

OFFERING MEMORANDUM

CITY MOTEL

111 W 12 MILE RD ROYAL OAK, MI 48073



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EXECUTIVE SUMMARY

CITY MOTEL 111 W 12 MILE RD ROYAL OAK, MI 48073

AQRE Advisors is pleased to present for sale the subject property known as City Motel. The ±5,184 SF motel is located at 111 W 12 Mile Rd Royal Oak, MI 48073 ("Property"). The Property is situated on 0.29 acres of land.

The Property presents a 14-unit hospitality asset with operating history and clear potential for further income growth. Originally built in 1962 and renovated in 2022, the property has seen recent updates with additional opportunity to improve performance and increase cash flow. With 19 surface parking spaces and direct frontage along 12 Mile Road, the Property benefits from strong visibility, easy access, and a straightforward, manageable footprint for ownership.

PROPERTY INFORMATION



YEAR BUILT/RENOV
1962/2022



BUILDING SIZE
±5,184 SF



LAND SIZE
±0.29 AC

Property Type	Hospitality/Eco Lodging
Zoning	NBHD BUS
Number of Units	14
Number of Buildings	1
Parking Spaces	19 Surface Spaces



PRICE/DOOR
\$107,143



PRICE
\$1,500,000



PRICE/SF
\$289.35

INVESTMENT HIGHLIGHTS

- Proven Revenue Stability:** The asset has demonstrated consistent top-line performance, generating over \$180,000 in annual rental income across multiple years, providing confidence in ongoing operations and revenue durability.
- Significant Value-Add Opportunity:** New ownership has the ability to increase cash flow through operational improvements, rate optimization, and more efficient expense management, creating meaningful upside beyond current performance.
- Prime Infill Location in Royal Oak:** Situated in Royal Oak, a high-demand suburb within the Detroit MSA, the Property benefits from strong demographics, dense population, and consistent demand drivers for hospitality assets.
- Proximity to Major Demand Drivers:** The Property is positioned near major employment centers, healthcare facilities, and entertainment hubs within the Detroit MSA, supporting year-round lodging demand.
- High-Demand Hospitality Corridor:** The Property benefits from its location along 12 Mile Road, a primary thoroughfare with strong daily traffic counts, providing consistent visibility and accessibility for transient and extended-stay demand. The asset is situated just minutes from a highly active, walkable downtown environment.
- Financials:** Financials available upon receipt of signed NDA.



MARKET OVERVIEW

ROYAL OAK, MICHIGAN

Royal Oak is a city in Oakland County and is part of the greater Detroit metropolitan area. It sits approximately 12 miles north of Downtown Detroit and is centrally located among several prominent suburbs including Birmingham and Ferndale. With a population of over 58,000, Royal Oak is a highly desirable suburb known for its vibrant downtown, strong demographics, and consistent consumer activity.

Economy: Royal Oak's economy is supported by a diverse mix of healthcare, retail, and professional services, benefiting from its location within affluent Oakland County and the greater Detroit MSA. Anchored by major employers such as Corewell Health William Beaumont University Hospital and a strong base of local and national businesses, the city's vibrant downtown drives consistent consumer activity. Strong household incomes and a highly educated population continue to support stable economic growth and demand for retail and hospitality assets.

Developments: Royal Oak continues to see strong investor-driven redevelopment and capital inflows, with a wave of mixed-use and multifamily projects transforming the city's core and surrounding corridors. Ongoing public and private investment, supported by the city's proactive development initiatives, has accelerated revitalization efforts and increased property values throughout the market. With continued infrastructure improvements, new residential density, and an active pipeline of projects, Royal Oak is rapidly evolving into one of the most sought-after investment markets within Oakland County and the greater Detroit MSA, positioning investors to benefit from long-term appreciation and sustained demand.

Tourism & Education: Royal Oak benefits from strong regional appeal within the Detroit MSA, driven by high-traffic attractions like the Detroit Zoo and a vibrant downtown featuring dining, nightlife, and events such as Arts, Beats & Eats. This consistent activity supports demand for hospitality and is complemented by a strong educational foundation through Royal Oak Schools and access to nearby higher education institutions, contributing to a well-educated workforce.



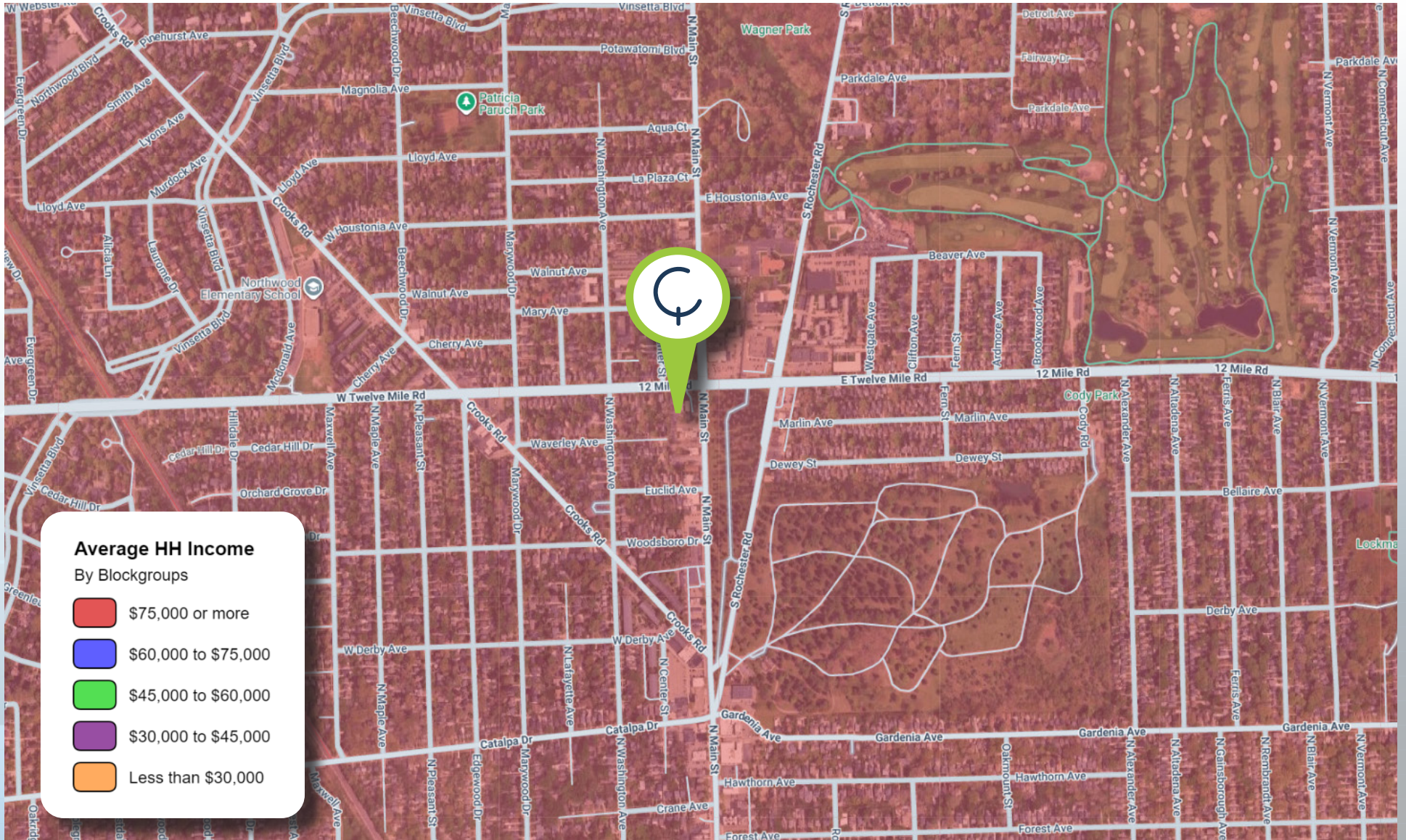
MICRO AERIAL OVERVIEW

ROYAL OAK, MICHIGAN



DEMOGRAPHICS HH INCOME

ROYAL OAK, MICHIGAN



DEMOGRAPHICS HH INCOME

111 W 12 MILE RD ROYAL OAK, MI 48073

*Data provided by SitesUSA 2025

	2 mile radius	5 mile radius	10 mile radius
Population	63,983	353,891	1,198,847
Average HH Income	\$135,622	\$114,964	\$102,309
Population Median Age	38.4	39.0	38.7
Households	31,461	161,234	496,036
Total Businesses	2,825	21,505	53,692

KEY FACTS



1.2M
POPULATION



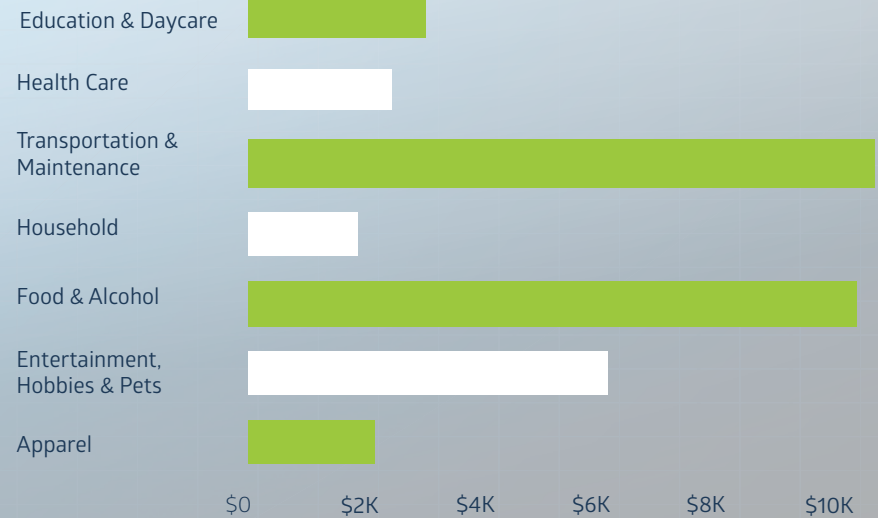
496,036
NUMBER OF
HOUSEHOLDS

*BASED ON 10 MILE RADIUS

53.7K TOTAL
BUSINESSES

\$79.2K
MEDIAN
INCOME

Avg. Household Spending - 5 Mile Radius 2025



PROPERTY PHOTOS



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