



**2743 ROSE CITY CIRCLE
LUPTON, MI 48635**

FOR SALE | \$200,000

FOR MORE INFORMATION, PLEASE CONTACT

DANIELLE MOORE, DIRECTOR OF COMMERCIAL REAL ESTATE

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EXECUTIVE SUMMARY

FIELD	INFORMATION
Property Name	Lupton Stor-Mor
Asking Price:	\$200,000
Address	2743 Rose City Road, Lupton, MI
Location Detail	Directly across from Rifle River Recreation Area
Legal Description	Lots 10-13, Card Developers Subdivision (east on Rose City Rd)
Land Area	2.3 acres
Number of Lots	4
Road Frontage	±430 feet





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SITE FEATURES & SITE CHARACTERISTICS

FEATURE	DETAIL
Fencing	Property is fenced
Gate	Gate operator installed (currently <i>not active</i> , in need of repair)
Lighting	Electricity present for lighting
Grading	Completed
Vegetation	Brush cut down; open site
Area Detail	Directly across from Rifle River Recreation Area
State Highway Access	Proximity to M-33 / I-75 via regional roads

SITE FEATURES

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IMPROVEMENTS & UNIT CONFIGURATION

ITEM	DETAIL
Existing Storage Units	28 units
Additional Concrete Pad	Poured (for additional 28 units)
Unit Structure	Moveable partition walls
Unit Flexibility	Walls allow expansion into larger units
RV Storage (capacity)	Approx. 40–50 RV spaces
Monthly RV Storage	\$30–\$35 per month
Standard Unit	Below Market Rent
New Roof Installed in 2025	20 year warranty

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UNIT RENTAL / OPERATING DATA

Metric	Amount / Description
Storage Unit Rent	\$60 per unit
RV Parking	\$30 per space
Under Market Rent	last increase in 2000
Tenant Turnover	Some tenants long-term
Marketing	<i>Property not marketed well</i>
Occupancy (est.)	50%
Operator Experience	Senior Owned



UNIT RENTAL

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HISTORICAL & RECENT FINANCIAL INFORMATION

Category	Amount
Gross Income	\$17,854
Gross Receipts Reported	\$17,854
Insurance Expense	\$2,216
Utilities	\$648
Snow Plowing	\$350
Property Taxes	\$514.30
Total Expenses	\$3,728
Net Income	\$14,126
Roof / Capital Work	New asphalt roof installed; 20-year warranty; fully paid
Door Repairs	Completed





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SATURATION STUDY: 2743 ROSE CITY RD, LUPTON, MI

Facility Name	Address	Approx. Distance from 2743 Rose City Rd	Notes	Within ~5 mi	Within ~15 mi	Within ~30 mi
Lupton Stor-Mor	2743 Rose City Rd, Lupton, MI 48635	0 mi	Local self-storage; Self-storage and RV storage	Yes	—	—
Sage Lake Storage	3837 Sage Lake Rd, Lupton, MI 48635	~3–4 mi	Small local storage	Yes	—	—
SYS Storage Michigan	3990 Rose City Cir, Lupton, MI 48635	~4 mi	Local storage options	Yes	—	—
Acorn-Pine Self Storage	2372 Rifle River Trl, West Branch, MI 48661	~10–12 mi	Standard self-storage near West Branch	—	Yes	—
Countryside Storage	3008 Rifle River Trl, West Branch, MI 48661	~12–13 mi	General storage	—	Yes	—
Graves Mini Storage	225 N Washington St, Hale, MI 48739	~15–18 mi	Nearby facility in Hale	—	Yes	—
Westside Storage	1955 Ski Park Rd, West Branch, MI 48661	~11–12 mi	Standard storage units	—	Yes	—
Clear Water Storage	Harrison, MI	~30 mi	Full-service storage	—	—	Yes
BMG Stor All	Oscoda, MI	~30 mi	Indoor/outdoor storage	—	—	Yes

SATURATION STUDY



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15-MILE MULTIFAMILY DEVELOPMENT PIPELINE: 2743 ROSE CITY RD, LUPTON, MI 48635

FACILITY / PROJECT NAME	LOCATION	# OF UNITS	COST / RENTS	PROJECT STAGE / NOTES	DISTANCE (MI)
Small Residential Rentals (Scattered Single-Family / Duplexes)	Lupton / Rose City area	Varies (1-2 units typical)	Not publicly aggregated	Predominantly single-family and small rental housing	<5 mi
West Branch Multifamily	West Branch, MI	Varies	Market rents vary	Nearest known concentration of apartments	~10-15 mi

MULTIFAMILY DEVELOPMENT

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INVESTMENT HIGHLIGHTS

Highlight	Detail
Established Income	Gross receipts ~\$17,854; net ~\$20,000
Value-Add Potential	Rents not raised; not marketed well; occupancy not fully optimized
Expansion Opportunity	Concrete pad for ≥28 additional units
RV Storage Upside	Strong market adjacent to Rifle River
Low Marketing Base	Simple upgrade to digital marketing could increase occupancy
Seasonal Demand	Tourist / recreation traffic plus local users



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LOCAL MARKET OVERVIEW

Driver / Factor	Detail / Source
Adjacent Attraction	Rifle River Recreation Area (major regional draw)
Recreation / Tourism	Rifle River is known for canoeing, fishing, camping, hunting – strong seasonal visitation
Traffic Corridor	Rose City Road provides connectivity to Mio, Tawas, and I-75 corridor
Regional Population	Oscoda County estimated ~8,000 residents
Local Economic Base	Tourism, outdoor recreation, forestry, second-home owners
RV Traffic / Seasonal Demand	High – strong RV and boat storage need in peak months



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RECREATIONAL & TOURISM CORRIDORS (RIFLE RIVER AREA)

Recreational Corridor	Relevance
Rifle River State Recreation Area	Major state park ~across street; regional draw
Au Sable River Corridor	Nearby waterway with national touring routes
Huron National Forest	Surrounding natural resource attracts visitors
ORV / Snowmobile Trails	Active networks --> storage demand from seasonal users
Hunting Zones	State designated – draws regional transient population



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PROPERTY PHOTOS



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OFFERING MEMORANDUM

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