THE DEPOT INN & SUITES

INDEPENDENTLY OPERATED BOUTIQUE HOTEL

PROVEN HISTORICAL CASH FLOW | STRONG HISTORICAL ADR | STRATEGIC NORTHEAST MISSOURI LOCATION

OFFERING MEMORANDUM
1245 N BROWN ST, LA PLATA, MO 63549

Marcus & Millichap
PEREZ-GARAVAGLIA GROUP

THE DEPOT INN & SUITES

EXCLUSIVELY LISTED BY

CHRIS GARAVAGLIA
Managing Director Investments
Office: 314-889-2552
Mobile: 314-941-4377
Chris.Garavaglia@MarcusMillichap.com

ALEX PEREZ
Managing Director Investments
Office: 314-889-2525
Mobile: 314-598-1469
Alex.Perez@MarcusMillichap.com

BROKER OF RECORD:
Dave Saverin Lic # 2008013520

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PEREZ-GARAVAGLIA GROUP

THE AUCTION SALE PROCESS

THE OFFERING PROCESS

An online auction event will be conducted on RealINSIGHT Marketplace in accordance with the Sale Event Terms and Conditions **(https://rimarketplace.com/sale-event-terms).**

ALL PROPERTY SHOWINGS ARE BY APPOINTMENT ONLY. PLEASE CONSULT YOUR MARCUS & MILLICHAP AGENT FOR MORE DETAILS.

DUE DILIGENCE

Due diligence materials are available to qualified prospective bidders via an electronic data room hosted by RealINSIGHT Marketplace. Prospective bidders will be required to electronically execute a confidentiality agreement prior to being allowed access to the materials. All due diligence must be conducted prior to signing the purchase and sale agreement. You may contact the sales advisors with any due diligence questions.

BUYER QUALIFICATION

Prospective bidders will be required to register with RealINSIGHT Marketplace to bid. Each bidder will be required to provide current contact information, submit proof of funds up to the full amount they plan to bid, and agree to the Auction Terms and Conditions. In order to participate in an auction, the Seller requires bidders to provide proof of their liquidity in an amount of at least their anticipated maximum bid for those assets they wish to bid on. Such liquidity must be in the form of cash, or cash equivalents, and must be available immediately without restriction.

Generally, recent bank statements, brokerage account statements, or bank letters are acceptable. A line of credit statement may be acceptable only if it is already closed and in place, has undrawn capacity, and may be funded immediately without bank approval. Loan pre-approval letters, term sheets, and the like, where the loan would be collateralized by the property up for auction and funded at escrow closing, are NOT acceptable. Capital call agreements, investor equity commitments, and the like, are evaluated on a case-by-case basis. The acceptance of any proof of funds documents are made at the sole and absolute discretion of RealINSIGHT Marketplace. For further information, please visit the Bidder Registration FAQ **(https://rimarketplace.com/faq).**

AUCTION DATE

The Auction end date is set for October 19-21, 2026

RESERVE AUCTION

This will be a reserve auction and the Property will have a reserve price ("Reserve Price"). The starting bid is not the Reserve Price. The seller can accept or reject any bid. All bidders agree to execute the non-negotiable purchase and sale agreement, which will be posted to the electronic data room prior to bidding commencement, should they be awarded the deal. By submitting an Offer on a Property, Participant is deemed to have accepted any additional terms and conditions posted on the Property's details page on the Website ("Property Page") at the time the Offer was submitted, and such terms and conditions govern and control over these Terms to the extent of any conflict.

CLOSING

Following the auction, the winning bidder will be contacted by phone and email to go over specifics of the sale, including the execution of the purchase agreement and all documentation involved in the purchase. The winning bidder must be available by telephone within two hours of the sale. More information can be found on the RealINSIGHT Marketplace website.

VIEW AUCTION DETAILS

AUCTION CONTACT

ADAM SKLAVER
Senior Managing Director
Auction Services
C: (301) 706-4619
Adam.Sklaver@marcusmillichap.com

DEAL CONTACT

CHRIS GARAVAGLIA
MANAGING DIRECTOR INVESTMENTS
RETAIL DIVISION
O: 314-889-2552
M: 314-941-4377
Chris.Garavaglia@MarcusMillichap.com

ALEX PEREZ
MANAGING DIRECTOR INVESTMENTS
RETAIL DIVISION
O: 314-889-2525
M: 314-598-1469
Alex.Perez@MarcusMillichap.com

AUCTION START OCTOBER 19, 2026 | **AUCTION END** OCTOBER 21, 2026
TOUR DATES PLEASE CONTACT BROKER TO SCHEDULE TOUR

EXECUTIVE SUMMARY

1245 N BROWN ST, LA PLATA, MO 63549

THE DEPOT INN & SUITES

Depot Inn & Suites is a 30-room, independently operated boutique hotel located on approximately 3.55 acres at 1245 N Brown Street in La Plata, Missouri.

The Property features twenty-six standard guest rooms and four themed luxury suites, complemented by a heated indoor pool, fitness center, meeting space, outdoor recreational amenities, complimentary breakfast, and an extensive collection of railroad memorabilia. The Hotel's distinctive railroad theme provides a unique lodging experience that appeals to leisure travelers, families, railroad enthusiasts, and visitors throughout Northeast Missouri.

The Hotel has demonstrated consistent historical operating performance, generating approximately $814,000, $873,000, and $861,000 of total revenue in 2023, 2024, and 2025, respectively. Historical NOI averaged approximately $393,000 over the same period, including approximately $413,000 in 2024. The Property's established operating history provides a strong foundation for continued cash flow generation while offering meaningful upside through improved operating efficiencies.

Depot Inn & Suites benefits from a differentiated railroad-themed concept and its proximity to La Plata's Amtrak station, providing a unique demand driver not typically found among competing limited-service hotels. The Property also serves visitors to Truman State University, A.T. Still University, Thousand Hills State Park, Long Branch State Park, and the broader Kirksville/La Plata area. This diversified demand base supports both leisure and institutional visitation throughout the year.

The Property offers an extensive amenity package, including a heated indoor pool, fitness center, meeting room, patio and grilling areas, bicycles, golf cart access, complimentary breakfast, and themed suites featuring fireplaces and whirlpool tubs. Combined with the Hotel's railroad memorabilia and distinctive design, these amenities create a destination-oriented guest experience and provide opportunities to maintain premium positioning within the local lodging market.

Depot Inn & Suites has established a strong reputation within the La Plata lodging market and maintains a differentiated position as both a boutique hotel and railroad-themed destination. The Property's attractive basis, proven historical cash flow and unique operating concept provide an incoming owner with the opportunity to preserve the Hotel's established identity while pursuing additional upside through rate optimization, occupancy growth, and continued operational efficiencies

VIEW AUCTION DETAILS

2006/2016
YEAR BUILT/RENOVATED

30
OF SUITES

3.55
ACRES

16,885
SQUARE FOOTAGE

PROVEN HISTORICAL CASH FLOW

The property generated approximately $814,000, $873,000, and $861,000 of total revenue in 2023, 2024, and 2025, respectively, with three-year average NOI of approximately $393,000. Demonstrating the properties strong foundation for continued cash flow.

INVESTMENT **HIGHLIGHTS**

PROVEN HISTORICAL CASH FLOW

- The property generated approximately $814,000, $873,000, and $861,000 of total revenue in 2023, 2024, and 2025, respectively, with three-year average NOI of approximately $393,000. Demonstrating the properties strong foundation for continued cash flow.

STRONG HISTORICAL ADR

- ADR increased from approximately $109 in 2024 to $114 in 2025 and $116 in the current 2026 data provided in the model, demonstrating the property's ability to maintain pricing power even as occupancy has fluctuated.

STRATEGIC NORTHEAST MISSOURI LOCATION

- The Hotel provides convenient access to La Plata, Kirksville, Truman State University, A.T. Still University, area state parks, recreational destinations, and the regional transportation network.

DISTINCTIVE RAILROAD-THEMED AMENITY-RICH HOTEL

- The property features 26 standard rooms and four themed luxury suites, along with an indoor heated pool, fitness center, meeting room, recreational facilities, complimentary breakfast, and outdoor guest amenities.

MULTIPLE DEMAND SEGMENTS

- The property benefits from a diversified customer base including leisure travelers, families, railroad enthusiasts, university visitors, recreational travelers, and guests visiting the surrounding Northeast Missouri communities.

THE DEPOT INN & SUITES

PROPERTY OVERVIEW

1245 N BROWN ST, LA PLATA, MO 63549

PROPERTY **OVERVIEW**

PROPERTY SUMMARY	
Type	Neighborhood Shopping Center
Address	1245 N Brown St, La Plata, MO 63549
Parcel Number:	0626-02-03-05-00-000-000904
County:	Macon
State:	Missouri
CBSA:	Ottumwa-Kirksville, IA-MO
GLA:	16,885
Land Area	3.55 Acres
Year Built / Renovated:	2006 / 2016

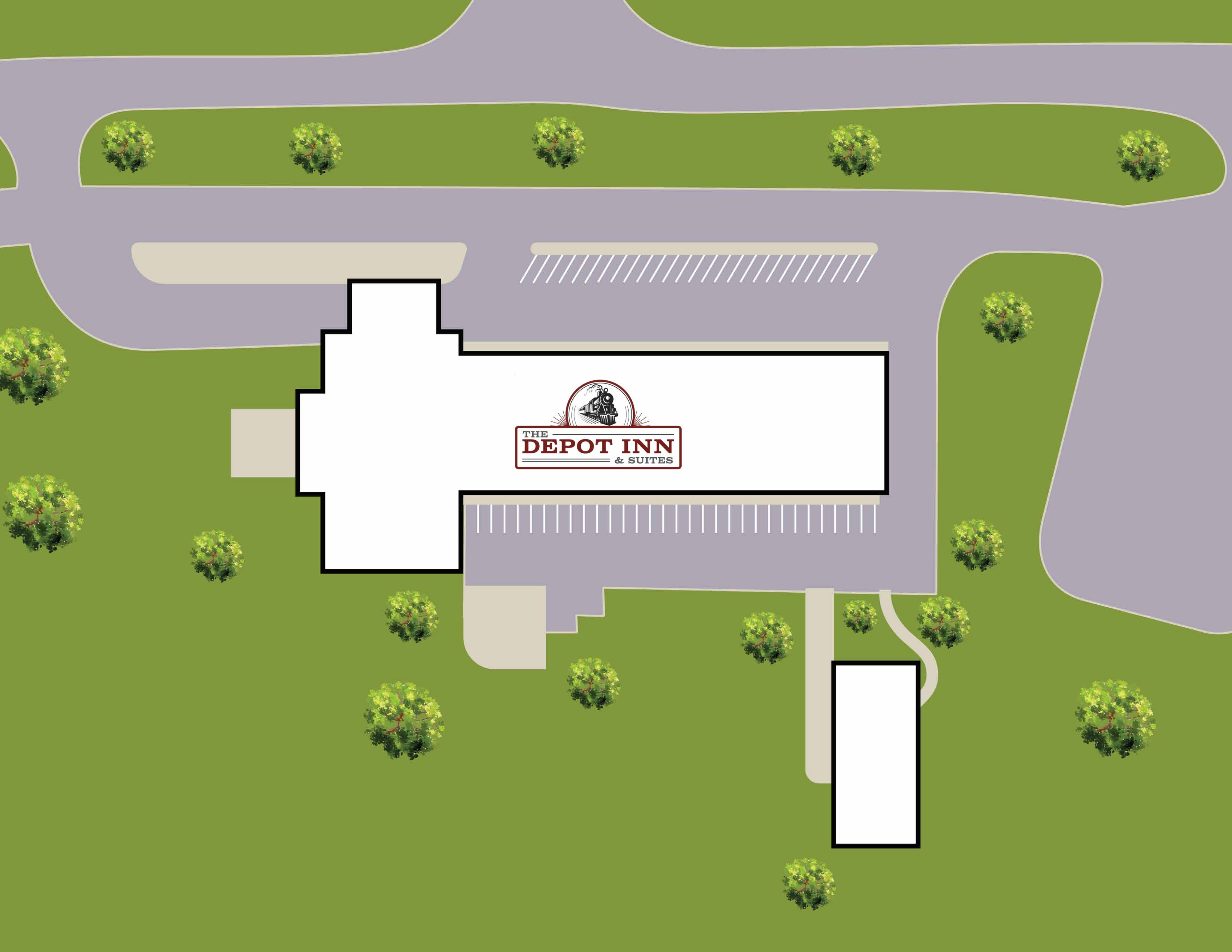
THE DEPOT INN & SUITES

TOTAL POPULATION

3 Mile	1,607
5 Mile	1,978
10 Mile	5,306

AVERAGE HH INCOME

3 Mile	$64,789
5 Mile	$65,713
10 Mile	$71,576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DEPOT INN
& SUITES


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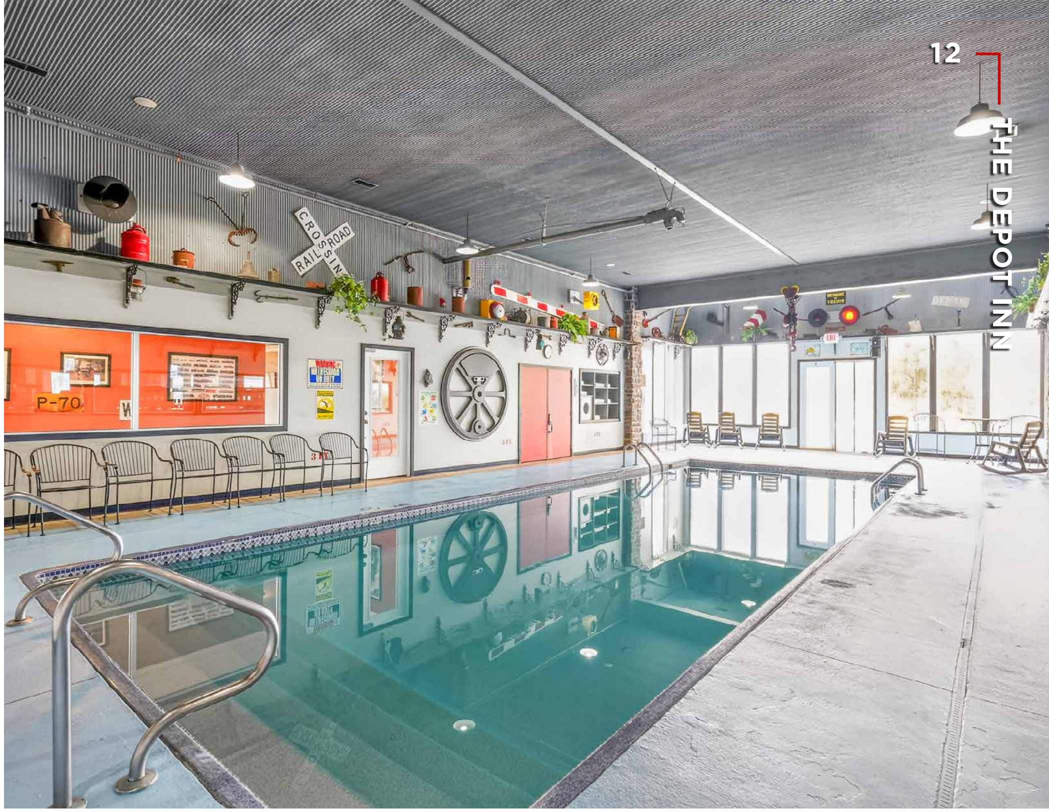
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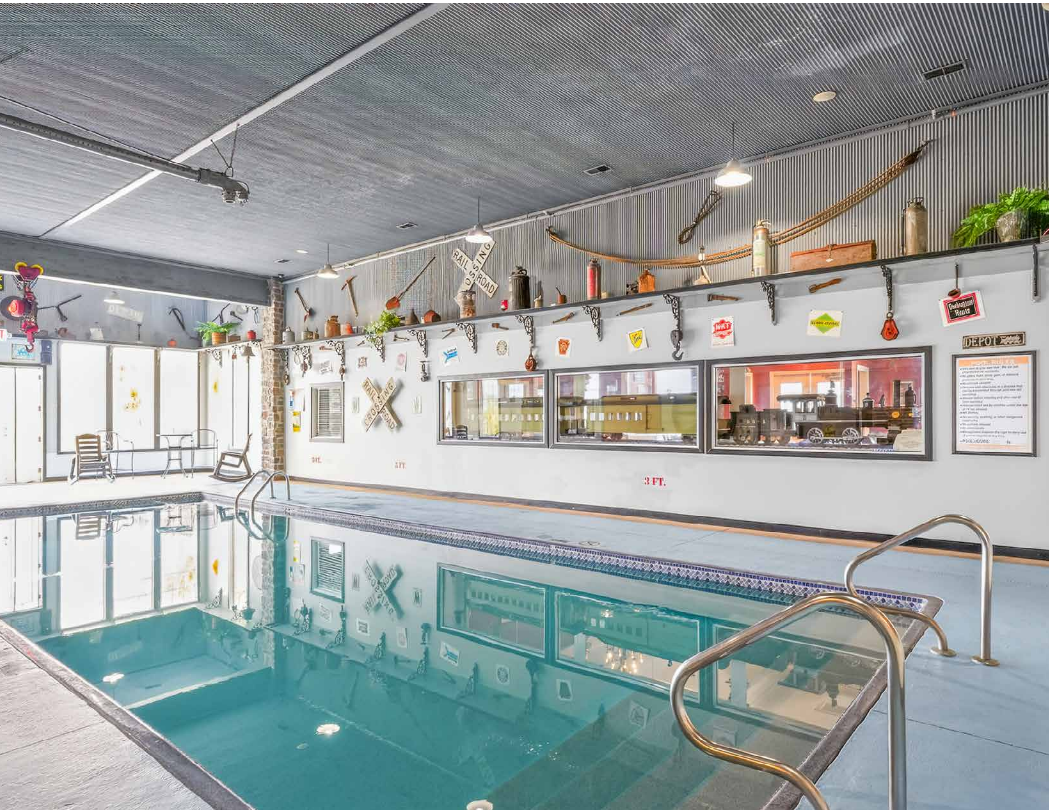
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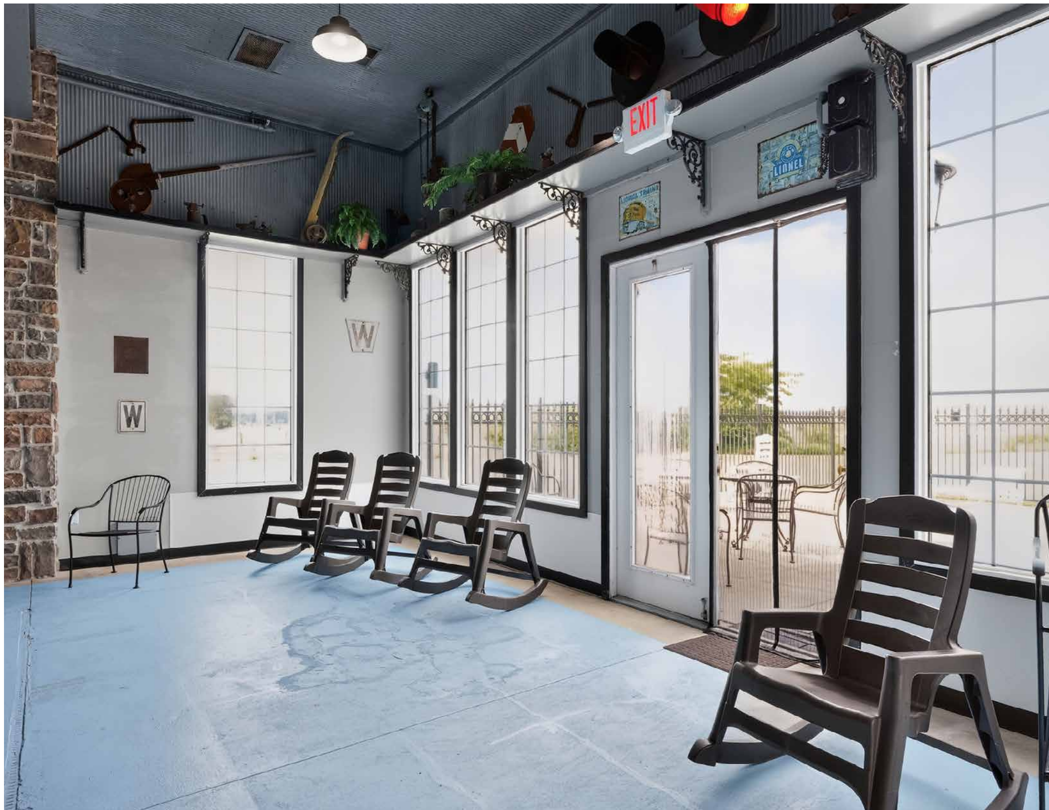
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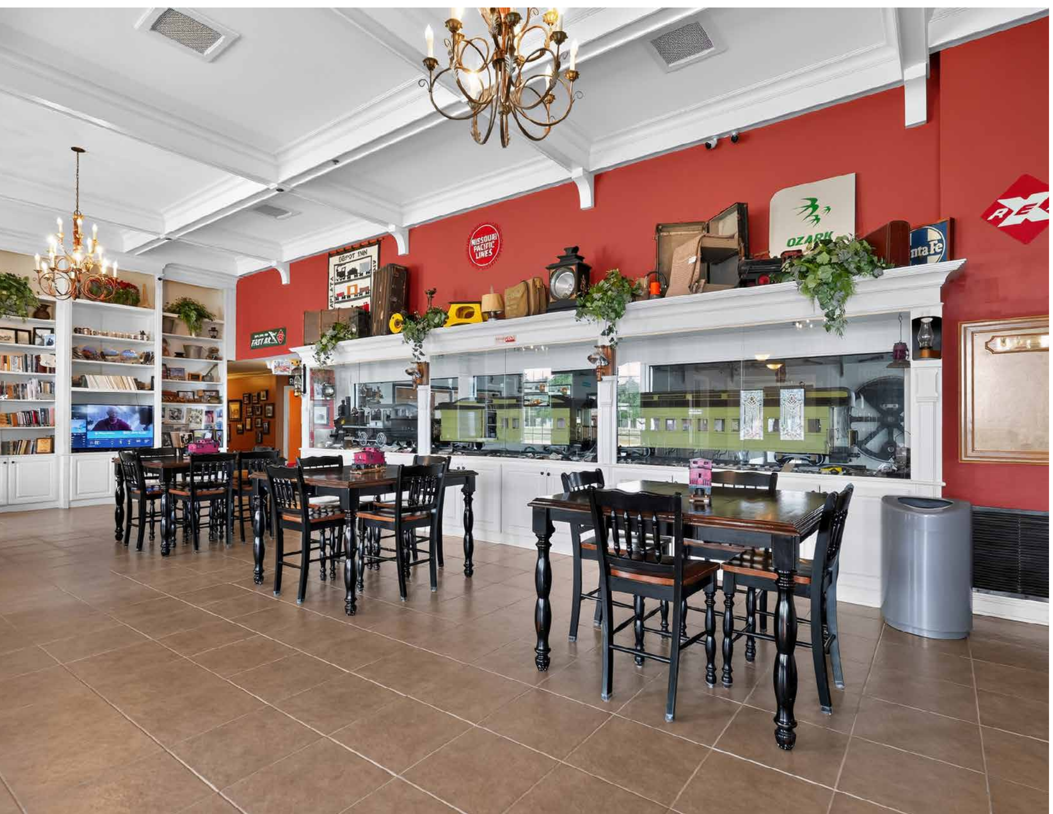
TICKETS
GENERAL STORE
EMPLOYEES
Depot Inn
& Suites
AVANTCO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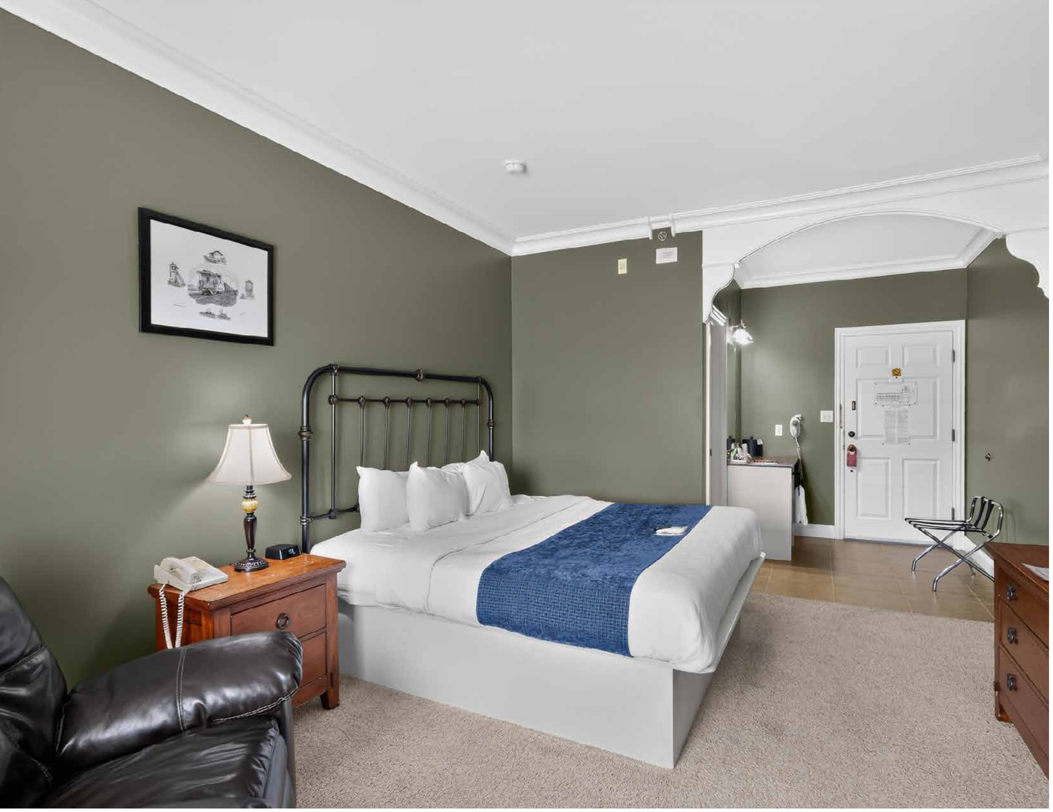
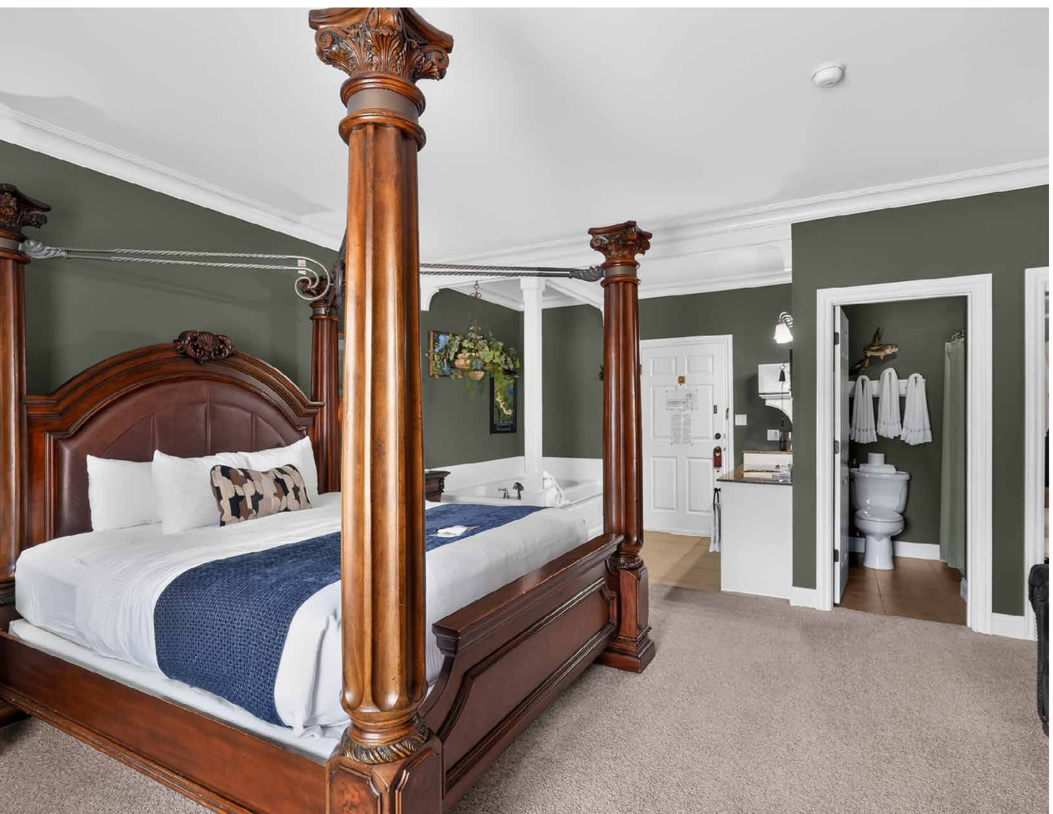
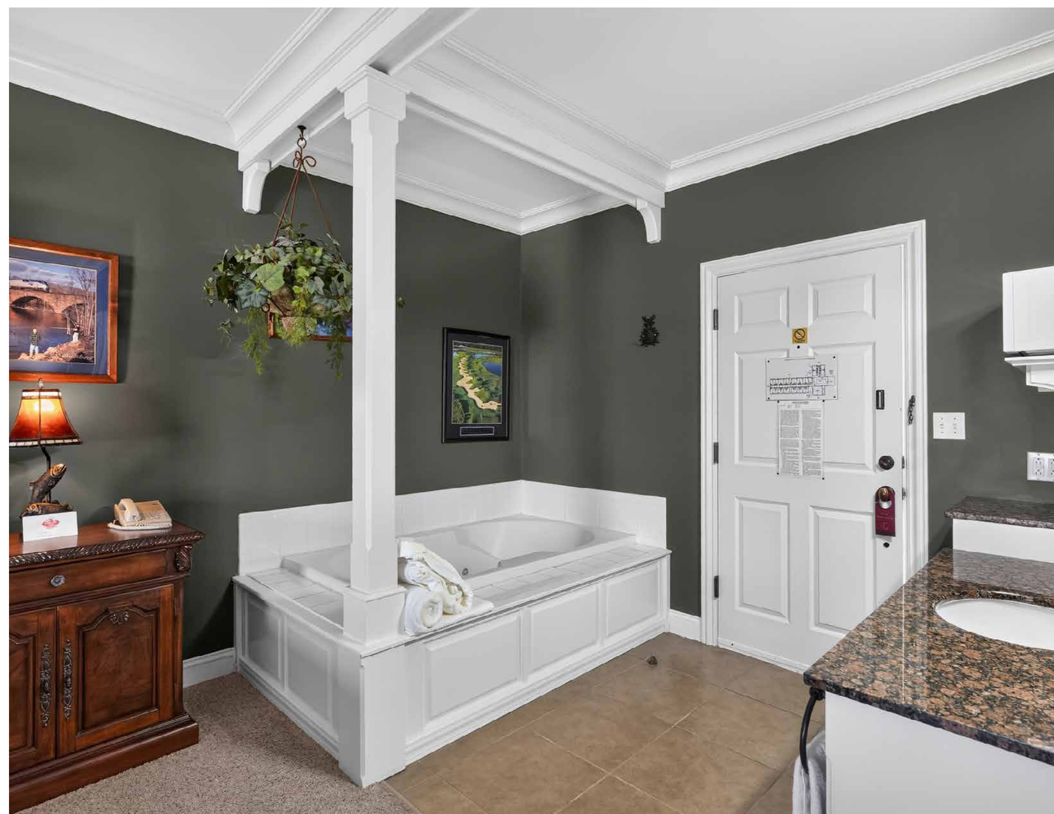
MISSOURI PACIFIC LINES


FAST AS
MISSOURI PACIFIC LINES







FINANCIAL ANALYSIS

1245 N BROWN ST, LA PLATA, MO 63549

PRICING SUMMARY

PROPERTY SUMMARY	
Net Operating Income:	**$368,663**
Total Rentable Square	**16,885**
Total Land Area:	**3.55 Acres**
Year Built:	**2006 / 2016**
Number of Suites:	**30**

HISTORICAL **FINANCIALS**

IN-PLACE PRO FORMA	2023	2024	2025	Average
REVENUE				
Room Revenue	$749,278	$799,395	$789,638	$779,437
Other Operatng Departments	$64,741	$73,520	$71,335	$69,865
TOTAL INCOME	**$814,019**	**$872,915**	**$860,973**	**$849,302**
EXPENSES				
Cost of Goods Sold	$13,052	$15,650	$13,677	$14,126
Salaries and Wages/Contract	$156,333	$162,829	$213,415	$177,526
Repairs and Maintenance	$15,077	$12,556	$13,263	$13,632
Property Tax	$25,586	$26,989	$27,232	$26,602
License Fees	$1,426	$331	$425	$727
Employee Taxes	$15,494	$25,117	$31,142	$23,918
Advertising	$4,211	$3,058	$3,675	$3,648
Accounting	$1,746	$2,158	$1,850	$1,918
Automobile and Truck Expenses	$7,112	$6,499	$6,532	$6,714
Bank Charges	$510	$-	$-	$170
Commisions	$21,259	$25,498	$24,977	$23,911
Credit and Collections Costs	$22,130	$28,333	$29,967	$26,810
Dues and Subscriptions	$197	$1,022	$950	$723
Insurance	$22,528	$37,329	$32,492	$30,783
Officer's Health	$-	$1,373	$1,134	$836
Laundry and Cleaning	$9,240	$7,565	$8,750	$8,518
Office Expenses	$6,944	$3,907	$1,827	$4,226
Supplies	$15,273	$7,416	$7,724	$10,138
Utilities	$51,546	$63,589	$58,010	$57,715
Continental Breakfast for Guests	$14,204	$13,877	$12,356	$13,479
Linen Supplies	$5,602	$6,526	$2,912	$5,013
Garnishment	$217	$463	$-	$227
Capex/Equipment	$7,860	$8,172	$-	$5,344
Lawn	16,843	21,070	13,462	21,702
TOTAL EXPENSES	**$417,547**	**$460,257**	**$492,310**	**$456,705**
NET OPERATING INCOME	**$396,472**	**$412,658**	**$368,663**	**$392,598**

	2024	2025	2026	Average
Occupancy	63.60%	67.90%	58.50%	63.33%
ADR	$109	$114	$116	$113
RevPAR	$69.45	$77.45	$67.82	$71.57
Rooms	30	30	30	30

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MONTHLY STAR REPORT

1245 N BROWN ST, LA PLATA, MO 63549

CURRENT MONTH AT A GLANCE

JUNE 2026

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month		68.6			140.51			96.43	
Year To Date	54.0	59.5	90.7	113.51	139.10	81.6	61.29	82.82	74.0
Running 3 Month	65.7	69.4	94.7	126.68	147.38	86.0	83.27	102.26	81.4
Running 12 Month	58.5	62.5	93.6	116.01	137.95	84.1	67.82	86.18	78.7

June 2026 vs. 2025 Percent Change (%)

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month		6.1			3.9			10.3	
Year To Date	-14.3	-8.3	-6.5	0.6	3.7	-2.9	-13.8	-5.0	-9.3
Running 3 Month	-11.9	2.5	-14.1	6.0	3.4	2.5	-6.6	6.0	-11.9
Running 12 Month	-13.9	-8.9	-5.5	1.7	5.8	-3.9	-12.4	-3.6	-9.2

STAR SUMAMRY

	OOCCUPANCY							
	CURRENT MONTH	% CHG	YEAR TO DATE	% CHG	RUNNING 3 MONTH	% CHG	RUNNING 12 MONTH	% CHG
DEPOT INN & SUITES	0.0	0.0	54.0	-14.3	65.7	-11.9	58.5	-13.9
MARKET: MISSOURI NORTH USA	63.3	2.9	53.6	1.0	59.8	0.9	54.0	0.5
MARKETCLASS: UPPERMIDSCALE	76.2	2.7	65.4	-1.0	72.7	0.1	66.4	0.3
SUBMARKET: MISSOURI NORTH AREA	61.7	2.3	50.4	0.2	57.5	1.4	51.5	-1.3
SUBMARKETCOLLAPSEDCLASS: UPSCALE & UPPER MID	78.8	1.3	66.0	-1.6	74.1	0.3	67.5	-0.7
COMPETITIVE SET: COMPETITORS	68.6	6.1	59.5	-8.3	69.4	2.5	62.5	-8.9

	SUPPLY			
	MONTH % CHG	YTD % CHG	RUN 3 MON % CHG	RUN 12 MON % CHG
DEPOT INN & SUITES	0.0	-16.6	-33.0	-8.2
MARKET: MISSOURI NORTH USA	0.6	1.7	1.4	1.9
MARKETCLASS: UPPERMIDSCALE	0.0	2.6	2.1	2.9
SUBMARKET: MISSOURI NORTH AREA	-0.7	0.5	0.2	1.3
SUBMARKETCOLLAPSEDCLASS: UPSCALE & UPPER MID	0.0	3.7	3.0	4.1
COMPETITIVE SET: COMPETITORS	0.0	0.0	0.0	0.0

	AVERAGE DAILY RATE							
	CURRENT MONTH	% CHG	YEAR TO DATE	% CHG	RUNNING 3 MONTH	% CHG	RUNNING 12 MONTH	% CHG
DEPOT INN & SUITES	0.00	0.0	113.51	0.6	126.68	6.0	116.01	1.7
MARKET: MISSOURI NORTH USA	115.79	5.4	113.18	2.1	117.92	3.6	113.56	2.1
MARKETCLASS: UPPERMIDSCALE	140.26	7.2	135.32	3.1	141.29	4.6	135.22	2.6
SUBMARKET: MISSOURI NORTH AREA	113.14	5.2	105.64	0.6	110.46	2.6	106.38	0.6
SUBMARKETCOLLAPSEDCLASS: UPSCALE & UPPER MID	144.09	7.4	133.84	2.2	140.16	4.0	133.97	0.7
COMPETITIVE SET: COMPETITORS	140.51	3.9	139.10	3.7	147.38	3.4	137.95	5.8

	DEMAND			
	MONTH % CHG	YTD % CHG	RUN 3 MON % CHG	RUN 12 MON % CHG
DEPOT INN & SUITES	0.0	-28.5	-41.0	-21.0
MARKET: MISSOURI NORTH USA	3.5	2.8	2.3	2.4
MARKETCLASS: UPPERMIDSCALE	2.7	1.6	2.2	3.2
SUBMARKET: MISSOURI NORTH AREA	1.6	0.7	1.6	0.0
SUBMARKETCOLLAPSEDCLASS: UPSCALE & UPPER MID	1.3	2.1	3.3	3.4
COMPETITIVE SET: COMPETITORS	6.1	-8.3	2.5	-8.9

	RevPAR							
	CURRENT MONTH	% CHG	YEAR TO DATE	% CHG	RUNNING 3 MONTH	% CHG	RUNNING 12 MONTH	% CHG
DEPOT INN & SUITES	0.00	0.0	61.29	-13.8	83.27	-6.6	67.82	-12.4
MARKET: MISSOURI NORTH USA	73.34	8.4	60.62	3.2	70.50	4.6	61.30	2.6
MARKETCLASS: UPPERMIDSCALE	106.83	10.0	88.54	2.0	102.72	4.7	89.73	2.8
SUBMARKET: MISSOURI NORTH AREA	69.77	7.7	53.27	0.8	63.55	4.0	54.82	-0.8
SUBMARKETCOLLAPSEDCLASS: UPSCALE & UPPER MID	113.49	8.7	88.37	0.6	103.85	4.3	90.48	0.1
COMPETITIVE SET: COMPETITORS	96.43	10.3	82.82	-5.0	102.26	6.0	86.18	-3.6

	REVENUE			
	MONTH % CHG	YTD % CHG	RUN 3 MON % CHG	RUN 12 MON % CHG
DEPOT INN & SUITES	0.0	-28.1	-37.4	-19.6
MARKET: MISSOURI NORTH USA	9.1	4.9	6.0	4.6
MARKETCLASS: UPPERMIDSCALE	10.0	4.7	6.9	5.8
SUBMARKET: MISSOURI NORTH AREA	6.9	1.3	4.3	0.5
SUBMARKETCOLLAPSEDCLASS: UPSCALE & UPPER MID	8.7	4.3	7.4	4.2
COMPETITIVE SET: COMPETITORS	10.3	-5.0	6.0	-3.6

	CENSUS/SAMPLE - PROPERTIES & ROOMS				
	CURRENT MONTH		% CHG		RUNNING 12
	PROPERTIES	ROOMS	PROPERTIES	ROOMS	ROOMS
MARKET: MISSOURI NORTH USA	201	12801	127	10155	79
MARKETCLASS: UPPERMIDSCALE	42	3357	36	2975	89
SUBMARKET: MISSOURI NORTH AREA	142	7152	81	5248	73
SUBMARKETCOLLAPSEDCLASS: UPSCALE & UPPER MID	32	2355	26	2004	85
COMPETITIVE SET: COMPETITORS	5	289	5	289	100

COMPETITIVE **SET REPORT**

OCCUPANCY (%)	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	39.8	45.8	67.7	69.7	74.1	80.2	74.8	61.6	56.4	62.0	72.7	45.3	35.4	38.0	64.0	63.8	67.6		56.9	63.0	54.0	75.3	74.7	65.7	63.6	67.9	58.5
COMPETITIVE SET	51.3	63.9	71.5	67.5	70.9	64.7	69.4	67.2	73.1	73.5	65.5	43.8	38.0	54.7	56.6	67.9	71.5	68.6	67.9	65.0	59.5	75.6	67.7	69.4	68.8	68.6	62.5
INDEX (MPI)	77.5	71.7	94.8	103.3	104.5	124.1	107.9	91.7	77.2	84.4	111.0	103.4	93.2	69.5	113.0	93.9	94.5		83.7	97.0	90.7	99.7	110.3	94.7	92.4	99.1	93.6
RANK	5 of 6	5 of 6	5 of 6	5 of 6	4 of 6	1 of 6	5 of 6	5 of 6	5 of 6	5 of 6	3 of 6	4 of 6	5 of 6	5 of 6	3 of 6	5 of 6	5 of 6		5 of 6	5 of 6	5 of 6	5 of 6	4 of 6	5 of 6	5 of 6	5 of 6	5 of 6

% CHG	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	85.9	18.7	22.6	-3.1	-0.6	0.8	1.2	-18.3	-29.7	-15.4	-14.1	-8.3	-11.1	-17.1	-5.6	-8.5	-8.7		-4.6	10.9	-14.3	2.4	-0.9	-11.9	1.0	6.8	-13.9
COMPETITIVE SET	2.2	-2.1	8.9	-5.4	-6.4	-18.8	-7.3	-7.5	-7.9	-9.0	-11.5	-14.7	-26.0	-14.5	-20.8	0.6	1.0	6.1	5.1	-4.4	-8.3	4.6	-10.4	2.5	3.4	-0.4	-8.9
INDEX (MPI)	81.8	21.2	12.6	2.4	6.2	24.1	9.2	-11.6	-23.7	-7.0	-2.9	7.5	20.2	-3.1	19.2	-9.0	-9.6		-9.3	15.9	-6.5	-2.1	10.6	-14.1	-2.3	7.2	-5.5
RANK	1 of 6	1 of 6	3 of 6	2 of 6	3 of 6	3 of 6	3 of 6	5 of 6	5 of 6	5 of 6	5 of 6	4 of 6	2 of 6	5 of 6	3 of 6	5 of 6	5 of 6		6 of 6	1 of 6	5 of 6	4 of 6	1 of 6	5 of 6	5 of 6	2 of 6	5 of 6

ADR	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	98.02	109.88	101.58	108.36	131.83	117.33	117.83	111.70	134.43	110.87	122.76	107.71	98.05	102.43	101.37	113.71	138.51		108.64	112.78	113.51	114.40	119.47	126.68	109.20	114.03	116.01
COMPETITIVE SET	122.80	122.41	128.78	140.48	150.74	135.20	139.75	132.77	143.67	139.25	136.62	124.36	127.04	124.17	130.45	142.04	158.66	140.51	120.66	134.18	139.10	127.16	142.48	147.38	120.59	130.37	137.95
INDEX (MPI)	79.8	89.8	78.9	77.1	87.5	86.8	84.3	84.1	93.6	79.6	89.9	86.6	77.2	82.5	77.7	80.1	87.3		90.0	84.1	81.6	90.0	83.9	86.0	90.6	87.5	84.1
RANK	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6		4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6

% CHG	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	-0.9	15.0	3.7	5.3	6.4	1.5	4.1	11.2	11.4	-6.7	-2.3	-0.7	0.0	-6.8	-0.2	4.9	5.1		8.1	3.8	0.6	8.6	4.4	6.0	1.7	4.4	1.7
COMPETITIVE SET	11.2	9.9	12.1	18.4	9.3	8.9	11.1	11.6	13.9	3.7	3.7	1.0	3.4	1.4	1.3	1.1	5.3	3.9	3.5	11.2	3.7	4.3	12.0	3.4	2.5	8.1	5.8
INDEX (MPI)	-10.9	4.7	-7.5	-11.0	-2.6	-6.8	-6.3	-0.3	-2.2	-10.1	-5.8	-1.7	-3.3	-8.1	-1.5	3.8	-0.2		4.4	-6.6	-2.9	4.2	-6.8	2.5	-0.8	-3.4	-3.9
RANK	5 of 6	1 of 6	4 of 6	4 of 6	4 of 6	4 of 6	4 of 6	2 of 6	3 of 6	6 of 6	5 of 6	2 of 6	4 of 6	5 of 6	4 of 6	2 of 6	3 of 6		3 of 6	4 of 6	5 of 6	2 of 6	4 of 6	2 of 6	5 of 6	4 of 6	5 of 6

RevPAR	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	39.00	50.36	68.81	75.49	97.67	94.12	88.19	68.82	75.88	68.79	89.20	48.76	34.69	38.90	64.86	72.52	93.68		61.78	71.10	61.29	86.16	89.19	83.27	69.45	77.45	67.82
COMPETITIVE SET	63.04	78.27	92.02	94.79	106.83	87.42	96.96	89.19	105.09	102.35	89.44	54.43	48.25	67.88	73.85	96.45	113.51	96.43	81.96	87.16	82.82	96.08	96.46	102.26	83.00	89.38	86.18
INDEX (MPI)	61.9	64.3	74.8	79.6	91.4	107.7	91.0	77.2	72.2	67.2	99.7	89.6	71.9	57.3	87.8	75.2	82.5		75.4	81.6	74.0	89.7	92.5	81.4	83.7	86.6	78.7
RANK	5 of 6	5 of 6	4 of 6	5 of 6	4 of 6	4 of 6	4 of 6	5 of 6	5 of 6	5 of 6	4 of 6	5 of 6	5 of 6	5 of 6	5 of 6	5 of 6	4 of 6		5 of 6	4 of 6	5 of 6	4 of 6	4 of 6	5 of 6	5 of 6	4 of 6	5 of 6

% CHG	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	84.2	36.5	27.1	2.1	5.8	2.4	5.3	-9.1	-21.7	-21.1	-16.1	-8.9	-11.0	-22.8	-5.7	-3.9	-4.1		3.1	15.1	-13.8	11.2	3.5	-6.6	2.7	11.5	-12.4
COMPETITIVE SET	13.7	7.6	22.1	12.0	2.2	-11.5	2.9	3.1	4.9	-5.6	-8.2	-13.8	-23.5	-13.3	-19.8	1.8	6.3	10.3	8.8	6.4	-5.0	9.1	0.4	6.0	5.9	7.7	-3.6
INDEX (MPI)	62.0	26.8	4.1	-8.9	3.5	15.7	2.3	-11.8	-25.4	-16.4	-8.6	5.7	16.2	-10.9	17.5	-5.6	-9.7		-5.3	8.2	-9.3	2.0	3.1	-11.9	-3.1	3.6	-9.2
RANK	1 of 6	1 of 6	3 of 6	3 of 6	3 of 6	1 of 6	4 of 6	5 of 6	5 of 6	5 of 6	5 of 6	4 of 6	2 of 6	5 of 6	3 of 6	4 of 6	5 of 6		6 of 6	1 of 6	5 of 6	3 of 6	2 of 6	5 of 6	4 of 6	3 of 6	5 of 6

INDUSTRY REPORT

OCCUPANCY (%)	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	39.8	45.8	67.7	69.7	74.1	80.2	74.8	61.6	56.4	62.0	72.7	45.3	35.4	38.0	64.0	63.8	67.6		56.9	63.0	54.0	75.3	74.7	65.7	63.6	67.9	58.5
INDUSTRY	53.8	57.6	70.7	72.3	72.8	77.3	75.8	72.4	75.2	76.4	64.3	52.4	48.5	59.8	66.1	71.1	73.5	78.2	68.7	67.6	66.2	77.0	74.2	74.2	69.4	68.8	67.8
INDEX (MPI)	73.9	79.6	95.8	96.4	101.7	103.8	98.8	85.1	75.1	81.2	113.0	86.4	73.0	63.5	96.9	89.7	92.1		82.8	93.3	81.6	97.8	100.6	88.5	91.7	98.8	86.2

% CHG	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	85.9	18.7	22.6	-3.1	-0.6	0.8	1.2	-18.3	-29.7	-15.4	-14.1	-8.3	-11.1	-17.1	-5.6	-8.5	-8.7		-4.6	10.9	-14.3	2.4	-0.9	-11.9	1.0	6.8	-13.9
INDUSTRY	4.8	-7.8	4.9	-3.9	-5.7	-1.5	3.7	-2.7	-0.8	0.6	-2.3	-3.8	-9.9	3.9	-6.6	-1.6	0.9	1.1	1.6	-1.6	-2.1	3.8	-3.6	0.1	1.2	-0.9	-1.4
INDEX (MPI)	77.4	28.8	16.8	0.8	5.4	2.4	-2.5	-16.0	-29.2	-15.9	-12.0	-4.7	-1.3	-20.3	1.1	-6.9	-9.5		-6.1	12.7	-12.5	-1.3	2.9	-12.0	-0.2	7.8	-12.7

ADR	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	98.02	109.88	101.58	108.36	131.83	117.33	117.83	111.70	134.43	110.87	122.76	107.71	98.05	102.43	101.37	113.71	138.51		108.64	112.78	113.51	114.40	119.47	126.68	109.20	114.03	116.01
INDUSTRY	122.98	127.00	130.35	133.65	140.03	135.78	134.71	142.24	138.48	138.10	133.52	124.07	122.55	126.22	132.16	136.52	143.13	146.19	127.19	132.34	135.73	131.46	136.50	142.11	128.39	133.70	135.76
INDEX (ARI)	79.7	86.5	77.9	81.1	94.1	86.4	87.5	78.5	97.1	80.3	91.9	86.8	80.0	81.2	76.7	83.3	96.8		85.4	85.2	83.6	87.0	87.5	89.1	85.0	85.3	85.4

% CHG	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	-0.9	15.0	3.7	5.3	6.4	1.5	4.1	11.2	11.4	-6.7	-2.3	-0.7	0.0	-6.8	-0.2	4.9	5.1		8.1	3.8	0.6	8.6	4.4	6.0	1.7	4.4	1.7
INDUSTRY	5.2	5.5	3.1	3.9	4.0	3.8	0.8	0.2	0.6	0.6	1.8	-0.9	-0.3	-0.6	1.4	2.1	2.2	7.7	2.9	4.0	2.6	2.8	3.8	4.1	4.7	4.1	1.5
INDEX (ARI)	-5.8	9.0	0.6	1.4	2.3	-2.2	3.3	11.0	10.7	-7.3	-4.1	0.2	0.4	-6.2	-1.6	2.7	2.8		5.0	-0.2	-1.9	5.7	0.6	1.8	-2.9	0.3	0.2

RevPAR	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	39.00	50.36	68.81	75.49	97.67	94.12	88.19	68.82	75.88	68.79	89.20	48.76	34.69	38.90	64.86	72.52	93.68		61.78	71.10	61.29	86.16	89.19	83.27	69.45	77.45	67.82
INDUSTRY	66.17	73.15	92.18	96.62	101.99	104.98	102.08	102.98	104.14	105.49	85.89	65.01	59.41	75.53	87.30	97.08	105.15	114.29	87.40	89.46	89.86	101.22	101.27	105.50	89.08	91.93	92.08
INDEX (RGI)	58.9	68.9	74.6	78.1	95.8	89.7	86.4	66.8	72.9	65.2	103.9	75.0	58.4	51.5	74.3	74.7	89.1		70.7	79.5	68.2	85.1	88.1	78.9	78.0	84.2	73.7

% CHG	2025												2026						YEAR TO DATE			RUNNING 3 MOnths			RUNNING 12 MONTHS		
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	2024	2025	2026	2024	2025	2026	2024	2025	2026
MY PROPERTY	84.2	36.5	27.1	2.1	5.8	2.4	5.3	-9.1	-21.7	-21.1	-16.1	-8.9	-11.0	-22.8	-5.7	-3.9	-4.1		3.1	15.1	-13.8	11.2	3.5	-6.6	2.7	11.5	-12.4
INDUSTRY	10.3	-2.8	8.2	-0.2	-1.9	2.2	4.5	-2.5	-0.2	1.3	-0.6	-4.7	-10.2	3.3	-5.3	0.5	3.1	8.9	4.6	2.4	0.4	6.7	0.0	4.2	6.0	3.2	0.2
INDEX (RGI)	67.1	40.4	17.5	2.3	7.9	0.2	0.8	-6.7	-21.6	-22.1	-15.6	-4.4	-0.9	-25.2	-0.5	-4.4	-7.0		-1.5	12.4	-14.2	4.3	3.5	-10.4	-3.1	8.1	-12.6

OTTUMWA-KIRKSVILLE, IA-MO

MARKET OVERVIEW

1245 N BROWN ST, LA PLATA, MO 63549

OTTUMWA-KIRKSVILLE, IA-MO | MARKET OVERVIEW

RAPIDLY EMERGING AS A DYNAMIC ECONOMIC HUB IN THE MIDWEST

The Ottumwa–Kirksville regional market, spanning southeastern Iowa and northeastern Missouri, serves as an important employment, education, healthcare, and commercial corridor for a broad rural trade area. Positioned along U.S. Highway 63, the region is anchored by Ottumwa, Iowa to the north and Kirksville, Missouri to the south, with La Plata strategically located approximately 12 miles south of Kirksville. This positioning allows hospitality properties in La Plata to capture demand generated by the broader Kirksville market while also benefiting from highway, rail, leisure, event, and regional travel.

DIVERSE & STABLE ECONOMIC BASE

The regional economy benefits from a diversified employment base encompassing healthcare, higher education, manufacturing, agriculture, retail, and government. Kirksville serves as the primary economic center of northeast Missouri and is anchored by major institutions including Truman State University, A.T. Still University, Northeast Regional Medical Center, and Kraft Heinz. Current regional economic-development data identifies Kraft Heinz and Truman State University as employers of more than 600 people each, A.T. Still University at nearly 500 employees, and Northeast Regional Medical Center at more than 300 employees.

Ottumwa provides an additional economic anchor to the north and functions as a major commercial center for southeastern Iowa. The community serves a retail trade area exceeding 43,000 people and a daytime population approaching 32,000. Major employers and economic drivers include JBS, John Deere, Ottumwa Regional Health Center, Indian Hills Community College, and the Ottumwa Community School District. Together, these employment centers generate recurring corporate, institutional, healthcare, educational, and family visitation throughout the broader region.

LA PLATT, MO | HOSPITALITY OVERVIEW

RAPIDLY EMERGING AS A DYNAMIC ECONOMIC HUB IN THE MIDWEST

COMPELLING HOSPITALITY DEMAND DRIVERS

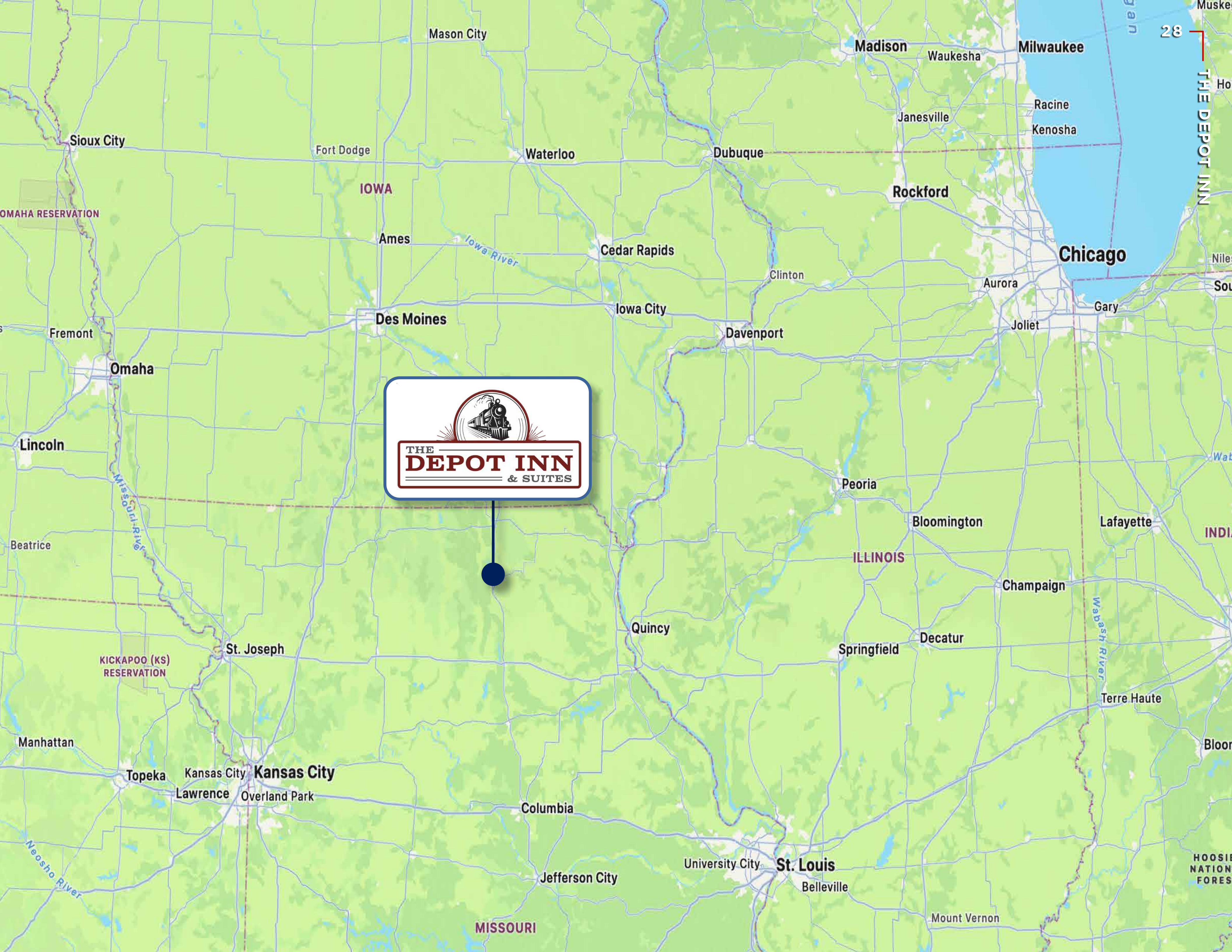
The area's lodging demand is supported by a mix of university visitation, healthcare travel, corporate business, regional events, weddings, outdoor recreation, highway travelers, and rail-related tourism. Truman State University and A.T. Still University create recurring visitation from prospective students, parents, alumni, faculty, medical professionals, sporting events, graduations, and university functions. Northeast Regional Medical Center and the area's major employers provide additional year-round sources of transient and extended-stay demand.

La Plata adds a distinctive tourism component through its railroad heritage and active passenger-rail presence. The community's existing hospitality offering demonstrates the viability of differentiated lodging: the local Depot Inn & Suites was recognized as a 2026 Travelers' Choice property and markets its railroad-themed accommodations, train-watching experience, and proximity to Truman State University, A.T. Still University, Northeast Regional Medical Center, and Thousand Hills State Park. The community also features the Gary Cunningham Event Center, a dedicated event venue accommodating gatherings of up to approximately 250 guests, providing an additional source of wedding, reunion, and special-event visitation.

BOUTIQUE HOTEL INVESTMENT OPPORTUNITY

For hospitality investors, La Plata offers an opportunity to serve a market where distinctive, experience-oriented lodging can differentiate itself from conventional limited-service hotels. Rather than relying on a single demand generator, the property can draw from the broader Kirksville employment and university base, regional business activity, leisure travelers, special events, outdoor recreation, highway traffic, and La Plata's railroad identity.

The combination of limited small-market lodging supply, strong institutional anchors, recurring university and healthcare visitation, regional employers, and destination-oriented tourism creates a compelling foundation for a boutique hospitality concept. A well-positioned property can capitalize on travelers seeking a more memorable alternative to traditional branded accommodations while serving both leisure and necessity-driven stays. With convenient access to Kirksville and the larger Ottumwa–Kirksville corridor, La Plata represents a unique hospitality investment opportunity combining small-town character with access to diversified regional demand generators.


THE DEPOT INN & SUITES
Mason City
Madison
Waukesha
Milwaukee
Racine
Kenosha
Janesville
Sioux City
Fort Dodge
Waterloo
Dubuque
IOWA
Rockford
OMAHA RESERVATION
Ames
Iowa River
Cedar Rapids
Chicago
Clinton
Aurora
Iowa City
Gary
Des Moines
Fremont
Davenport
Joliet
Omaha
Lincoln
Missouri River
Peoria
Bloomington
Lafayette
Beatrice
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Champaign
Wabash River
Quincy
KICKAPOO (KS) RESERVATION
St. Joseph
Springfield
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CHRIS GARAVAGLIA
Managing Director Investments
Office: 314-889-2552
Mobile: 314-941-4377
Chris.Garavaglia@MarcusMillichap.com

ALEX PEREZ
Managing Director Investments
Office: 314-889-2525
Mobile: 314-598-1469
Alex.Perez@MarcusMillichap.com

ADAM SKLAVER
Senior Managing Director
Auction Services
C: (301) 706-4619
Adam.Sklaver@marcusmillichap.com

BROKER OF RECORD:
Dave Saverin Lic # 2008013520

Marcus & Millichap
PEREZ-GARAVAGLIA GROUP
www.marcusmillichap.com