

CITYVIEW'S

BUSINESS JOURNAL



The return of RECORD SHOPS

Music medium
resurges in the
age of streaming.

By Colson Thayer

Mike Enloe may have been a struggling student at Drake University in 1975, but he kept an eye on the music industry. He decided to take a chance and open his own record store.

“My wife and I hopped in a car one day; we drove down Ingersoll Avenue looking for this building for rent,” Enloe said.

He immediately fell in love with a quaint little shack on Ingersoll’s 3700 block next to the Ingersoll Dinner Theater. He began renting out the space in the winter of 1975. On March 15, 1976, Peeples Music Shoppe was born. It became a staple of Des Moines’ music industry for decades.

Zzz Records is located
at 2200 Ingersoll Ave.,
Des Moines.
Photo by Colson Thayer

FEATURE

Over the course of almost 50 years in the industry, Enloe has seen drastic changes in the way people consume their music. It began with LP records, then the advent of CDs, the growth of downloading and streaming and, eventually, a resurgence in traditional forms of music media. To be successful, Peeples and other Des Moines record stores needed to exemplify business flexibility to stay afloat. Today, a steady increase in the sales of physical music formats shows promising signs for the future of record shops.

LP Records

When Enloe first opened Peeples in the late 1970s, LP records were the primary format of music consumption.

"Records were a real viable thing," he said. "In no time, really, I was running a successful business."

But, at the time, there was plenty of competition. Stores like Music Circuit, Music Land, Music Factory and others competed for the same business. In fact, all these stores were selling the same items.

"I'd imagine that every store was pretty much like me. We all sold the same thing, really. All the record salesmen all went to the same stores," he said. "Des Moines was a viable market where every record company had a rep that came by once a month to sell his new releases."

By 1980, customers had two main options — LP records or cassettes — but people continued to enjoy the glamor of LPs. They not only included the visual cover art, but Enloe considered them to have better sound quality as well.

Enloe's business was doing well enough, and he opened a second location in Ames. He described it as a "hole-in-the-wall" store. He advertised it as a hidden record store on Lincoln Way, and students loved it.

CDs

"By 1985, the record hype was gone. It slowly got replaced by CDs," explained Enloe.

By 1987, LPs were near-obsolete, and they were not being sold in stores anymore. Record companies quit producing new albums and began to run out of titles. Customers quickly adapted to the new technology. When CDs were first introduced, CD players cost anywhere from \$500-\$1,000. However, within a few years, those prices dropped substantially. After two years, CD players were everywhere, even in cars.

"People were buying CDs like crazy from 1985 till 1998," Enloe said. "Everybody had to have them — everybody."

The exciting new technology is considered the



Mike Enloe at Jay's CD and Hobby on S.E. 14th Street. Photo by Colson Thayer

driving factor for the popularity of CDs in the mid-1980s, but they had another thing working in their favor, too: the rising prices of LPs. Record companies continued to raise the price of records as the years went on. Famously, Tom Petty protested the rising prices of LPs and threatened to withhold his album "Hard Promises" in 1981 when MCA Records announced it would raise the price of their albums by a whole dollar.

Napster

1999 saw the release of Napster, a digital file distribution software that revolutionized the way people listened to music. Consumers could easily download music onto CD-Rs. While this made music much more accessible, it proved to be a challenge for independent record stores.

"You can't beat free," said Enloe. Both his Ames store and his metro store held steady business until the release of Napster. He found Iowa State students would go to the computer labs and record their music on discs instead of visiting his store. Enloe had to close his Ames store in 2000. Meanwhile, his metro store continued to struggle.

Napster affected not only Enloe's businesses but the entire industry. Independent record stores in the metro area also began to close their doors. Nate

Niceswanger saw this as an opportunity to open his own business.

Zzz Records

Niceswanger was a record collector. He would often travel to other cities like Minneapolis, Iowa City, Omaha and Sioux City to find additions to his collection. He realized that these cities, some larger than Des Moines and some smaller, had way more record shops.

"There's 75,000 people in Sioux City; they got three stores. We got a couple hundred thousand people, and we have zero," he realized.

"Finally, I got the nerve and quit my job and decided to just go for it. My goal was just to see if I could make it a year."

And every year since, his goal has stayed the same: make it one more year. He had his 22nd anniversary in 2022.

"In the beginning, I was smart enough to know that not everyone had a record player at that time... it was not the cool thing to have," Niceswanger said.

When he first opened his doors, his inventory was two-thirds vinyl and one-third CDs.

Niceswanger didn't carry the big names in music at the time like Mariah Carey or Britney Spears. Instead, he offered what he considered to be more

alternative music including Neutral Milk Hotel, Death Cab for Cutie, White Stripes and The Strokes, among others.

Zzz Records became the only independent music store in town when Enloe had to close his doors in 2006.

"CDs were a pretty big part of our store up until about 2007 or maybe 2008, and that's when the recession hit," Niceswanger said.

At that time, high-speed Internet became much more reliable and available. Consumers could start listening to music from their phones.

"[Technology] changed the ways CDs were selling pretty dramatically, and CD sales really tanked. Luckily, right around that time, vinyl sales started to take off."

Resurgence of vinyl

Since 2010, vinyl record sales have seen a steady increase, as have the number of record shops in the metro. It is hard to say for certain why vinyl records are on the rise again, but Niceswanger had a few guesses.

"There's something about having a physical copy in your hands," he said. "Vinyl, especially, is exciting to people because you got the larger artwork; you got a 12x12 picture as opposed to a CD."

Luke Dickens agreed that listening to vinyl is a completely different experience.

"It's one thing to throw on a Bluetooth; it's another thing to pull out a record and pass the cover around, read the liner notes, look at the title of the song, look at the cover and the art behind it — it's a piece of art."

Dickens owns and operates Vinyl Cup Records in Beaverdale, Omaha and Cedar Falls. The business was born out of a Facebook group Dickens started in August 2017 with 40 people. In February 2018, the group had grown to 2,000 members, and the size of his basement record collection was 20,000. At his partner's request, Dickens moved his

collection and business to his current Beaverdale location.

In March 2019, Marv's Record Shop in the East Village was going out of business. Dickens bought it out and brought it back to life. Marv's sells new records while Vinyl Cup primarily sells used vinyl. On the surface, Marv's and Vinyl Cup appear to be very similar businesses, but to Dickens, they are quite different.

"I feel like Marv's is the beginning to a new story and Vinyl Cup is a way to carry on a story."

Dickens doesn't think Marv's is as personable as Vinyl Cup, but they both serve their own clientele.

The age of streaming

"There's another record store that says 'Spin, Don't Stream.' I tell them to shut the hell up," said Dickens.

He said he thinks record shops and streaming services can coexist.

"People can listen to a new record released Friday on Spotify or Apple, any streaming service that they use... They know if they want it or not, [and then] they go to the record store and buy it."

"It doesn't really concern me too much," Niceswanger explained. "There are going to be some people that just listen to music for free their entire life."

Dickens recognizes the pros and cons of streaming. On one hand, musicians are paid pennies for each time their music is streamed. However, without it, their music might never be heard. Streaming is an opportunity for consumers to get exposed to new music.

"I think streaming is a great gateway. I don't think it's the primary way to listen," Dickens said. "I also think vinyl has a more wholesome authentic sound that you're not going to get from streaming."

The hope is consumers exposed to new music through streaming will end up buying physical copies of music, supporting both local record shops and the artists themselves. ■



Nate Niceswanger owns Zzz Records. Photo by Colson Thayer



Luke Dickens owns and operates Vinyl Cup Records in Beaverdale, Omaha and Cedar Falls. Photo by Colson Thayer

CITYVIEW'S BUSINESS JOURNAL

EXPERT ADVICE

ON ISSUES THAT MATTER TO YOUR BUSINESS

TECHNOLOGY

What are some basic needs for good business continuity?

'Tis the season, and even the jolly ole man who delivers most of your gifts this month has a backup plan. His plan became more effective over the past few years when the world had to pivot to the higher demand for delivery.

This past month, I certainly got to experience firsthand (pun intended) an emergency. While at the ER with my son, I was quick to realize that our healthcare system is broken. Fortunately for me, we were not at the healthcare organization that was dealing with a cyber-attack; eight hours was long enough.

Business continuity plans are very important — think like a process manager to identify all functions required to run a business. Realize the risk in the event a function is compromised, work to implement strategic defenses restoring that function quickly, and a backup plan in the event those plans fail. Back up everything, people, and your data.



Scott Hardee

Business Development Executive – Branch Manager



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ACCOUNTING

What is the difference between hiring contract labor or hiring an employee?

The biggest difference between a contractor and an employee is payroll taxes and insurance. An employee is more expensive to your business because the business has to match the FICA and Medicare tax, pay unemployment as well as work comp insurance.

The deciding factor between contractors and employees is "control."

- Do you dictate the individual's schedule?
- Do they use your tools?
- Are they strictly allowed to work for your company?

If the answer to all three of these questions is yes, then they are employees, and you are required to withhold taxes. The average expense of hiring an employee is about 7.65% for FICA and Medicare, plus the unemployment tax and work comp.

As a business owner, you should keep in mind the deductible amount of the employee is their gross wage because you are paying taxes on their behalf. The deduction is the gross wage, plus the FICA/Medicare match and the unemployment tax.

Our office provides payroll services, and we would be happy to discuss any payroll-related questions you may have.



Ann M. Hartz

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ADVERTISING

What is SEO?

SEO stands for "search engine optimization." In simple terms, it is the process of improving your website to increase its visibility when people search for products or services related to your business on Google, Bing and other search engines. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

Some simple ways to optimize your website and online presence:

1. Optimize your Google business profile listing and social profiles.
2. Ask for Google reviews.
3. Create a blog page, services page and galleries on your website.
4. Build backlinks on your website.
5. Generate local citations.

SEO can boost the long-term success of your business. Unlike many other traditional marketing campaigns, SEO is a long-term and ongoing strategy.



Megan Pugh

Digital Account Executive



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Borrower Name	City	County	Cong. District	\$ Amount	Jobs Created	Jobs Retained	Existing Jobs	New Vs. Existing	Business Type
One Movement LLC	Cedar Falls	BLACK HAWK	01	\$678,200	5	1	1	NEW BUSINESS	Offices of Real Estate Agents and Brokers
Madrid Hardware LLC	MADRID	BOONE	04	\$125,000	7	0	0	NEW BUSINESS	N/A
Madrid Hardware LLC	Madrid	BOONE	04	\$1,742,000	6	1	1	NEW BUSINESS	N/A
Bryce Ackerman	Sumner	BREMER	01	\$189,000	0	1	1	EXISTING BUSINESS	Car Washes
Godfather's Pizza Cherokee	Cherokee	CHEROKEE	04	\$150,000	0	14	14	EXISTING BUSINESS	Full-Service Restaurants
At Home Design, LLC	DENISON	CRAWFORD	04	\$255,000	0	3	3	NEW BUSINESS	N/A
Field of Fitness, LLC	Dubuque	DUBUQUE	01	\$25,000	5	5	2	NEW BUSINESS	Fitness and Recreational Sports Centers
Field of Fitness, LLC	Dubuque	DUBUQUE	01	\$349,000	5	5	2	NEW BUSINESS	Fitness and Recreational Sports Centers
Driftless Water Ventures LLC	DUBUQUE	DUBUQUE	01	\$900,000	0	1	1	NEW BUSINESS	N/A
KO Properties LLC	Cedar Rapids	LINN	01	\$349,000	5	0	20	EXISTING BUSINESS	Masonry Contractors
Maivis Holdings Inc.	Cedar Rapids	LINN	01	\$597,000	4	0	4	EXISTING BUSINESS	General Automotive Repair
Cannonball Leasing Company, LLC	Marion	LINN	01	\$219,000	3	0	4	EXISTING BUSINESS	Automobile and Other Motor Vehicle Merchant Wholesalers
Naughtea LLC	ANKENY	POLK	03	\$10,300	2	1	1	NEW BUSINESS	Snack and Nonalcoholic Beverage Bars
Accent Tag and Label, Inc	DES MOINES	POLK	03	\$735,000	1	22	33	EXISTING BUSINESS	Other Commercial Printing
Outdoor Kitchens of Iowa LLC	Grimes	POLK	03	\$183,200	4	1	1	NEW BUSINESS	N/A
Curing Crack Chiropractic, LLC	Johnston	POLK	03	\$50,000	0	1	1	NEW BUSINESS	Offices of Chiropractors
Dental Studio Johnston, LLC	Johnston	POLK	03	\$523,000	4	0	12	EXISTING BUSINESS	Offices of Dentists
Regenerative Medicine of Iowa, P.C.	West Des Moines	POLK	03	\$130,000	3	2	2	EXISTING BUSINESS	Offices of Physicians (except Mental Health Specialists)
Roane Properties, LLC	Council Bluffs	POTTAWATTAMIE	03	\$248,000	6	0	10	EXISTING BUSINESS	Computer Systems Design Services
Terry & Andy's Tacos, Inc.	AMES	STORY	04	\$150,000	10	3	39	EXISTING BUSINESS	Full-Service Restaurants
Adelphi Holdings LLC	Indianola	WARREN	03	\$235,000	8	0	12	EXISTING BUSINESS	Plumbing, Heating, and Air-Conditioning Contractors



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A woman in a grey sweater and blue denim apron stands in the foreground, smiling and holding a tablet. In the background, a server room with glowing blue and green lights is visible on the right, and a bakery with a woman in a white uniform and hat carrying a basket of bread is visible on the left.

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COMMERCIAL REAL ESTATE TRANSACTIONS IN POLK COUNTY FROM OCT. 11, 2022 THROUGH NOV. 9, 2022

3011 FOREST AVE., DES MOINES
SALE DATE: 2022-10-12
SALE PRICE: \$275,000
SELLER: TSM HOSPITALITY LLC
BUYER: TBJ LLC
SQUARE FEET: 2,000
ACRES: 0.124

810 E. PARK AVE., DES MOINES
SALE DATE: 2022-10-13
SALE PRICE: \$165,000
SELLER: INDIANOLA HEIGHTS CHURCH
BUYER: IGLESIA APOSTOLICA EFESIOS 2:20 SENDERO DE PAZ INC
SQUARE FEET: 10,870
ACRES: 1.098

526 48TH ST., DES MOINES
SALE DATE: 2022-10-13
SALE PRICE: \$995,000
SELLER: AHC INGERSOLL LLC
BUYER: HSIEH, EMMA
SQUARE FEET: 9,308
ACRES: 0.884



660 E. FIFTH ST., DES MOINES
SALE DATE: 2022-10-13
SALE PRICE: \$18,650,000
SELLER: PARAGON INVESTMENTS LLC
BUYER: VARECO 660 E 5TH LLC
SQUARE FEET: 123,337
ACRES: 2.519

737 34TH AVE. S.W., ALTOONA
SALE DATE: 2022-10-13
SALE PRICE: \$1,436,850
SELLER: 737 34TH AVENUE CARWASH RE LLC
BUYER: TWAIN GL XXXVII LLC
SQUARE FEET: 0
ACRES: 1.844

2705 S.W. NINTH ST., DES MOINES
SALE DATE: 2022-10-14
SALE PRICE: \$435,000
SELLER: GJB INVESTMENTS LLC
BUYER: AL3 PROPERTIES LLC
SQUARE FEET: 4,338
ACRES: 0.343

900 GRAND AVE., WEST DES MOINES
SALE DATE: 2022-10-17
SALE PRICE: \$365,000
SELLER: DCJC LLC
BUYER: PINKY INC
SQUARE FEET: 1,616
ACRES: 0.319

2211 UNIVERSITY AVE., DES MOINES
SALE DATE: 2022-10-18
SALE PRICE: \$300,000
SELLER: KUM & GO LC
BUYER: NEIGHBORHOOD DEVELOPMENT CORP
SQUARE FEET: 0
ACRES: 0.667

1458 NORTHRIDGE CIRCLE N.E., ALTOONA
SALE DATE: 2022-10-18
SALE PRICE: \$1,662,000

SELLER: F & S ROSENBERGER LLC
BUYER: NWT 1458 LLC
SQUARE FEET: 0
ACRES: 8.986



109 S. ANKENY BLVD., ANKENY
SALE DATE: 2022-10-19
SALE PRICE: \$5,000,000
SELLER: CWP WEST CORP
BUYER: DROUGH DAIRY LP
SQUARE FEET: 5,240
ACRES: 1.452

1901 S.E. 11TH ST., GRIMES
SALE DATE: 2022-10-19
SALE PRICE: \$5,000,000
SELLER: CWP WEST CORP
BUYER: DROUGH FAMILY REVOCABLE TRUST
SQUARE FEET: 5,385
ACRES: 1.9



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915 MULBERRY ST., DES MOINES
SALE DATE: 2022-10-20
SALE PRICE: \$10,600,000
SELLER: HUBBELL TOWER II LLC
BUYER: VAST PROPERTIES 2900 LLC
SQUARE FEET: 78,554
ACRES: 0.424

1002 W. WASHINGTON AVE., POLK CITY
SALE DATE: 2022-10-21
SALE PRICE: \$399,000
SELLER: REALCO POLK CITY IA LLC
BUYER: ON WITH LIFE, INC.
SQUARE FEET: 19,765
ACRES: 3.4



1930 S.E. SIXTH ST., DES MOINES
SALE DATE: 2022-10-24
SALE PRICE: \$290,000
SELLER: REVOLUTION PROPERTIES LLC
BUYER: BEACHHAUS PARTNERS LLC
SQUARE FEET: 1,842
ACRES: 0.516

5721 N.W. 57TH AVE., UNIT 10, JOHNSTON
SALE DATE: 2022-10-24
SALE PRICE: \$500,000
SELLER: NEYMEYER, LYNETTE
BUYER: JOHNSTON COMMERCIAL PLAZA INC
SQUARE FEET: 3,294
ACRES: 0.132



2301 INGERSOLL AVE., DES MOINES
SALE DATE: 2022-10-26
SALE PRICE: \$32,870,000
SELLER: 2301 INGERSOLL LLC
BUYER: SOLL OWNER, LLC
SQUARE FEET: 195,609
ACRES: 2.197

NO ADDRESS LISTED
SALE DATE: 2022-10-26
SALE PRICE: \$130,000
SELLER: 2300 HIGH LLC
BUYER: SOLL OWNER II LLC
SQUARE FEET: 0
ACRES: 0.403

NO ADDRESS LISTED
SALE DATE: 2022-10-26
SALE PRICE: \$900,000
SELLER: ESHELMAN, D KEVIN
BUYER: FORRET ACRES LLC
SQUARE FEET: 0
ACRES: 8.97

600 E. 14TH ST., DES MOINES
SALE DATE: 2022-10-27
SALE PRICE: \$420,000
SELLER: 600 E 14TH STREET LLC
BUYER: CASEY'S MARKETING COMPANY
SQUARE FEET: 0
ACRES: 1.001

2575 N. ANKENY BLVD., UNIT 203, BLDG 2, ANKENY
SALE DATE: 2022-10-27
SALE PRICE: \$455,000
SELLER: HP CAPITOL LLP
BUYER: GATICA, STEFANIE
SQUARE FEET:
ACRES: 0.134

10000 MEREDITH DRIVE, URBANDALE
SALE DATE: 2022-10-27
SALE PRICE: \$460,000
SELLER: 10000 MEREDITH DRIVE LC
BUYER: CKJD LLC
SQUARE FEET: 3,328
ACRES: 0.65



3614 SIXTH AVE., DES MOINES
SALE DATE: 2022-10-28
SALE PRICE: \$400,000
SELLER: ADAMSON PROPERTIES II LLC
BUYER: 36 ON 6TH LLC
SQUARE FEET: 10,100
ACRES: 0.287

1021 RAILROAD AVE., WEST DES MOINES
SALE DATE: 2022-10-28
SALE PRICE: \$227,883
SELLER: MILLER, STEPHEN
BUYER: BURCH AUTO REPAIR LLC
SQUARE FEET: 2,304
ACRES: 0.302



1201 E. BELL AVE., DES MOINES
SALE DATE: 2022-10-31
SALE PRICE: \$2,715,000
SELLER: 1201 E BELL AVE LLC
BUYER: VC7 LLC
SQUARE FEET: 38,997
ACRES: 2.156

670 18TH ST., DES MOINES
SALE DATE: 2022-10-31
SALE PRICE: \$286,000
SELLER: SETSTONE REALTY LLC
BUYER: CURRIE PROPERTIES LLC
SQUARE FEET: 2,293
ACRES: 0.143

4019 MERLE HAY ROAD, DES MOINES
SALE DATE: 2022-10-31
SALE PRICE: \$975,000
SELLER: CEDAR HILLS LAND & CATTLE COMPANY INC
BUYER: COLLINS COMMUNITY CREDIT UNION
SQUARE FEET: 4,764
ACRES: 0.587

1311 E. NINTH ST., DES MOINES
SALE DATE: 2022-10-31
SALE PRICE: \$195,000
SELLER: FLETCHER, JOHN
BUYER: SCHWARTZ, THOMAS
SQUARE FEET: 2,531
ACRES: 0.334

4440 COLLEGE AVE., DES MOINES
SALE DATE: 2022-11-01
SALE PRICE: \$755,000
SELLER: MIZO CHURCH OF IOWA INC
BUYER: FRONTIER CHURCH
SQUARE FEET: 14,266
ACRES: 0.683



1204 S.E. 16TH COURT, ANKENY
SALE DATE: 2022-11-01
SALE PRICE: \$11,450,000
SELLER: HFB LLC
BUYER: AMERCO REAL ESTATE COMPANY
SQUARE FEET: 149,074
ACRES: 3.933

4221 S.E. 13TH ST., DES MOINES
SALE DATE: 2022-11-03
SALE PRICE: \$1,300,000
SELLER: PEDAL CAST SOUTHVIEW LLC
BUYER: SOUTH VIEW APARTMENTS LLC
SQUARE FEET: 14,256
ACRES: 0.65

209 S.E. MAIN ST., GRIMES
SALE DATE: 2022-11-03
SALE PRICE: \$295,000
SELLER: BUSINESS WEB BUILDERS LLC
BUYER: GDT HOLDINGS LLC
SQUARE FEET: 2,228
ACRES: 0.2



125 VALLEY WEST DRIVE, WEST DES MOINES
SALE DATE: 2022-11-08
SALE PRICE: \$2,250,000
SELLER: IOWA ENT CENTER PLLC
BUYER: 105 LLC
SQUARE FEET: 18,176
ACRES: 2.347

1471 N.E. 70TH AVE., ANKENY
SALE DATE: 2022-11-09
SALE PRICE: \$315,000
SELLER: THORPE LAND COMPANY LLC
BUYER: BMR GROUP LLC
SQUARE FEET: 0
ACRES: 2.173 ■