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OFFERING MEMORANDUM

# 711 LENOX AVENUE

*BARS HOTEL — South Beach Boutique Bed & Breakfast*

Licensed, operating 8-room Spanish Revival Art Deco landmark in the heart of Miami Beach

 Douglas Elliman

# Confidentiality & Offering Procedure

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## OFFERING PROCEDURE

Offers should be submitted in the form of a Purchase and Sale Agreement or Letter of Intent and must specify, at minimum:

- Cover letter introducing buyer and ability to close
- Purchase price
- Earnest money deposit and Escrow Agent
- Length of inspection period
- Additional deposit upon expiration of inspection
- Closing date
- Proof of funds or financing commitment

All inquiries, tours, and offers must be directed exclusively to:

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# Executive Summary

## INVESTMENT HIGHLIGHTS

711 Lenox Avenue — operating as Bars Hotel — is a fully-licensed, turnkey 8-room boutique Bed & Breakfast in the heart of Miami Beach's Art Deco Historic District. Built in 1934 and comprehensively renovated in 2013, the Spanish Colonial Revival property has earned a 14-year track record of guest acclaim, including the #1 Bed & Breakfast in Miami Beach on TripAdvisor.

The asset sits on a 7,500 SF lot inside one of the world's most photographed neighborhoods, an 11-minute walk to the Atlantic, and within blocks of Lincoln Road, Ocean Drive, Flamingo Park, and the Miami Beach Convention Center. A rare combination of historic significance, an active hotel license, and immediate income — supported by a Miami Beach hospitality submarket forecast to deliver 8.6% RevPAR growth in 2026.

- Licensed & operating 8-room boutique hotel (B&B) — turnkey
- Trip Advisor #1 B&B in Miami Beach — 14-year track record
- Art Deco Spanish Colonial Revival — built 1934, renovated 2013
- Walk to Atlantic Ocean (11 min), Lincoln Road, Ocean Drive
- Miami Beach hospitality cap rate ~7.9% (CoStar, June 2026)
- Forecast 2026 submarket RevPAR growth: +8.6% (rate-driven)

## OFFERING SUMMARY

# Bars Hotel

*711 Lenox Avenue, Miami Beach*

PROPERTY TYPE	Boutique B&B Hotel
ROOMS / KEYS	8
LOT SIZE	7,500 SF
BUILDING AREA	2,558 SF
YEAR BUILT / RENO	1934 / 2013
ZONING	3900 Multi-Family
LAND USE	3921 Hotel
FOLIO	02-4203-009-7570
STATUS	Operating, Licensed

## PRICING UPON REQUEST

*Contact listing agent for offering price*

# Bars Hotel — South Beach Icon



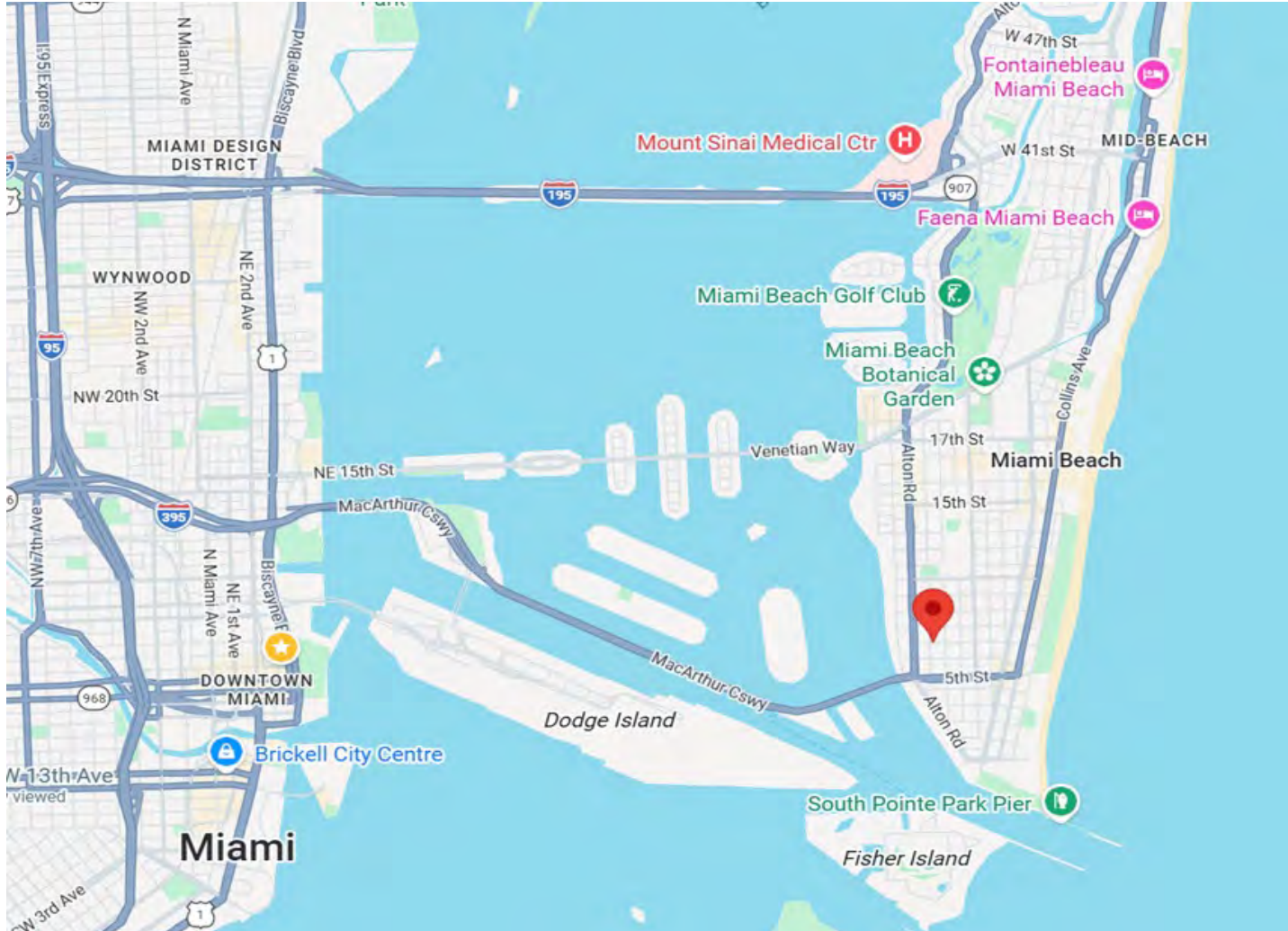
## A LIVING PIECE OF MIAMI BEACH HISTORY

TripAdvisor's #1 Bed & Breakfast in Miami Beach, 711 Lenox Avenue is an Art Deco Spanish Colonial Revival property built in 1934 and comprehensively renovated in 2013 with all mechanical, electrical, and plumbing systems brought to modern standards.

The professionally designed interiors leverage the building's historic significance while delivering modern conveniences and a calming residential vibe — a respite from the energy just outside the door. Eight thoughtfully designed rooms, generous common areas, and a private outdoor patio garden create a guest experience that consistently earns top reviews across booking channels — and a stable, diversified revenue profile for ownership.



# Map & Location



## MIAMI — THE GLOBAL GATEWAY CITY

Miami is the Gateway to the Americas, New York's Sixth Borough, and — per the Financial Times of London — "The Most Important City in America." The metro continues to grow despite headwinds facing other markets.

Geographically, supply is constrained by national parks to the east, west, and south. Demand is fueled by diverse employment, world-class educational and cultural institutions, and year-round access to beaches, parks, and attractions.

South Beach — the barrier island enclave within the City of Miami Beach — is the most famous and most photographed neighborhood in the Miami MSA, and the heart of the global luxury hospitality scene.

# Distance & Walkability

10 miles east of Miami International Airport • 5 miles east of PortMiami — the world's largest cruise port



## BY CAR (MILES)

Miami International Airport	10.0
Miami Design District	7.5
Brickell Financial District	5.2
PortMiami	5.0
Central Business District	4.5
Kaseya Center (Miami Heat)	4.4

## BY FOOT (CITY BLOCKS)

Publix Supermarket	2
Canopy Park	2
Whole Foods	3
Miami Beach Baywalk	3
Flamingo Park & Tennis Center	4
Atlantic Ocean / Lummus Park	7
Historic Ocean Drive	7
Lincoln Road Pedestrian Mall	12
Miami Beach Convention Center	14

# The Art Deco Historic District

Nestled in the heart of Miami Beach's iconic Art Deco Historic District, 711 Lenox Avenue offers future owners and guests of this charming 8-room Bed & Breakfast an unbeatable South Beach location. The address sits just steps from the vibrant energy of one of the world's most celebrated neighborhoods, while remaining in a quiet, residential pocket that feels worlds away from the crowds.

The Art Deco Historic District itself is a living museum of pastel-hued architecture, neon accents, and 1930s glamour — recognized globally as a National Historic Landmark. Guests can stroll out the door and immerse themselves in the district's legendary vibe, with Ocean Drive, Lincoln Road, South Pointe Park, world-famous sidewalk cafés, boutiques, and people-watching — plus sandy beaches just an 11-minute walk away.



# Beach, Parks & Lifestyle

Within a few blocks walk is the Flamingo Park Tennis Center — part of Flamingo Park in Miami Beach — which has 17 clay tennis courts available for public play by day, and lighted after sunset.

The Atlantic Ocean's sandy beaches are easily reachable by a short walk or bike ride. Miami Beach's legendary shoreline — powdery white sand, turquoise waters, and iconic lifeguard towers — stretches for miles.

The city has earned prestigious international acclaim, including being named "North America's Leading Beach Destination" by the World Travel Awards. Miami Beach has also been recognized as the "World's Leading Lifestyle Destination," highlighting its perfect blend of sun, sand, culture, and glamour.



# Property Tour — Suites & Interiors



# Property Tour — Common Spaces & Grounds



# Property Tour —



**★ 4.59**  
How reviews work

Overall rating: 4.59 (represented by a bar chart)

Cleanliness	4.6
Accuracy	4.6
Check-In	4.8
Communication	4.7
Location	4.8

Guest reviews mention: Beach (27), Hospitality (18), Breakfast (9), Location (9)

235 reviews

**Brett**  
8 years on Airbnb

★★★★ August 2025 - Stayed a few nights!  
Great looking place and very affordable.  
Breakfast is delicious.

Bars B&B South Beach Miami | Deals | About | Location | Reviews | [Check availability](#)

**4.3** Very Good (1312 reviews)

#1 of 3 B&Bs in Miami Beach

Location	4.5
Rooms	4.2
Value	4.3
Cleanliness	4.5
Service	4.6
Sleep Quality	4.1

Property amenities:

- Free parking
- Free High Speed Internet (WiFi)
- Free breakfast
- Concierge
- Non-smoking hotel
- Outdoor furniture
- Shared lounge / TV area

Room features:

- Bathrobes
- Housekeeping
- Clothes rack
- Flat-screen TV
- iPod docking station
- Bath / shower
- Complimentary toiletries
- Hair dryer

Room types:

- Non-smoking rooms
- Family rooms

Good to know:

HOTEL CLASS: ★★

HOTEL STYLE: Charming, Residential Neighborhood

LANGUAGES SPOKEN: English, French, Spanish, Romanian



# Awards, Reviews & Brand Equity

## A 14-Year Track Record of 5-Star Hospitality

*Bars Hotel earns top ratings across every major travel platform — TripAdvisor, Booking.com, Expedia, Airbnb, and Google. Repeat-guest behavior and consistent high occupancy underline the brand equity already in place.*

# #1

Trip Advisor B&B in Miami Beach

# 9.5

Booking.com Guest Score

# 4.9

Airbnb Superhost Rating

# 14

Years of Operating History

### WHAT THIS MEANS FOR INVESTORS

Established brand equity reduces marketing spend and lease-up risk. The property already ranks at the top of organic search and review platforms, generating direct bookings and high-quality repeat traffic — a defensible moat that a new owner inherits at closing. With a fully transferable B&B license under Miami Beach's hotel zoning code, the asset is ready to operate from day one. All marketing, branding, website, major Online Travel Accounts, and pre-bookings are sold with the real estate. A turn-key operation that could benefit from a new owner's touch and modern marketing perspectives.

# Miami Beach Hospitality — Supply & Demand

Source: CoStar Group, Miami Beach Hospitality Submarket Report — June 2026



## DEMAND — REGAINING MOMENTUM

Hotel performance in Miami Beach is accelerating. Through April 2026, the 12-month RevPAR grew 3.7%, with a 5.8% ADR gain offsetting a modest occupancy softening. Q1 compression was driven by the College Football Playoff National Championship, the Miami Open, and Ultra Music Festival.

The FIFA World Cup arriving in summer 2026 — with Miami hosting four group-stage matches, a Round of 32, a Round of 16, and a third-place playoff — is expected to drive incremental hotel demand and pricing power. CoStar forecasts 2026 full-year RevPAR growth of +8.6%, with rate gains as the primary driver. Transient travelers — Bars Hotel's core demand segment — represent 80%+ of submarket demand and a \$50+ weekend rate premium.

## SUPPLY — STRUCTURALLY CONSTRAINED

1,232 hotel rooms are under construction across 4 hotels (5.3% of existing inventory). The pipeline is led by the 800-room Grand Hyatt Miami Beach Convention Center (late 2027) and the 289-room Hilton Miami Beach (2H 2026). An additional 1,200 rooms are in final planning across seven projects.

New construction is structurally constrained by Art Deco historic preservation and the scarcity of beachfront parcels. Renovations of existing properties — including the Aman, Bulgari, Delano, SLS, Shore Club, and Rosewood Raleigh redevelopments — are supplementing, not duplicating, the inventory base. 1,800 rooms are currently in temporary closure for major overhauls.

# Five-Year Performance Forecast

*Demand growth expected to outpace supply additions through 2029 — supporting rate-driven RevPAR gains.*

Year	Occupancy	ADR	RevPAR	RevPAR Δ	Supply Δ	Demand Δ
2025 (Actual)	71.4%	\$289	\$206	-0.1%	+0.7%	-0.2%
2026 (F)	72.1%	\$311	\$224	+8.6%	+1.2%	+2.2%
2027 (F)	71.1%	\$316	\$225	+0.3%	+2.5%	+1.1%
2028 (F)	72.2%	\$320	\$231	+2.6%	+3.0%	+4.6%
2029 (F)	73.4%	\$326	\$240	+3.8%	+0.0%	+1.7%
2030 (F)	73.8%	\$333	\$245	+2.5%	+0.0%	+0.5%

## KEY TAKEAWAYS FOR THE 711 LENOX INVESTMENT THESIS

- 2026 RevPAR forecast +8.6% — rate-led, with FIFA World Cup providing a one-time demand tail-wind.
- Demand growth outpaces supply additions across the forecast horizon — long-term pricing power for owners.
- Construction pipeline is dominated by the convention-center anchored Grand Hyatt — additive to group/convention demand, complementary (not competitive) to a boutique B&B.

# Pipeline & Recent Comparable Hotel Sales

## UNDER CONSTRUCTION — 1,232 ROOMS

### Grand Hyatt Miami Beach

Luxury · 800 rooms · Nov 2027

1701 Convention Center Dr — Terra Group / Hyatt

### Hilton Miami Beach

Upper Upscale · 289 rooms · Oct 2026

2000 Park Ave — Chetrit Group / Hilton

### Collins Court South Beach

Midscale · 95 rooms · Aug 2026

1221 Collins Ave — The Chetrit Group

### Miami Beach Boutique Hotel

Upper Midscale · 48 rooms · Dec 2026

2814 Collins Ave

## RECENT HOTEL SALES — PAST 12 MONTHS

### Rosewood The Raleigh

**\$204.1M**

1775 Collins Ave · Oct 2025

Luxury · 60 keys · 1940

\$3.40M / key

### Angler's Hotel Miami

**\$43.5M**

600 Washington Ave · Dec 2025

Luxury · 132 keys · 2007

\$329K / key

### Fairwind Hotel Miami

**\$31.0M**

1000 Collins Ave · Oct 2025

Upper Midscale · 104 keys

\$298K / key

### Hotel Trouvail

**\$10.0M**

3101 Indian Creek · Jul 2025

Upper Midscale · 71 keys

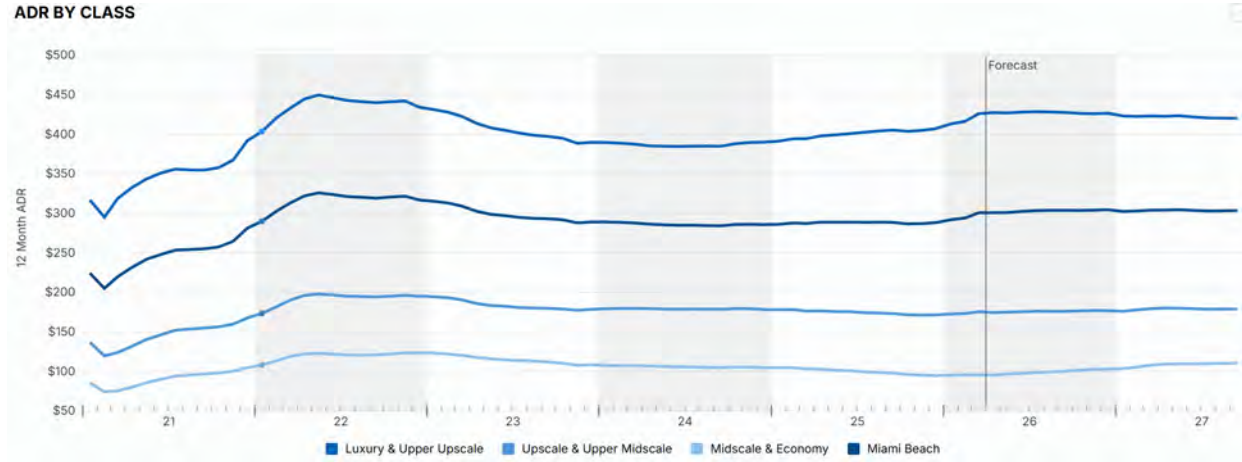
\$141K / key

## BENCHMARK CONTEXT

Past-12-month average price/key in Miami Beach: ~\$654,000 across 8 transactions totaling \$340M. Submarket cap rate: 7.9%. Boutique trades cluster at \$300K–\$330K/key; luxury and trophy assets command multi-million/key valuations driven by branded-residence components. Source: CoStar Group, June 2026.

# Proforma & Key Performance Indicators

Performance Benchmarks — Smith Travel Research (STR), Boutique Hotels of South Beach



## EVENT-DRIVEN COMPRESSION CALENDAR

Miami Beach hosts a year-round calendar of cultural festivals, conventions, and trade shows that drive RevPAR compression.

- Miami International Boat Show — February
- South Beach Wine & Food Festival — February
- Miami Open Tennis — March
- Ultra Music Festival — March
- Formula 1 Miami Grand Prix — May
- Miami Swim Week — May/June
- FIFA World Cup matches — Summer 2026
- Miami International Auto Show — September
- Art Basel Miami Beach — December

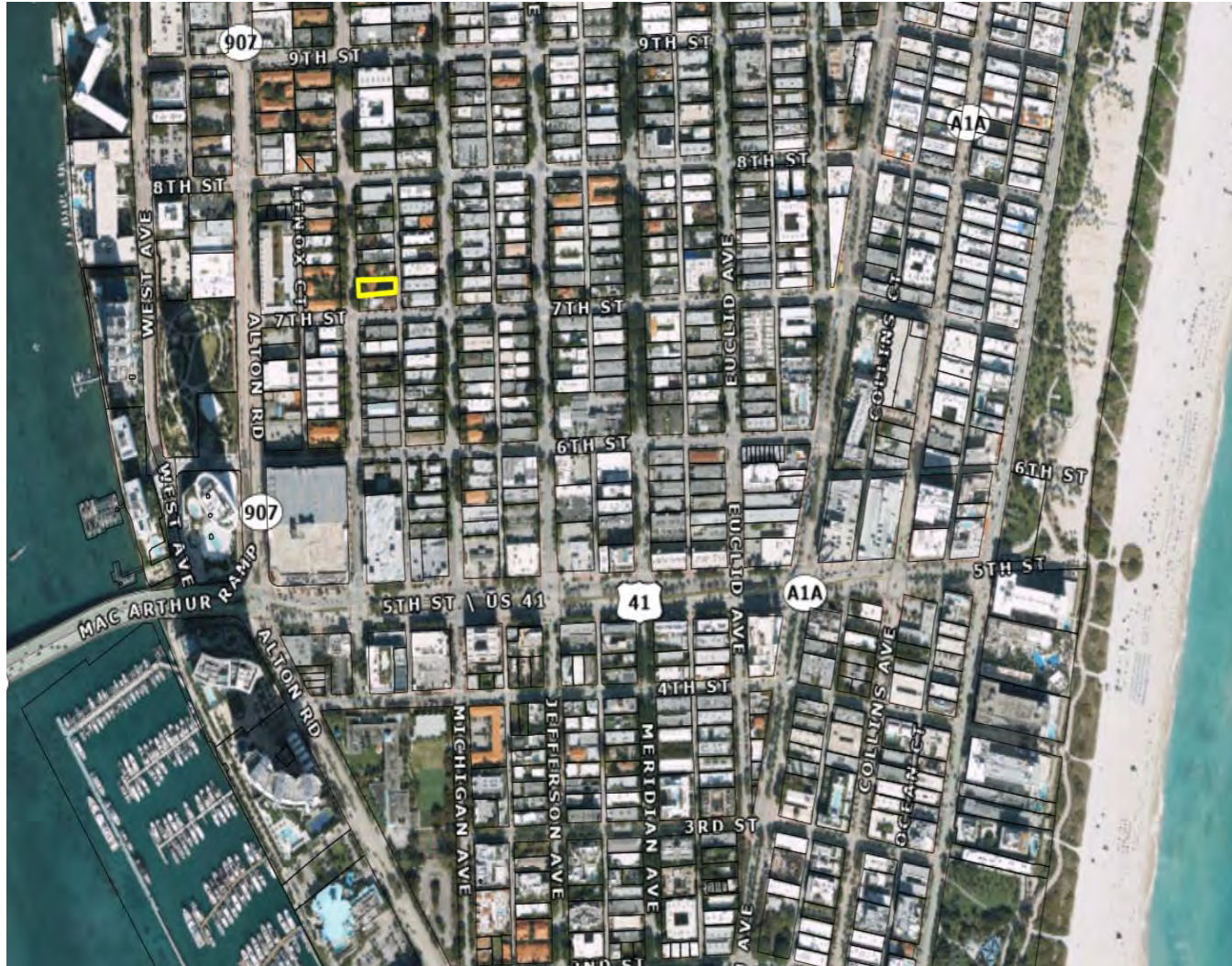
February typically registers the peak of South Florida's tourist season.

## BARS HOTEL — POSITIONING

As a boutique B&B at the high end of the Upscale & Upper Midscale segment, Bars Hotel benefits from:

- \$129 segment RevPAR (12-month) — durable rate floor
- 73.0% segment occupancy — above luxury class
- Lower fixed-cost base than full-service hotels
- Demand resilience from individual transient travelers (80%+ of submarket demand)
- Exposure to event-driven compression and weekend rate premium (\$50+)

# Legal & Site Description



PROPERTY DETAIL	
ADDRESS	711 Lenox Ave
CITY	Miami Beach FL 33139
FOLIO	02-4203-009-7570
SUB-DIVISION	Ocean Beach Addn No. 3
PRIMARY ZONE	3900 Multi-Family 38-62 U/A
LAND USE	3921 Hotel
LIVING UNITS	8
ACTUAL AREA	2,558 SF
LIVING AREA	2,558 SF
ADJUSTED AREA	2,530 SF
LOT SIZE	7,500 SF
YEAR BUILT	1934
RENOVATED	2013
STYLE	Spanish Colonial Revival
STATUS	Operating B&B, Licensed

FOR MORE INFORMATION

# Let's schedule a private tour

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