



RAYNOR CAMPBELL SIOR

4909 W WACO DR, WACO, TX 76710

20,010+/- SF | 1.99+/- Acres

FOR SALE

RETAIL INVESTMENT OPPORTUNITY

CROMWELL
COMMERCIAL GROUP



PROPERTY OVERVIEW

Cromwell Commercial is pleased to exclusively offer for sale a single-tenant leased Barnes & Noble property in Waco, representing an excellent retail investment opportunity. Located on a signalized hard corner at the intersection of Waco Drive and Lake Air Drive, the property benefits from outstanding visibility within one of Waco's primary retail corridors, with a combined traffic count of approximately 34,000 vehicles per day.

Constructed in 1995, the building has been continuously occupied by Barnes & Noble for 31 years, demonstrating the tenant's long-term commitment to the location and market. The single-story structure features a brick and EIFS exterior and sits on 1.99 acres with 122 parking spaces. The parking lot was repaired, sealed, and striped in 2019, and the property received a new roof in 2015.

Originally executed as a 15-year lease, Barnes & Noble has exercised multiple lease extensions, with the current lease term extending through March 31, 2030.

- Long term tenant with 4 years remaining on lease
- Attractive and visible building at a busy corner with 2 points of access and 34K vehicles per day
- Located in an established retail corridor with nearby schools, churches, restaurants, banks, and professional offices

PROPERTY HIGHLIGHTS

PROPERTY

Barnes & Noble

LOCATION

4909 W Waco Dr, Waco, TX 76710

PROPERTY TYPE

Retail

ZONING

C-3

MARKET

Waco, TX

AVAILABLE SPACE

20,010+/- SF

LOT SIZE

1.99+/- Acres

ASKING PRICE

\$3,500,000

NOI PROJECTION

\$210,000/year



Barnes & Noble

RETAILER OVERVIEW

Barnes & Noble is the largest retail bookseller in the United States, operating more than 700 bookstores worldwide along with its online marketplace, BN.com. The company offers a wide selection of books, magazines, toys, games, gifts, vinyl records, movies, and educational products, as well as café services and community events hosted in stores across the country. Barnes & Noble continues to expand its physical retail presence with dozens of new store openings while enhancing its online shopping experience through personalized recommendations, membership benefits, fast shipping, and access to millions of titles and related products. It currently has a \$306 million market cap.

Barnes & Noble plans to open 60 new locations in 2026, with Texas being their primary focus.

WACO LOCATION OVERVIEW

Only location within Waco MSA.

Full format store including Starbucks cafe, juvenile, Toys and Games, DVDs, Music & Vinyl, Gift & Bargain sections.

ANNUAL REVENUE

\$5.8 million

ANNUAL VISITS

235.2K

DWELL TIME

34 minutes

BUILDING SIZE

20,010+/-SF



PHOTO GALLERY





84



W WACO DR | 34,493 VPD

LAKE AIR DR

SUBJECT PROPERTY

 Click to view property

BOUNDARY LINES ARE APPROXIMATE



Raynor Campbell sior
raynor@cromwellcommercialgroup.com



RETAIL

SUBJECT PROPERTY

FRANKLIN AVE | 25,362 VPD

W WACO DR | 34,493 VPD

LAKE AIR DR

Stanton
OPTICAL

BOUNDARY LINES ARE APPROXIMATE



CENTRAL CROSSING TRADE AREA

Legacy retailers with growing mixed-use potential

POPULATION 12,593

Total Households 1,146

Projected Population Growth +3.8%

Total Businesses +810

Average Family Income \$62,760

Retail & Food Expenditures Demand \$18.6M

Retail & Food Expenditures Est. 2030 Demand \$64.4M

VEHICLE TRAFFIC COUNTS

Average daily traffic counts intersecting Central Crossing

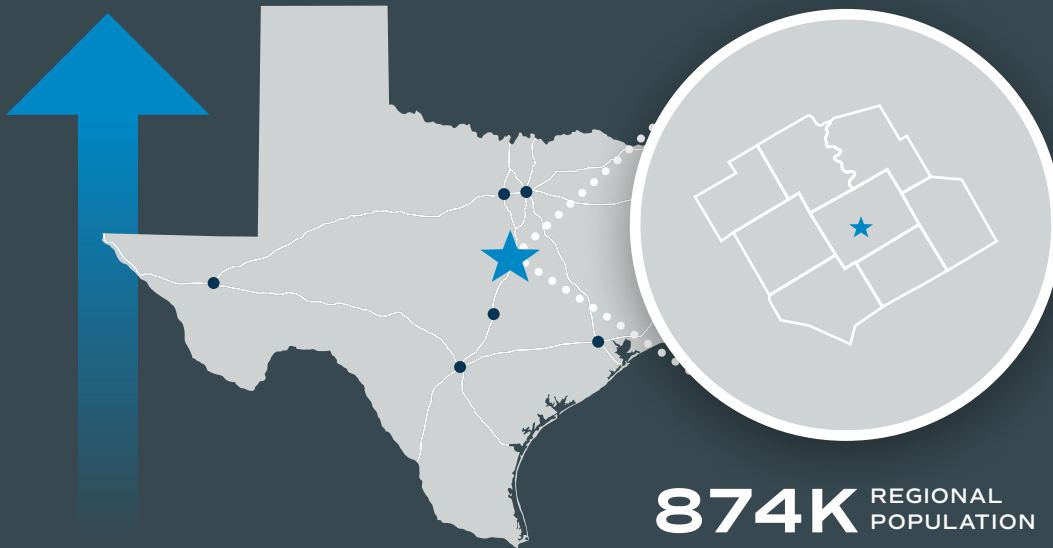
IH-35 +136.1K

Franklin Ave +57.1K

Waco Dr +100.9K

New Rd/Franklin +53K





REGIONAL HIGHLIGHTS

TRAVEL

2021 Direct Impact

Visitors

1.7 million, 45% increase

Hotel Occupancy

Over 1 million rooms booked | 2nd highest in TX

Travel Spending

\$100 million

Employment

5,800 jobs

TOURISM

Magnolia Market

Waco's #1 tourist draw

2022 Visits

621 thousand visits

EDUCATION

Colleges/Universities

5 in/near Waco

Baylor University

20,709 enrolled 08/22

13th largest university in Texas

COST OF LIVING

Groceries

92.4

Transport

72.3

Utilities

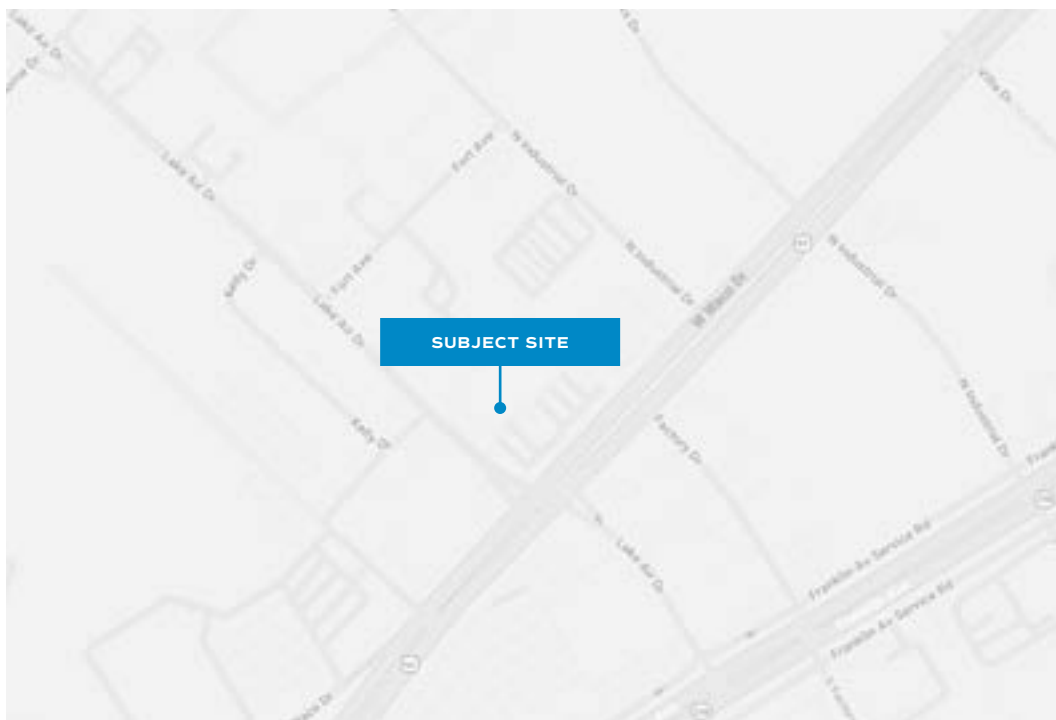
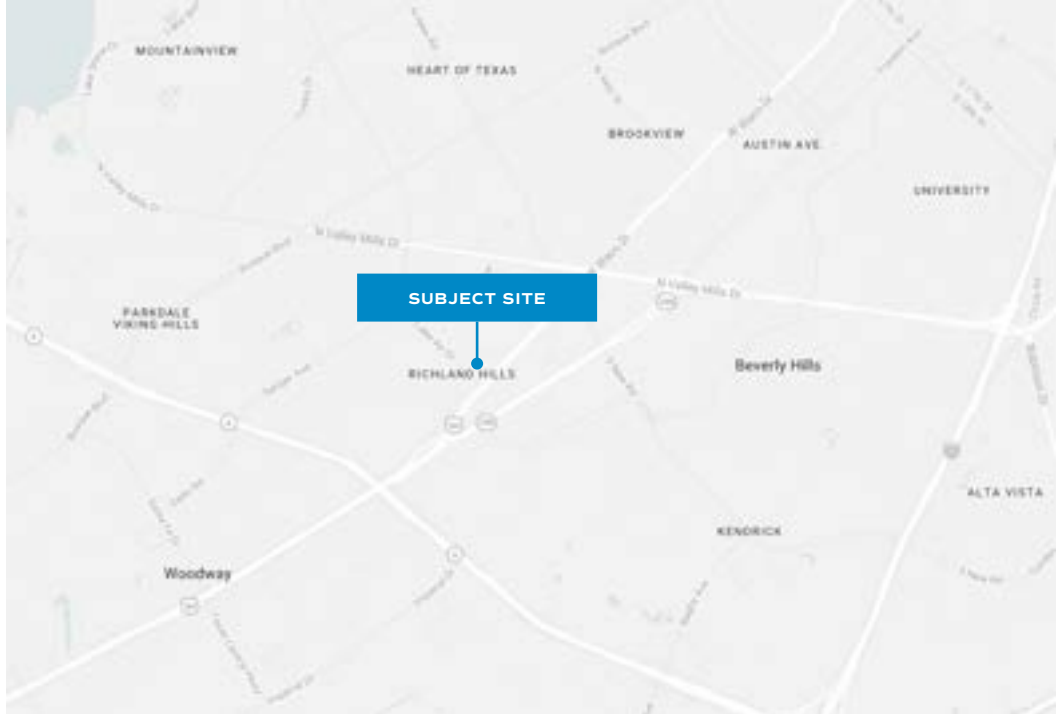
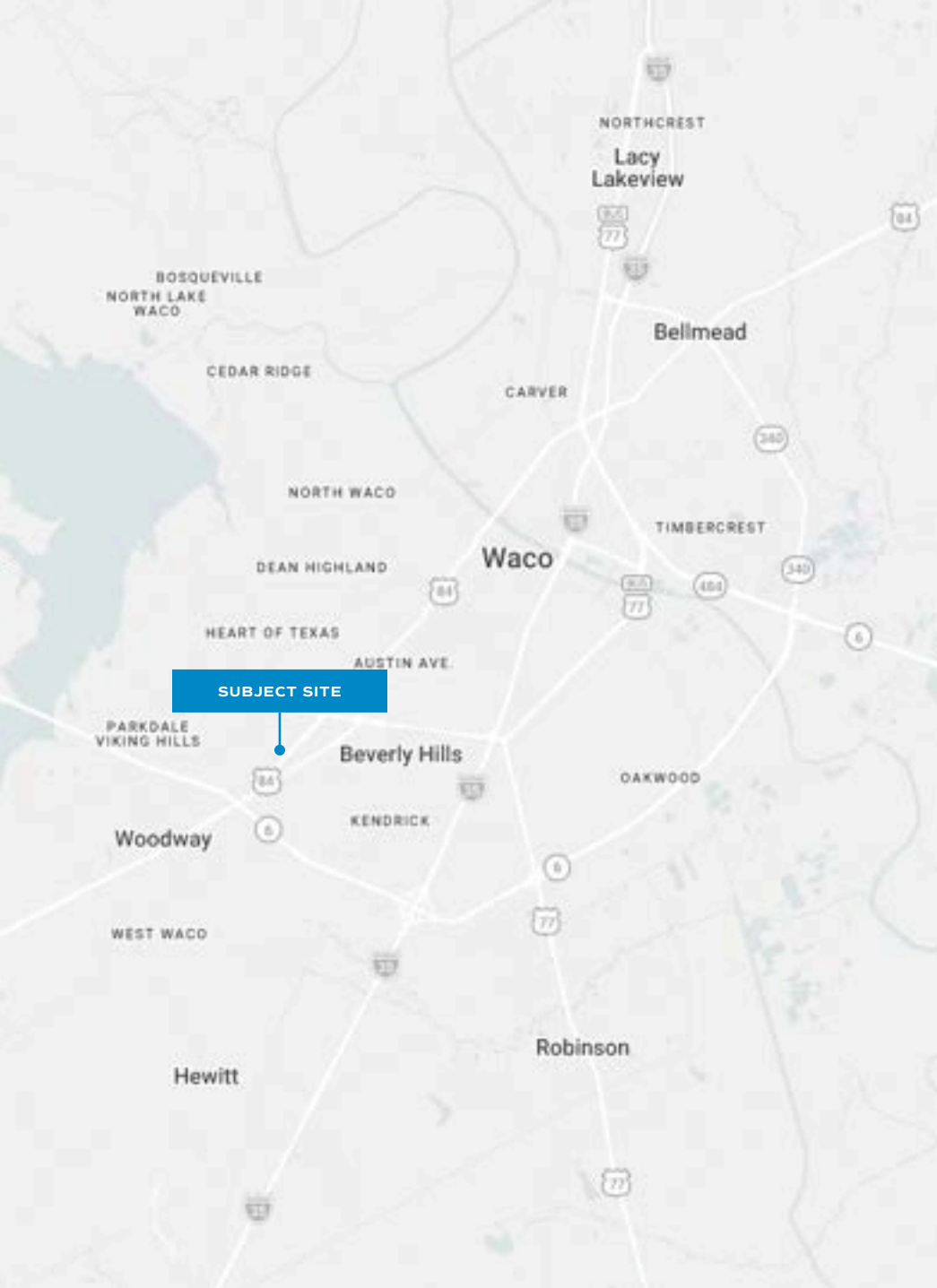
97.2

Healthcare

101

"Earning...\$35,000 in Waco [is] equivalent [to] \$44,132 in Dallas or \$45,652 in Austin."





CROMWELL

COMMERCIAL GROUP

PRESENTED BY:



RAYNOR CAMPBELL SIOB

C: 254.644.1838

O: 254.313.0000

E: raynor@cromwellcommercialgroup.com

W: cromwellcommercialgroup.com



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.

11-03-2025



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.

WRITTEN AGREEMENTS ARE REQUIRED IN CERTAIN SITUATIONS: A license holder who performs brokerage activity for a prospective buyer of residential property must enter into a written agreement with the buyer before showing any residential property to the buyer or if no residential property will be shown, before presenting an offer on behalf of the buyer. This written agreement must contain specific information required by Texas law. For more information on these requirements, see section 1101.563 of the Texas Occupations Code. **Even if a written agreement is not required, to avoid disputes, all agreements between you and a broker should be in writing and clearly establish: (i) the broker's duties and responsibilities to you and your obligations under the agreement; and (ii) the amount or rate of compensation the broker will receive and how this amount is determined.**

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 by the buyer or buyer's agent. **An owner's agent fees are not set by law and are fully negotiable.**

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. **A buyer/tenant's agent fees are not set by law and are fully negotiable.**

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:
 - o that the owner will accept a price less than the written asking price;
 - o that the buyer/tenant will pay a price greater than the price submitted in a written offer; and
 - o 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.

A LICENSE HOLDER CAN SHOW PROPERTY TO A BUYER/TENANT WITHOUT REPRESENTING THE BUYER/TENANT IF:

- The broker has not agreed with the buyer/tenant, either orally or in writing, to represent the buyer/tenant;
 - The broker is not otherwise acting as the buyer/tenant's agent at the time of showing the property;
 - The broker does not provide the buyer/tenant opinions or advice regarding the property or real estate transactions generally; and
 - The broker does not perform any other act of real estate brokerage for the buyer/tenant.
- Before showing a residential property to an unrepresented prospective buyer, a license holder must enter into a written agreement that contains the information required by section 1101.563 of the Texas Occupations Code. The agreement may not be exclusive and must be limited to no more than 14 days.

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.

Coldwell Banker Apex, Realtors	590914-BB	590914-BB	lori@cbapex.com	254-313-0000
Name of Sponsoring Broker (Licensed Individual or Business Entity)	License No.	License No.	Email	Phone
Lori Arnold	323729-B	323729-B	lori@cbapex.com	254-313-0000
Name of Designated Broker of Licensed Business Entity, if applicable	License No.	License No.	Email	Phone
Kathy Schroeder	269763-B	269763-B	kathy@cbapex.com	254-776-0000
Name of Licensed Supervisor of Sales Agent/Associate, if applicable	License No.	License No.	Email	Phone
Raynor Campbell, SIOR	634453-B	634453-B	raynor@ctromwellcommercialgroup.com	254-313-0000
Name of Sales Agent/Associate	License No.	License No.	Email	Phone

Buyer/Tenant/Seller/Landlord Initials

Date