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CITYVIEW'S

# BUSINESS JOURNAL



## FIX IT or toss it?

Throw-away society may be turning around as people look to save.

By Colson Thayer

Released in 2007, “The Story of Stuff” is a short film about material goods. Narrated by Annie Leonard, the 20-minute film exposes the truth behind material goods: where they come from and where they go. The film claims that 99% of things harvested, mined, processed, transported and consumed are trashed after six months. Only 1% of materials are still in products being used six months after their date of sale. This statistic begs the question: Do we live in a throw-away society?



Parker Boughton, Phil Squiers and Jeff Goemann at Windsor Clock and Watch Co. take time to make sure that the intricate work of clock and watch repair is done properly. Photo by Colson Thayer



## FEATURE

President Eisenhower's Chairman of the Council of Economic Advisers said the economy's "ultimate purpose is to produce more consumer goods." Since World War II, that has been the American reality. Retail and online sales have grown immensely, and the number of options for consumers continues to expand. With "newer and better" models regularly introduced for so many consumer goods, shoppers are increasingly inclined to buy new even before a product needs to be repaired or replaced. For those wanting repairs, the options have dwindled.

Today, fewer shops and businesses are dedicated to repairing goods. The few that remain are often one of two — if not the only — repair shop in their field in the area. As the owner of one Des Moines area shoe repair shop put it, "We're so busy we can't stay caught up with ourselves." The lack of options for repair means these one or two shops are getting all the business, and, oftentimes, creating a waitlist for those who need service.

## Changing times

Traviss Video opened in 1949, primarily as a service company. Back then, both audio and television technologies were new. Often, the only television or radio families had were the ones in the living room, and, if there was a problem, a call was made to the repair shop. Randy Traviss, the owner of Traviss Audio and Visual, explained that, 30 years ago, about 20 shops in the area serviced audio and visual technology. Over time, those options dwindled as fewer people called for repairs. To match those trends, the Traviss business model had to shift. Over the years, the business evolved to include retail sales, with 80-85% of Traviss' business now being retail, and only a small portion being service. Even so, Traviss Audio and Visual still offers both in-store and in-home repair and service.

"I remember going on service calls with my dad back in the 1960s. At that time, they had about four outside service techs," he said. Each of those techs worked on about a half-dozen pieces of equipment daily for a total of about 20-25 pieces each day. At its highest, Traviss had 15 technicians either in-store or in-home. Today, Traviss' Urbandale store employs four service technicians, which he said is more than other stores in the area.

Additionally, technology has become more reliable over the years, so audio and visual equipment does not require as much maintenance.

"Even a TV that lasts five, six, seven, eight years — oftentimes, the first time a consumer has a problem with a set, they will just opt to buy a new one, without even thinking of repair," said Traviss.

Another issue that contributes to continued waste is that consumers continue to buy cheap products that are typically not sold to be repaired. All kinds of low-quality products sell at low prices. A cycle begins where someone will buy a \$300 TV on a Black Friday sale, and, when it breaks, it is not worth repairs so they buy a brand new "piece of crap," as Traviss called them.



Randy Traviss says fewer people are repairing televisions and appliances, opting instead to replace them with new models and technology. Photo by Colson Thayer

"EVEN A TV THAT LASTS FIVE, SIX, SEVEN, EIGHT YEARS — OFTENTIMES, THE FIRST TIME A CONSUMER HAS A PROBLEM WITH A SET, THEY WILL JUST OPT TO BUY A NEW ONE, WITHOUT EVEN THINKING OF REPAIR."

— Randy Traviss





Peggie Shultz is the Lampin' Lady. She repairs antique lighting — a task that has her busy enough she has to turn away work.

## Is it even worth it?

A common phrase heard by anyone in the repair industry is, "Is it even worth it?"

Parker Boughton at Windsor Clock and Watch Co. in Clive says he hears the question about three times a day.

"People are always asking me, 'Is this even worth it?' I'm like, 'Well, what does it mean to you?'"

A lot of the timepieces Boughton works on are antiques that are not worth much but have sentimental value. Repaired antique clocks that have been around for years will last longer than a cheap big box store clock that will last five years, and Boughton thinks it is worth making the investment to repair them. He says he loves seeing the clocks he works on going out the door working.

"I know they're going to be used," he said. "I know they're not going to be thrown away. A grandfather clock is not going to be turned into a wine cabinet."

Peggie Shultz is also in the business of repairing antiques that can continue to be used for years to come. Schultz runs a lighting repair company and calls herself the "Lampin' Lady." She specializes in lighting, more specifically the cleaning, restoring and repairing of antique lighting. With this kind of specialty and focus, Schultz has been known to travel to provide her repair services.

Traviss suggests considering how old something is and how much was spent on purchasing a product when deciding whether or not to repair it. For example, he says somebody who spent \$1,000 on a TV two years ago has no business throwing away their TV. It would be a mistake if a repair would only cost \$100-\$200.

"IF YOU GOT  
SOMETHING  
YOU LIKE,  
ABSOLUTELY  
REPAIR IT."

— Peggie Schultz

## How long will it take?

Any repair takes time, and, with such limited options for repair services in the area, it might take quite a while to get a product back — another reason why some prefer to buy new. At Traviss Audio and Visual, technicians generally start repairs within a few days of receiving an item. The time needed for repairs depends on what the problem is and whether or not a replacement part must be ordered. For the most part, Traviss estimates a one-week turnaround for most equipment.

On the other hand, the Lampin' Lady runs a one-woman operation. Schultz holds on to several repairs in her house at once and has repairs waiting for her. In fact, this year she had to turn down a large account because she would have had to tell all of her other customers to wait.

At Windsor, Boughton prefers customers leave their products with the team. He said jobs done quickly are likely to also be done sloppily. Some

## Generational differences

In general, people of all ages get their things repaired. Interestingly, Randy Traviss at Traviss Audio and Visual said he is seeing more and more young people coming in to get antique audio equipment repaired. Vinyl, increasingly trendy among young people today, has prompted some 20- to 30-year-olds to bring in their mom and dad's phonographs for repair.

Parker Boughton at Windsor Clock and Watch Co. claims his parent's generation is the "throw-away" generation. He finds that today's young people will spend their money on used items because they are cheaper. He also said that he finds himself selling the most reliable products to younger people. ■

repairs, like a watch battery replacement, will take almost no time at all. But for more intense jobs, they need to take the piece apart and ensure it will operate correctly. Most in-store repairs might take about three to six weeks. However, orders are backed up, and the shop's waitlist is about three months.

## Words of advice

As obvious as it may seem, those in the repair industry agree it is generally worth it to get things repaired. They do not think a customer will regret investing in repairs over buying new. Too many times, they have seen good products end up in the trash when a little service could have put them back in use.

"If you got something you like, absolutely repair it," Schultz said. ■



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Clickstop Real Estate Holdings, L.L.C.	URBANA	BENTON	01	\$3,435,000	0	135	135	EXISTING BUSINESS	Electronic Shopping and Mail-Order Houses
4th and Main Hospitality, LLC	CEDAR FALLS	BLACK HAWK	01	\$215,000	5	1	1	NEW BUSINESS	Full-Service Restaurants
Prop Shop, Inc.	CEDAR FALLS	BLACK HAWK	01	\$140,000	3	1	1	NEW BUSINESS	Ship Building and Repairing
Maloney Property Maintenance, LLC	WATERLOO	BLACK HAWK	01	\$1,125,000	2	10	10	EXISTING BUSINESS	Landscaping Services
The 703 Group, LLC	WAVERLY	BREMER	01	\$899,100	0	3	3	EXISTING BUSINESS	All Other Business Support Services
TYKY LLC	INDEPENDENCE	BUCHANAN	01	\$75,000	0	1	1	EXISTING BUSINESS	Insurance Agencies and Brokerages
Pelham Inc.	CLINTON	CLINTON	02	\$233,000	0	0	22	EXISTING BUSINESS	Bowling Centers
Integrated Muscle & Spine Chiropractic Clinic	CLINTON	CLINTON	02	\$225,000	0	1	1	NEW BUSINESS	Offices of Chiropractors
Four Seasons Properties, Inc.	WAUKEE	DALLAS	03	\$827,900	1	5	5	EXISTING BUSINESS	N/A
Black Flag Arsenal	WAUKEE	DALLAS	03	\$245,300	0	0	3	NEW BUSINESS	Sporting Goods Stores
Boji Brands, LLC	ARNOLDS PARK	DICKINSON	04	\$64,500	2	1	1	EXISTING BUSINESS	Clothing Accessories Stores
Boji Brands, LLC	ARNOLDS PARK	DICKINSON	04	\$25,000	2	1	1	EXISTING BUSINESS	Clothing Accessories Stores
Fayette Hospitality LLC	FAYETTE	FAYETTE	01	\$465,000	1	0	4	NEW BUSINESS	Hotels (except Casino Hotels) and Motels
Caps & Chrome Dealer Services	WAUCOMA	FAYETTE	01	\$34,600	0	1	1	EXISTING BUSINESS	Automotive Parts and Accessories Stores
Mahant LLC	JEFFERSON	GREENE	04	\$1,060,000	2	2	2	EXISTING BUSINESS	Hotels (except Casino Hotels) and Motels
Preston Peterson and Jadie Peterson	HUMBOLDT	HUMBOLDT	04	\$1,255,000	3	0	8	EXISTING BUSINESS	Used Car Dealers
Castle Town Inn, LLC	IDA GROVE	IDA	04	\$274,500	2	4	4	NEW BUSINESS	Hotels (except Casino Hotels) and Motels
The Shovel L.L.C.	IDA GROVE	IDA	04	\$170,000	2	4	4	NEW BUSINESS	Drinking Places (Alcoholic Beverages)
IB Enterprises LLC	FENTON	KOSSUTH	04	\$350,000	2	2	2	NEW BUSINESS	Other Chemical and Allied Products Merchant Wholesalers
Raining Rose Properties, LLC	CEDAR RAPIDS	LINN	01	\$2,159,000	35	0	305	EXISTING BUSINESS	Toilet Preparation Manufacturing
Breathe, LLC	CEDAR RAPIDS	LINN	01	\$350,000	5	1	1	NEW BUSINESS	Fitness and Recreational Sports Centers
Millwork Properties, LLC	MUSCATINE	MUSCATINE	02	\$400,000	4	0	10	EXISTING BUSINESS	Custom Architectural Woodwork and Millwork Manufacturing
HRG Project LLC	ANKENY	POLK	03	\$216,000	0	5	5	NEW BUSINESS	N/A
CANDOR HOMES	ANKENY	POLK	03	\$105,000	2	15	15	EXISTING BUSINESS	New Single-Family Housing Construction (except Operative Builders)
CANDOR HOMES, LLC	ANKENY	POLK	03	\$105,000	2	15	15	EXISTING BUSINESS	New Single-Family Housing Construction (except Operative Builders)
BAGLEY CLEANING COMPANY	ANKENY	POLK	03	\$30,000	2	2	2	EXISTING BUSINESS	Janitorial Services
Q & S LLC	GRIMES	POLK	03	\$558,500	1	3	3	NEW BUSINESS	Lessors of Miniwarehouses and Self-Storage Units
Iowa Custom Cabinets, LLC	JOHNSTON	POLK	03	\$725,000	11	3	3	NEW BUSINESS	Residential Remodelers
Canoyer Grimes, LLC	URBANDALE	POLK	03	\$1,613,000	25	0	0	EXISTING BUSINESS	Nursery and Garden Centers
Matrix Construction, LLC	URBANDALE	POLK	03	\$182,500	4	6	6	EXISTING BUSINESS	Residential Remodelers
NURSING VOYAGE LLC	WEST DES MOINES	POLK	03	\$175,000	0	0	2	NEW BUSINESS	Employment Placement Agencies
KEVIN GALVIN, D.M.D., P.L.L.C.	COUNCIL BLUFFS	POTTAWATTAMIE	03	\$1,475,600	0	10	10	NEW BUSINESS	Offices of Dentists
Rem Tec LLC	BETTENDORF	SCOTT	02	\$230,000	3	0	0	NEW BUSINESS	Fitness and Recreational Sports Centers
KuhlThings LLC	BETTENDORF	SCOTT	02	\$63,300	1	1	1	NEW BUSINESS	Electronic Shopping and Mail-Order Houses
Merschman Hardware and Building Supply LLC	ELDRIDGE	SCOTT	02	\$278,300	0	16	16	NEW BUSINESS	Hardware Stores
Farmers Feed & Supply, Inc.	BOYDEN	SIOUX	04	\$3,945,000	1	14	14	EXISTING BUSINESS	Other Animal Food Manufacturing
HDWLR, LLC	OTTUMWA	WAPELLO	02	\$525,000	3	0	11	NEW BUSINESS	Recreational Vehicle Dealers
HDWLR, LLC	OTTUMWA	WAPELLO	02	\$425,000	4	9	9	NEW BUSINESS	Recreational Vehicle Dealers
Taylor Houston	INDIANOLA	WARREN	03	\$137,200	0	1	1	EXISTING BUSINESS	Photography Studios, Portrait
B&B Investments, LLC	KALONA	WASHINGTON	02	\$2,929,300	20	2	2	NEW BUSINESS	N/A
Sblv Sioux City, LLC	SIOUX CITY	WOODBURY	04	\$1,019,300	4	3	3	EXISTING BUSINESS	Coin-Operated Laundries and Drycleaners

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**5337 N.E. 22ND ST., DES MOINES**  
SALE DATE: 2022-02-11  
SALE PRICE: \$1,760,000  
SELLER: YRC INC.  
BUYER: SAIA MOTOR FREIGHT LINE, LLC  
SQUARE FEET: 9,750  
ACRES: 6.245

**116 S.E. LORENZ DRIVE, ANKENY**  
SALE DATE: 2022-02-14  
SALE PRICE: \$1,100,000  
SELLER: SNYDER GREEDY LLC  
BUYER: 116 SE LORENZ DRIVE LLC  
SQUARE FEET: 14,641  
ACRES: 2.391

**4100 E. 16TH ST., DES MOINES**  
SALE DATE: 2022-02-16  
SALE PRICE: \$525,000  
SELLER: J MASTER LLC  
BUYER: B5 INVESTMENTS LLC  
SQUARE FEET: 10,044  
ACRES: 3.27

**213 S.E. MAIN ST., GRIMES**  
SALE DATE: 2022-02-16  
SALE PRICE: \$230,000  
SELLER: GD DEVELOPMENT LLP  
BUYER: 206 PROPERTIES LLC  
SQUARE FEET: 1,323  
ACRES: 0.067

**5700 WEST PARKWAY, JOHNSTON**  
SALE DATE: 2022-02-18  
SALE PRICE: \$210,000  
SELLER: RAL LC- JOHNSTON SERIES  
BUYER: SIGNAL MAN PROPERTIES LLC  
SQUARE FEET: 0  
ACRES: 1.437

**4769 N.E. 21ST COURT, DES MOINES**  
SALE DATE: 2022-02-18  
SALE PRICE: \$1,875,000  
SELLER: D&M PARTNERS LLC  
BUYER: RELIANT REALTY OF IOWA LLC  
SQUARE FEET: 16,020  
ACRES: 1.325

**10300 NORTHPARK DRIVE, URBANDALE**  
SALE DATE: 2022-02-18  
SALE PRICE: \$12,210  
SELLER: CENTER POINTE BUSINESS PARK LLC  
BUYER: CENTER POINTE BUSINESS PARK II LLC  
SQUARE FEET: 0  
ACRES: 10.197

**2615 COTTAGE GROVE AVE., DES MOINES**  
SALE DATE: 2022-02-19  
SALE PRICE: \$160,000  
SELLER: LANGE, AUSTIN DALE  
BUYER: MUNOZ DE LA CRUZ, ALEJANDRO JOSE  
SQUARE FEET: 2,531  
ACRES: 0.153

**4768 N.E. 20TH LANE, DES MOINES**  
SALE DATE: 2022-02-22  
SALE PRICE: \$1,800,000  
SELLER: D&M PARTNERS LLC  
BUYER: BN PROPERTIES LLC  
SQUARE FEET: 15,900  
ACRES: 1.87

**213 N.W. COLLEGE AVE., ANKENY**  
SALE DATE: 2022-02-23  
SALE PRICE: \$456,500  
SELLER: 213 RESIDENTIAL HOUSING COOPERATIVE  
BUYER: KC INVESTMENTS LLC  
SQUARE FEET: 4,352  
ACRES: 0.493

**6209 S.E. FIFTH ST., DES MOINES**  
SALE DATE: 2022-02-25  
SALE PRICE: \$6,588,000  
SELLER: PLAZA VIEW COOP  
BUYER: VARECO 6209 SE 5TH LLC  
SQUARE FEET: 92,939  
ACRES: 6.612

**5229 MERLE HAY ROAD, JOHNSTON**  
SALE DATE: 2022-02-25  
SALE PRICE: \$825,000  
SELLER: 5229 PARTNERS LLC  
BUYER: CITY OF JOHNSTON  
SQUARE FEET: 988  
ACRES: 0.84

**5360 MERLE HAY ROAD, JOHNSTON**  
SALE DATE: 2022-02-25  
SALE PRICE: \$657,500  
SELLER: PIONEER DEVELOPMENT INC  
BUYER: IGNIT JOHNSTON LLC  
SQUARE FEET: 2,240  
ACRES: 0.894

**11428 FOREST AVE., CLIVE**  
SALE DATE: 2022-02-25  
SALE PRICE: \$4,545,247  
SELLER: DMB INVESTMENTS LLC  
BUYER: THE VIBE AT 8035 LLC  
SQUARE FEET: 68,862  
ACRES: 3.563

**2120 S.E. 44TH COURT, GRIMES**  
SALE DATE: 2022-02-28  
SALE PRICE: \$825,000  
SELLER: COOPER PROPERTIES LC  
BUYER: EIGHTY VIEW LLC  
SQUARE FEET: 4,000  
ACRES: 1.93

**1301 EIGHTH ST., WEST DES MOINES**  
SALE DATE: 2022-02-28  
SALE PRICE: \$757,000  
SELLER: HURD COLUMBUS LLC  
BUYER: MEYER FAMILY TRUST  
SQUARE FEET: 2,638  
ACRES: 0.681

**3015 30TH ST., DES MOINES**  
SALE DATE: 2022-03-01  
SALE PRICE: \$510,000  
SELLER: EPC LLC  
BUYER: 3015 30TH ST LLC  
SQUARE FEET: 3,500  
ACRES: 0.435

**516 S.W. THIRD ST., ANKENY**  
SALE DATE: 2022-03-01  
SALE PRICE: \$60,000  
SELLER: GROFF, DEBRA K  
BUYER: HRG PROJECT LLC  
SQUARE FEET: 1,394  
ACRES: 0.033

**825 E. FIRST ST., ANKENY**  
SALE DATE: 2022-03-01  
SALE PRICE: \$656,000  
SELLER: HAVLIK, GORDON M  
BUYER: KYLE'S BIKES INC  
SQUARE FEET: 4,824  
ACRES: 0.731

**721 RAILROAD AVE., WEST DES MOINES**  
SALE DATE: 2022-03-01  
SALE PRICE: \$1,050,000  
SELLER: MERIC INVESTMENTS LLC  
BUYER: SHARP ASSETS, LLC  
SQUARE FEET: 15,680  
ACRES: 0.688

**1400 DEAN AVE., DES MOINES**  
SALE DATE: 2022-03-02  
SALE PRICE: \$95,000  
SELLER: IOWA MANUFACTURED HOUSING ASSOCIATION  
BUYER: KUROWSKI, ELDON  
SQUARE FEET: 1,800  
ACRES: 0.197

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**3106 INGERSOLL AVE., DES MOINES**  
SALE DATE: 2022-03-02  
SALE PRICE: \$589,000  
SELLER: FLYNN, PAMELA S  
BUYER: C&C HOLDINGS LLC  
SQUARE FEET: 6,940  
ACRES: 0.398

**1617 WOODLAND AVE., DES MOINES**  
SALE DATE: 2022-03-07  
SALE PRICE: \$440,000  
SELLER: KESSLER HOLDINGS LLC  
BUYER: GIVENS, SAMUEL  
SQUARE FEET: 2,982  
ACRES: 0.186

**4505 HUBBELL AVE., DES MOINES**  
SALE DATE: 2022-03-07  
SALE PRICE: \$579,000  
SELLER: GRS PROPERTIES LLC  
BUYER: TFE HOLDINGS LLC  
SQUARE FEET: 8,400  
ACRES: 1.382

**3710 56TH ST., DES MOINES**  
SALE DATE: 2022-03-07  
SALE PRICE: \$2,000,000  
SELLER: ROWECIENDA  
RESIDENTIAL HOUSING COOP  
BUYER: MARSHMILLER LLC  
SQUARE FEET: 23,184  
ACRES: 0.994

**4216 E. 50TH ST., DES MOINES**  
SALE DATE: 2022-03-09  
SALE PRICE: \$13,000,000  
SELLER: BROADWAY HEIGHTS  
APARTMENTS LLC  
BUYER: BACH PARTNERS LLC  
SQUARE FEET: 134,591  
ACRES: 7.834

**810 PAYTON AVE., DES MOINES**  
SALE DATE: 2022-03-09  
SALE PRICE: \$3,725,000  
SELLER: 810 PAYTON LLC  
BUYER: HILLS OF GREEN  
INVESTMENTS, LLC  
SQUARE FEET: 42,570  
ACRES: 2.308

**1814 SIXTH AVE., DES MOINES**  
SALE DATE: 2022-03-10  
SALE PRICE: \$40,000  
SELLER: DT HOUSING LLC  
BUYER: LANE INVESTMENTS LLC  
SQUARE FEET: 2,511  
ACRES: 0.147

**4580 FLEUR DRIVE, DES MOINES**  
SALE DATE: 2022-03-11  
SALE PRICE: \$80,000  
SELLER: RONALD J LIEBOW TRUST  
BUYER: AMES NAILS LLC  
SQUARE FEET: 0  
ACRES: 0.308

**4000 N.E. SPECTRUM DRIVE, ANKENY**  
SALE DATE: 2022-03-11  
SALE PRICE: \$7,323,350  
SELLER: THRESHOLD OTTER  
CREEK LLC  
BUYER: COSTCO WHOLESALE  
CORP  
SQUARE FEET: 0  
ACRES: 20.731

**3223 N.E. 110TH AVE., ANKENY**  
SALE DATE: 2022-03-11  
SALE PRICE: \$6,091,325  
SELLER: JEP FARMS INC  
BUYER: THRESHOLD OTTER CREEK  
LLC  
SQUARE FEET: 0  
ACRES: 145.9

**3000 S.E. GATEWAY DRIVE, GRIMES**  
SALE DATE: 2022-03-11  
SALE PRICE: \$1,120,000  
SELLER: RTL EQUIPMENT INC  
BUYER: RTL CAPITAL INC  
SQUARE FEET: 8,390  
ACRES: 3.515

**3000 S.E. GATEWAY DRIVE, GRIMES**  
SALE DATE: 2022-03-11  
SALE PRICE: \$1,120,000  
SELLER: RTL CAPITAL INC  
BUYER: RTL CAPITAL LAND  
HOLDINGS LLC  
SQUARE FEET: 8,390  
ACRES: 3.515

**5050 INGERSOLL AVE., DES MOINES**  
SALE DATE: 2022-03-15  
SALE PRICE: \$400,000  
SELLER: HARCROW INVESTMENTS  
LLC  
BUYER: ACADIAN-INGERSOLL LLC  
SQUARE FEET: 3,848  
ACRES: 0.327

**1616 E. MADISON AVE., DES MOINES**  
SALE DATE: 2022-03-18  
SALE PRICE: \$275,000  
SELLER: GNA HOLDING LLC  
BUYER: IRONROAD PROPERTIES,  
LLC  
SQUARE FEET: 1,536  
ACRES: 0.362



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