

St. Clair Motor Lodge

INVESTMENT OPPORTUNITY
Boutique Lodging | 18 Keys | Grayson County, KY

A Fully Renovated Mid-Century Roadside Gem | Falls of Rough, Kentucky
13857 Falls of Rough Road | Falls of Rough, KY 40119 | stclairmotorlodge.com

AS SEEN IN: Kentucky Living Magazine | Southern Living | 2023 Best in Kentucky Finalist



EXTERIOR

Classic Drive-Up Motor Court



ROOMS

Individually Designed Interiors



COMMON AREA

Gathering Spaces

THE OPPORTUNITY

The St. Clair Motor Lodge is a rare, turn-key boutique lodging investment combining the genuine character of mid-century Americana with a fully gut-renovated, modern operation. Featured in media outlets, the Lodge is the anchor of the Rough River Lake corridor – a market with limited competition.

PROPERTY OVERVIEW

Property Type: Boutique Motor Lodge / Independent Hotel

Room Count: 18 Keys (Standard + Deluxe w/ Kitchenette)

Address: 13857 Falls of Rough Rd, Falls of Rough, KY

County: Grayson County, Kentucky

Year Built: Circa 1952 | Full Gut Renovation 2020-21

Website: stclairmotorlodge.com

CAPITAL IMPROVEMENTS (2020-2021)

- Renovation included replacement of all damaged drywall, new flooring, all finishes – zero deferred capex
- All-new tiled bathrooms throughout
- High-efficiency HVAC in every room
- Tankless water heaters
- New electrical and plumbing systems, including septic
- New commercial laundry
- All-new FF&E – each room designer-styled

BRAND & REPUTATION

- Featured in Kentucky Living Magazine
- Featured in Southern Living
- 2023 Best in Kentucky Finalist
- Exceptional TripAdvisor + Google reviews
- Active social media – strong organic following

FINANCIAL SUMMARY

2026 Projected Revenue

Provided upon receipt of NDA

(pacing)

Room Count

18 Keys

Revenue / Key

Provided upon receipt of NDA

annualized

NOI

Provided upon receipt of NDA

2026 projections

Asking Price

\$945,000

INVESTMENT HIGHLIGHTS

- Turn-Key – no capex required day one
- All major systems new within 5 years
- Monopoly position in the immediate market
- 4.2 total acres includes 15 covered storage bays for additional revenue stream with flexible zoning

WHAT TRANSFERS WITH SALE

- Brand, logo, domain and website
- Property Management System (PMS) + booking engine
- All property listings and review history
- Active Instagram and Facebook accounts
- All FF&E and operating supplies
- Likely that existing staff will not remain

MARKET CONTEXT & DRIVE-TIME MAP



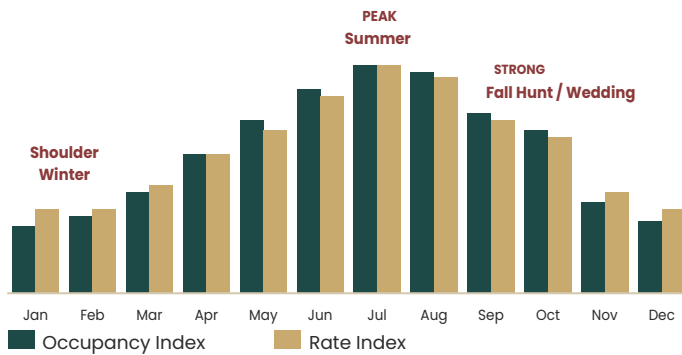
Feeder Markets

- Louisville Metro — 1.5 hrs
- Owensboro MSA — 45 min
- Bowling Green MSA — 1 hr
- Elizabethtown / Ft. Knox corridor — 55 min
- Nashville day-tripper potential via I-65

Market Characteristics

- No national brand flags within 20 miles
- Nearest boutique lodging comp: 30+ miles
- State park drives year-round visitation
- Growing regional interest in lake/outdoor tourism
- Active airport at State Park

ILLUSTRATIVE SEASONAL DEMAND PATTERN



* Illustrative seasonal pattern based on regional lake/outdoor tourism markets. Actual data provided upon request.

DEMAND DRIVERS

- Rough River Dam State Resort Park — 1 mile (boat ramp, rentals, trails)
- Rough River Lake – fishing, boating, watersports destination
- Park amenities: airport, tennis, volleyball, disc golf
- Fall hunt/wedding season drives strong Q3/Q4 occ
- Drive market: Louisville (1.5 hrs), Owensboro (45 min)
- Zero comparable boutique lodging in the immediate market

DEAL SUMMARY & PROCESS

Asking Price: \$945,000

Cap Rate: Provided upon receipt of NDA

Financing: SBA 7(a) / 504 Potential

Real Estate: Fee Simple — Land + Building Included

Inventory: All FF&E Included in Sale

COMPETITIVE LANDSCAPE

Property	Keys	Type	Distance
St. Clair Motor Lodge	18	Boutique/Ind.	SUBJECT
Rough River State Park Lodge	40	State Park	1 mi
Nearest budget motel	~30	Flag/Budget	~8 mi
Bardstown Motor Lodge	30+	Boutique	~40 mi
Lakehouse Inn/Sledd Creek	~20	Boutique	~50 mi
Louisville CBD hotels	N/A	Full Service	1.5 hrs

No boutique independent lodging competes within the immediate Rough River Lake market.



Process: NDA Financials Letter of Intent PSA

Due Diligence: Full cooperation; 3 yrs financial estimates

Transition: Seller available for operating transition period

Ideal Buyer: Owner-operator, lifestyle investor, or small portfolio

Timeline: Flexible

To Request an NDA or Additional Information, Contact:

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