



Strong Value-Add Opportunity

32-Unit Econolodge by Choice Hotels

1535 Montgomery Highway, Hoover, AL 35216



Disclaimer & Limiting Conditions

Bull Realty has been retained as the exclusive brokers to arrange the sale of the Subject Property.

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Property by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

Owner/Seller expressly reserve the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this Offering Memorandum or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived. The Seller reserves the right to move forward with an acceptable offer prior to the call for offers deadline.

This Offering Memorandum may be used only by parties approved by the Owner. The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Listing Brokers. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, and other information provided in connection therewith.

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Executive Summary

The offering includes the fee simple interest in a 32-unit EconoLodge by Choice, a 3-unit manager suite, and two retail spaces. The key 1.6 acre corner parcel is well located in Hoover—an affluent suburb of Birmingham, Alabama. The property presents a strong value-add opportunity, with high visibility off U.S. Hwy 31 and direct access to I-65 (Exit 252), a major corridor traveled by approximately 37,000 vehicles daily.

The hotel benefits from proximity to major demand drivers, including Riverchase Galleria (2.7 miles), UAB Hospital (9 miles), several universities, and is surrounded by national retailers such as CVS, Walmart, Publix, and Aldi—enhancing guest convenience and exposure.

Birmingham continues to experience rapid economic growth, with over \$690 million in new building permits issued in 2024. Key highlights include the newly opened 9,300-seat Coca-Cola Star Amphitheater, 4.04 million overnight visitors, and major investments from companies like Coca-Cola and Wells Fargo. Jefferson County, Alabama’s largest economy, is being propelled by developments like the 1,100-acre JeffMet North Industrial Park, projected to create 4,700 jobs. With robust infrastructure and a pro-business environment, Birmingham is emerging as a regional hub for logistics, healthcare, and tech—positioning this hotel to benefit from sustained economic momentum.

The property also includes two income-producing long term retail tenants, Wings R King and Barristers Tavern, contributing stable and reliable cash flow of approximately \$92,400 a year. If you allocate \$10,000 of the expenses to the retail, at a 7% cap rate, the retail portion of the property value is approximately \$1.1 million. So, investors are getting the hotel at \$1.25 million, \$39,063 per key.



Property Information

BUILDING

ADDRESS:	1535 Montgomery Hwy Birmingham, AL 35216
COUNTY:	Shelby
YEAR BUILT:	1965
YEAR RENOVATED:	2013 (2024 Soft goods)
NUMBER OF BUILDINGS:	1
NUMBER OF KEYS:	32
NUMBER OF FLOORS:	2

SITE

SITE SIZE:	±1.67 AC
PARKING:	64 Spaces
SIGNAGE:	Monument
ZONING:	C-2
PARCEL ID:	39-00-01-3-001-002

FINANCIALS

SALE PRICE:	\$2,350,000
HOTEL VALUE ALLOCATION:	\$1,250,000
RETAIL VALUE ALLOCATION:	\$1,100,000
2025 ADR (AVERAGE DAILY RATE):	-
2025 OCCUPANCY:	-
2025 REVPAR:	-
RETAIL GROSS RENTS:	\$92,400 Annually

Information contained herein may have been provided by the seller, landlord or other outside sources. While deemed reliable, it may be estimated, projected, limited in scope and is subject to change or inaccuracies. Pertinent information should be independently confirmed prior to lease or purchase offer or within an applicable due diligence period.

Lease Information



	Rent	Lease Expiration	Summary
Barrister's Tavern	\$4,200 (Yearly \$50,400)	Long-term tenant extending lease term now.	A town staple for over 25 years. Barrister's is a cozy tavern featuring pool tables, a patio, and entertainment such as karaoke, bingo, and live music.
Wings R King	\$3,500 (Yearly \$42,000). Also pays 50% of dumpster and 10% of total real estate taxes	12/31/30	Casual restaurant serving wings and a variety of other dishes, including sandwiches, seafood, and burgers. The space was previously occupied by Waffle House

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Photos



Photos



Aerial Site Map



Star Report 2024

Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Econo Lodge Birmingham 1535 Montgomery Hwy Vestavia Hills, AL 35216-4527 Phone: (205) 822-6030

STR # 7535 ChainID: AL393 MgtCo: None Owner: None

For the Month of: December 2024 Date Created: January 16, 2025 Monthly Competitive Set Data Excludes Subject Property

December 2024

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	34.2	45.7	74.7	58.76	60.69	96.8	20.07	27.75	72.3
Year To Date	56.5	54.3	104.1	75.31	67.41	111.7	42.54	36.57	116.3
Running 3 Month	45.5	54.3	83.8	60.40	65.79	91.8	27.48	35.72	76.9
Running 12 Month	56.5	54.3	104.1	75.31	67.41	111.7	42.54	36.57	116.3

December 2024 vs. 2023 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	-41.4	-4.2	-38.8	-11.2	-5.5	-6.1	-47.9	-9.5	-42.5
Year To Date	3.2	-8.5	12.8	14.6	-4.0	19.4	18.3	-12.2	34.7
Running 3 Month	-21.5	1.4	-22.6	-2.0	-4.0	2.1	-23.1	-2.7	-21.0
Running 12 Month	3.2	-8.5	12.8	14.6	-4.0	19.4	18.3	-12.2	34.7

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Star Report 2025

Tab 2 - Monthly Performance at a Glance - My Property vs. Competitive Set

Econo Lodge Birmingham 1535 Montgomery Hwy Vestavia Hills, AL 35216-4527 Phone: (205) 822-6030

STR # 7535 ChainID: AL393 MgtCo: None Owner: None

For the Month of: January 2025 Date Created: February 18, 2025 Monthly Competitive Set Data Excludes Subject Property

January 2025

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	36.3	43.9	82.8	56.14	61.69	91.0	20.40	27.09	75.3
Year To Date	36.3	43.9	82.8	56.14	61.69	91.0	20.40	27.09	75.3
Running 3 Month	37.4	47.0	79.6	58.22	61.91	94.0	21.76	29.08	74.8
Running 12 Month	54.7	54.1	101.1	76.24	67.25	113.4	41.70	36.40	114.6

January 2025 vs. 2024 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	-36.7	-3.3	-34.6	4.0	-3.7	8.0	-34.2	-6.9	-29.3
Year To Date	-36.7	-3.3	-34.6	4.0	-3.7	8.0	-34.2	-6.9	-29.3
Running 3 Month	-38.0	-3.4	-35.9	-0.7	-5.6	5.2	-38.5	-8.8	-32.5
Running 12 Month	-2.8	-7.7	5.3	17.8	-4.4	23.3	14.5	-11.8	29.8

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Competitive Set

SUBJECT PROPERTY



Econo Lodge
Birmingham

1535 Montgomery
Highway

Birmingham, AL

1966

32

-



Red Roof Inn
Birmingham

1466 Montgomery
Highway

Birmingham, AL

1986

115

±0.9



Days Inn
Birmingham

1800 Riverchase Drive

Birmingham, AL

1987

65

±3.1



Mircotel Inn Suites
by Wyndham Hoover

500 Jackson Drive

Hoover, AL

2008

59

±3.1



Motel 6 Birmingham

151 Vulcan Road

Birmingham, AL

1983

88

±5.1



Super 8 Homewood
Birmingham

140 Vulcan Road

Birmingham, AL

1986

95

±5.1

Financials

Year	2024	2023	2022	2021
Occupancy	56.48%	54.72%	55.72%	58.53%
ADR (Average Daily Rate)	\$75.31	\$65.81	\$65.51	\$56.63
RevPAR	\$68.86	\$51.27	\$45.90	\$46.22
Revenue				
Rooms	\$460,824	\$460,584	\$452,632	\$411,289
Leases				
Barrister's Tavern	\$50,400	\$50,400	\$50,400	\$50,400
Wings R King	\$42,000	\$42,000	\$42,000	\$42,000
WWW Enterprises	\$504,000			
Mensoob	\$525,000			
TOTAL REVENUE	\$553,224	\$552,984	\$545,032	\$503,689

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BIRMINGHAM

AT A GLANCE

BUSINESS-FRIENDLY CITY

Birmingham, Alabama is a historic and vibrant city located in the north-central part of the state. Known as a major hub in the American civil rights movement, the city offers rich cultural heritage, with landmarks like the Birmingham Civil Rights Institute and the 16th Street Baptist Church. Once a major center for iron and steel production, Birmingham evolved into a diverse economy with strong sectors in healthcare, finance, and education. The city is home to the University of Alabama at Birmingham (UAB), a leading medical and research institution. With a growing food scene, numerous parks, and a revitalized downtown, Birmingham blends Southern charm with urban development, making it a dynamic place to live, work, and visit.

WORLD-CLASS EDUCATION

Birmingham is a regional education hub, led by the University of Alabama at Birmingham (UAB)—a top-tier research university with over 21,000 students and nationally recognized programs in medicine, business, and engineering. The city is also home to Samford University, Birmingham-Southern College, and a network of community and technical colleges that support workforce development. With over 60 colleges and universities within 100 miles, Birmingham offers a strong talent pipeline across multiple industries.

ATTRACTIONS AND TOURISM

Birmingham's hilly, Appalachian foothill topography makes for some of the most breathtaking scenery and beautiful outdoor attractions in the world. The area is known as the cultural and entertainment center of Alabama because it features numerous art galleries and museums, as well as the state's major ballet, opera, and symphony orchestra companies, including the Alabama Ballet, Alabama Symphony Orchestra, Birmingham Ballet, Birmingham Concert Chorale, Sidewalk Moving Picture Festival, and Opera Birmingham. The Birmingham Museum of Art is the largest municipal art museum in the southeastern United States.



**\$68 BILLION GDP
IN BIRMINGHAM**



**\$7 BILLION IN NEW
CAPITAL INVESTMENTS**



**#8 BEST STATE IN U.S.
FOR DOING A BUSINESS**

**MAJOR ECONOMIC HUB:
BIRMINGHAM IS THE LARGEST
CITY IN ALABAMA AND SERVES AS
THE STATE'S PRIMARY BANKING
AND FINANCIAL CENTER, AS
WELL AS A GROWING HUB FOR
HEALTHCARE, EDUCATION, AND
TECH INNOVATION**



**1.2 MILLION PEOPLE RESIDE IN
METRO BIRMINGHAM**

BIRMINGHAM

BUSINESS

In addition to its major industries, **Birmingham, Alabama** offers a supportive environment for small businesses and local entrepreneurs. The city has seen steady growth in sectors such as construction, logistics, and professional services, fueled in part by its improving infrastructure and access to major transportation routes including interstates and railways.

Birmingham's cost of living and business-friendly climate make it an attractive option for new ventures and expansions. The city government and local organizations actively promote economic development through grants, tax incentives, and workforce training programs tailored to meet the needs of evolving industries.

Neighborhood commercial districts, such as those in Avondale and Five Points South, have been revitalized to support boutique businesses, creative agencies, and hospitality ventures. This localized economic activity contributes to the city's diverse and resilient business landscape, offering opportunities beyond the dominant corporate and institutional employers.



In the Area



Major Employers & Job Counts

EMPLOYERS	JOBS
JEFFERSON COUNTY BOARD OF EDUCATION	4,400

EMPLOYERS	JOBS
HONDA MANUFACTURING OF ALABAMA	4,500

EMPLOYERS	JOBS
UNIVERSITY OF ALABAMA AT BIRMINGHAM	28,000
REGIONS FINANCIAL CORPORATION	5,900
CHILDREN'S OF ALABAMA	5,500
CITY OF BIRMINGHAM	4,200

EMPLOYERS	JOBS
BROOKWOOD BAPTIST HEALTH	5,800
ST. VINCENT'S HEALTH SYSTEM	4,517
AT&T	5,100

EMPLOYERS	JOBS
MERCEDES-BENZ U.S. INTERNATIONAL, INC.	6,300

SUBJECT PROPERTY



UAB



The University of Alabama at Birmingham (UAB) is the state's largest single-site employer, with over 28,000 full-and part-time faculty, staff, and clinicians across its academic and healthcare enterprises. As a leading academic medical center, UAB Medicine delivers care to more than 1.6 million patients annually, supported by 87.5 million outpatient clinic visits and 139,059 emergency department visits each year. UAB Hospital—the flagship facility with 1,207 beds—is the eighth-largest hospital in the United States, managing nearly two million patient visits annually and serving as Alabama's only ACS-verified Level I adult trauma center. Beyond patient care, UAB's vibrant campus welcomes thousands of visitors for academic conferences, cultural events, and community programs each year, while its network of over 149,000 active alumni strengthen regional work force development and engagement across the globe.



Demographic Overview



POPULATION

1 MILE	3 MILES	5 MILES
9,387	68,654	152,063

ESRI 2025



OF HOUSEHOLDS

1 MILE	3 MILES	5 MILES
4,536	31,825	69,657

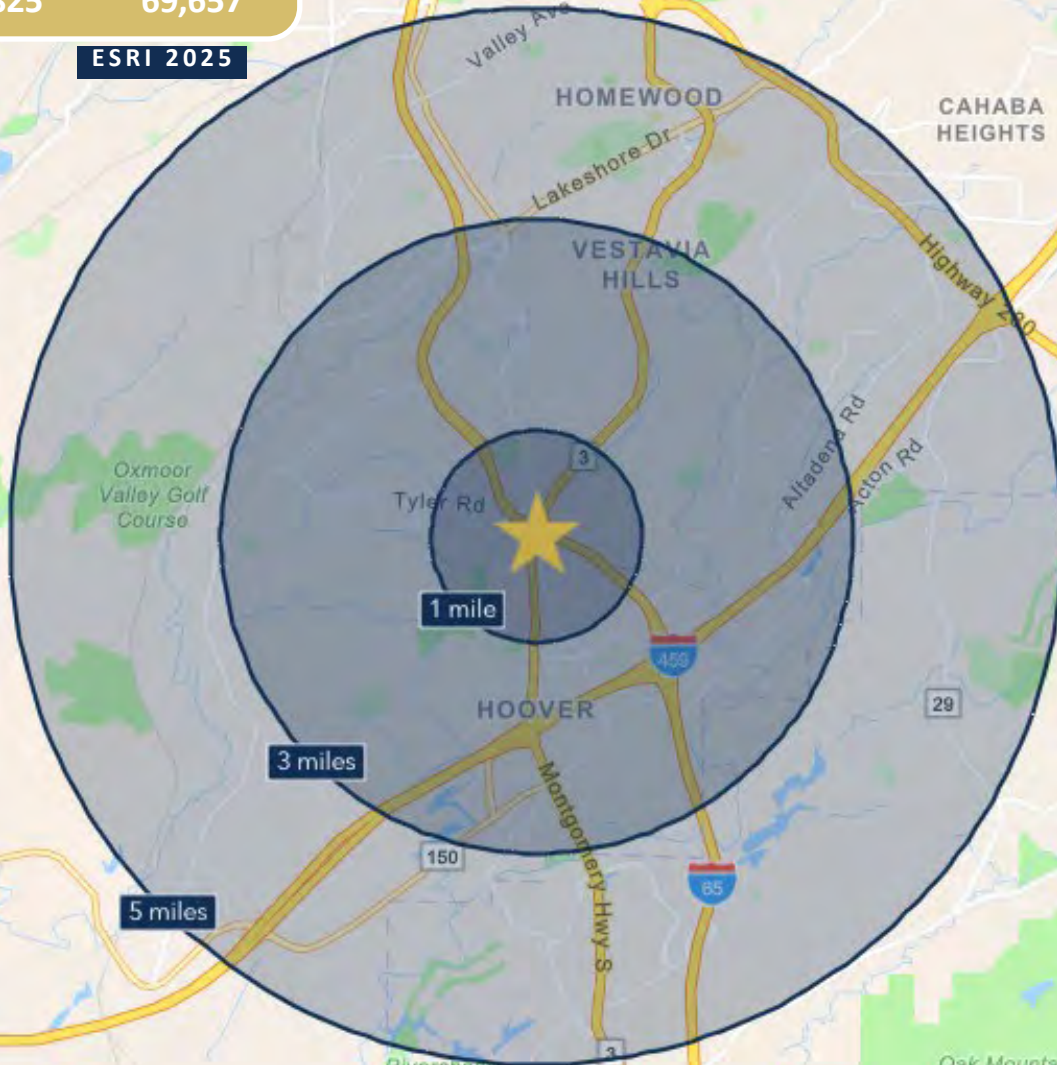
ESRI 2025



AVG. HOUSEHOLD INCOME

1 MILE	3 MILES	5 MILES
\$117,962	\$128,671	\$134,968

ESRI 2025



ABOUT BULL REALTY

MISSION:

To provide a company of advisors known for integrity and the best disposition marketing in the nation

SERVICES:

Disposition, acquisition, project leasing, tenant representation and consulting services

SECTORS OF FOCUS:

Office, retail, industrial, multifamily, land, healthcare, senior housing, self-storage, hospitality and single tenant net lease properties

AMERICA'S COMMERCIAL REAL ESTATE SHOW:

The firm produces the nation's leading show on commercial real estate topics, America's Commercial Real Estate Show. Industry economists, analysts and leading market participants including Bull Realty's founder Michael Bull share market intel, forecasts and strategies. The weekly show is available to stream wherever you get your podcasts or on the show website: www.CREshow.com.

JOIN OUR TEAM

Bull Realty is continuing to expand by merger, acquisition and attracting agents with proven experience. As a regional commercial brokerage firm doing business across the country, the firm recently celebrated 27 years in business.

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BULL REALTY

ASSET & O&M



27
YEARS IN
BUSINESS



ATL
HEADQUARTERED IN
ATLANTA, GA

LICENSED IN
8
SOUTHEAST
STATES



Broker Profiles



TOM FRENCH
President, The Hospitality Group
404-876-1640 x147
Tom@BullRealty.com

Tom French joined Bull Realty with more than 25 years of successful experience in the hospitality industry. As President of the Hospitality Group, Tom specializes in hotel acquisition and disposition services, including single asset and portfolio sales.

During his professional career, Tom has served a number of roles within the hotel and customer service sectors. With concentrations on finance, market analysis and investment, he has assisted in closings exceeding \$500 million in hotel transactions.

Tom earned his BA in Hotel Restaurant and Institutional Management from Michigan State University. He continues his education with CCIM and other industry affiliations.

Tom spends his time with his 6 children at their home in Ball Ground, Georgia. He is very active in their lives and interests as well as his church. Tom is also on the board of several non-profit organizations, active in Rotary and is an avid lifetime supporter of Boy Scouts. Tom enjoys reading, hiking and backpacking and whitewater rafting.



KARAN MISTRY
V.P., The Hospitality Group
404-876-1640 x132
Karan@BullRealty.com

Karan Mistry is a seasoned real estate professional specializing in working with clients with the acquisition and disposition of hotels. With a diverse background spanning management, build-to-rent (BTR), and multifamily sectors—alongside extensive experience in institutional asset and portfolio management, capital markets, and trust real estate—he provides Bull Realty’s hospitality clients with strategic guidance tailored to their unique business goals.

Before joining Bull Realty, Karan managed an equity and debt real estate portfolio exceeding \$500 million in assets under management at CBRE, where he served major banking institutions and private equity clients. His investor-focused approach, coupled with expertise across multiple asset classes, has sharpened his skills in strategic planning, financial analysis, modeling, and negotiation.

Karan’s passion for the hospitality industry was sparked at a young age, inspired by both his father and grandfather. His father, a civil engineer, real estate broker, and investor, and his grandfather, a hotelier, instilled in him a deep appreciation for the industry—foundations that have been instrumental in his success.



MICHAEL BULL, CCIM
Commercial Real Estate Advisor
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Michael@BullRealty.com
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Michael Bull, CCIM is the founder and CEO of Bull Realty. He is an active commercial real estate broker licensed in eight states and has assisted clients with over 8 billion dollars of transactions over his 35-year career. Mr. Bull founded Bull Realty in 1998 with two primary missions: to provide a company of brokers known for integrity and to provide the best disposition marketing in the nation. While still well known for effective disposition services, the firm also provides acquisition, project leasing, and site selection/tenant representation in all major property sectors.

Michael’s involvement with professional organizations includes CCIM Institute, National Association of REALTORS, Atlanta Leaders Group, Real Estate Group Atlanta, and the Georgia Bankers Association.

Michael lives in Atlanta and has a home on Lake Lanier. He enjoys spending time with his two adult children, music, stand-up comedy, street motorcycles, off-road performance vehicles, and high-performance boating.

Confidentiality Agreement

This Confidentiality Agreement (“Agreement”) is made and agreed to for the benefit of the undersigned party (“Receiving Party”), the owner of the subject property (the “Seller”) and Bull Realty Incorporated (“Broker”).

Now therefore in consideration of the privileges granted to Receiving Party with respect to receiving certain confidential information, and other good and valuable consideration, the Receiving Party hereby agrees to the following:

I. Confidential Information:

Receiving Party will receive confidential information regarding property referred to as 1513 Montgomery Hwy, Hoover, AL 35216. Prospect agrees to not disclose to any person that the property may be available for sale or lease, or that discussions or negotiations are taking place concerning the property, nor any terms, conditions, or other facts with respect to the property, including but not limited to tenant information, lease rates, lease expirations, income and expenses, and any such possible purchase, including the status thereof. The term “person” used in this agreement shall be interpreted broadly and shall include, without limitation, any corporation, company, partnership or individual other than parties to which Broker approves in writing. Receiving Party may share information with directors, officers, employees, agents, affiliates, counsel, lending sources, accountants or representatives of Receiving Party that Receiving Party notifies of the requirements of this Agreement. Receiving Party agrees to not contact the property owner, the management, tenants, lender, vendors, insurers, employees or customers of any business at the site.

II. Acting as a Principal:

Receiving Party hereby warrants that it is acting as a principal only, and not as a broker, regarding this contemplated transaction. Receiving Party acknowledges that Broker is working an agency capacity as representing the Seller only in this transaction and is the only Broker involved in this potential transaction. Receiving Party agrees to not be involved in any arrangement to lease or purchase the property, in whole or in part, as a lender, partner, buyer of the note, buy in foreclosure, buy from bankruptcy court, or in any other manner acquire an investment in, joint venture or control of the property, unless Broker is paid a commission at closing as per separate agreement with Seller.

This agreement will expire two years from the date hereof.

III. Governing Law

This Agreement shall be governed and construed in accordance with the laws of the State of Alabama.

If you are a broker, or a principal desiring to include an outside broker, contact the listing agent directly for a Buyer and Buyer’s Broker Confidentiality & Commission Agreement.

Accepted and agreed to this _____ day _____ of , 20__.

Receiving Party _____

Signature _____

Printed Name _____

Title _____

Company Name _____

Address _____

Email _____

Phone _____

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**Please sign Confidentiality Agreement
located on Page 22 of this document or
online at WWW.BullRealty.com
to access operating statements and comps**

