

OFFERING MEMORANDUM

Days Inn by Wyndham St. Clairsville

Asset Status: Value-Add Opportunity | Absentee Owned | Franchise Flexibility

Price: \$1,700,000

Location: 52601 Holiday Dr, St. Clairsville, OH 43950



Value-Add Opportunity

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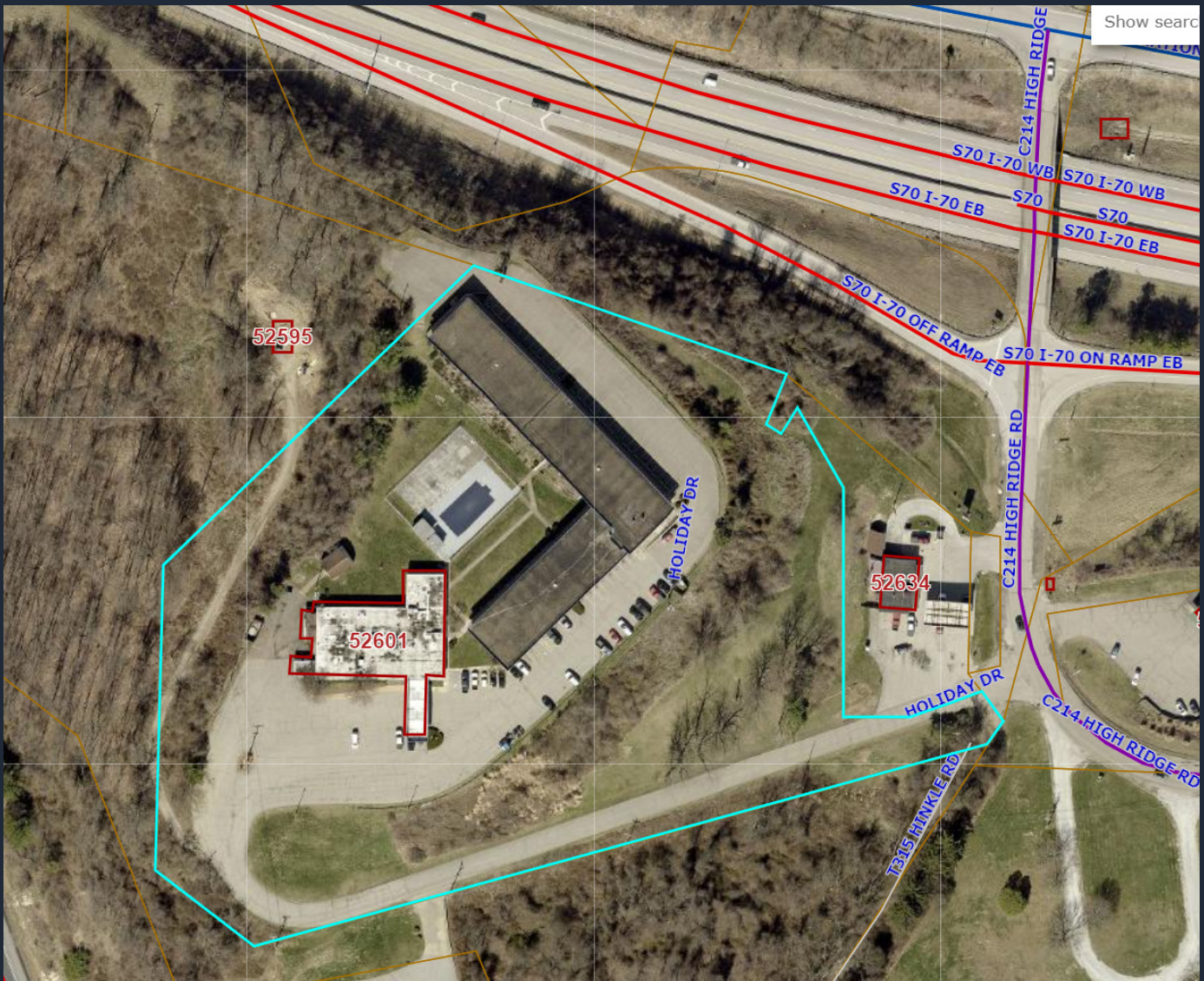
Exclusive Advisors:

Pri Adathakkar OwnerLand Realty | Hospitality Division
Rob Calabro OwnerLand Realty | Hospitality Division

EXECUTIVE SUMMARY

The Days Inn St. Clairsville is a 137-key hospitality complex situated on ±8.47 prime hilltop acres. This offering represents a high-yield recovery play for an investor looking to capitalize on a high-visibility location with significant "sidelined" inventory.

The asset is currently absentee-owned and requires targeted capital improvements. With the franchise agreement expiring in April, this is a prime opportunity for rebranding or independent boutique positioning.



Investment Highlights:

- **Distressed Inventory Recovery:** In 2025, more than 55% of the room inventory was closed down. Returning the 70+ "Out of Order" rooms to service provides an immediate path to capturing suppressed revenue.
- **Energy Sector Anchor:** Located in Belmont County, home to some of the most productive shale wells in Ohio, the property is ideally positioned to service major energy and workforce transit business.
- **F&B Revenue Potential:** The on-site bar and restaurant, closed for two years, offers significant upside through refurbishment and the re-issuance of the hotel liquor license.
- **Franchise Incentives:** Wyndham "Dawn" case good packages are estimated at \$2,300+/- per room (excluding installation), with Wyndham key money potentially available to qualified buyers.
- **Prime Strategic Location:** Situated along the highly trafficked I-70 corridor with an 8.3/10 location rating from couples.
- **Development Potential:** The ±8.47-acre hilltop lot provides excess land for future development or added guest amenities.



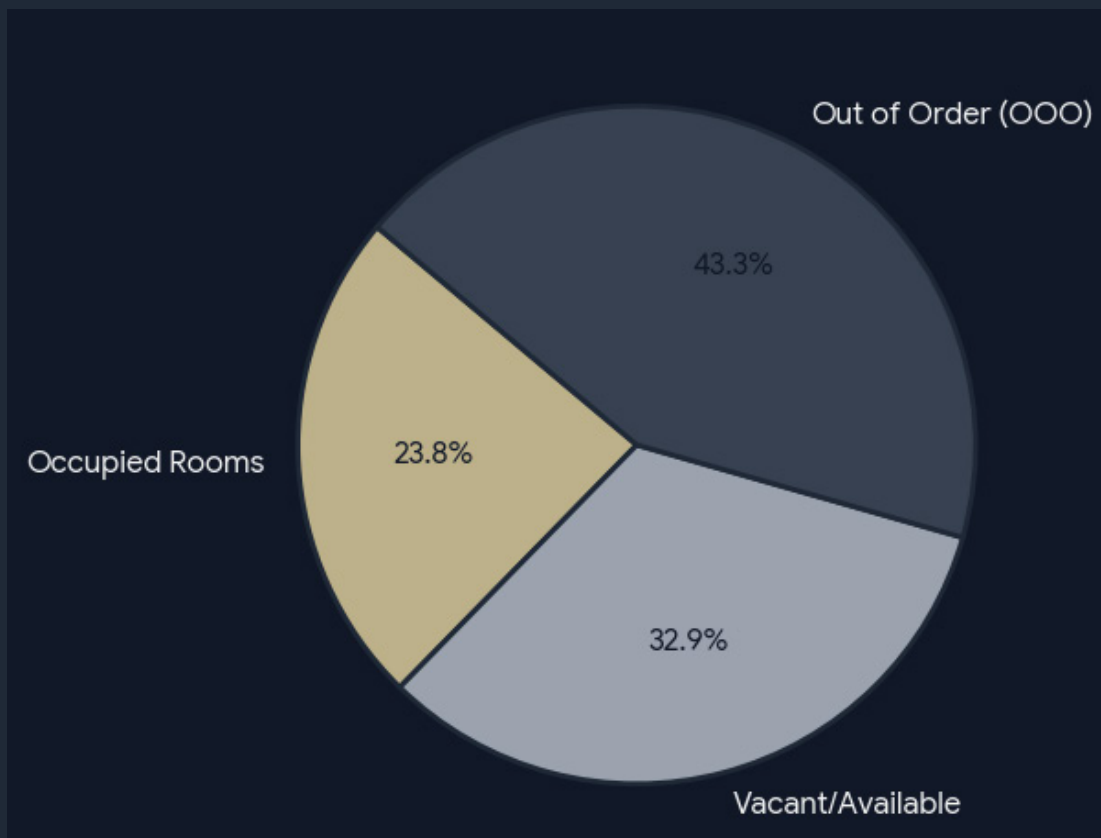
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CURRENT PERFORMANCE (2025 YEAR-END ACTUALS):

The property's 2025 performance was heavily restricted by physical inventory constraints.

- 2025 Room Revenue: \$574,424.22
- 2025 Total Hotel Revenue (Incl. Tax): \$646,851.30
- 2025 Occupancy (Total Inventory): 23.79%
- 2025 ADR: \$54.27
- 2025 RevPAR (Total Inventory): \$12.91
- Inventory Constraint: A total of 21,648 room nights were classified as Out of Order (OOO) in 2025.



STRATEGIC PRO-FORMA SUMMARY

This proforma contrasts the 2025 distressed performance against the stabilized potential following a targeted CapEx investment.

Metric	2025 Actuals (Distressed)	Post-Renovation Potential
Rentable Inventory	~63 Rooms (Avg.)	137 Rooms (100%)
Occupancy %	23.79%	41.7% (CoStar Comp Set Avg)
Average Daily Rate (ADR)	\$54.27	\$63.00 (CoStar Comp Set Avg)
RevPAR	\$12.91	\$26.00 (CoStar Comp Set Avg)
Annual Room Revenue	\$574,424	\$1,300,000+/-

PROPERTY SPECIFICATIONS & ROOM COUNT

The property consists of three distinct buildings with a diverse inventory of 137 total keys.

Room Type	Count
2 Queen - Non Smoking	49
Single King - Non Smoking	25
2 Double Beds - Non Smoking	24
2 Queen - Smoking	16
Single King - Smoking	10
Single Queen - Non Smoking	6
Jacuzzi Rooms - Non Smoking	4
2 Double Beds - Smoking	2
2 Room King Suite - Non Smoking	1
TOTAL KEYS	137

90-Day Stabilization & Recovery Plan

Phase 1: Immediate Remediation (Days 1-30)

- **Roofing & Envelope:** Finalize contracts for the required new roofs on the main building and one secondary building to stop further interior degradation.
- **Curb Appeal:** Address deferred maintenance on concrete walkways and the asphalt parking lot to improve the "First Impression" for new guests.
- **Inventory Audit:** Categorize the 70 Out of Order (OOO) rooms to prioritize those requiring the least CapEx for immediate return to the rentable pool.



90-Day Stabilization & Recovery Plan

Phase 2: Restoration & Branding (Days 31-60)

- **PIP Implementation:** If retaining the flag, begin the Days Inn "Dawn" room PIP, utilizing available key money and estimated \$2,300/room case good packages.
- **F&B Reactivation:** Initiate the re-issuance process for the hotel liquor license and begin refurbishing the closed bar and grill area.



90-Day Stabilization & Recovery Plan

Phase 3: Market Capture (Days 61-90)

Revenue Management: Increase room revenue and occupancy by aligning rates with the CoStar competitive set averages.

Direct Sales: Launch targeted outreach to regional energy and industrial firms to secure long-term workforce housing contracts.



DEAL STRUCTURE & NEXT STEPS

ACQUIRE THE ASSET

Days Inn by Wyndham St. Clairsville is an ideal play for an owner-operator or a value-add fund looking to acquire an asset at a low cost-per-key (~\$12,400) and execute a high-impact renovation.

Offering Price: \$1,700,000

Terms: Cash or Conventional Financing

Tours: By Appointment Only



The Days Inn St. Clairsville is a 137-key exterior corridor asset sitting on ±8.47 prime hilltop acres.

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ACQUIRE THE SOLUTION

Contact the Exclusive Advisors:

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**Rob Calabro 937-554-9930
rob@robcalabro.com**

Energy Sector Anchor: Positioned to capture the massive workforce demand from Ohio's most productive shale wells.

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