MIC

MONFORT® INVESTMENT CORP

Case Study: Cherokee Travel Center

Strategic Acquisition: Enhancing Regional Strength

The acquisition of Cherokee Travel Center in Bullard, TX, represents a strategic addition to MIC's portfolio, enhancing its presence in the South Central US. MIC obtained approval from 7-Eleven corporate to convert the existing convenience store into a 7-Eleven, improved tenant terms with Whataburger, and eventually dispositioned the asset to a 1031 buyer, realizing significant value.

KEY TAKEAWAYS

Goal: To maximize the value of a strategically located travel center by converting it into a 7-Eleven and improving tenant arrangements.

Strategy: Purchase aligned with existing operations in Tyler, TX, enhancing regional strength. Leveraged relationships with 7-Eleven for conversion approval and tenants to execute a profitable conversion and disposition strategy.

Challenges/Solutions: Navigating corporate approvals and tenant negotiations while ensuring the property's value was maximized through strategic improvements, MIC's approach ensured a seamless conversion and a profitable exit.

Value Creation: Conversion to 7-Eleven and improved tenant terms added significant value. Realized a 20% increase in property value through strategic improvements and disposition.

Community Impact: Enhanced local services by upgrading the travel center and ensuring tenant stability.

Performance: The property's successful sale to a 1031 buyer at a favorable value capitalized on market opportunities, delivering strong returns.

PORTFOLIO/PROJECT DETAILS

- **PROJECT:** Strategic acquisition and redevelopment of a travel center into a 7-Eleven with improved tenant terms
- **LOCATION:** Bullard, TX
- **SIZE:** 14,862 SF Lot, $1,400 SF Occupied
- **PARTNERS:** 7-Eleven, Whataburger, 1031 buyer

"The redevelopment of the Cherokee Travel Center into a 7-Eleven has greatly improved our community. As a Bullard resident, I've seen how the upgrades, including Whataburger, have made the area more convenient and enjoyable. MIC's work modernized the space and added long-term value, benefiting both the local economy and residents."

Stacy Thompson
Local Resident