



OFFERING MEMORANDUM · EXCLUSIVE LISTING

# Motel 6

# Houma, Louisiana

125 Dixie Avenue · Houma, LA 70363

50

KEYS

\$2,500,000

ASKING PRICE

\$230,220

2025 CASH NOI

Call for Offers

OFFERING FORMAT

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<p><b>\$2,500,000</b>  <b>ASKING PRICE</b>                  \$50,000 per key</p>	<p><b>\$230,220</b>  <b>2025 CASH NOI</b>                  56.9% cash-on-cash margin</p>	<p><b>72.6%</b>  <b>CURRENT OCCUPANCY</b>                  #1 of 5 — 109 MPI</p>	<p><b>Call for Offers</b>  <b>OFFERING FORMAT</b>                  Bracket Real Estate exclusive</p>
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## Offering Summary

<b>PROPERTY</b>	Motel 6 · Houma, Louisiana
<b>ADDRESS</b>	125 Dixie Avenue, Houma, LA 70363
<b>ASKING PRICE</b>	\$2,500,000
<b>PRICE PER KEY</b>	\$50,000 / key
<b>KEYS</b>	50 · Interior Corridor
<b>YEAR BUILT / RENO</b>	2005 · Full Renovation 2022-2023
<b>FLAG / BRAND</b>	G6 Hospitality — Motel 6
<b>FRANCHISE TERM</b>	15 Years (executed July 29, 2024)
<b>2025 REVENUE</b>	\$404,839
<b>2025 CASH NOI</b>	\$230,220 · before depreciation & debt service
<b>OCCUPANCY</b>	72.6% · #1 of 5 in competitive set · 109 MPI
<b>OFFERING FORMAT</b>	Call for Offers
<b>EXCLUSIVE BROKER</b>	Josh Oswald, Partner — Bracket Real Estate, Inc.

## The Opportunity

Motel 6 Houma is a 50-room nationally flagged economy hotel that completed a comprehensive ground-up renovation in 2022-2023, replacing every major system. The asset enters the market in like-new physical condition with no deferred maintenance, no pending PIP, and zero capital required on day one.

The property leads its competitive set in occupancy with a 109 Market Penetration Index. ADR of \$44-\$46 against a comp set averaging \$85 represents the primary value-add opportunity. The physical product has been rebuilt to compete at any price point — the rate gap belongs entirely to the incoming operator.

Located at the gateway to Port Fourchon and the Gulf of Mexico offshore energy industry, the property benefits from non-seasonal, workforce-driven demand supplemented by two major healthcare anchors within five minutes.

<p><b>Like-New Asset</b>                  Ground-up renovation 2022-2023. Every system replaced. No deferred maintenance. No PIP. Zero capex required on day one.</p>	<p><b>\$38-\$40 ADR Upside</b>                  Comp set averages \$85 ADR. Rate gap is a channel management opportunity — not a market problem. Fully captured by the incoming operator.</p>	<p><b>Energy Market Anchor</b>                  Port Fourchon — primary onshore hub for Gulf deepwater operations — sits 3 miles south. Consistent, non-seasonal workforce demand year-round.</p>
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# Property Description

Motel 6 Houma · 125 Dixie Ave, Houma LA 70363 · 50 Keys · Fully Renovated 2022-2023



## Property Overview

A fully renovated, nationally flagged economy hotel at the gateway to Louisiana's offshore energy economy. The 2022-2023 renovation was comprehensive — not cosmetic. Every guestroom, every building system, and every mechanical component was replaced. A buyer is not acquiring a 20-year-old hotel; they are acquiring a like-new asset.

ATTRIBUTE	DETAIL
<b>Property Type</b>	Hospitality / Economy Transient · 50 Rooms · Interior Corridor
<b>Year Built / Reno</b>	2005 · Full renovation 2022-2023 — all systems replaced
<b>Renovation Scope</b>	Roof, electrical, plumbing, HVAC, all 50 PTACs, FF&E, flooring, bathrooms
<b>Internet / Security</b>	1 Gbps fiber optic infrastructure · Iron perimeter fencing installed
<b>Amenities</b>	Free parking · Pet friendly · 24-hr front desk · Daily housekeeping
<b>Franchise</b>	Motel 6 / G6 — 15-yr agreement executed 7/29/24 · No outstanding PIP

# Investment Highlights

MOTEL 6 · HOUMA, LOUISIANA

- 01 #1 Occupancy in Competitive Set**  
72.6% occupancy, 109 Market Penetration Index — outperforming all five comp set peers. Rolling 28-day MPI of 104. YOY RevPAR growth of +97% ranks #1 of 5.
- 02 Fully Renovated — Nothing Left to Fix**  
Ground-up renovation 2022-2023. New roof, all 50 PTACs, full electrical and plumbing, all FF&E, drywall, flooring, bathrooms throughout. 1 Gbps fiber optic. Iron perimeter fencing. No deferred maintenance. No PIP. Zero capex required day one.
- 03 Nationally Flagged — Franchise Executed July 2024**  
15-year Motel 6 / G6 Hospitality franchise executed July 29, 2024. Fully brand-compliant at execution. G6 operates the largest economy lodging network in North America — OTA distribution and My6 loyalty included.
- 04 ADR Upside vs. Competitive Set**  
Property ADR \$44-\$46. Comp set average \$85. A \$38-\$40/night gap on a fully rebuilt product — a revenue management opportunity, not a market problem. Rate recovery belongs entirely to the incoming operator.
- 05 Energy Market Demand — Port Fourchon Corridor**  
Houma supports 62,000+ direct energy jobs. Port Fourchon — primary onshore support base for Gulf offshore operations — sits just south. Rotation-based demand from major operators is consistent and non-seasonal year-round.
- 06 Dual Healthcare Anchors Within 5 Minutes**  
Leonard J. Chabert Medical Center (3 min) and Terrebonne General Health System (5 min) add travel nurse, vendor, and patient-family demand supplementing the energy base.
- 07 \$230,220 Cash NOI — First Full Year Post-Renovation**  
2025 trailing cash NOI after removing non-cash depreciation (\$91,764) and mortgage interest (\$149,851). Total revenue \$404,839. First full year post-renovation — ramp ongoing.
- 08 Priced at \$50,000 Per Key**  
\$2,500,000 — well below new construction cost of \$100,000-\$120,000/key. Renovation premium fully documented. Rate recovery story belongs to the buyer.

## Investment Thesis

The property leads its market on occupancy. The renovation eliminates all capital risk. The demand base is non-seasonal and workforce-driven. The rate gap — \$38-\$40/night on a fully rebuilt product — is the single largest value creation lever and belongs entirely to the incoming operator. At \$50,000 per key, the price reflects current income, not stabilized performance.

# Financial Performance

<h2>Completed</h2> <p><b>Full Renovation</b> 2022-2023</p>	<h2>0</h2> <p><b>Outstanding PIP Items</b> Fully brand compliant</p>	<h2>\$0</h2> <p><b>Buyer Capex Required</b> Day-one turnkey</p>
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## 2025 Profit & Loss — Jan-Dec 2025

LINE ITEM	AMOUNT	% REV
<b>Total Revenue</b>	<b>\$404,839</b>	100%
Salaries & Wages	\$64,471	15.9%
Motel Supplies	\$51,549	12.7%
Property Tax	\$21,807	5.4%
Payroll Tax	\$5,531	1.4%
Credit Card Processing	\$8,270	2.0%
Utilities	\$12,278	3.0%
Rent on Equipment	\$3,394	0.8%
Professional & Legal	\$3,145	0.8%
Other (supplies, bank, permits)	\$2,643	0.6%
<b>Total Cash Operating Expenses</b>	<b>\$174,619</b>	43.1%
<b>CASH NOI (before depreciation &amp; debt service)</b>	<b>\$230,220</b>	<b>56.9%</b>
Depreciation / Amortization / Mortgage Interest (excluded)	(\$242,320)	—
<b>Net Income (as reported)</b>	<b>(\$12,100)</b>	—

The reported net loss reflects \$149,851 in mortgage interest and \$91,764 in non-cash depreciation — owner-specific items that do not transfer with the sale. Cash NOI of \$230,220 is the correct basis for buyer underwriting.

## Stabilized Pro Forma (Base Case)

	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5
Occupancy	66%	70%	72%	74%	75%
ADR	\$48	\$55	\$60	\$63	\$65
Total Revenue	\$297,706	\$360,350	\$405,200	\$436,944	\$456,438
Operating Expenses	\$156,000	\$168,000	\$175,000	\$182,000	\$188,000
<b>NET OPERATING INCOME</b>	<b>\$141,706</b>	<b>\$192,350</b>	<b>\$230,200</b>	<b>\$254,944</b>	<b>\$268,438</b>
<b>Cap Rate on \$2.5M</b>	<b>5.67%</b>	<b>7.69%</b>	<b>9.21%</b>	<b>10.20%</b>	<b>10.74%</b>

# STR Benchmarking & Market Performance

## STR Performance vs. Competitive Set

PERIOD	THIS PROPERTY			COMP SET		INDEX (100 = PARITY)		
	OCC	ADR	REVPAR	OCC	ADR	MPI	ARI	RGI
Curr Wk (Apr 26–May 2 '26)	72.6%	\$46.33	\$33.62	66.5%	\$84.92	109	55	60
Rolling 28 Days	66.4%	\$44.64	\$29.65	63.9%	\$84.49	104	53	55
Full Year 2025 (est.)	49.3%	\$54.53	\$26.89	—	—	—	—	—

<p style="font-size: 2em; text-align: center;"><b>109</b></p> <p style="text-align: center;"><b>MARKET PENETRATION INDEX</b></p> <p style="text-align: center;">#1 of 5 — current week</p>	<p style="font-size: 2em; text-align: center;"><b>+97%</b></p> <p style="text-align: center;"><b>YOY REVPAR GROWTH</b></p> <p style="text-align: center;">Current week vs. prior year</p>	<p style="font-size: 2em; text-align: center;"><b>\$38-\$40</b></p> <p style="text-align: center;"><b>ADR UPSIDE / NIGHT</b></p> <p style="text-align: center;">vs. \$85 comp set average</p>	<p style="font-size: 2em; text-align: center;"><b>104</b></p> <p style="text-align: center;"><b>28-DAY MPI</b></p> <p style="text-align: center;">#2 of 5 — rolling period</p>
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## Key Takeaways

The subject property leads its competitive set in occupancy — 109 MPI current week, 104 MPI on a rolling 28-day basis. +97% YOY RevPAR growth outpaces every competitor in the set. This is not a market gaining steam; it's a specific asset outperforming its peers because of physical product quality and consistent demand.

ADR of \$44-\$46 against a comp set averaging \$85 represents a \$38-\$40/night gap. The physical product has been rebuilt — the gap is channel mix and revenue management, not product quality. The rate recovery opportunity belongs entirely to the incoming operator and is not priced into the \$50,000/key ask.

## Houma, Louisiana — Market Demand Drivers

**Port Fourchon Energy Corridor:** Nearly 90% of U.S. deepwater oil production passes through facilities in and around Houma. Schlumberger, BP, Halliburton, and dozens of service companies maintain permanent local workforce presence. The rotation cycle generates consistent weekly lodging demand that does not follow leisure travel seasonality.

**Healthcare Anchors:** Leonard J. Chabert Medical Center (3 min) and Terrebonne General Health System (5 min) contribute travel nurse, vendor, and patient-family demand — a second non-seasonal demand layer on top of the energy base.

**Competitive Set:** MainStay Suites (83 rms) · Microtel by Wyndham (63 rms) · Wingate by Wyndham (70 rms) · Quality Inn & Suites (73 rms)

# Offering Process & Contact

This property is being offered exclusively by Bracket Real Estate via a structured Call for Offers process. All qualified buyers are invited to review the offering materials, execute a confidentiality agreement, and submit written offers by the deadline below.

<p><b>Step 1 – Review</b> Download and review the Offering Memorandum and execute a confidentiality agreement to access the full data room. → <a href="#">View Listing &amp; Sign NDA</a> bracketre.com/listing/motel-6-houma</p>	<p><b>Step 2 – Tour</b> Tour dates to be announced. Contact the listing broker to schedule. All tours by appointment only.</p>	<p><b>Step 3 – Submit Offer</b> Proof of funds and offers to be submitted through the Bracket Property page: → <a href="#">View Listing &amp; Submit Offer</a> bracketre.com/listing/motel-6-houma</p>	<p><b>Step 4 – Close</b> Seller reviews all offers. G6 franchise transfer approval required. Allow 60-90 days from executed contract to close.</p>
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## Data Room – Available Upon Executed NDA

- 2025 P&L statement (Jan-Dec 2025)
- 2026 YTD internal hotel performance report
- Weekly and monthly STR STAR reports
- G6 Hospitality franchise agreement (fully executed)
- Renovation scope and ownership documentation
- Franchise transfer process and fee schedule
- Property tax records and county assessment
- Title report (upon request)

### Financing

All-cash or conventionally financed offers considered. Seller may consider limited seller financing on acceptable terms for a qualified buyer.

### G6 Franchise Transfer

Buyer must apply for and receive G6 Hospitality franchise approval. New PIP required. Seller to cooperate with transfer. Allow 60-90 days from contract.

### Co-Brokerage

Bracket Real Estate cooperates with qualified buyer's brokers. Contact the listing broker to discuss co-op terms before submitting an offer.

### Confidentiality

All information is confidential. Recipients agree not to share, reproduce, or distribute any materials without prior written consent of the listing broker.

CONTACT — EXCLUSIVE LISTING BROKER

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All inquiries, tours, and offers should be directed to the listing broker. Do not contact the owner or property staff directly.



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