

SUNSET BEACH RESORT

N 6575 Lake Drive | Shawano, WI
OFFERING MEMORANDUM

SUNSET BEACH RESORT



CENTURY 21
Signature Real Estate

Sunset Beach Resort

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CENTURY 21
Signature Real Estate

SUNSET BEACH RESORT

01 Executive Summary

Investment Summary

OFFERING SUMMARY

ADDRESS	N 6575 Lake Drive Shawano WI 54166
COUNTY	Shawno
GREEN SPACE SF	10,000 SF
OCCUPIED LOTS	25
NUMBER OF LOTS	26
LAND ACRES	3

FINANCIAL SUMMARY

PRICE	\$1,900,000
PRICE PER UNIT	\$73,077
OCCUPANCY	96.00%
NOI (2025 Actuals)	\$78,368
NOI (Projected w/ Short Term Rental)	\$117,961
CAP RATE (Projected w/ Short Term Rental)	6.21%
GRM (2025 Actuals)	17.37
GRM (Projected w/ Short Term Rental)	12.12

PROPOSED FINANCING

Conventional	
LOAN TYPE	Amortized
DOWN PAYMENT	\$665,000
LOAN AMOUNT	\$1,235,000
INTEREST RATE	6.50%
LOAN TERMS	20
ANNUAL DEBT SERVICE	\$110,496
LOAN TO VALUE	65%
AMORTIZATION PERIOD	20 Years

DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
2025 Population	599	3,425	6,628
2025 Median HH Income	\$67,000	\$68,184	\$67,941
2025 Average HH Income	\$87,673	\$91,037	\$89,060



Investment Overview

- Sunset Beach Resort is located on Loon Lake in Shawano, Wisconsin and serves as a seasonal vacation destination for the tenants. There are 26 lots, with 25 lots occupied by tenant owned homes. The tenants pay lot rent once per year in June at a price of \$4,675 per year (about \$390 per month). Current ownership last raised lot rent by \$25 per month in June 2026, but based on competing properties in the area this amount is still below market rates. The resort has had a 47 year history of tenants paying on time. During that period, vacancies have been filled very quickly as the park currently has a waiting list.
- The property is well maintained and offers new ownership the ability to acquire a well run, high occupancy community with upside in raising lot rents over time. The property offers additional upside through the infill of one vacant lot, as well as renting out the three stall heated garage on site which current ownership uses for personal storage.
- The community has direct lake access and a dock that is available to tenants. There is a solid concrete wall along the shore line to prevent erosion. The owners installed two aluminum staircases along the wall for easy access to the lake for tenants. The boat slips are currently free to use, but could be rented for an additional fee to store their boats at during the summer months.

Utilities

- The property is served by public utilities with the residents responsible for their own gas and electric, while the park owners currently pay for trash, sewer, and water services. New ownership could lower expenses by billing these utilities back to residents.
- All main sewer lines at the property are PVC.
- The electrical lines were recently placed underground to limit damage to the electrical lines by tree limbs.
- All homes are serviced by 50 or 60 amp electrical pedestals.



Lake House Included in Sale

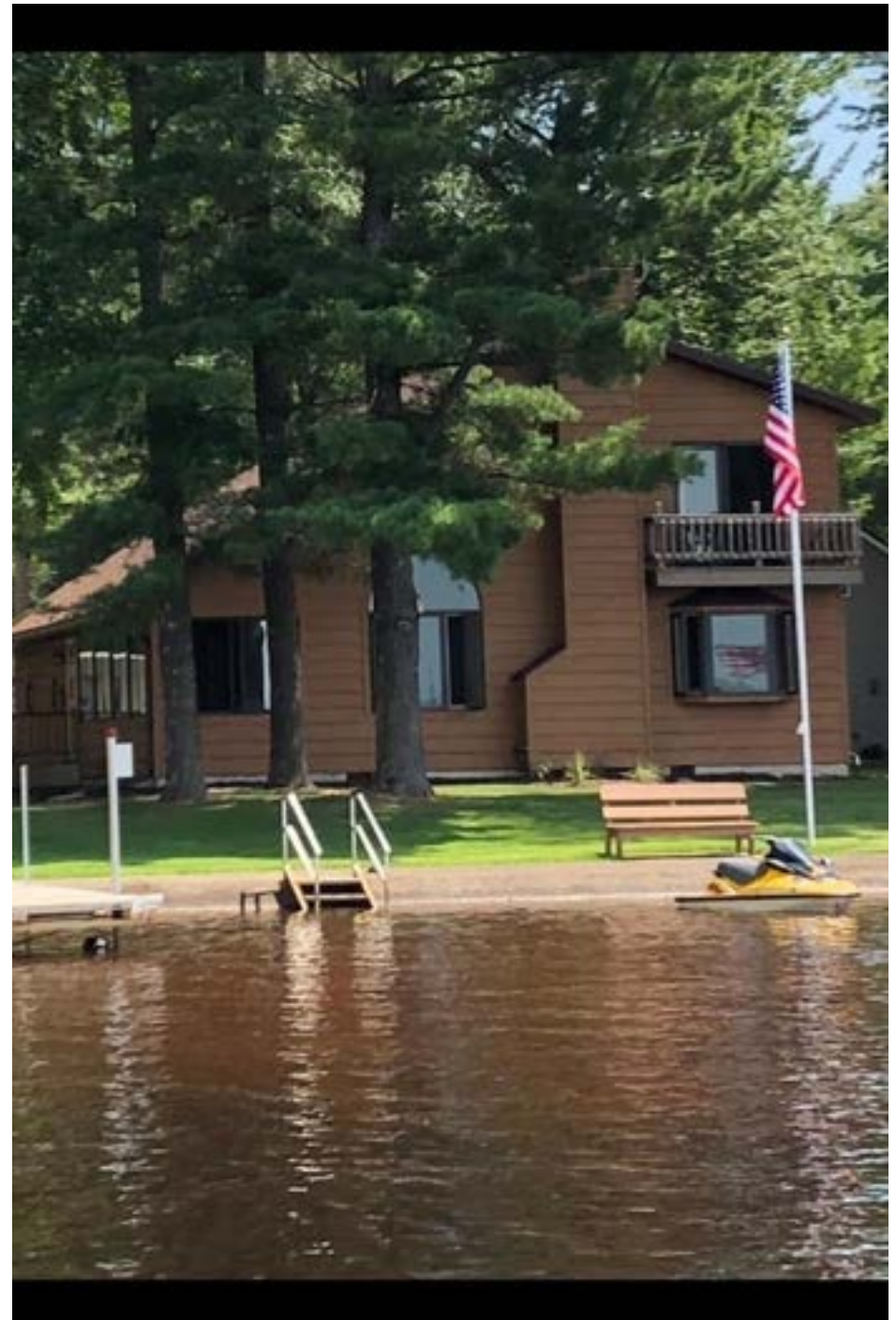
- The sale includes an additional adjoining parcel with a lake house. The lake house was built in 1993 and has since been updated. The home has 3 bedrooms and 2 bathrooms and is nearly 2,000 square feet.
- Current ownership uses the lake house as a personal vacation home.
- The home is well maintained and would work well as a short term rental or as a manager's home and office. Similar homes in the area are currently renting at \$2,500-\$4,000 per week as a short term rental during the summer months.

Recent Improvements

- The current owners purchased a new dock for the property totaling \$11,878 in 2025.
- The current owners purchased a new land irrigation system totaling \$11,685 in 2025.

Financial Analysis

- Future income assumptions are based on lot rents being raised by 3% year over year.
- Short term rental income was based on an average rate of \$1,500 per week with a 50% occupancy throughout the year which is based on national occupancy rate reports for short term rentals.
- The lakehouse has been assigned a value of \$600,000 for marketing purposes.
- Contact broker for additional details and see the deal room for additional pictures.





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Location

- Location Summary
- Local Map
- Aerial View Map
- Drive Times

SUNSET BEACH RESORT

Shawano, Wisconsin

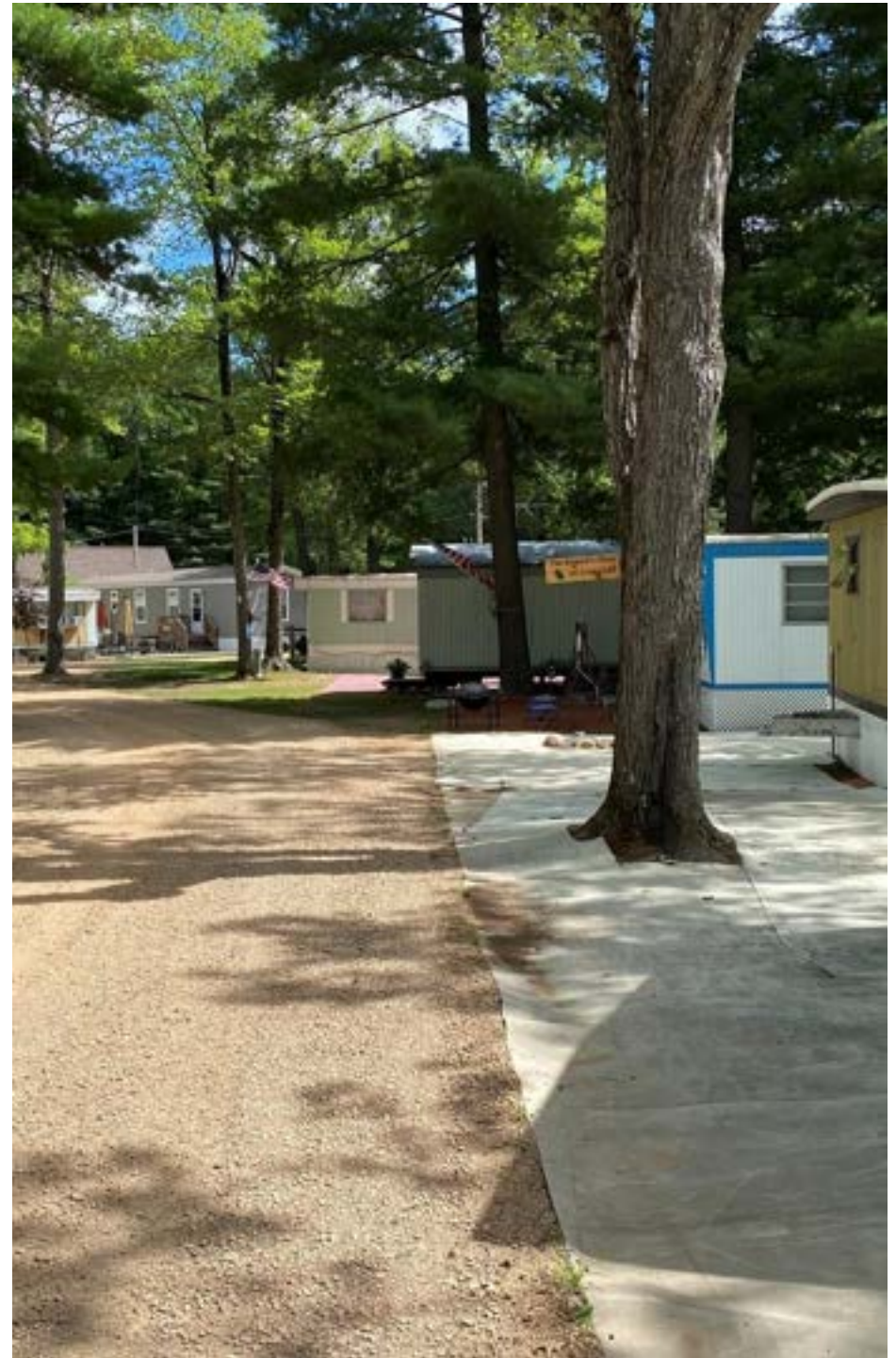
- Shawano, WI is a lake community located on Highway 29 just outside of the Fox River Valley.
- Cities such as Appleton, Green Bay, Oshkosh, Stevens Point, and Wausau are within a 90 minute drive of the resort.
- Shawano County attracts many tourists for fishing, kayaking, watersports, hiking, and other recreation, with the subject property offering an affordable summer resort destination for the residents.
- Shawano County is home to 20 lakes, 5 rivers, 2 wildlife recreation areas, nearly 100 miles of hiking trails, and 400+ miles of ATV/snowmobile trails.

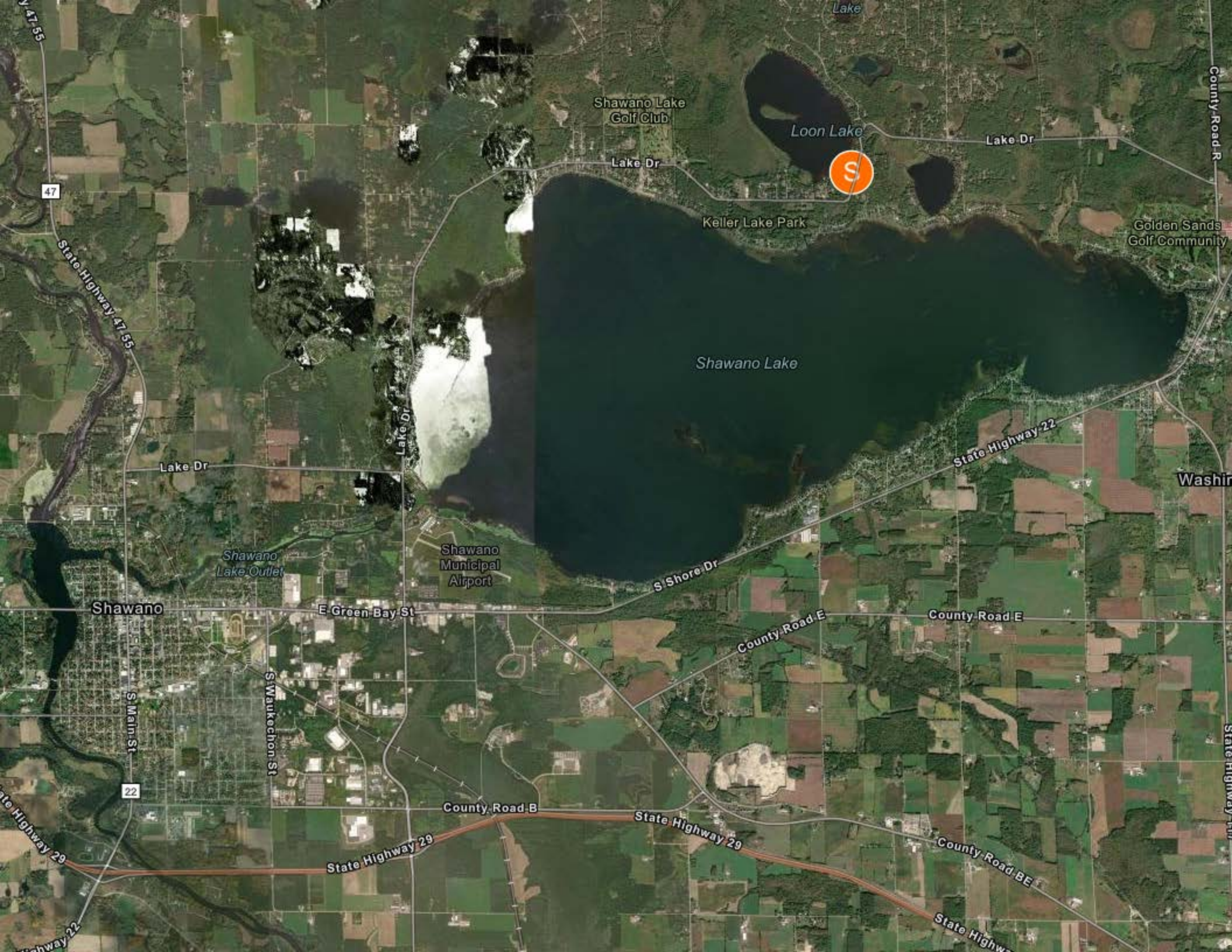
Sunset Beach Resort

- Sunset Beach Resort is located on the south side of Loon Lake and sits less than a mile north of Lake Shawano.
- Although the resort is located outside of town, it is located a block away from the nearest convenience store, less than 5 miles from 6 restaurants, 2 golf courses, and 3 lakes. This gives the residents the ability to explore and be part of the surrounding area while still enjoying the quaintness of the location.
- The location and affordability of this community have attracted many long-term tenants from the surrounding area to serve as their summer home.

Loon Lake

- Loon Lake is a 322-acre lake with a maximum depth of 22 feet.
- There is one public boat access point located less than a mile from Sunset Beach Resort for residents to off-load their boats into the lake.





Shawano Lake Golf Club

Loon Lake

Lake Dr

Lake Dr

Keller Lake Park

Golden Sands Golf Community

Shawano Lake

Shawano Municipal Airport

Shawano

E Green Bay St

County Road E

County Road E

S Main St

S Waukechon St

County Road B

State Highway 29

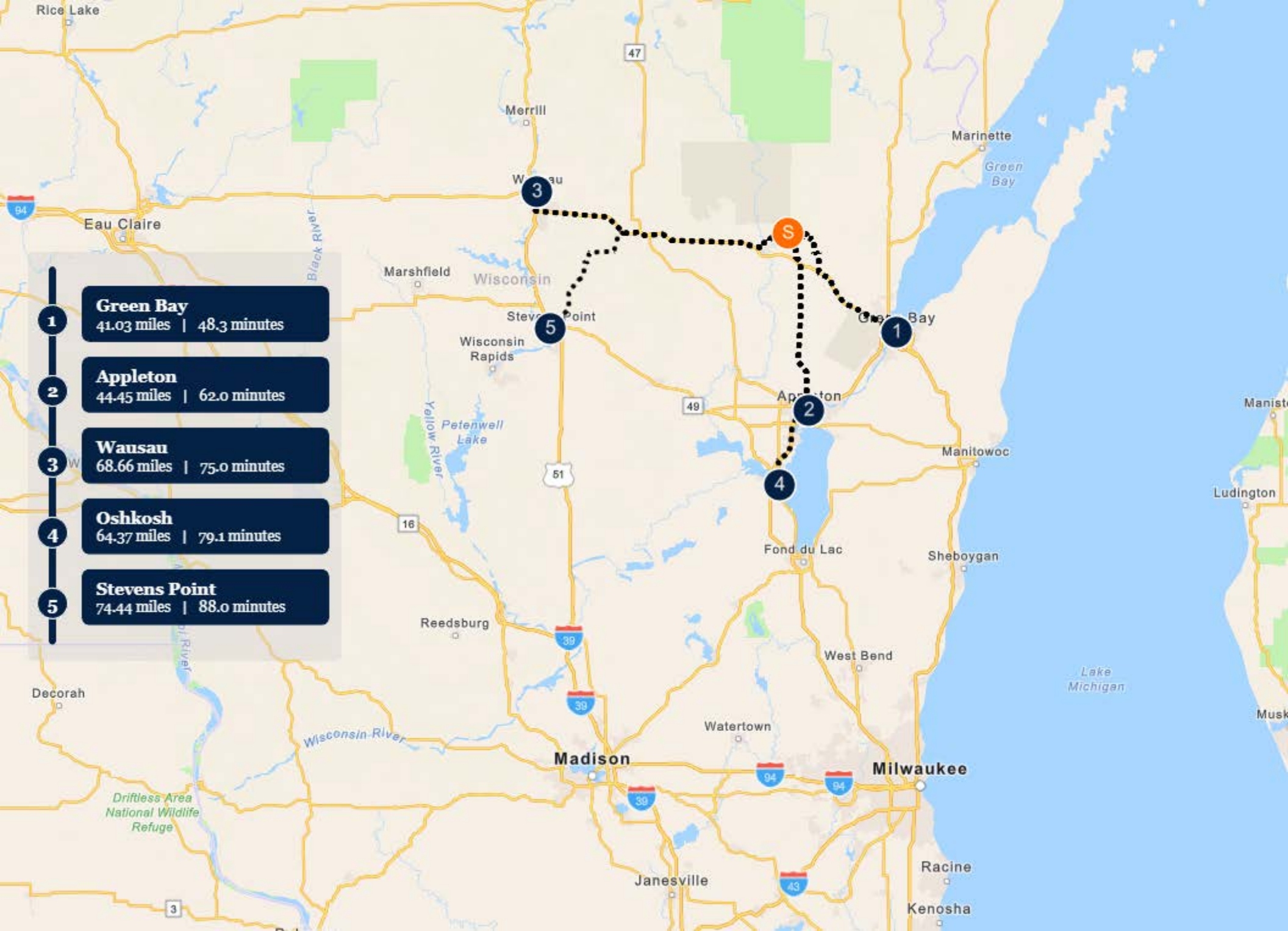
County Road BE

State Highway

47

22







03 Property Description

- Property Features
- Property Images
- Common Amenities
- Unit Amenities

PROPERTY FEATURES

NUMBER OF LOTS	26
GREEN SPACE SF	10,000
OCCUPIED LOTS	25
LAND ACRES	3
# OF PARCELS	2
FEET OF LAKESHORE	140'
SINGLE FAMILY HOMES	1
NUMBER OF BOAT SLIPS	10
NUMBER OF JET SKI SLIPS	8

UTILITIES

WATER/SEWER	Owner (Municipal)
TRASH	Owner
GAS	Tenant
ELECTRIC	Tenant









Approximate Parcel Outline

Common Amenities

- 140 Feet of Lakeshore
- Brand New Dock
- 10,000+ sqft of Green Space near Beach
- 2-sets of Aluminum Stairs for Easy Water Access
- Sand Beach
- 10 Boat Slips and 8 Jet Ski Slips
- Concrete Sea Wall on Shore to Prevent Erosion
- Laundry Facility



Sunset Beach Resort - 10 Unit Community

Unit Amenities

- City Water
- City Sewer
- Underground Electric Lines
- Personal Parking Space Near Tenant's Home
- Additional Parking Throughout Community



04 Rent Roll
Rent Roll

SUNSET BEACH RESORT

Unit	Current Rent	Notes
Lot 1	\$4,675.00	TOH - Annual Rent
Lot 2	\$4,675.00	TOH - Annual Rent
Lot 3	\$4,675.00	TOH - Annual Rent
Lot 4	\$4,675.00	TOH - Annual Rent
Lot 5	\$4,675.00	TOH - Annual Rent
Lot 6	\$4,675.00	TOH - Annual Rent
Lot 7	\$4,675.00	TOH - Annual Rent
Lot 8	\$4,675.00	TOH - Annual Rent
Lot 9	\$0.00	Vacant Pad
Lot 10	\$4,675.00	TOH - Annual Rent
Lot 11	\$4,675.00	TOH - Annual Rent
Lot 12	\$4,675.00	TOH - Annual Rent
Lot 13	\$4,675.00	TOH - Annual Rent
Lot 14	\$4,675.00	TOH - Annual Rent
Lot 15	\$4,675.00	TOH - Annual Rent
Lot 16	\$4,675.00	TOH - Annual Rent
Lot 17	\$4,675.00	TOH - Annual Rent
Lot 18	\$4,675.00	TOH - Annual Rent
Lot 19	\$4,675.00	TOH - Annual Rent
Lot 20	\$4,675.00	TOH - Annual Rent
Lot 21	\$4,675.00	TOH - Annual Rent
Lot 22	\$4,675.00	TOH - Annual Rent
Lot 23	\$4,675.00	TOH - Annual Rent
Lot 24	\$4,675.00	TOH - Annual Rent
Lot 25	\$4,675.00	TOH - Annual Rent
Lot 26	\$4,675.00	TOH - Annual Rent
Totals / Averages	\$116,875.00	

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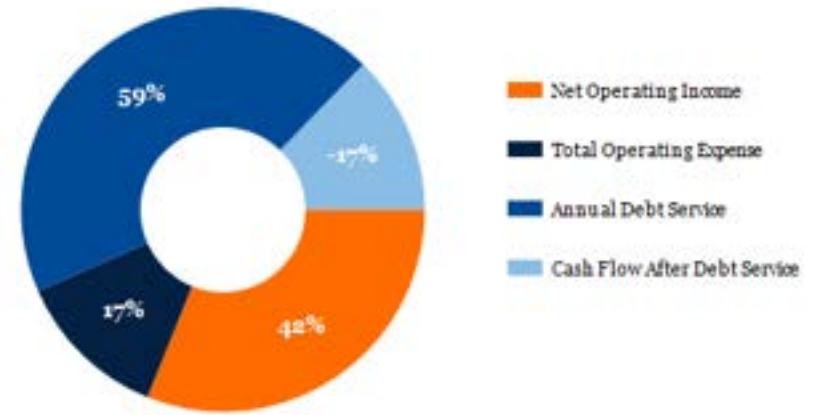
Financial Analysis

- Income & Expense Analysis
- Multi-Year Cash Flow Assumptions
- Cash Flow Analysis
- Financial Metrics
- Disposition Sensitivity Analysis

REVENUE ALLOCATION

2025 ACTUALS

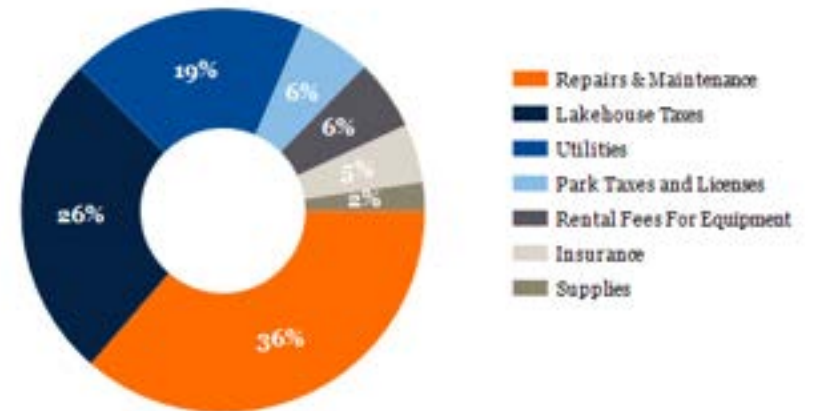
INCOME	2025 ACTUALS		PROJECTED W/ SHORT TERM RENTAL	
Gross Scheduled Rent	\$109,375		\$116,808	74.5%
Lake House Short Term Rental			\$40,000	25.5%
Effective Gross Income	\$109,375		\$156,808	
Less Expenses	\$31,007	28.34%	\$38,847	24.77%
Net Operating Income	\$78,368		\$117,961	
Annual Debt Service	\$110,496		\$110,496	
Cash flow	(\$32,128)		\$7,465	
Debt Coverage Ratio	0.71		1.07	



EXPENSES	2025 ACTUALS Per Unit		PROJECTED W/ SHORT TERM RENTAL Per Unit	
Insurance	\$1,458	\$56	\$1,458	\$56
Utilities	\$5,903	\$227	\$5,903	\$227
Management Fee (5.00% of EGI)			\$7,840	\$302
Rental Fees For Equipment	\$1,760	\$68	\$1,760	\$68
Repairs & Maintenance	\$11,271	\$434	\$11,271	\$434
Supplies	\$700	\$27	\$700	\$27
Park Taxes and Licenses	\$1,830	\$70	\$1,830	\$70
Lakehouse Taxes	\$8,085	\$311	\$8,085	\$311
Total Operating Expense	\$31,007	\$1,193	\$38,847	\$1,494
Annual Debt Service	\$110,496		\$110,496	
% of EGI	28.34%		24.77%	

DISTRIBUTION OF EXPENSES

2025 ACTUALS



GLOBAL

Price	\$1,900,000
Analysis Period	10 year(s)
Exit Cap Rate	6.00%

EXPENSES - Growth Rates

Insurance	3.00%
Utilities	3.00%
Rental Fees For Equipment	3.00%
Repairs & Maintenance	3.00%
Supplies	3.00%
Park Taxes and Licenses	3.00%
Lakehouse Taxes	3.00%

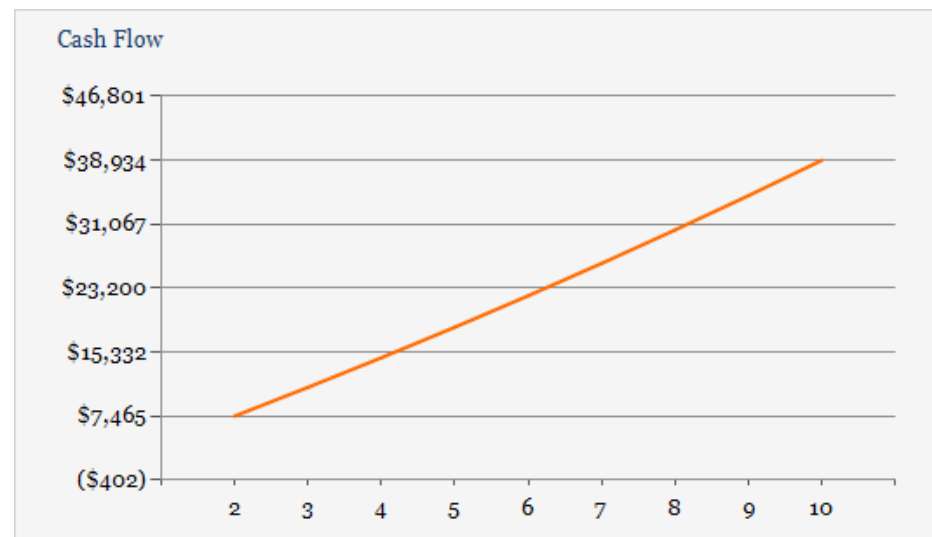
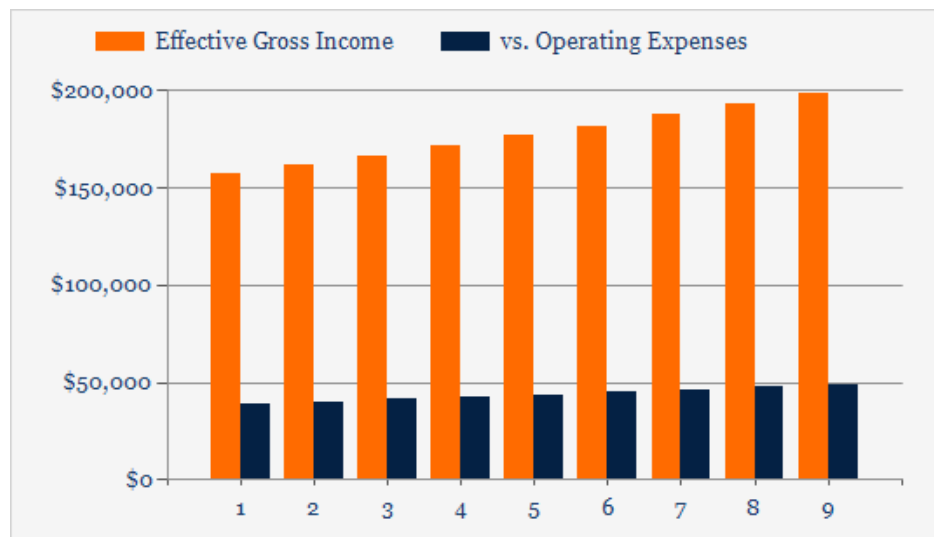
PROPOSED FINANCING

Conventional	
Loan Type	Amortized
Down Payment	\$665,000
Loan Amount	\$1,235,000
Interest Rate	6.50%
Loan Terms	20
Annual Debt Service	\$110,496
Loan to Value	65%
Amortization Period	20 Years

Disclaimer: These numbers are provided as assumptions and are not guaranteed. Broker and/or Seller shall bear no responsibility if actual outcomes vary.



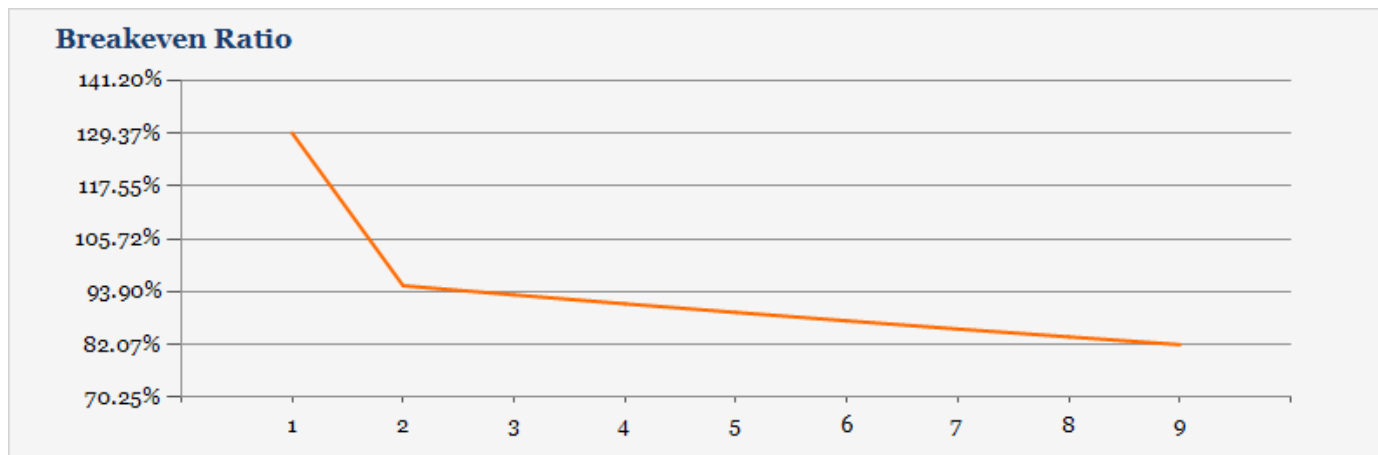
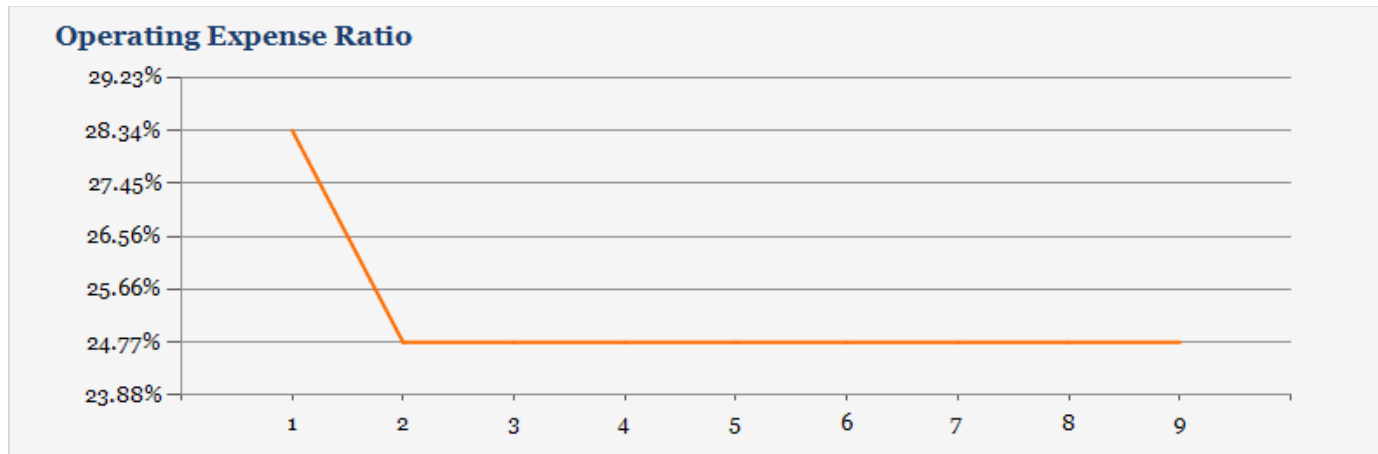
Calendar Year	2025 Actuals	Projected w/ Short Term Rental	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Gross Revenue										
Gross Scheduled Rent	\$109,375	\$116,808	\$120,312	\$123,921	\$127,639	\$131,468	\$135,412	\$139,475	\$143,659	\$147,969
Lake House Short Term Rental		\$40,000	\$41,200	\$42,436	\$43,709	\$45,020	\$46,371	\$47,762	\$49,195	\$50,671
Effective Gross Income	\$109,375	\$156,808	\$161,512	\$166,357	\$171,348	\$176,488	\$181,783	\$187,237	\$192,854	\$198,640
Operating Expenses										
Insurance	\$1,458	\$1,458	\$1,502	\$1,547	\$1,593	\$1,641	\$1,690	\$1,741	\$1,793	\$1,847
Utilities	\$5,903	\$5,903	\$6,080	\$6,262	\$6,450	\$6,644	\$6,843	\$7,048	\$7,260	\$7,478
Management Fee		\$7,840	\$8,076	\$8,318	\$8,567	\$8,824	\$9,089	\$9,362	\$9,643	\$9,932
Rental Fees For Equipment	\$1,760	\$1,760	\$1,813	\$1,867	\$1,923	\$1,981	\$2,040	\$2,102	\$2,165	\$2,230
Repairs & Maintenance	\$11,271	\$11,271	\$11,609	\$11,957	\$12,316	\$12,686	\$13,066	\$13,458	\$13,862	\$14,278
Supplies	\$700	\$700	\$721	\$743	\$765	\$788	\$811	\$836	\$861	\$887
Park Taxes and Licenses	\$1,830	\$1,830	\$1,885	\$1,941	\$2,000	\$2,060	\$2,121	\$2,185	\$2,251	\$2,318
Lakehouse Taxes	\$8,085	\$8,085	\$8,328	\$8,577	\$8,835	\$9,100	\$9,373	\$9,654	\$9,944	\$10,242
Total Operating Expense	\$31,007	\$38,847	\$40,013	\$41,213	\$42,450	\$43,723	\$45,035	\$46,386	\$47,777	\$49,211
Net Operating Income	\$78,368	\$117,961	\$121,499	\$125,144	\$128,898	\$132,765	\$136,748	\$140,851	\$145,077	\$149,429
Annual Debt Service	\$110,496	\$110,496	\$110,496	\$110,496	\$110,496	\$110,496	\$110,496	\$110,496	\$110,496	\$110,496
Cash Flow	(\$32,128)	\$7,465	\$11,004	\$14,648	\$18,403	\$22,269	\$26,253	\$30,356	\$34,581	\$38,934



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Calendar Year	2025 Actuals	Projected w/ Short Term Rental	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
CAP Rate		6.21%	6.39%	6.59%	6.78%	6.99%	7.20%	7.41%	7.64%	7.86%
Debt Coverage Ratio	0.71	1.07	1.10	1.13	1.17	1.20	1.24	1.27	1.31	1.35
Operating Expense Ratio	28.34%	24.77%	24.77%	24.77%	24.77%	24.77%	24.77%	24.77%	24.77%	24.77%
Gross Multiplier (GRM)	17.37	12.12	11.76	11.42	11.09	10.77	10.45	10.15	9.85	9.57
Loan to Value	64.93%	63.37%	61.56%	59.77%	57.71%	55.63%	53.37%	50.90%	48.37%	45.56%
Breakeven Ratio	129.37%	95.24%	93.19%	91.19%	89.26%	87.38%	85.56%	83.79%	82.07%	80.40%
Price / Unit	\$73,077	\$73,077	\$73,077	\$73,077	\$73,077	\$73,077	\$73,077	\$73,077	\$73,077	\$73,077

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5 YEAR SENSITIVITY ANALYSIS

EXIT CAP RATE	PROJECTED SALES PRICE	SALES PRICE/UNIT	PROCEEDS AFTER LOAN PAYOFF	LEVERED IRR
5.00%	\$2,577,968	\$99,153	\$1,485,316	17.46%
5.25%	\$2,455,208	\$94,431	\$1,362,556	15.50%
5.50%	\$2,343,608	\$90,139	\$1,250,955	13.59%
5.75%	\$2,241,712	\$86,220	\$1,149,059	11.73%
6.00%	\$2,148,307	\$82,627	\$1,055,655	9.91%
6.25%	\$2,062,375	\$79,322	\$969,722	8.12%
6.50%	\$1,983,053	\$76,271	\$890,400	6.35%
6.75%	\$1,909,606	\$73,446	\$816,954	4.60%
7.00%	\$1,841,406	\$70,823	\$748,754	2.87%

10 YEAR SENSITIVITY ANALYSIS

EXIT CAP RATE	PROJECTED SALES PRICE	SALES PRICE/UNIT	PROCEEDS AFTER LOAN PAYOFF	LEVERED IRR
5.00%	\$2,988,585	\$114,946	\$2,021,874	12.84%
5.25%	\$2,846,272	\$109,472	\$1,879,560	12.09%
5.50%	\$2,716,896	\$104,496	\$1,750,184	11.37%
5.75%	\$2,598,770	\$99,953	\$1,632,058	10.67%
6.00%	\$2,490,488	\$95,788	\$1,523,776	9.98%
6.25%	\$2,390,868	\$91,956	\$1,424,157	9.32%
6.50%	\$2,298,912	\$88,420	\$1,332,200	8.67%
6.75%	\$2,213,767	\$85,145	\$1,247,055	8.04%
7.00%	\$2,134,704	\$82,104	\$1,167,992	7.42%

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SUNSET BEACH RESORT

06 Company Profile

Advisor Profile

Jason Bergan
Broker

With a range of experience in various facets of the real estate, construction, and development industries; Jason, Noah, and Drew came together to create Midwest MHC Brokers in 2021.

Midwest MHC Brokers is a commercial brokerage with Century 21 Signature Real Estate located in Ankeny, Iowa. We specialize in mobile home community sales throughout the Midwest and multifamily housing sales in central Iowa.

Jason Bergan - Jason began his real estate career in property management in Ames, IA where he received his bachelor's degree in Marketing and International Business from Iowa State University. He became a licensed Realtor in 2017 and has been brokering mobile home communities throughout the Midwest since 2019.

Noah Casterton - Noah joined the team after 5 years in the multifamily property management industry. Prior to that, he received a bachelor's degree at Luther College in Business Administration and served in the United States Army Reserves for 7 years as a Carpentry and Masonry Specialist.

Drew Vlazny - Drew received a bachelor's degree at Upper Iowa University and started working for the US Army Corps of Engineers upon graduation. For the Corps, Drew spent several years working in RV Parks and Campgrounds in Iowa, Wisconsin, Illinois, Missouri and Georgia. Following his time in RV Parks, Drew spent another 5 years with the Corps focusing on Regulatory Compliance and Development Review in Nebraska.

Sunset Beach Resort

CONFIDENTIALITY and DISCLAIMER

The information contained in the following offering memorandum is proprietary and strictly confidential. It is intended to be reviewed only by the party receiving it from Century 21 SRE Commercial and it should not be made available to any other person or entity without the written consent of Century 21 SRE Commercial.

By taking possession of and reviewing the information contained herein the recipient agrees to hold and treat all such information in the strictest confidence. The recipient further agrees that recipient will not photocopy or duplicate any part of the offering memorandum. If you have no interest in the subject property, please promptly return this offering memorandum to Century 21 SRE Commercial. This offering memorandum has been prepared to provide summary, unverified financial and physical information to prospective purchasers, and to establish only a preliminary level of interest in the subject property.

The information contained herein is not a substitute for a thorough due diligence investigation. Century 21 SRE Commercial has not made any investigation, and makes no warranty or representation with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size and square footage of the property and improvements, the presence or absence of contaminating substances, PCBs or asbestos, the compliance with local, state and federal regulations, the physical condition of the improvements thereon, or financial condition or business prospects of any tenant, or any tenant's plans or intentions to continue its occupancy of the subject property.

The information contained in this offering memorandum has been obtained from sources we believe reliable; however, Century 21 SRE Commercial has not verified, and will not verify, any of the information contained herein, nor has Century 21 SRE Commercial conducted any investigation regarding these matters and makes no warranty or representation whatsoever regarding the accuracy or completeness of the information provided. All potential buyers must take appropriate measures to verify all of the information set forth herein. Prospective buyers shall be responsible for their costs and expenses of investigating the subject property.

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