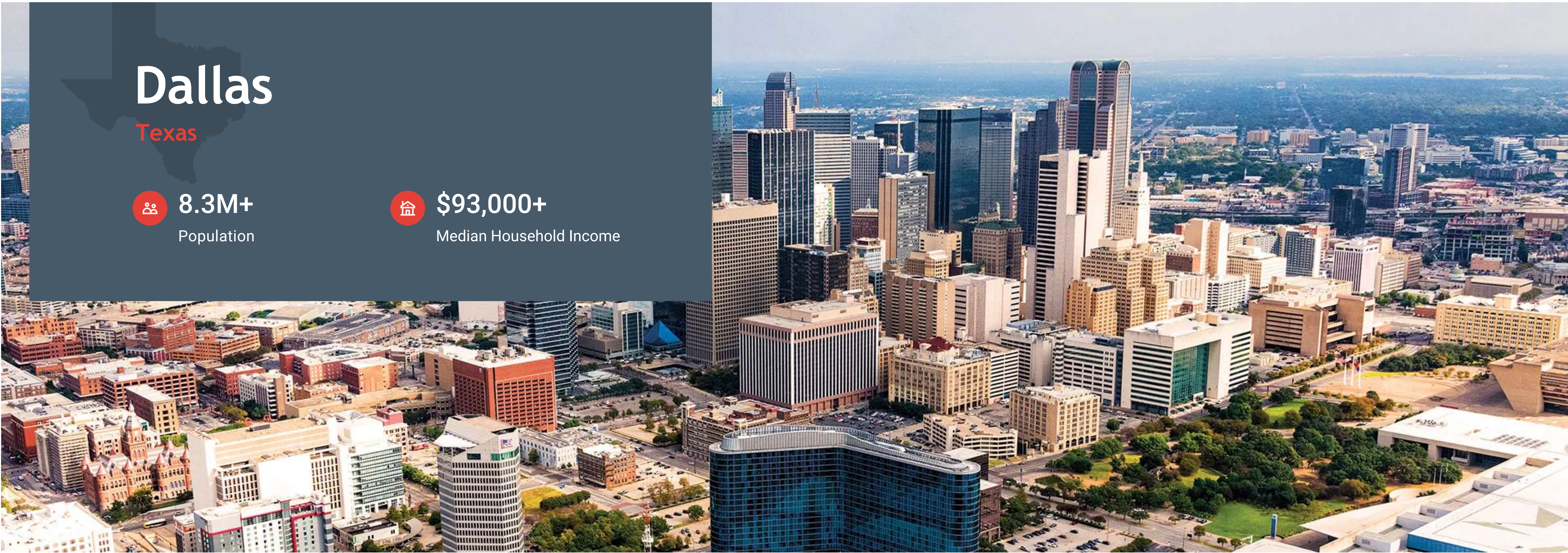
Texas Instruments Inc. (7,704)
9.

Methodist Dallas Med Ctr (6,689)
10.

Dallas County (6,500)

LOCATION OVERVIEW

POPSHELF WYLIE, TX



Dallas
Texas

8.3M+
Population

\$93,000+
Median Household Income

The DFW Metroplex is the
4th Largest in the U.S.

4th

Dallas is the 9th Largest
City in the U.S.

9th

The Dallas-Fort Worth (DFW) Metroplex is the largest metropolitan area in Texas and the fourth-largest in the United States, home to over 8.3 million people as of 2024.

Spanning 11 counties in North Texas, the region includes major cities like Dallas, Fort Worth, Arlington, Plano, and Irving, each contributing its own cultural and economic identity.

Dallas itself is the 3rd largest city in Texas and the ninth-largest in the United States. A key economic and cultural center, Dallas anchors the northern part of the state with strengths in finance, tech, and transportation.

The Metroplex is a dynamic economic powerhouse with a diverse and resilient

economy, driven by sectors such as finance, technology, healthcare, logistics, aerospace, and defense. Corporate headquarters for Fortune 500 companies like AT&T, American Airlines, Southwest Airlines, and ExxonMobil call the area home, while the region's central location and strong infrastructure make it a national hub for distribution and commerce. In addition to its economic strength, the DFW Metroplex offers a rich array of cultural and recreational attractions. Dallas is known for its vibrant arts district, high-end shopping, and professional sports teams including the Cowboys, Mavericks, and Stars. Fort Worth, often referred to as "Where the West Begins," blends cowboy heritage with modern amenities, featuring the historic Stockyards and world-class museums like the Kimbell Art Museum. Outdoor enthusiasts enjoy sprawling park systems, lakes, and trails throughout the region, while families are drawn to destinations like the Dallas Zoo, Fort Worth Zoo, and Six Flags Over Texas. With a relatively low cost of living, a booming job market, and a diverse, growing population, the Metroplex continues to be a top destination for both businesses and new residents.

IN THE NEWS

POPSHELF WYLIE, TX

U-Haul’s Top Growth Metros Of 2024: DFW Metroplex Led The Way

JANUARY 4, 2025 (THE DALLAS EXPRESS)

The DFW Metroplex has been named the top U-Haul Growth Metro of 2024, a testament to the area’s rapid expansion.

According to Sean Fullerton, U-Haul Company’s South Central Dallas president, the Dallas metro area is **experiencing remarkable growth** due to its **thriving job market** and attractive living conditions. Tax incentives, wage increases, and an **affordable cost** of living have made Dallas an appealing destination for **newcomers**, resulting in a surge of one-way U-Haul transactions in the region, according to BusinessWire.

Suburbs like McKinney, Plano, and Addison have also seen notable growth, further solidifying Dallas’s dominance as a key growth hub. This marks a significant achievement for Dallas, as it continues outperforming other metro areas regarding net gains from U-Haul customers.

The U-Haul Growth Index, which tracked more than **2.5 million** one-way transactions across the U.S. and Canada, provided a comprehensive overview of the areas experiencing the **highest growth rates**.

Charlotte, Phoenix, Lakeland, and Austin rounded out the **top five metros**, each seeing substantial gains in the number of people relocating into these areas.

U-Haul’s **2024 rankings** included metros for the first time, highlighting the importance of regional movements within the broader context of national migration trends. The data showed that cities across Florida, Texas, and North Carolina are seeing considerable population increases, with multiple regions in these states landing in the top rankings.

As U-Haul continues to track Americans’ migration patterns, these rankings provide valuable insights into the regions experiencing the **most significant population growth**.

EXPLORE ARTICLE

Dallas-Fort Worth was the 3rd fastest growing U.S. metro in 2024

AMBER HECKLER, MARCH 20, 2025 (CULTUREMAP DALLAS)

Newly released data from the U.S. Census Bureau has some stunning statistics for Dallas-Fort Worth including the fact that it was one of the top 5 fast-growing metro areas in the U.S.

Dallas County became the eighth most populous county in the U.S. in 2024, while nearby Collin and Tarrant Counties have the **top 10 highest** year-over-year growth rates from 2023. The new population report estimated year-over-year population data from 2023 to 2024 across all **3,144 U.S. counties**, and **387 metro areas**.

According to the report, Dallas County's population surpassed 2.656 million residents in 2024, earning Dallas a spot among the top 10 most populous counties in the country. That's up from 2023 when Dallas County boasted 2.636 million residents.

Los Angeles County, California is the No. 1 most populous county nationwide with a population of nearly **9.76 million in 2024**.

Fort Worth’s Tarrant County added 32,793 residents to its **2.23 million-plus population** to round out the top 10 U.S. counties with the highest numerical growth rates in 2024.

In the report's national comparison of counties with the largest population growth by percentage, Kaufman County ranked No. 2 with a year-over-year growth rate of 6 percent. Kaufman County's population grew from **186,715 residents in 2023** to **197,829 in 2024**.

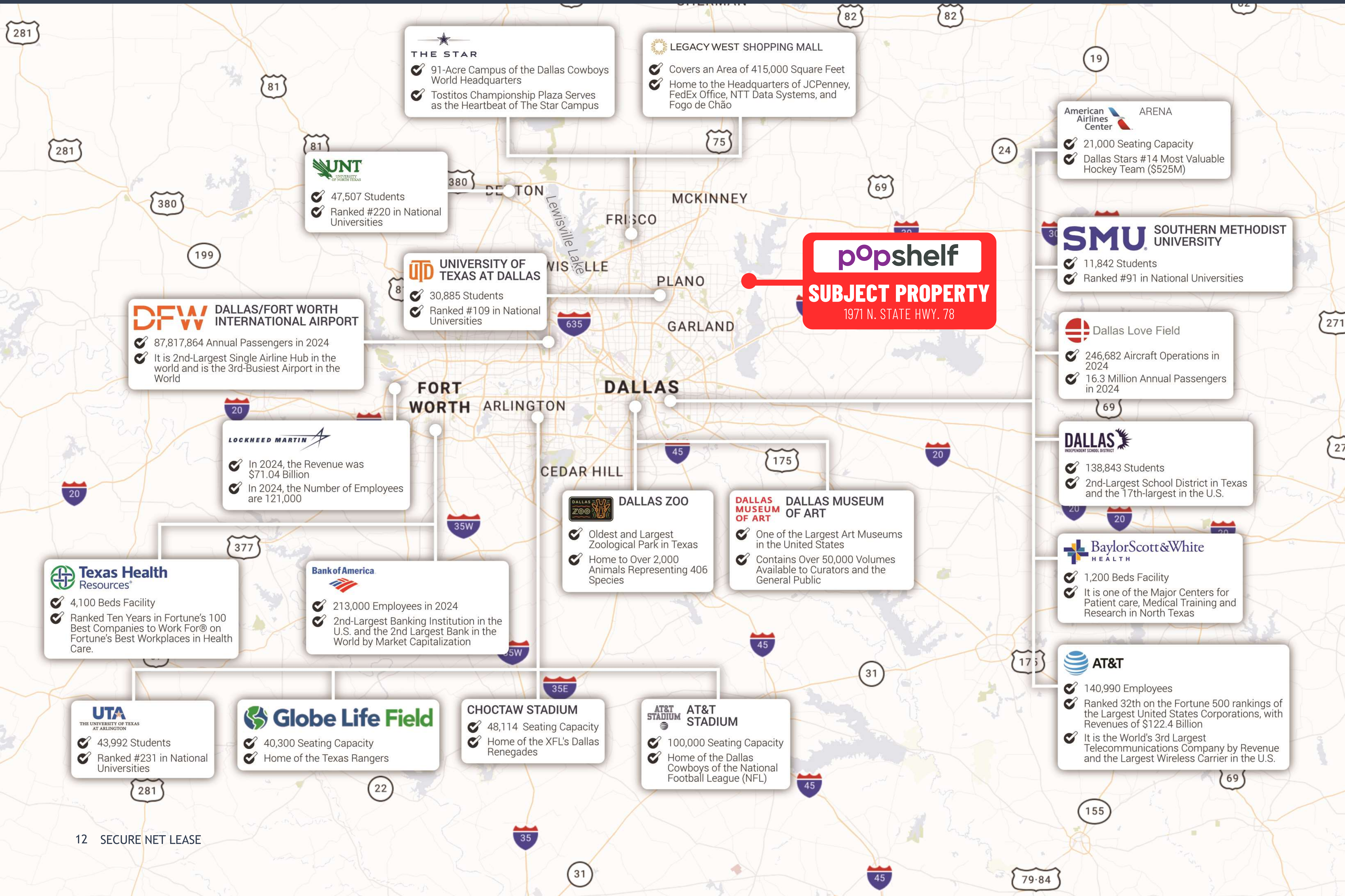
The U.S. Census Bureau additionally found Dallas-Fort Worth-Arlington nearly led the nation as the third-fastest growing metro area in 2024.

From July 2023 to July 2024, the DFW metro added **177,922 residents** to bring the total population to 8,344,032.

EXPLORE ARTICLE

METRO AREA

POPSHELF WYLIE, TX



CALL FOR ADDITIONAL INFORMATION

Dallas

Office

10000 N Central Expressway
Suite 200
Dallas, TX 75231
(214) 522-7200

Los Angeles

Office

123 Nevada Street
El Segundo, CA 90245
(424) 320-2321

CALL FOR ADDITIONAL INFORMATION

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ebenton@securenetlease.com

Bob Moorhead

Managing Partner
(214) 522-7210

bob@securenetlease.com

TEXAS DISCLAIMER

POPSHELF WYLIE, TX

Approved by the Texas Real Estate Commission for Voluntary Use

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

Information about brokerage services

Before working with a real estate broker, you should know that the duties of a broker depend on whom the broker represents. If you are a prospective seller or landlord (owner) or a prospective buyer or tenant (buyer), you should know that the broker who lists the property for sale or lease is the owner's agent. A broker who acts as a subagent represents the owner in cooperation with the listing broker. A broker who acts as a buyer's agent represents the buyer. A broker may act as an intermediary between the parties if the parties' consent in writing. A broker can assist you in locating a property, preparing a contract or lease, or obtaining financing without representing you. A broker is obligated by law to treat you honestly.

If the broker represents the owner

The broker becomes the owner's agent by entering into an agreement with the owner, usually through a written – listing agreement, or by agreeing to act as a subagent by accepting an offer of subagency from the listing broker. A subagent may work in a different real estate office. A listing broker or subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first. The buyer should not tell the owner's agent anything the buyer would not want the owner to know because an owner's agent must disclose to the owner any material information the owner knows.

If the broker represents the buyer

The broker becomes the buyer's agent by entering into an agreement to represent the buyer, usually through a written buyer representation agreement. A buyer's agent can assist the owner but does not represent the owner and must place the interests of the buyer first. The owner should not tell a buyer's agent anything the owner would not want the buyer to know because a buyer's agent must disclose to the buyer any material information known to the agent.

If the broker acts as an intermediary

A broker may act as an intermediary between the parties if the broker complies with The Texas Real Estate License Act. The broker must obtain the written consent of each party to the transaction to act as an intermediary. The written consent must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. The broker is required to treat each party honestly and fairly and to comply with The Texas Real Estate License Act. A broker who acts as an intermediary in a transaction:

- Shall treat all parties honestly
- May not disclose that the owner will accept a price less than the asking price
- Submitted in a written offer unless authorized in writing to do so by the owner;
- May not disclose that the buyer will pay a price greater than the price submitted in a written offer unless authorized in writing to do so by the buyer; and
- May not disclose any confidential information or any information that a part specifically instructs the broker in writing not to disclose unless authorized in writing to disclose the information or required to do so by The Texas Real Estate License Act or a court order or if the information materially relates to the condition of the property.

With the parties' consent, a broker acting as an intermediary between the parties may appoint a person who is licensed under The Texas Real Estate License Act and associated with the broker to communicate with and carry out instructions of one party and another person who is licensed under that Act and associated with the broker to communicate with and carry out instructions.