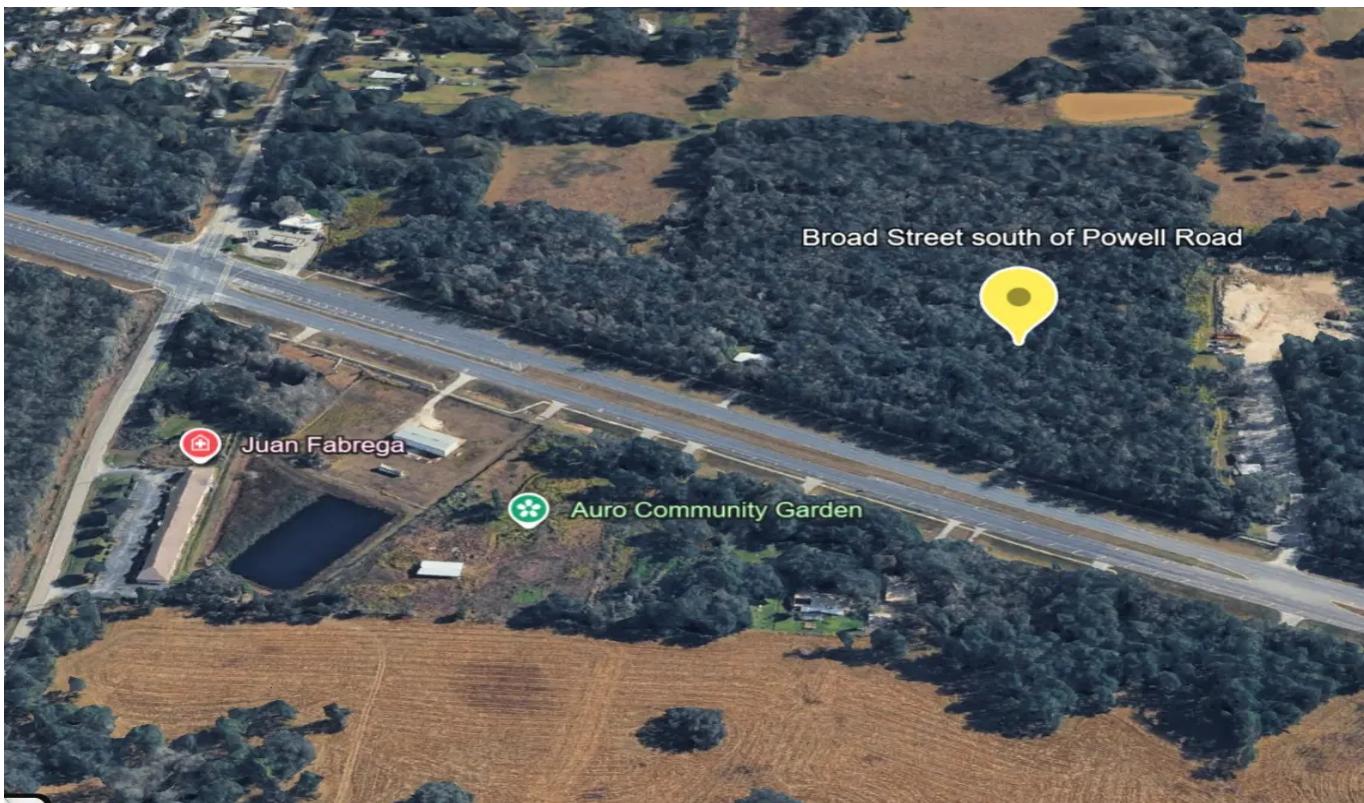


**INVESTMENT OPPORTUNITY**

# US HIGHWAY 41 (BROAD STREET)

Prime Development Land | Hernando County, Florida



**16.5**  
ACRES

**21,000+**  
DAILY TRAFFIC

**\$1.98M**  
ASKING PRICE

## PROPERTY DETAILS

**Parcel Key #:** 00383043 | **Parcel #:** R17 423 19 0000 0110 0000  
**Location:** Broad St (US 41), South of Powell Road, Brooksville FL 34601  
**Coordinates:** 28.488338, -82.430443 | **Zoning:** AG (Agricultural)

- ✓ US 41 Highway Frontage
- ✓ \$17,400 Impact Credits

- ✓ Level & Development Ready
- ✓ Wooded Privacy Buffer

- ✓ Near Southern Hills (~1.5 mi)
- ✓ Multiple Use Options

# Location Overview

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Strategically positioned on US Highway 41 (Broad Street) just south of Powell Road in Hernando County. This 16.5-acre parcel offers exceptional highway visibility with 21,000+ average daily traffic count.

**Southern Hills Plantation**, an upscale 941-acre master-planned community with homes ranging from \$900,000 to over \$2 million, is located approximately 1.5 miles north. Residents traveling south on US 41 toward I-75 and Pasco County pass directly by this property, creating excellent exposure for retail, services, or residential development.

## STRATEGIC DISTANCES

Destination	Distance
Powell Road Intersection	Adjacent (just south)
Southern Hills Plantation	~1.5 miles north
Downtown Brooksville	~5 miles north
Suncoast Parkway (SR 589)	~8 miles west
I-75	~10 miles east
Tampa International Airport	~45 minutes

# Market Comparable Analysis

Recent land sales along the US 41 corridor demonstrate strong demand for development parcels in this growth area.

Property	Acres	Price	\$/Acre
NWC US 41 & Powell Rd	12.5	\$1,750,000	\$140,000
Broad St near 7-Eleven	1.0	\$199,500	\$199,500
US 41 @ Southern Hills Area	10.0	\$1,500,000	\$150,000+
Hernando County Average	Varies	—	\$149,500
<b>SUBJECT PROPERTY</b>	<b>16.5</b>	<b>\$1,980,000</b>	<b>\$120,000</b>

## PRICING ADVANTAGE

**14%**

Below Powell Rd Comp

**20%**

Below County Average

# Offering Summary

ASKING PRICE

**\$1,980,000**

\$120,000 per acre | 16.5 Acres | 718,740 SF

## INVESTMENT THESIS

This property represents a compelling acquisition opportunity for developers and investors seeking highway-frontage land in one of Florida's fastest-growing corridors. Key value drivers include:

- Prime US 41 frontage with 21,000+ daily traffic exposure
- Proximity to Southern Hills Plantation affluent demographic (~1.5 mi north)
- \$17,400 in existing impact fee credits reduce development costs
- Priced 14-20% below comparable properties in the corridor
- Suitable for self-storage, multi-family, retail, or residential subdivision

## FOR MORE INFORMATION

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**DISCLAIMER:** This offering memorandum has been prepared for informational purposes only. While the information contained herein is believed to be accurate, it has not been independently verified. Prospective purchasers should conduct their own due diligence and verify all information prior to purchase. The seller and broker make no warranties or representations regarding the accuracy or completeness of this information.