

**Marshalltown, Iowa**  
**WAL-MART SUPERCENTER**  
**ANCHORED SHOPPING CENTER**

**Space Available – Call for Details**

**50 La Frenz Drive**

**For Additional Information Call:**

**888.810.5050**

**FOR LEASING:**

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Leasing Representative  
Shadow–Anchored Centers Div.  
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**Schostak**  
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**SHADOW-ANCHORED CENTERS DIVISION**



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# WAL-MART SUPERCENTER PORTFOLIO



Schostak Brothers & Company is proud to present its Wal-Mart Supercenter Portfolio of Shopping Centers. Each center is strategically positioned within the market to allow maximum exposure to consumers and the Wal-Mart shopper. All centers are anchored by the revolutionary Supercenter format store that draws customers from both nearby and great distances, every week of every year.

## WHAT IS A WAL-MART SUPERCENTER?

Wal-Mart was already a dominant retailer when it rolled out its evolutionary prototype store in 1988, the Supercenter. By far, the most significant change in this prototype was the inclusion of a grocery store component. A dozen years later, in 2000, Wal-Mart became the largest grocery retailer in the United States. The grocery sector accounts for 28% of the Wal-Mart segment of Wal-Mart Stores, Inc.

## WAL-MART – THE SUPERCENTER ERA

The Supercenter is the 'end of the road' in an evolutionary sense. Between 2000 and 2004, Wal-Mart opened 992 Supercenter stores and only 194 non-Supercenter stores. Looking at the same era in another way, beginning in 2001, Wal-Mart has increased its number of Supercenters by 137% as compared to an 11% growth of the older format non-Supercenter stores. The Supercenter format has been so successful and so popular with consumers that Wal-Mart has converted 636 (averaging 127 per year) non-Supercenter stores into Supercenters and has **NEVER CLOSED A SUPERCENTER LOCATION.**

## THE GROCERY ANCHORED STRIP CENTER EVOLVES TO SUPERCENTERS

Wal-Mart's Supercenter format has become the catalyst for the next transformation in shopping centers ... the grocery anchored strip shopping center, one of the earliest post WW II formats, has given way to the Wal-Mart Supercenter shopping center. The grocery anchored center is still around but the Supercenters are killing the grocery stores, based upon consumer preferences. A Wal-Mart Supercenter houses 36 departments within, in addition to groceries.

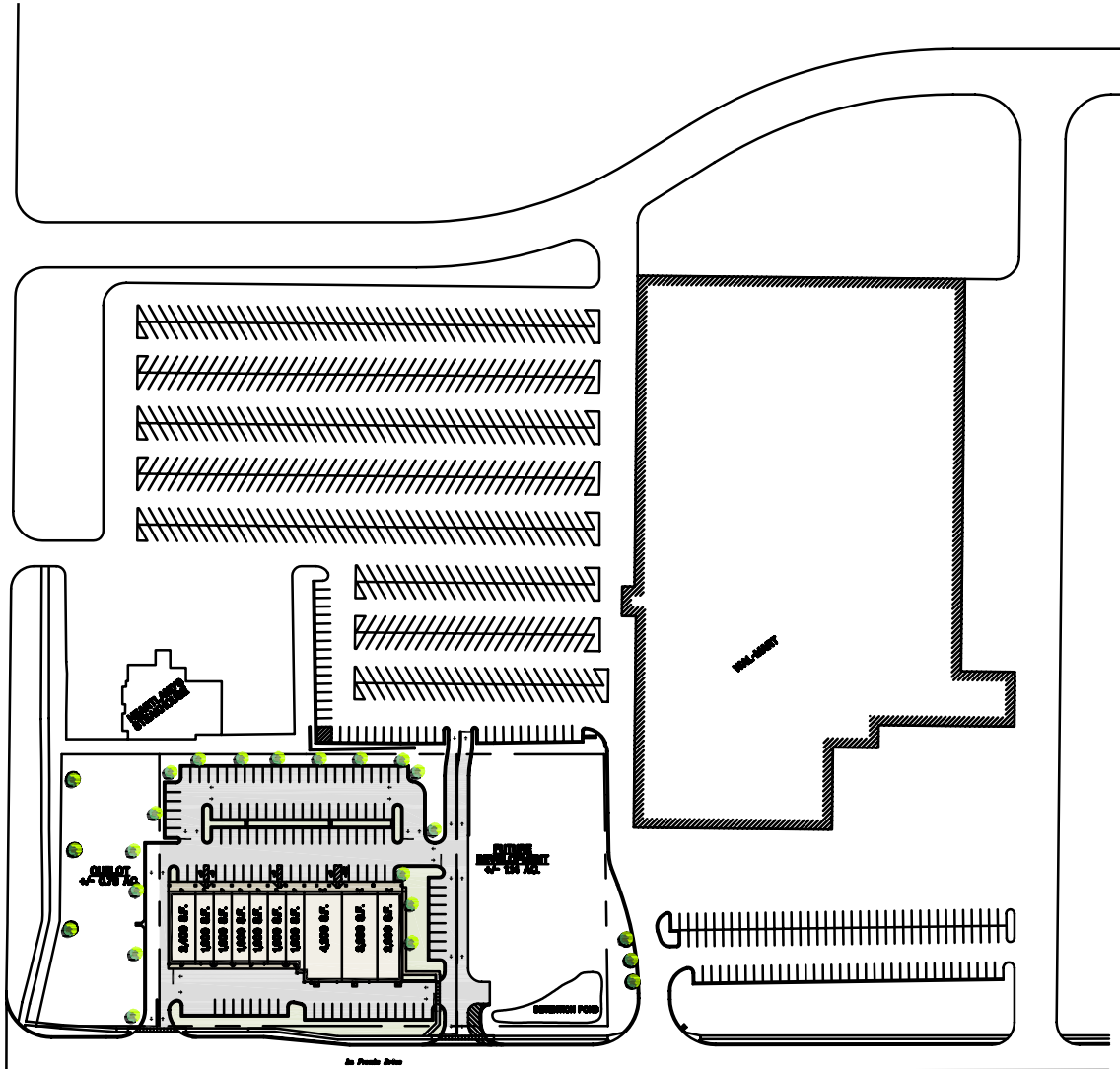
## WHAT DO OUR LOCATIONS HAVE TO OFFER?

In most Supercenter markets, the Wal-Mart site most often has the most consistent and highest traffic levels – day in, day out. Although Wal-Mart has earned a reputation for crushing many merchants, the competitive reality is really the same old story of Retailing 101: Wal-Mart is a giant traffic and transaction machine, but co-existence is not only possible, but it can be quite profitable. Many national chain merchants that were previously committed to grocery anchored locations have adjusted their locational strategies to Wal-Mart Supercenters. With modest rents, our Supercenter locations offer merchants the ability to align their real estate and focus in the best and most consistent shopping center locations ... benefiting from Wal-Mart's powerful drawing power.

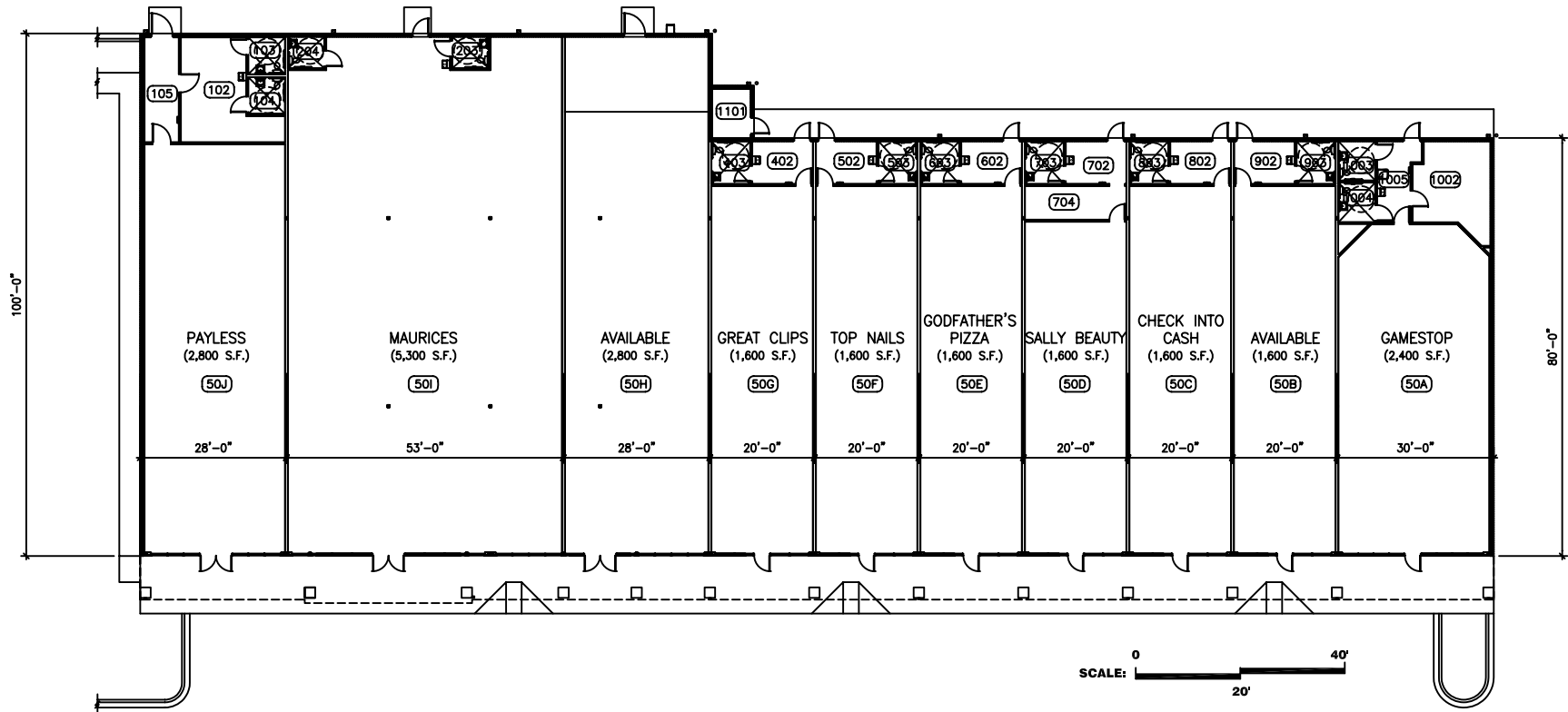




# Marshalltown Shopping Center



## SITE PLAN



NOT TO SCALE. DO NOT SCALE DRAWING.

PROJECT **MARSHALLTOWN**  
MARSHALLTOWN, IOWA

REVISIONS

DRAWING TITLE  
**LEASE PLAN**

DATE  
2/8/11

DRAWN BY  
APPROVED BY

DRAWING #  
**SL-1**

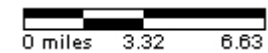
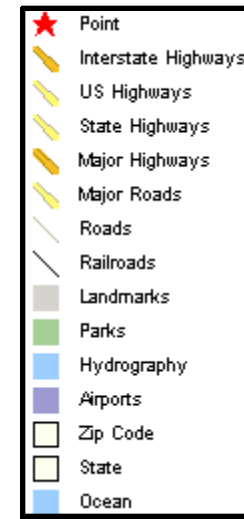
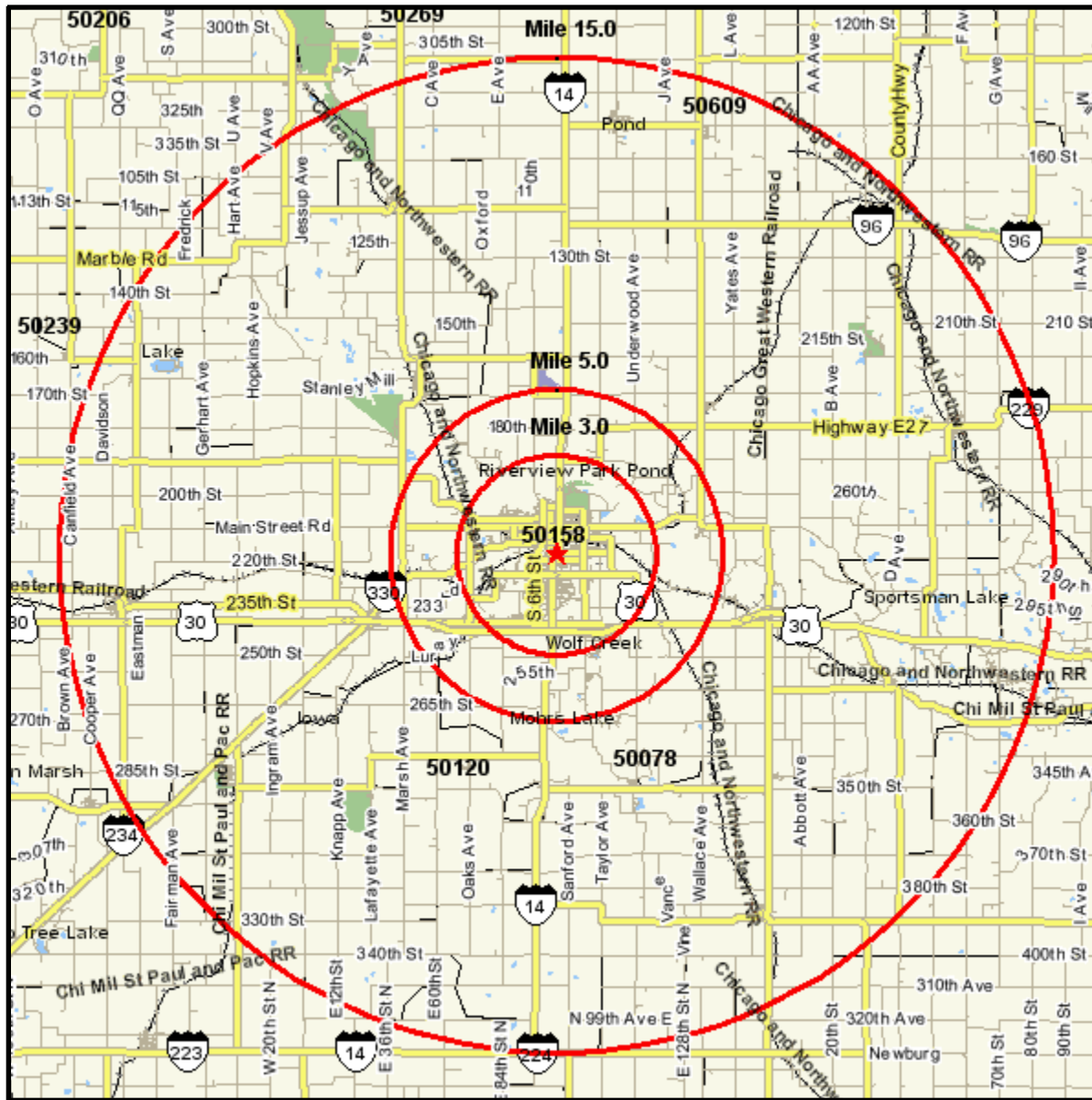
**Schostak**  
BROTHERS & COMPANY  
17800 LAUREL PARK DRIVE NORTH SUITE 200C (248)262-1000 LIVONIA, MICHIGAN 48152

# Area Map

Prepared For:

Order #: 966332758  
Site: 01

MARSHALLTOWN, IA 50158  
Coord: 42.036800, -92.909500  
Radius - See Appendix for Details



# FULL PROFILE

1990-2010 Census, 2011 Estimates with 2016 Projections

Calculated using Proportional Block Groups

Lat/Lon: 42.0105/-92.9110

RF1

50 Lafrentz Ln		3 mi radius	5 mi radius	15 mi radius
Marshalltown, IA 50158				
POPULATION	2011 Estimated Population	18,661	28,382	45,107
	2016 Projected Population	20,316	30,587	47,943
	2010 Census Population	18,211	27,804	44,396
	2000 Census Population	17,124	26,296	43,089
	Projected Annual Growth 2011 to 2016	1.8%	1.6%	1.3%
	Historical Annual Growth 2000 to 2011	0.8%	0.7%	0.4%
HOUSEHOLDS	2011 Estimated Households	7,125	10,533	16,905
	2016 Projected Households	7,088	10,385	16,535
	2010 Census Households	7,117	10,558	16,997
	2000 Census Households	6,917	10,402	16,788
	Projected Annual Growth 2011 to 2016	-0.1%	-0.3%	-0.4%
	Historical Annual Growth 2000 to 2011	0.3%	0.1%	0.1%
AGE	2011 Est. Population Under 10 Years	14.3%	14.7%	14.6%
	2011 Est. Population 10 to 19 Years	13.2%	12.5%	13.3%
	2011 Est. Population 20 to 29 Years	13.2%	12.1%	11.6%
	2011 Est. Population 30 to 44 Years	18.9%	17.7%	16.7%
	2011 Est. Population 45 to 59 Years	18.9%	21.6%	21.2%
	2011 Est. Population 60 to 74 Years	13.6%	13.5%	14.1%
	2011 Est. Population 75 Years or Over	8.0%	7.9%	8.5%
	2011 Est. Median Age	36.4	38.2	38.9
MARITAL STATUS & GENDER	2011 Est. Male Population	48.4%	49.2%	49.6%
	2011 Est. Female Population	51.6%	50.8%	50.4%
	2011 Est. Never Married	23.5%	23.5%	22.0%
	2011 Est. Now Married	52.9%	53.0%	55.9%
	2011 Est. Separated or Divorced	16.0%	16.1%	15.0%
	2011 Est. Widowed	7.6%	7.4%	7.1%
INCOME	2011 Est. HH Income \$200,000 or More	2.0%	1.9%	1.9%
	2011 Est. HH Income \$150,000 to \$199,999	1.4%	1.5%	1.4%
	2011 Est. HH Income \$100,000 to \$149,999	8.7%	7.8%	9.0%
	2011 Est. HH Income \$75,000 to \$99,999	9.7%	9.0%	10.8%
	2011 Est. HH Income \$50,000 to \$74,999	23.0%	23.8%	24.2%
	2011 Est. HH Income \$35,000 to \$49,999	14.8%	14.6%	15.4%
	2011 Est. HH Income \$25,000 to \$34,999	14.8%	15.9%	14.4%
	2011 Est. HH Income \$15,000 to \$24,999	12.7%	12.0%	10.8%
	2011 Est. HH Income Under \$15,000	12.9%	13.4%	11.9%
	2011 Est. Average Household Income	\$57,135	\$55,971	\$58,638
	2011 Est. Median Household Income	\$44,937	\$45,113	\$48,172
	2011 Est. Per Capita Income	\$22,033	\$21,012	\$22,230
	2011 Est. Total Businesses	895	1,153	1,696
2011 Est. Total Employees	15,173	19,654	23,659	

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<b>RACE</b>	2011 Est. White	85.6%	85.0%	87.9%
	2011 Est. Black	2.0%	2.2%	1.5%
	2011 Est. Asian or Pacific Islander	2.2%	1.9%	1.3%
	2011 Est. American Indian or Alaska Native	0.6%	0.6%	1.7%
	2011 Est. Other Races	9.6%	10.4%	7.5%
<b>HISPANIC</b>	2011 Est. Hispanic Population	4,418	7,227	7,994
	2011 Est. Hispanic Population	23.7%	25.5%	17.7%
	2016 Proj. Hispanic Population	29.4%	31.4%	22.5%
	2010 Hispanic Population	22.1%	23.8%	16.4%
<b>EDUCATION (Adults 25 or Older)</b>	2011 Est. Adult Population (25 Years or Over)	12,377	18,988	29,796
	2011 Est. Elementary (Grade Level 0 to 8)	9.9%	9.0%	6.8%
	2011 Est. Some High School (Grade Level 9 to 11)	5.6%	6.0%	6.0%
	2011 Est. High School Graduate	32.3%	34.7%	36.4%
	2011 Est. Some College	21.5%	21.7%	21.0%
	2011 Est. Associate Degree Only	10.0%	10.0%	11.4%
	2011 Est. Bachelor Degree Only	13.8%	11.8%	12.4%
	2011 Est. Graduate Degree	6.8%	6.8%	6.0%
<b>HOUSING</b>	2011 Est. Total Housing Units	7,659	11,386	18,360
	2011 Est. Owner-Occupied	66.5%	66.6%	69.1%
	2011 Est. Renter-Occupied	26.5%	25.9%	23.0%
	2011 Est. Vacant Housing	7.0%	7.5%	7.9%
<b>HOMES BUILT BY YEAR</b>	2000 Homes Built 1999 to 2000	0.9%	0.8%	1.1%
	2000 Homes Built 1995 to 1998	3.6%	3.0%	3.7%
	2000 Homes Built 1990 to 1994	4.1%	3.8%	3.9%
	2000 Homes Built 1980 to 1989	4.9%	3.8%	4.4%
	2000 Homes Built 1970 to 1979	20.4%	16.9%	17.4%
	2000 Homes Built 1960 to 1969	15.4%	15.1%	12.8%
	2000 Homes Built 1950 to 1959	12.5%	14.1%	12.9%
	2000 Homes Built Before 1949	38.1%	42.5%	43.9%
<b>HOME VALUES</b>	2000 Home Value \$1,000,000 or More	-	-	-
	2000 Home Value \$500,000 to \$999,999	-	-	0.1%
	2000 Home Value \$400,000 to \$499,999	-	-	-
	2000 Home Value \$300,000 to \$399,999	0.1%	0.1%	0.1%
	2000 Home Value \$200,000 to \$299,999	2.0%	1.9%	2.0%
	2000 Home Value \$150,000 to \$199,999	6.3%	6.5%	6.0%
	2000 Home Value \$100,000 to \$149,999	14.7%	13.4%	14.1%
	2000 Home Value \$50,000 to \$99,999	51.5%	50.6%	51.2%
	2000 Home Value \$25,000 to \$49,999	20.7%	22.5%	21.5%
	2000 Home Value Under \$25,000	4.6%	5.0%	5.1%
	2000 Median Home Value	\$76,489	\$72,870	\$72,640
	2000 Median Rent	\$256	\$257	\$232

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<b>LABOR FORCE</b>	2011 Est. Labor Population Age 16 Years or Over	14,557	22,101	34,933
	2011 Est. Civilian Employed	56.9%	57.5%	59.3%
	2011 Est. Civilian Unemployed	5.1%	5.0%	4.5%
	2011 Est. in Armed Forces	-	-	0.1%
	2011 Est. not in Labor Force	38.1%	37.4%	36.1%
	2011 Labor Force Males	48.6%	49.0%	49.2%
	2011 Labor Force Females	51.4%	51.0%	50.8%
<b>OCCUPATION</b>	2000 Occupation: Population Age 16 Years or Over	8,118	12,504	20,879
	2000 Mgmt, Business, & Financial Operations	9.9%	10.0%	11.4%
	2000 Professional, Related	18.6%	17.3%	16.1%
	2000 Service	16.5%	17.0%	17.1%
	2000 Sales, Office	23.7%	22.9%	22.5%
	2000 Farming, Fishing, Forestry	0.4%	0.5%	0.9%
	2000 Construction, Extraction, Maintenance	7.9%	8.5%	9.0%
	2000 Production, Transport, Material Moving	23.0%	23.8%	23.0%
	2000 White Collar Workers	52.2%	50.2%	50.0%
	2000 Blue Collar Workers	47.8%	49.8%	50.0%
<b>TRANSPORTATION TO WORK</b>	2000 Drive to Work Alone	78.6%	78.3%	79.5%
	2000 Drive to Work in Carpool	15.1%	14.7%	12.7%
	2000 Travel to Work by Public Transportation	0.9%	0.7%	0.4%
	2000 Drive to Work on Motorcycle	0.1%	0.1%	-
	2000 Walk or Bicycle to Work	3.1%	3.4%	3.0%
	2000 Other Means	0.5%	0.7%	0.7%
	2000 Work at Home	1.6%	2.2%	3.7%
<b>TRAVEL TIME</b>	2000 Travel to Work in 14 Minutes or Less	73.1%	70.4%	56.2%
	2000 Travel to Work in 15 to 29 Minutes	16.3%	18.6%	28.8%
	2000 Travel to Work in 30 to 59 Minutes	6.4%	6.7%	10.5%
	2000 Travel to Work in 60 Minutes or More	4.2%	4.3%	4.6%
	2000 Average Travel Time to Work	14.1	14.0	16.2
<b>CONSUMER EXPENDITURE</b>	2011 Est. Total Household Expenditure	\$337 M	\$491 M	\$817 M
	2011 Est. Apparel	\$16.1 M	\$23.4 M	\$38.9 M
	2011 Est. Contributions, Gifts	\$20.5 M	\$29.8 M	\$49.6 M
	2011 Est. Education, Reading	\$8.59 M	\$12.5 M	\$20.7 M
	2011 Est. Entertainment	\$18.7 M	\$27.2 M	\$45.4 M
	2011 Est. Food, Beverages, Tobacco	\$54.7 M	\$79.9 M	\$132 M
	2011 Est. Furnishings, Equipment	\$14.4 M	\$21.0 M	\$35.2 M
	2011 Est. Health Care, Insurance	\$24.7 M	\$35.9 M	\$59.6 M
	2011 Est. Household Operations, Shelter, Utilities	\$101 M	\$147 M	\$244 M
	2011 Est. Miscellaneous Expenses	\$5.71 M	\$8.32 M	\$13.8 M
2011 Est. Personal Care	\$4.90 M	\$7.15 M	\$11.9 M	
2011 Est. Transportation	\$67.9 M	\$99.0 M	\$166 M	

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