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EXCLUSIVE LISTING:

Holiday Inn Hoover

2901 John Hawkins
Parkway
Birmingham, AL 35244

AMITI BHOW

Vice President
AZ#SA704817000

Samuel J. Zalowitz
Zalowitz Commercial Realty
DESIGNATED BROKER
AL#000159949



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EXCLUSIVELY LISTED BY:

AMITI BHOW

Vice President

C: (917) 596-6578

abhow@newgenadv.com

AZ#SA704817000



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ADVISORY

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INVESTMENT PROFILE

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On behalf of ownership, we are pleased to present the exclusive opportunity to acquire the Holiday Inn Hoover – Birmingham, Alabama, a recently renovated, full-service hotel located in the heart of the dynamic Birmingham–Hoover metropolitan area.





The property has undergone a comprehensive renovation with exceptional execution, positioning the asset to capitalize on strengthening market fundamentals and continued regional growth. Strategically situated near the Riverchase Galleria, Hoover Metropolitan Complex, major healthcare institutions, and corporate demand generators, the hotel benefits from a diversified mix of business, leisure, and group demand.

The Holiday Inn offers modern guest accommodations, expansive meeting and event space, and a full-service restaurant and bar—making it a preferred destination for corporate travelers, regional events, and weekend leisure guests alike. Backed by the globally recognized IHG platform and loyalty network, the asset enjoys strong brand affiliation and distribution power.

This offering presents investors with a stabilized yet improving cash-flow profile, meaningful operational upside, and the opportunity to acquire a refreshed, institutional-quality asset in one of Alabama’s most resilient and growing submarkets. Ownership is motivated and will review all qualified offers.



OFFERING SUMMARY

	Sale Price:	Contact Broker
	Building Size:	84,480 SF
	Lot Size:	1.2 ACRES
	Year Built:	2011
	Renovation Completed:	2024
	Number of Rooms:	112
	Stories:	5

PROPERTY HIGHLIGHTS

Strategic Location: Hoover is part of the Birmingham-Hoover Metropolitan Statistical Area, the largest in Alabama with a population exceeding 1.1 million.

Renovation: Full service and recently renovated, the hotel features a restaurant, 24-hour business center, heated indoor pool and 1,674SF of meeting space.

Attractions: The Birmingham area offers various attractions, including the Birmingham Zoo, Botanical Gardens, Oak Mountain State Park, and Ruffner Mountain.



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PROPERTY IMPRESSIONS

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HOOVER METROPOLITAN COMPLEX

The Hoover Metropolitan Complex is a premier sports and event venue that generates a high volume of visitors, significantly boosting demand for the Holiday Inn. Hosting major youth and amateur sporting events, concerts, trade shows, and festivals, the complex attracts teams, families, and event attendees who require nearby accommodations. The influx of out-of-town guests creates a strong need for comfortable and accessible lodging options. The hotel's location, paired with its family-friendly amenities, makes it a top choice for those visiting the area.



RIVERCHASE GALLERIA

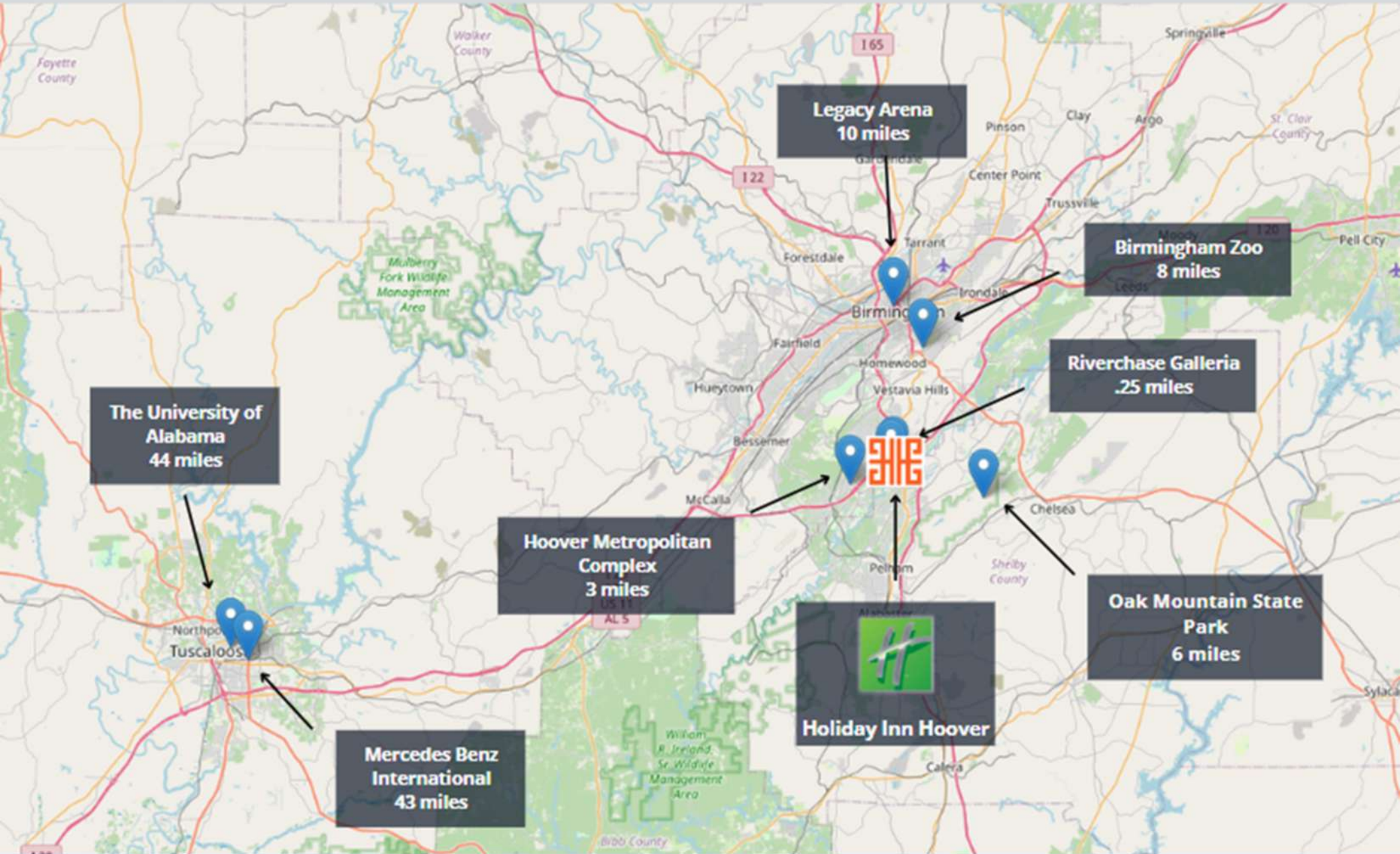
The Riverchase Galleria serves as a major demand generator for the Holiday Inn Hoover, AL, attracting a steady influx of shoppers, business travelers, and tourists. As one of the largest shopping malls in the Southeast, the Galleria draws visitors from across Alabama and neighboring states, many of whom require convenient lodging nearby. Its mix of high-end retailers, department stores, and dining options makes it a hub for both leisure travelers and those in town for shopping excursions. Additionally, the mall hosts seasonal events and promotions, further increasing foot traffic and driving demand for accommodations at the hotel.



BLUE CROSS & BLUE SHIELD OF ALABAMA

BCBS of Alabama is a significant corporate presence in the Hoover area, contributing to consistent business travel demand for the Holiday Inn. As one of the state's largest employers, it brings in professionals for meetings, training sessions, and extended work assignments, all of whom require lodging. The company's headquarters also hosts conferences and business engagements, attracting visitors who seek comfortable, reliable accommodations close to their destination. The hotel's amenities, including business-services and meeting spaces, make it an attractive choice for corporate travelers.







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VALUE PROPOSITION

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Prime Location & Demand Generators

The hotel benefits from its proximity to key attractions like Riverchase Galleria, Blue Cross & Blue Shield of Alabama, and Hoover Metropolitan Complex, ensuring a steady flow of corporate and leisure travelers.

Strong Corporate & Leisure Mix

The combination of business travelers, sports teams, and shoppers creates a diversified revenue stream, reducing reliance on any single demand segment.

Brand Recognition & Loyalty Program

As part of the globally recognized Holiday Inn brand, the hotel enjoys strong brand loyalty, access to IHG's reservation system, and a built-in customer base through IHG Rewards members.

Consistent Occupancy & Revenue Potential

The steady year-round demand from business and leisure travelers supports high occupancy levels and long-term revenue growth opportunities.

Growth Potential with Market Expansion

Hoover continues to develop as a business and entertainment hub, with ongoing commercial and residential growth driving increasing lodging demand.

Operational Efficiency & Upside Potential

With strong operational fundamentals, there may be opportunities for revenue enhancement through strategic renovations, upgraded amenities, or improved revenue management strategies.

Attractive Investment in a Growing Market

The Birmingham-Hoover metro area is experiencing economic expansion, making this hotel an appealing long-term asset in a thriving hospitality market.



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DIRECT: 917.596.6578

PROFESSIONAL BACKGROUND

As a dynamic and results-driven hotel broker, Ami has built a reputation for delivering exceptional outcomes for clients in the fast-paced and competitive world of hospitality real estate. With 10+ years in the hospitality lending space, she brings a unique and strategic approach to every deal, leveraging extensive market knowledge and a network of contacts to ensure her clients achieve their goals. With a background in sales, lending and real estate Ami has a distinct perspective on the hotel industry and is committed to using her expertise to help clients navigate the complex process of buying or selling a hotel.

Whether advising a first-time buyer or a seasoned investor, she has the knowledge and resources to guide clients through every step of the transaction. Ami is a true partner in the hotel brokerage industry, understanding her clients' priorities and bringing her market expertise, strong marketing and negotiation skills and solution focused approach to ensure clients achieve the best possible outcomes.

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Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants and governmental agencies. All properties and services are marketed by NewGen Advisory, LLC in compliance with all applicable fair housing and equal opportunity laws.



NewGen
ADVISORY

Arizona

1747 E Morten Avenue
Suite 202
Phoenix, AZ 85020

California

31225 La Baya Dr
Suite 103
Westlake Village, CA 91362

Colorado

7900 E Union Ave
Suite 1100
Denver, CO 80237

Georgia

3348 Peachtree Rd NE
Ste 700
Atlanta, GA 30326

Idaho

950 Bannock St
Ste 1100
Boise, ID 83702

Illinois

7318 E South St
Newton, IL 62448

Indiana

9465 Counselors Row
Suite 200
Indianapolis, IN 46240

Iowa

4620 E. 53rd St
Ste 200
Davenport, IA 52807

Kansas

801 E Douglas Ave
2nd Floor
Wichita, KS 67202

Maryland

16701 Melford Blvd
Suite 400
Bowie, MD 20715

Minnesota

2355 Hwy 36W
Suite 400
Roseville, MN 55113

Missouri

107 W 9th St
2nd Floor
Kansas City, MO 64105

Nebraska

233 S 13th St
Ste 1100
Lincoln, NE 68508

North Carolina

3540 Toringdon Way
Suite 200 #189
Charlotte, NC 28277

New Mexico

500 Marquette Ave
Suite 1200
Albuquerque, NM 87102

Oklahoma

8211 East Regal Pl, Bridle Trails
Suite 100
Tulsa, OK 74133

Oregon

5305 River Rd N
Ste B
Keizer, OR 97303

Pennsylvania

5362 Steubenville Pike
McKees Rocks, PA 15136

Texas

1701 E. Lamar Blvd
Suite 175
Arlington, TX 76006

Utah

2150 South 1300 East
Suite 500
Salt Lake City, UT 84106

Washington

1400 112th Ave SE
Suite 100
Bellevue, WA 98004