

OFFERING MEMORANDUM
Country Inn & Suites

121 MERWIN WAY
Fond Du Lac, WI 54937

PRESENTED BY:

EDWARD RUPP
Phone: 952.820.1634
edward.rupp@svn.com



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COUNTRY INN & SUITES

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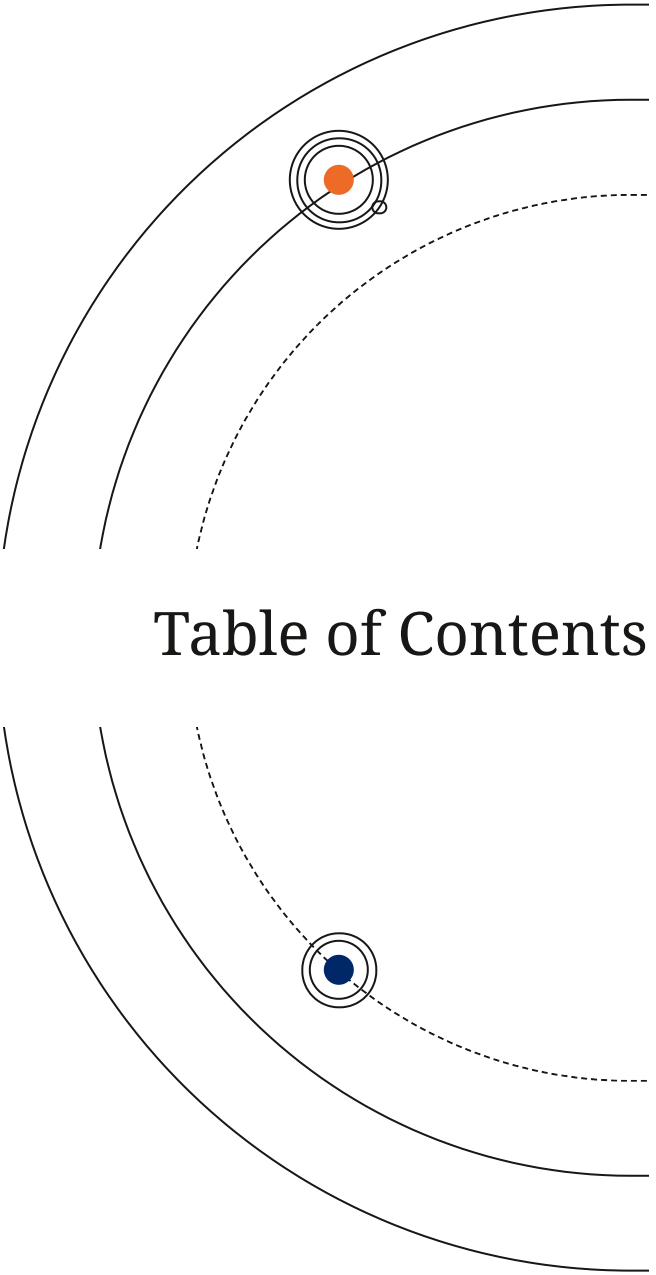


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A modern hotel room with a large bed, a desk, a TV, and a window. The room is well-lit and features contemporary decor. A large bed with a striped runner is in the foreground. To the right, there is a desk with a chair, a lamp, and a TV. A window with curtains is in the background. A red armchair is also visible near the window.

SECTION 1
Property
Information

PROPERTY SUMMARY



OFFERING SUMMARY

SALE PRICE (FEE SIMPLE):	\$5,750,000
CAP RATE:	10.11%
EBITDA (2023-2025 AVERAGE):	\$581,217
BUILDING SIZE:	44,023 SF
ROOMS:	65 Rooms
YEAR BUILT:	2002
ZONING:	C-2
LISTING WEBSITE:	northco.com

PROPERTY OVERVIEW

SVN | Northco is pleased to present, as exclusive advisor to ownership, the Country Inn & Suites Fond du Lac (“Property”), located in Fond du Lac, Wisconsin. The well-maintained, 65-room hotel offers a strong mix of amenities, including an indoor pool, hot tub, fitness center, complimentary breakfast, business center, meeting space, and inviting common areas featuring a fireplace lobby and library.

Guest rooms are equipped with refrigerators, microwaves, and complimentary high-speed internet, while additional property features include a 24-hour front desk, express check-in/out, a snack bar/deli, and ample on-site parking. The hotel maintains broad appeal to both business and leisure travelers through its comfortable accommodations, convenient amenities, smoke-free environment, and accessibility features.

Operating under the Country Inn & Suites brand, part of Choice Hotels, the Property benefits from the support, reservation platform, and brand recognition of a globally established hospitality company. Combined with consistent demand drivers and opportunities to further enhance performance, the Property presents a compelling investment opportunity with stable current operations and additional upside potential.

PROPERTY INFORMATION



SALE HIGHLIGHTS

- Well-located 65-key hotel with excellent visibility and convenient access from Interstate 41
- Affiliated with the Country Inn & Suites brand, part of Choice Hotels in the Americas, providing access to an established reservation platform, loyalty program, and broad brand recognition.
- Developed and operated by current ownership since opening in 2002. Amenities include an indoor pool, hot tub, fitness center, business center, and inviting common areas with a fireplace, lobby, and library
- Complimentary breakfast program and on-site snack bar/deli enhance guest experience
- Efficient operations with 24-hour front desk, express check-in/out, and ample free parking
- Located near outdoor recreation, including golf courses, hiking, and biking trails, supporting year-round leisure demand
- Modern guest rooms featuring refrigerators, microwaves, and complimentary high-speed internet for both business and leisure travelers
- The building is three stories tall and served by one guest elevator
- The site includes 66 paved parking spaces
- Sprinkler system for fire protection
- The building contains approximately 44,023 square feet, situated on approximately 3.034 acres
- 9 standard king guest rooms and 32 standard double queen guest rooms
- Suite offerings consist of 14 king suites and 2 executive suites
- Additional accommodations include 2 family suites, 4 whirlpool suites, and 2 large whirlpool suites
- Detailed historical operating statements and supporting financial information are available to qualified prospective purchasers upon execution of an NDA.

PROPERTY INFORMATION



GUEST REVIEWS

- **4.4/5 stars on TripAdvisor, 8.4/10 stars on Expedia, 4.2/5 stars on Google Reviews, 7.3/10 stars on Booking.com, 8.4/10 stars on Hotels.com**
- "Every aspect of this hotel is a pleasure. Our room and beds were very comfortable. Morning breakfast was plentiful, well tended, and clean and attractive. Every employee we encountered was friendly, attentive, and helpful." - Google Reviews
- "The hotel was easy to get to and had a good amount of parking. It was very clean and quiet. The room was large with 2 queen beds that were very comfortable with lots of great pillows." - Hotels.com
- "Staff was helpful and friendly. The room was laid out nicely clean, and a very spacious bathroom would stay here again." - Expedia
- "Very nice, clean room-staff was most helpful in filling empty bathroom toiletries and providing extra linens. Breakfast had a wide variety of items and were all fresh and hot. Would stay there again if the opportunity should arise." - Expedia
- "The hotel and room were clean and everyone we encountered was friendly and helpful. The beds were comfortable." - Expedia
- "Breakfast was good and tasted good. The room was nice and bed was comfortable. The Hot tub was good and wasn't overloaded with chlorine. The counter staff was excellent. Never had a more pleasurable check-in." - Expedia

PROPERTY INFORMATION



HOTEL AMENITIES

- Accessible spaces in self-parking facility
- Accessible route from public entrance to registration area
- Accessible route from public entrance to accessible guestrooms
- Accessible route from public entrance to swimming pool
- Accessible route from public entrance to business center
- Accessible route from public entrance to meeting room/ballroom area
- Accessible public restrooms & registration desk
- Accessible fitness center and/or spa center
- Accessible swimming pool
- Accessible business center and/or meeting rooms
- Hotel has TTY for guest use
- Accessible breakfast room
- Accessible spa/hot tub
- Braille elevators
- Fitness center
- Surveillance security
- Government travelers: FEMA approved
- Express check-out
- 100% smoke-free hotel
- Air conditioned
- Visual alarms in public spaces
- Well-lit path/walkway to property entrance
- Stair-free path/walkway to property entrance
- Ironing board
- Hairdryers available
- Meeting room
- Business center
- Indoor whirlpool/hot tub
- Outdoor parking

PROPERTY INFORMATION

OPPORTUNITIES FOR GROWTH - HOSPITALITY

- **Expand Private Event & Group Bookings:** Leverage the property's prime location to actively market the inn for micro-weddings, corporate retreats, and private celebrations. Increasing event sales will drive higher lodging revenue and boost mid-week and non-peak season occupancy
- **Local Collaboration:** Although there is already a strong, positive relationship in place with the community, there is an opportunity to expand on the relationships with other local businesses in the area in general to increase your offerings to guests
- **Increase Rates/Focus on Revenue Management:** There is an opportunity to increase rates overall and strengthen the focus on revenue management and dynamic pricing. With inflation, people are generally more understanding of businesses increasing rates so it is a good time to take advantage of this
- **Increase Booking Availability on OTA's:** To increase online visibility, the property can be added to additional OTA's
- **Partner with a Professional Management Company:** The property could benefit from the professional expertise, efficiency, relationships and brand recognition by considering a professional management company. This could also reduce overall marketing expenses since many of those expenses would be built into the agreement
- AND MORE!



PROPERTY INFORMATION



CONFERENCE ROOM

Modern meeting room that can accommodate a private party or business gathering of up to 10 guests.

The well-equipped boardroom includes audiovisual equipment and complimentary Wi-Fi.

ADDITIONAL PHOTOS



ADDITIONAL PHOTOS CONTINUED



SECTION 2
Lodging

LODGING



LODGING OVERVIEW

- 65 Rooms
- Room Types Include:
 - 2 Queen Beds
 - 1 King Bed
 - 2 Queen Beds, Mobility and Hearing Accessible
 - 1 King Bed, Suite, 2-Person Sofabed
 - 1 King Bed, Mobility and Hearing Accessible
 - 1 King Bed, Suite, In-Room Whirlpool
 - 1 King Bed, Mobility and Hearing Accessible, In-Room Whirlpool
 - 1 King Bed, Suite, 2-Person Sofabed
 - 1 King Bed, Executive Suite, 2-Person Sofabed

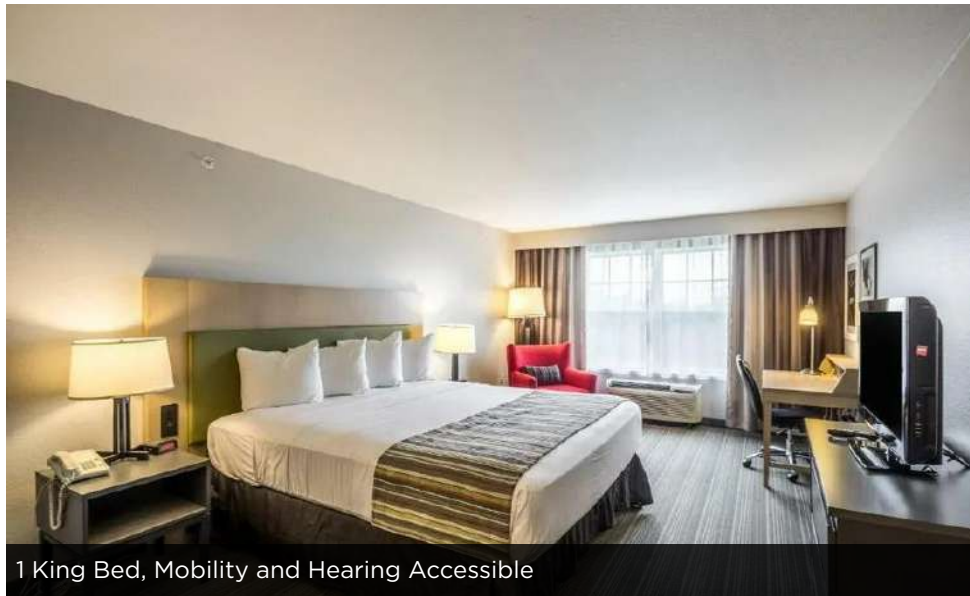
ROOM PHOTOS



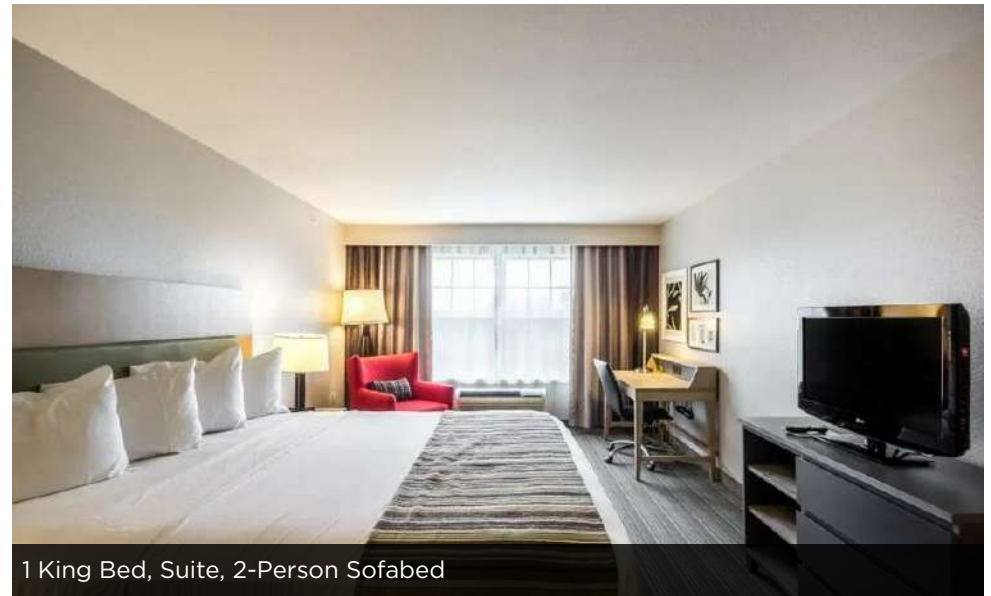
2 Queen Beds



1 King Bed

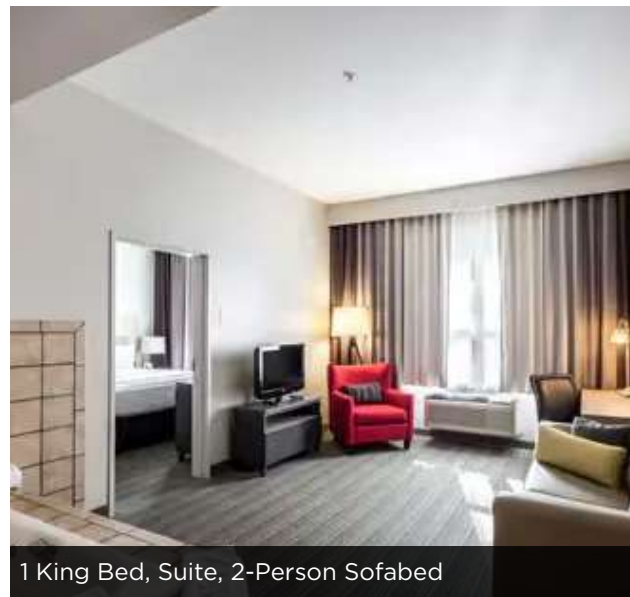
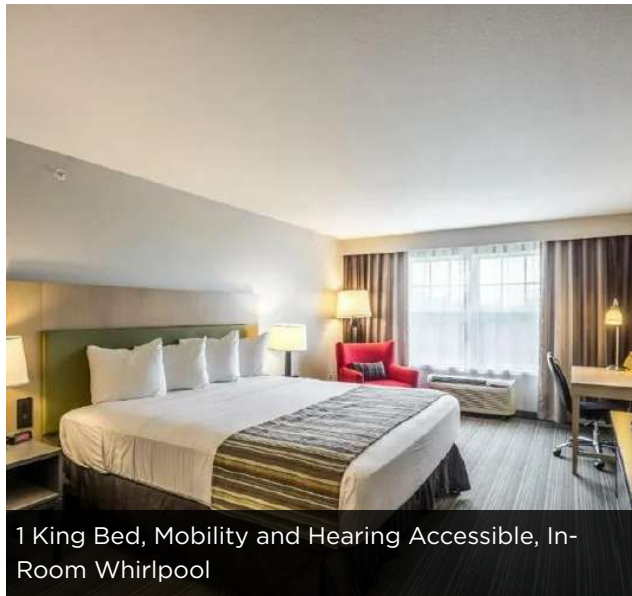


1 King Bed, Mobility and Hearing Accessible



1 King Bed, Suite, 2-Person Sofabed

ROOM PHOTOS



SECTION 3
Location
Information

LOCATION OVERVIEW



FOND DU LAC, WI

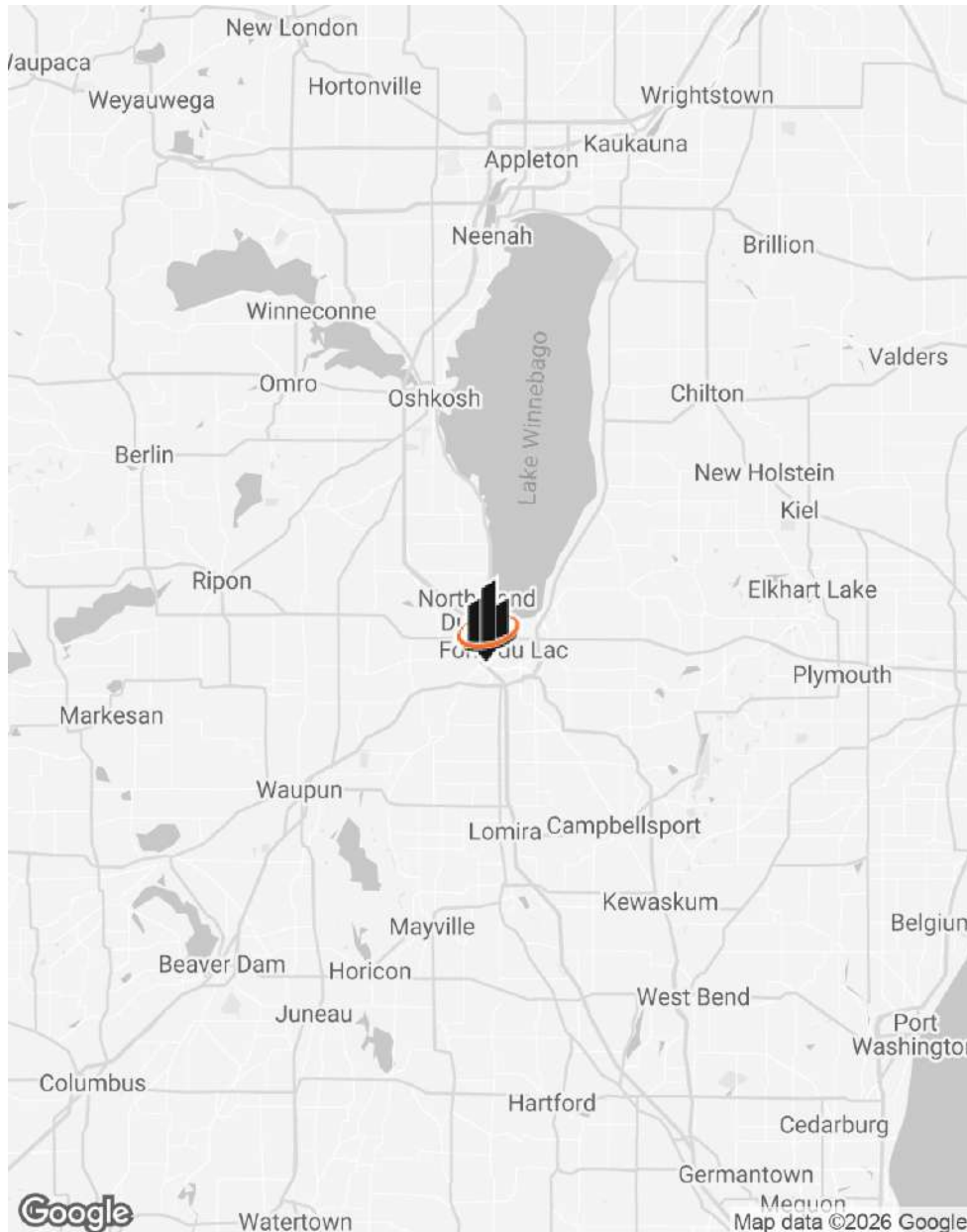
Fond du Lac is located at the southern tip of Lake Winnebago, the largest inland lake in Wisconsin, and serves as a central hub within the scenic Fox Valley. Known for its strong sense of community and rich history, Fond du Lac offers a blend of natural beauty and modern amenities. The area attracts visitors year-round for its access to boating, fishing, and water recreation on Lake Winnebago, as well as hiking, biking, and outdoor exploration throughout its many parks and trails. The city also features a growing arts and culture scene, local shops and boutiques, and a diverse selection of restaurants, breweries, and cafes.

Fond du Lac is one of the key communities surrounding Lake Winnebago and provides a wide variety of recreational and lifestyle amenities for residents and visitors alike. The city is home to multiple golf courses, well-maintained parks, and popular attractions such as Lakeside Park, which offers lakefront views, walking paths, and family-friendly activities. With a balance of small-town charm and economic growth, Fond du Lac continues to develop as a desirable destination in eastern Wisconsin.

Fond du Lac has received recognition for its quality of life, affordability, and access to outdoor recreation. Its location along Lake Winnebago makes it a popular spot for fishing tournaments and seasonal events, further enhancing its reputation as a recreational destination.

Fond du Lac is conveniently located approximately 20 miles from Oshkosh, 65 miles from Milwaukee, 75 miles from Madison, and 150 miles from Chicago. The nearest major airport is Milwaukee Mitchell International Airport, located approximately 70 miles southeast of the city.

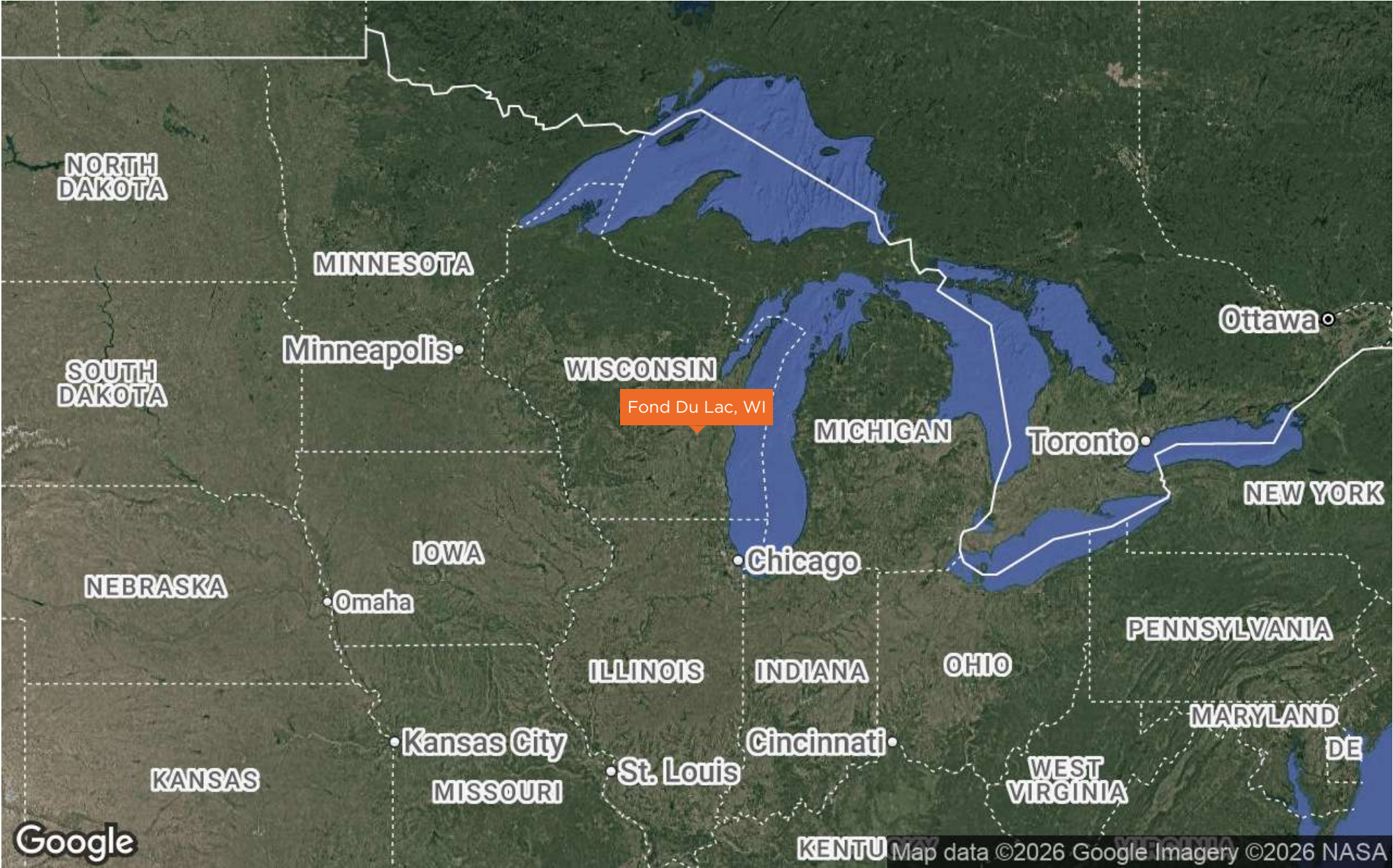
LOCATION OVERVIEW



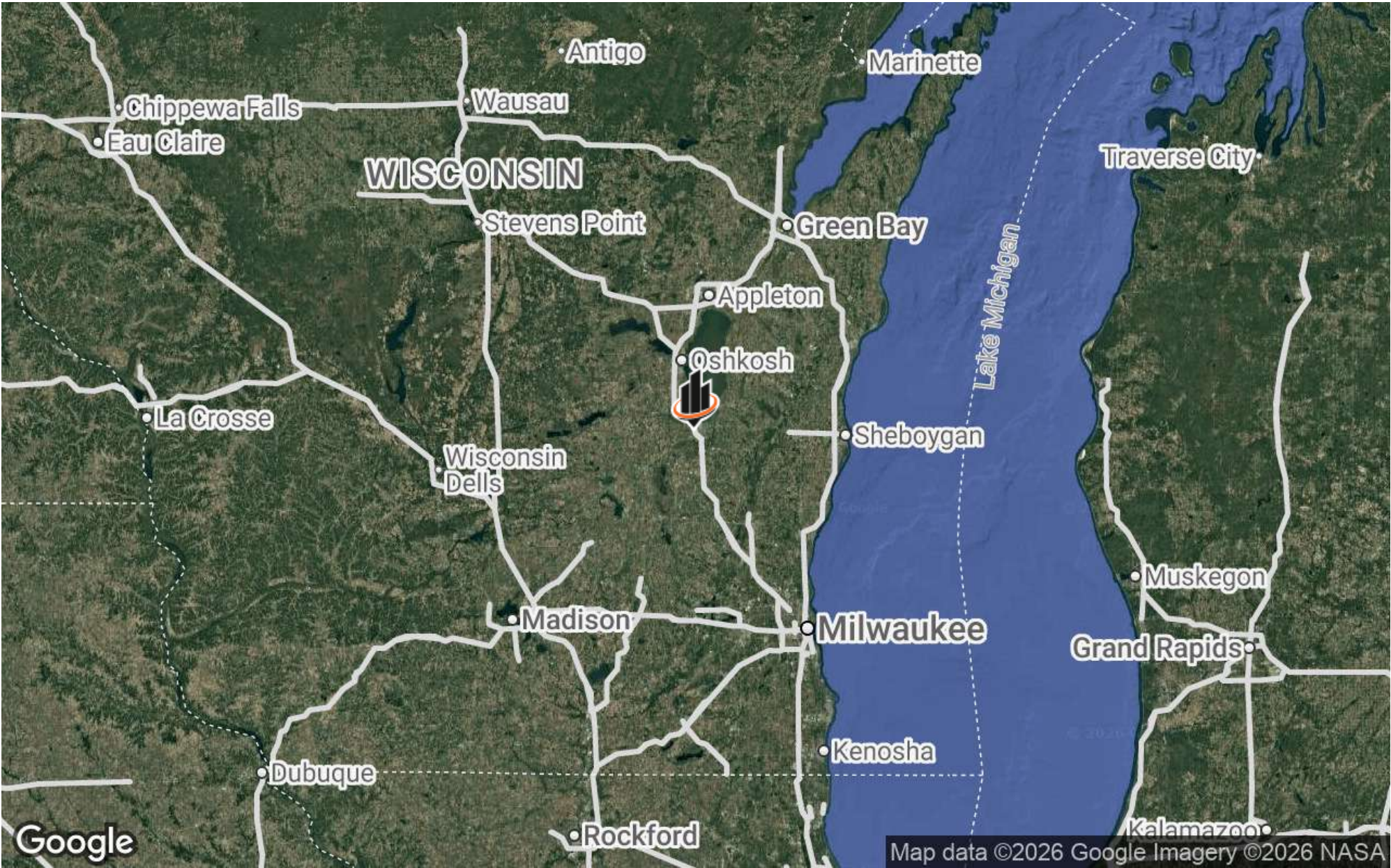
AREA ACTIVITIES

- Explore Fond du Lac County's extensive network of parks, nature areas, and recreational facilities, offering opportunities for hiking, picnicking, swimming, boating, camping, wildlife watching, and outdoor recreation.
- Walk, run, or bike along the area's scenic recreational trails, including the Eisenbahn State Trail, Mascoutin Valley State Trail, Wild Goose State Trail, and Old Plank Road Trail.
- Visit Lakeside Park, a popular lakefront destination featuring scenic views of Lake Winnebago, walking paths, picnic areas, recreational facilities, and seasonal family activities.
- Explore the Fond du Lac area's historic downtown, featuring locally owned shops, boutiques, restaurants, cafés, and community gathering spaces.
- Discover local history and culture at the Fond du Lac County Historical Society and other museums and historic attractions throughout the community.
- Enjoy family-friendly activities at the Children's Museum of Fond du Lac, featuring hands-on exhibits, educational programs, classes, and special events for children and families.
- Experience live music, festivals, community celebrations, farmers markets, seasonal events, and other local gatherings throughout the year. Fond du Lac County maintains a calendar of community events and festivals.
- Enjoy golf at several public and private courses throughout the Fond du Lac area, offering a variety of layouts and playing experiences for golfers of all skill levels.
- In winter, enjoy ice fishing, snowshoeing, cross-country skiing, winter hiking, and snowmobiling throughout Fond du Lac County and the surrounding region. The county's recreational trails support cross-country skiing and snowmobiling during the winter months.
- Take advantage of Fond du Lac's convenient location between Milwaukee, Madison, Green Bay, and the Fox Valley, providing easy access to larger metropolitan areas while maintaining a welcoming small-city and lakeside atmosphere.

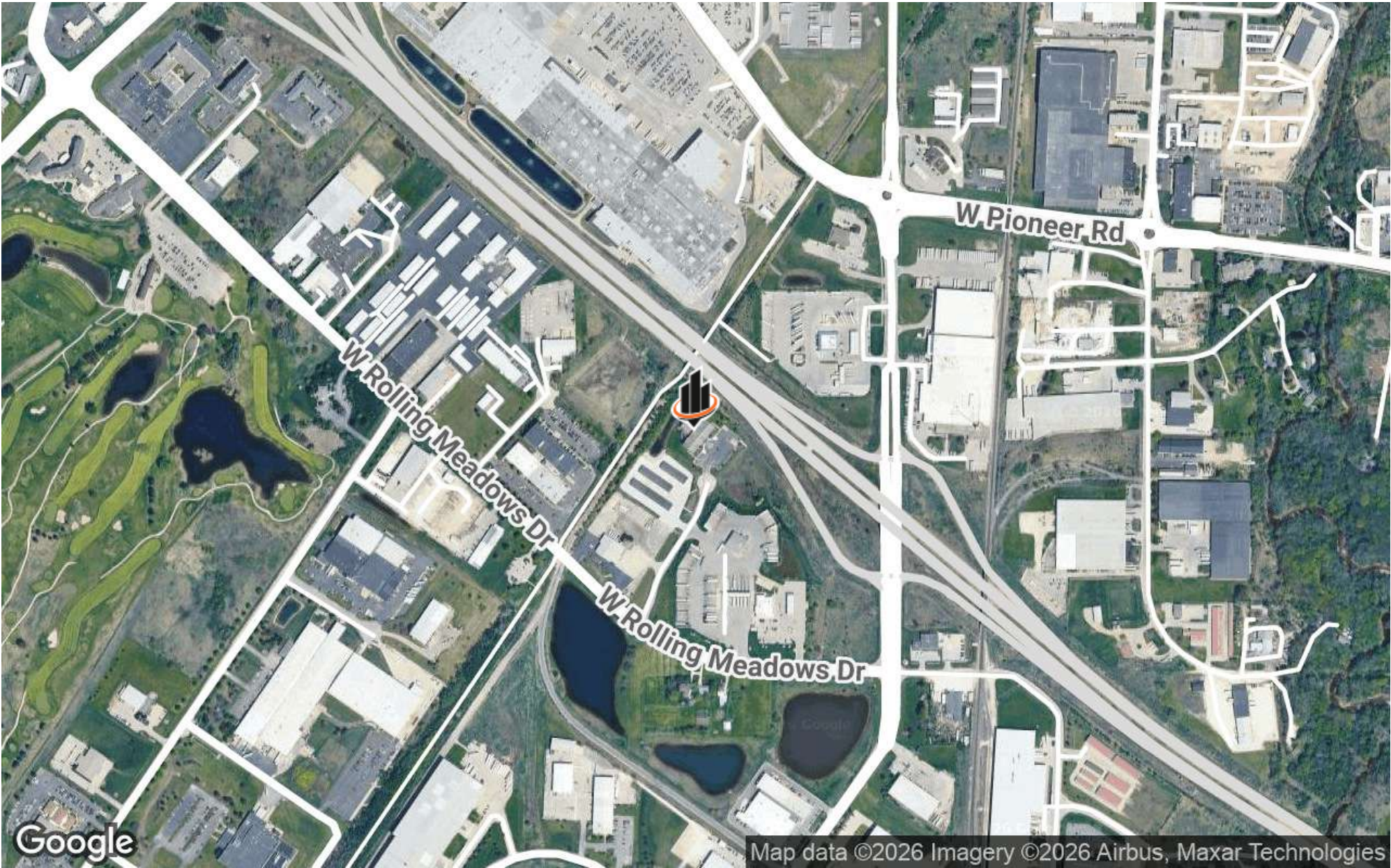
REGIONAL MAP



LOCATION MAP



AERIAL MAP



PARCEL MAP



PRESENTED BY:

Edward Rupp

Phone: 952.820.1634
edward.rupp@svn.com

SVN | NORTHCO