



OFFERING MEMORANDUM

Seven Pines Lodge

1098 340TH AVENUE

Frederic, WI 54837

PRESENTED BY:

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PROPERTY SUMMARY



OFFERING SUMMARY

LISTING PRICE:	\$1,095,000
LOT SIZE:	±30.06 Acres
KEYS:	9
PRO FORMA REVENUE (YEAR 1):	\$1,091,847
PRO FORMA EBITDA (YEAR 1):	\$286,739
ZONING:	Within 300 Feet of the Creek (Residential-Agricultural), Outside of That There is no Land-Use Ordinance
YEAR BUILT:	1903
LISTING WEBSITE:	northco.com

PROPERTY DESCRIPTION

SVN | Northco is pleased to present, as exclusive advisor to ownership, the opportunity to acquire Seven Pines Lodge, a rare and historic Northwoods lodge retreat located in Lewis, Wisconsin ("Property"). Originally developed in 1903 as a private Adirondack-style fishing camp, the Property offers a highly distinctive opportunity to acquire a legacy property defined by its architectural character, natural setting, and experiential guest appeal, offering the new owner the ability to completely customize the buildout. Situated on approximately 30 acres of mature woodland, the Property is anchored by a hand-hewn log main lodge constructed from timber harvested on-site, along with a collection of guest cabins and supporting improvements that create a cohesive, campus-style environment. A spring-fed class I trout stream, dense pine forest, and secluded setting reinforce its positioning as a destination retreat for leisure guests, groups, and events. Historically operated as an upscale, experience-driven lodge, Seven Pines is well-suited for continued hospitality use, corporate retreats, wellness programming, or private ownership. Located within convenient driving distance of the Twin Cities, the Property benefits from strong regional demand while offering the privacy and authenticity increasingly sought after in today's lodging market. The Property is being sold as-is.

SALE HIGHLIGHTS



PROPERTY HIGHLIGHTS

- **Seller Financing is Available for Qualified Prospects.** Inquire with broker about terms.
- **Financial Projections are available in the Document Vault**
- **Rare Legacy Hospitality Asset:** Historic Northwoods lodge originally developed in 1903, offering irreplaceable architecture and character not replicable in today's market. A new owner will have the opportunity to add their finishing touches to a one-of-a-kind asset.
- **Authentic Adirondack-Style Improvements:** Hand-hewn log main lodge constructed from on-site timber, complemented by guest cabins and ancillary structures in a cohesive campus setting
- **Situated on Knapp Creek, a Designated Class I Trout Stream** (Wisconsin's highest classification)
- **Experiential, Destination-Oriented Offering:** Positioned as a private retreat environment with strong appeal for leisure travelers, group bookings, corporate retreats, and wellness programming
- **Highly Desirable Natural Setting:** ±30 acres of mature pine forest featuring a spring-fed trout stream, delivering privacy, seclusion, and a true "escape" experience
- **Development Potential:** On Lot 1A there are approximately 17.9 acres that could be developed into 20+ cabins. The acreage does not have any land use ordinance. There an existing well/septic infrastructure.
- **Proximity to Major Demand Base:** Convenient access to Minneapolis and Saint Paul (about 75 minute drive), supporting consistent weekend, seasonal, and drive-to demand
- **Flexible Use Potential:** Well-suited for continued boutique lodging, event venue conversion, retreat center, or private compound
- **Limited Competitive Supply:** Scarcity of comparable historic, small-scale lodges in the Upper Midwest with similar character and land assemblage
- **Operational Upside Opportunity:** Potential to enhance revenue through rate optimization, expanded programming, and targeted marketing to higher-yield guest segments
- **Generational Acquisition Opportunity:** Ability to acquire and steward a one-of-a-kind hospitality asset with long-term intrinsic and experiential value
- The Property is being sold as-is. The Property was last operated circa-2007.

KNAPP CREEK - A CLASS I TROUT STREAM



A TROPHY NATURAL ASSET

- **Seven Pines Lodge is situated directly on Knapp Creek**, a designated Class I trout stream (Wisconsin's highest classification)
- **Walk-out access to blue-ribbon trout fishing** directly from the property
- **Self-sustaining wild trout fishery** with no stocking required, a rare ecological asset
- **Spring-fed, cold-water system** supporting premium brook and brown trout habitat
- **One of a limited number of privately held properties** with frontage on a Class I trout stream
- **Protected waterway designation** restricts future development, preserving long-term character and exclusivity
- **Highly marketable** to destination anglers, corporate retreats, and high-end eco-tourism guests



SECTION 1

Private Estate Vs. Re-open And Reposition Lodge



PRIVATE ESTATE

Seven Pines Lodge presents a rare opportunity to acquire a historically significant Northwoods estate that is equally compelling as a private family compound. Set across approximately 30 acres of mature pine forest and anchored by a spring-fed trout stream, the Property offers a level of privacy, natural beauty, and architectural character that is increasingly difficult to replicate. The existing improvements, including the main lodge and collection of guest cabins, create a self-contained retreat environment well-suited for multigenerational use, seasonal living, or a legacy family holding.

The layout of the Property supports both communal gathering and individual privacy, with the main lodge serving as a central hub for dining and entertaining, complemented by separate cabins that allow for independent accommodations. This configuration is ideal for extended family stays, hosting guests, or creating a curated retreat experience without the operational demands of a commercial hospitality business. The scale and setting of the Property also lend themselves to a variety of lifestyle uses, including outdoor recreation, conservation-oriented ownership, or a private sporting estate centered around the on-site trout stream.

As a private estate, Seven Pines Lodge offers a unique combination of historic pedigree and functional usability. The Property's inclusion on the National Register of Historic Places, coupled with its preserved architectural integrity, provides a sense of permanence and legacy that resonates with buyers seeking more than a typical second home. In a market where authentic, large-scale Northwoods estates are exceptionally limited, Seven Pines represents an opportunity to steward a one-of-a-kind property while enjoying immediate personal use and long-term intrinsic value.

Image is a rendering

RE-OPEN AND RE-POSITION LODGE

RE-OPEN AND RE-POSITION LODGE

Seven Pines Lodge offers a compelling opportunity to reintroduce a historically prominent property as a boutique hospitality destination in a region that increasingly values experiential travel. Historically operated as a destination lodge, the Property is well-positioned to be repositioned as a high-end retreat catering to leisure guests, corporate groups, and private buyouts. Its proximity to the Minneapolis-Saint Paul metropolitan area, combined with its secluded setting and distinctive architectural character, creates a strong foundation for a differentiated lodging concept that emphasizes privacy, authenticity, and curated guest experiences.

The existing campus-style layout naturally supports a boutique lodge model, with the main lodge functioning as a central gathering and amenity space and the surrounding cabins providing guest accommodations. This structure aligns with current hospitality trends favoring smaller, design-forward properties that prioritize exclusivity and flexibility over scale. A repositioned Seven Pines could operate under a hybrid model incorporating nightly rentals, full-property buyouts, and programmed retreats such as fly fishing experiences, wellness weekends, or corporate offsites, allowing ownership to diversify revenue streams and optimize seasonal demand.

Importantly, the Property represents a true “blank slate” from an operational standpoint, providing a new owner with the ability to implement modern systems, branding, and management strategies without legacy constraints. This flexibility allows for thoughtful phasing, whether through an initial soft reopening focused on events and limited stays or a more comprehensive renovation and relaunch as a fully programmed boutique lodge. In a landscape where authentic, historic hospitality assets are scarce and increasingly sought after, Seven Pines Lodge offers a rare opportunity to create a destination property with both strong experiential appeal and meaningful long-term upside.

Image is a rendering



SECTION 2
Structures

MAIN LODGE



MAIN LODGE - HIGHLIGHTS

- The Main Lodge was constructed by Charles Erastus Lewis with on-site Tamarack logs in the winter of 1902-1903. Tamarack is very hard wood that does not rot.
- **Square Footage:** ±4,058 FSF
- **Number of Bedrooms (Keys):** 3
- **Number of Bathrooms:** 3



THE BUNGALOW

THE BUNGALOW - HIGHLIGHTS

- The Bungalow was constructed on top of the original Italian-tiled outdoor swimming pool, which was built at the time that the original estate was developed. The Bungalow was constructed for corporate events/groups, and it enjoyed immense success when it was used this way.
- **Square Footage:** ±2,252 FSF
- **Number of Bedrooms (Keys):** 4
- **Number of Bathrooms:** 4



THE CARRIAGE HOUSE



THE CARRIAGE HOUSE - HIGHLIGHTS

- The Carriage House is an original structure on the estate.
- **Square Footage:** ±1,349 FSF
- **Number of Bedrooms (Keys):** 2
- **Number of Bathrooms:** 2
- There is also a gate house which is not described as a separate structure.



MAIN LODGE: CURRENT CONDITION VS. POTENTIAL

Current condition



Current condition

Image is a rendering



Image is a rendering

MAIN LODGE: CURRENT CONDITION VS. POTENTIAL



Current condition



Image is a rendering

Current condition

Image is a rendering

MAIN LODGE: CURRENT CONDITION VS. POTENTIAL

Current condition



Current condition

Image is a rendering



Image is a rendering

PHOTOS (CURRENT CONDITION) - MAIN LODGE



PHOTOS (CURRENT CONDITION) - MAIN LODGE



PHOTOS (CURRENT CONDITION) - MAIN LODGE



PHOTOS (CURRENT CONDITION) - BUNGALOW



PHOTOS (CURRENT CONDITION) - CARRIAGE HOUSE



PHOTOS (CURRENT CONDITION) - GROUNDS



AERIALS



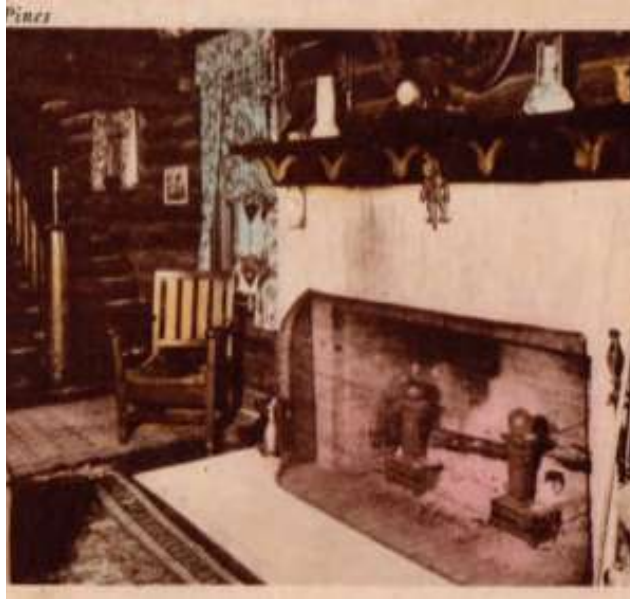


SECTION 3

History Of
Seven Pines
Lodge

SEVEN PINES," LEWIS, WIS.

HISTORY



Origins: Timber, Trout, and Frontier Capital (Pre - 1900's)

The land that became Seven Pines Lodge traces back to the late 19th-century timber economy of northwestern Wisconsin. In the 1880s, Captain Oscar Fitzalan Knapp, a steamboat captain and lumber figure, assembled approximately 1,500+ acres of virgin white pine forest along what is now known as Knapp Creek. The property's defining feature was a spring-fed trout stream with exceptional water quality. This would ultimately shape its long-term identity.

Creation of a Gilded Age Sporting Estate (1900-1910)

In 1900, Charles Erastus Lewis, a prominent Minneapolis grain broker, acquired the Knapp holdings as both a private conservation project and personal retreat. Between 1903 and 1910, Lewis commissioned Norwegian master builder John "Ole" Mangseth to construct what is now the Seven Pines Lodge as an Adirondack-style log estate built almost entirely from white pine harvested on-site.

HISTORY CONTINUED



National Prominence & "Summer White House" Era (1910s - 1930s)

Seven Pines Lodge quickly became a destination for elite guests, including industrialists, financiers, and political leaders. President Calvin Coolidge stayed in 1928, contributing to the lodge's nickname as a "Summer White House." The property hosted high-level business and political gatherings tied to Midwest grain and commodity markets. The estate's trout fishery became nationally recognized.

Transition to Resort & Sporting Destination (Mid-20th Century)

Seven Pines transitioned from a private estate into a destination lodge and hospitality asset, offering overnight accommodations, dining and social functions, and world-class fly fishing access. The property gained recognition among anglers and outdoor enthusiasts and maintained a reputation for exclusivity and natural quality.

HISTORY CONTINUED



Conservation Legacy and Trout Fishery

A defining feature of Seven Pines is its environmental stewardship. Knapp Creek remains a Class I trout stream, restoration efforts (including coordination with the Wisconsin DNR) rebuilt trout populations to high-quality levels. This conservation positioning aligns the property with early 20th-century movements championed by figures like Theodore Roosevelt and continues to differentiate it today.

Architectural & Historical Significance

Seven Pines Lodge is listed on the National Register of Historic Places, recognized for:

- Authentic log-construction craftsmanship (1903-1910)
- High level of preservation (structures and interiors largely intact)
- Representation of the “rustic resort” movement among wealthy Americans
- Association with significant historical figures and regional economic development

Seven Pines Lodge is a nationally recognized historic sporting estate. Originally developed as a private conservation retreat for a Minneapolis grain magnate and offering over a century of preserved architecture, elite hospitality heritage, and one of Wisconsin’s most storied trout streams

An aerial photograph of a winding river flowing through a landscape of mixed forests. The river is dark blue and curves through the center of the frame. The surrounding land is covered in trees, some of which are bare, suggesting a late autumn or winter setting. In the background, there are rolling hills and a clear blue sky with scattered white clouds. A large white circular graphic is overlaid on the left side of the image, containing text and decorative elements.

SECTION 4
Location
Information

LOCATION DESCRIPTION

LOCATION DESCRIPTION

Seven Pines Lodge is located in the Town of Lewis, a quiet and scenic community in Polk County, Wisconsin, positioned in the northwestern portion of the state near the Minnesota border. This region is widely known for its natural beauty, recreational opportunities, and steady year-round tourism driven by outdoor enthusiasts, second-home owners, and regional visitors seeking an accessible Northwoods experience.

The property benefits from convenient regional access while maintaining a secluded, destination-oriented setting. Lewis is approximately 75 minutes from the Minneapolis–Saint Paul metropolitan area, providing direct connectivity to a major metropolitan area of over 3.5 million residents. This proximity supports consistent weekend and seasonal demand, as well as group retreats and event-driven stays. Access to the area is primarily via U.S. Highway 8, a key east-west corridor linking northwestern Wisconsin to the Twin Cities and beyond.

Polk County and the surrounding region are characterized by a high concentration of lakes, forests, and trail systems, making it a well-established destination for year-round recreation. Summer demand is driven by boating, fishing, and lake tourism, while fall brings strong visitation tied to foliage and regional events. In the winter months, the area transforms into a hub for snowmobiling, cross-country skiing, and ice fishing, supported by an extensive network of maintained trails that draw visitors from across the Upper Midwest.

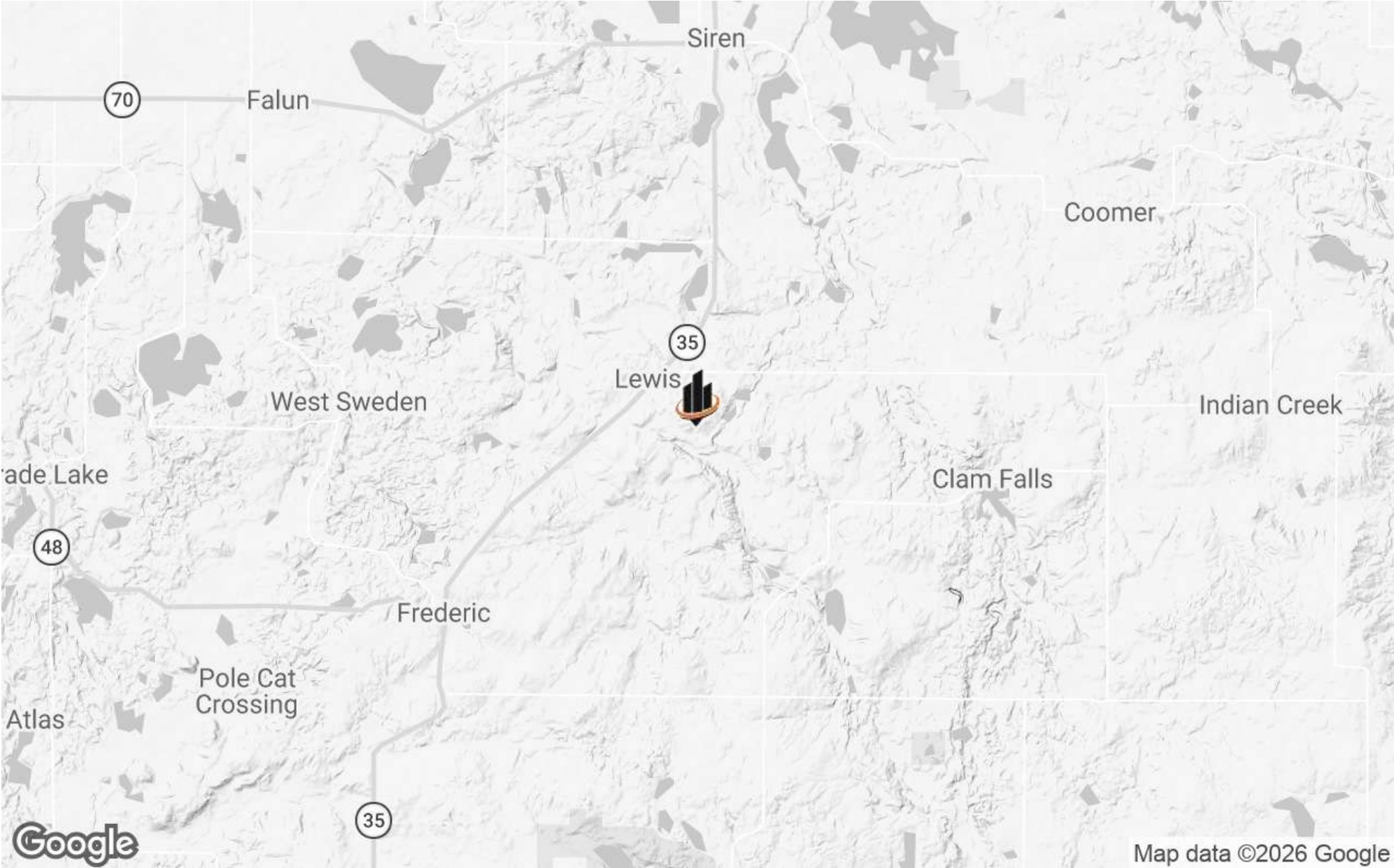
Nearby communities such as Frederic, Luck, and Amery provide essential services, dining, and local demand drivers, while reinforcing the area's appeal as a relaxed, small-town destination. The broader region also benefits from proximity to popular lake markets and cabin communities, contributing to a stable base of repeat visitors and multigenerational tourism.

Overall, Seven Pines Lodge is well-positioned within a proven leisure market that combines ease of access from a major metro area with the privacy, natural surroundings, and experiential appeal that define successful independent hospitality assets in the Upper Midwest.

REGIONAL MAP



LOCATION MAP



NORDLY'S LODGING CO. - A NOTABLE LOCAL SUCCESS



Nordlys, located just outside Frederic, has emerged as one of the most compelling boutique lodging success stories in the Upper Midwest, demonstrating the outsized demand for design-forward, experience-driven hospitality in a natural setting. Developed on approximately 140 acres of pristine wilderness, the property features architecturally distinctive cabins that blend modern Scandinavian design with immersive landscape integration, delivering a highly curated guest experience. Since opening in 2021, Nordlys has generated significant traction, including hundreds of five-star reviews and top-tier occupancy, with individual units like the MetalLark Tower achieving “top 5%” performance rankings on Airbnb. The project’s success underscores a broader market trend: thoughtfully designed, small-scale experiential lodging can command premium demand and national visibility even in tertiary Northwoods locations, positioning assets like Seven Pines Lodge to capitalize on similar repositioning strategies.

Photo Credit: visitnordlys.com



SECTION 5
Demographics

DEMOGRAPHICS MAP & REPORT

POPULATION

30 MILES 60 MILES 100 MILES

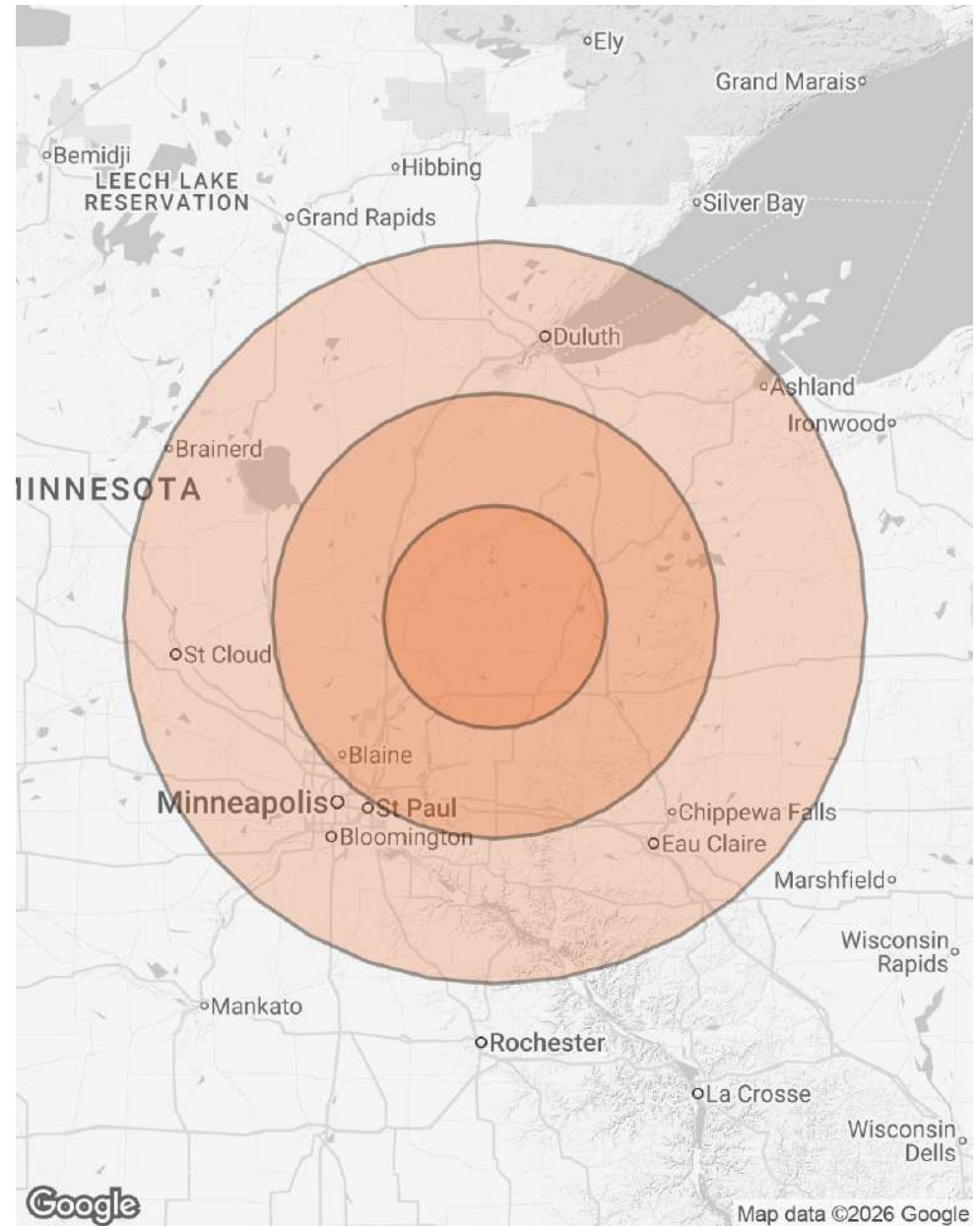
	30 MILES	60 MILES	100 MILES
TOTAL POPULATION	98,771	1,198,792	4,688,993
AVERAGE AGE	47.3	41.6	39.8
AVERAGE AGE (MALE)	46.4	40.7	39.0
AVERAGE AGE (FEMALE)	47.8	42.3	40.4

HOUSEHOLDS & INCOME

30 MILES 60 MILES 100 MILES

	30 MILES	60 MILES	100 MILES
TOTAL HOUSEHOLDS	40,760	461,989	1,864,318
# OF PERSONS PER HH	2.4	2.6	2.5
AVERAGE HH INCOME	\$90,921	\$116,086	\$120,482
AVERAGE HOUSE VALUE	\$261,896	\$342,728	\$367,821

2023 American Community Survey (ACS)



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