

Rodeway Inn Whitehall

3080 Colby St. Whitehall, MI-49461

50 Rooms



Brookstone Realtors

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Executive Summary



SALES PRICE	Unpriced
GROSS INCOME	\$506K
EXPENSES	\$80,260
NOI	\$425,740
Cap rate	19.35%
Lot size	2.0 Acres
SF	22,000 SF
Rooms	50
Buildings	1
Year built	1989
Zoning	MI Limited
Market	Holland & Muskegon -GR
Submarket	Northern Muskegon County

PROPERTY OVERVIEW

This established Michigan hospitality asset represents a stabilized, owner-operated motel with a proven track record of consistent cash flow and high-value physical improvements. Located in Whitehall, MI, the property benefits from a prime position within a resilient local market, showing strong recovery and stable demand.

PROPERTY HIGHLIGHTS

- **Ownership has maintained a strong commitment to asset preservation, reinvesting over \$65,000 into the property since 2022.** The facility features a roof replaced in 2015 and a scheduled boiler upgrade for 2026. Recent improvements include a 2023 parking lot reseal and restripe, alongside the continued utilization of P-tech heating and cooling units to ensure high-standard guest comfort.
- **Modern Amenities:** Operational costs confirm a focus on the guest experience, including dedicated spending on room cable subscriptions and high-quality hotel supplies
- **Prime Hospitality Corridor:** Operating under the 721110 business code (Hotels and Motels), the property is a staple of the Whitehall community.
- **Well-Maintained Grounds:** Expenses highlight ongoing professional maintenance for "Lawn Care & Snow Removal," ensuring the property maintains curb appeal year-round in the Michigan climate

Income & Expenses

Gross Income:

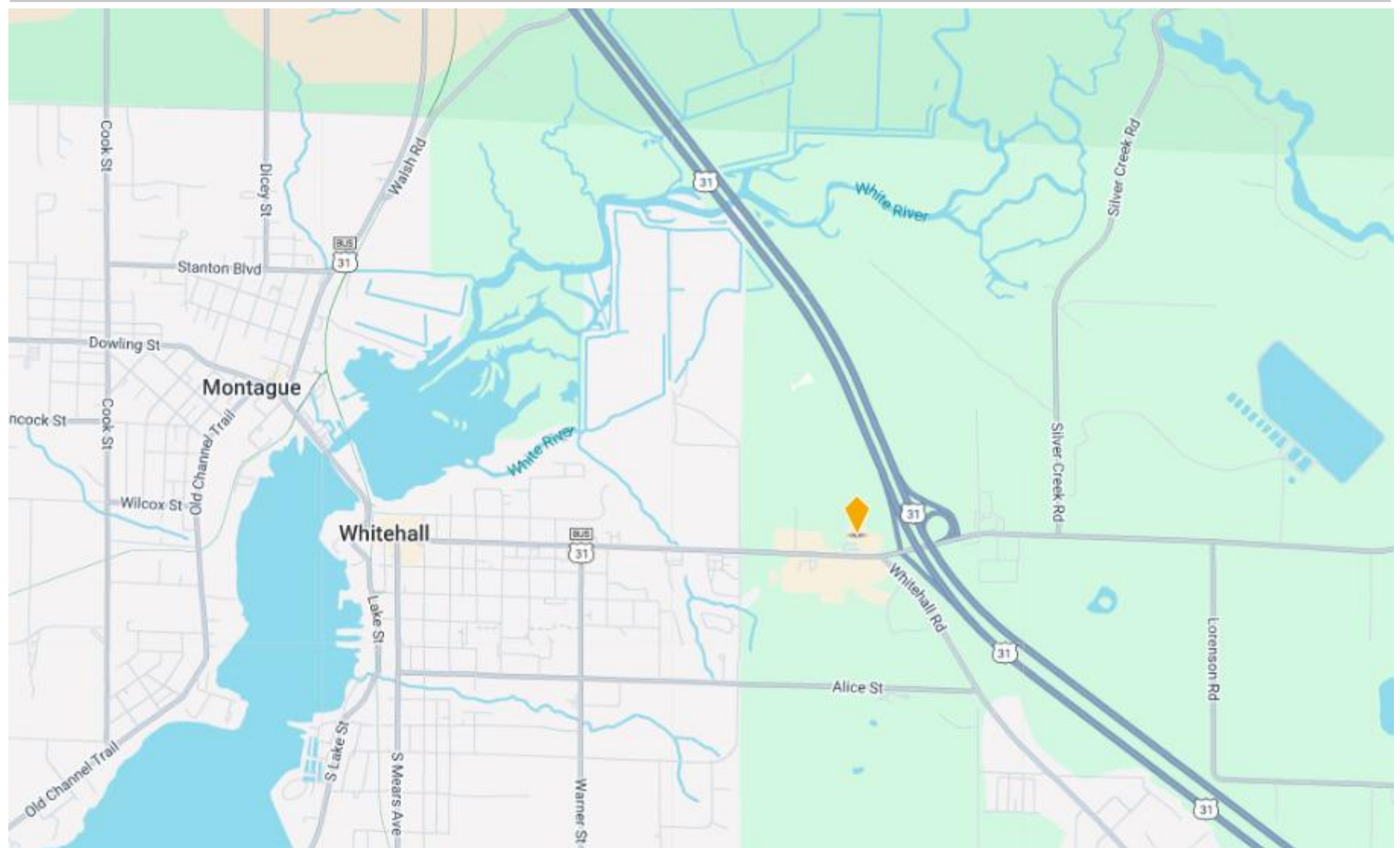
Room Revenue	\$475.092
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Expenses:

Water	\$3600
Gas	\$4200
Electric	\$19800
Internet & Cable	\$1400
Garbage	\$960
Taxes	\$15000
Insurance	\$35000
Grass/snow	\$1000
Total	\$80,960

Net Operating Income: **\$425,740**

Street Overview



Aerial Overview

07/11/2014



Location Overview

Whitehall, Michigan, is a scenic lakefront community on **White Lake**, serving as a strategic "gateway" to Lake Michigan. Located just 10 miles north of Muskegon, it offers a high-quality small-town atmosphere with the infrastructure of a full-service city.

Location Highlights

- **Economic Anchors:** Supported by a robust manufacturing sector, including aerospace leader **Howmet**, and proximity to **Michigan's Adventure**, the state's largest amusement park.
- **Tourism & Recreation:** A premier destination for boating and outdoor enthusiasts, featuring **Duck Lake State Park**, extensive marinas, and the Fred Meijer Berry Junction Trail.
- **Vibrant Community:** Known for its historic White River Light Station, a thriving downtown arts scene, and annual festivals that drive seasonal foot traffic.
- **Strong Investment:** Boasts over **\$200 million** per square mile in public-private investment since 2012, signaling long-term economic stability.

Would you like me to find specific traffic counts for the roads near the property to include in this section?



Additional Photos



Additional Photos





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