

Investment Opportunity Flyer

RODEWAY INN

488 East Pancake Blvd, Liberal, KS 67901



Price

Contact Broker For Pricing



Rooms

38



Lot Size

1.08 AC



Year Built

1995

Property Description

The Rodeway Inn in Liberal, Kansas is a 38-room, single-story, exterior corridor hotel built in 1995. Situated on approximately 1.08 acres with a total building size of 15,418 square feet, this economy, limited-service asset operates under the Choice Hotels Rodeway Inn brand and is zoned C2. The property features convenient on-site parking and a large manager's apartment, making it well-suited for an owner-operator seeking on-site oversight and operational control.

Currently, 34 rooms are in rental inventory, as four rooms are being utilized by the owner. Operated by an absentee owner, the hotel presents a value-add opportunity for a hands-on operator or first-time buyer to increase revenue by returning the additional rooms to service while improving operational efficiency and revenue management.

Investment Highlights

- Absentee owner/highly motivated seller
- Large manager's apartment on-site
- Perfect opportunity for first-time buyer
- Minimal PIP with potential to convert to an independent hotel or reflag under a different franchise
- Under performing asset with opportunity to improve management and revenue strategy relative to the competitive set
- Owner financing available for qualifying buyers



Location Description

Located in Southwest Kansas, Liberal serves as a key regional hub for commerce, agriculture, and transportation. Positioned along U.S. Highways 54 and 83, the city provides strong connectivity to Oklahoma, Texas, Colorado, and New Mexico, supporting consistent commercial and transient travel. The local economy is anchored by agriculture, energy, manufacturing, and food processing, with Seward County Community College contributing to workforce development and year-round visitation.

Liberal also benefits from access to the Liberal Mid-America Regional Airport and several local attractions, including Dorothy's House and the Land of Oz and the Mid-America Air Museum. These demand drivers, combined with steady regional traffic, support ongoing business, education, and leisure travel to the area.



Devesh "Devo" Ragha

Associate

(806) 584-1454

dragha@newgenadv.com

TX #758386

BROKER OF RECORD

Richard Queen Jr. | NewGen Advisory KS, LLC | #BR00232332

Investment Opportunity Flyer

RODEWAY INN

488 East Pancake Blvd, Liberal, KS 67901

SWOT Analysis

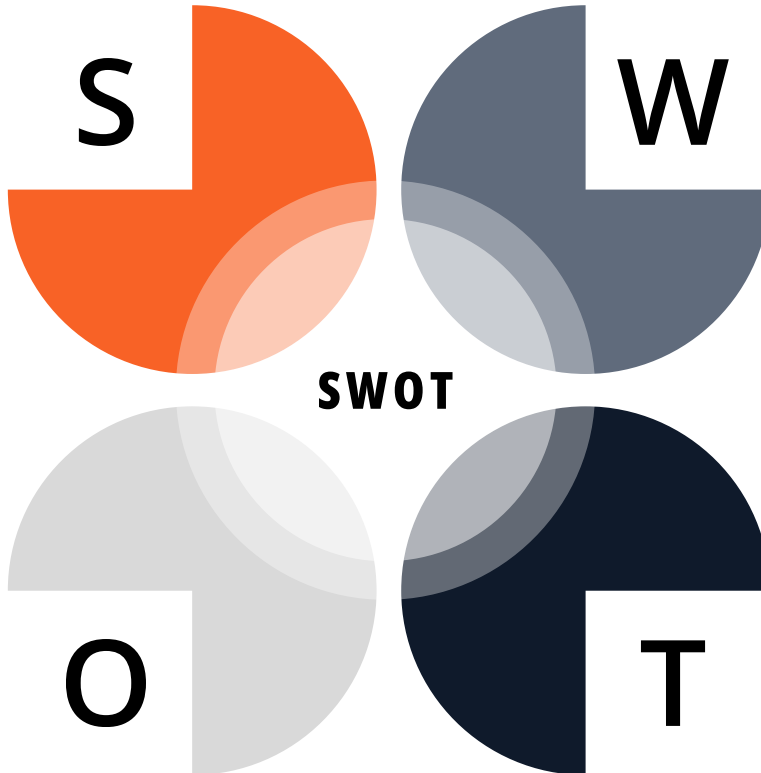
STRENGTHS

Strong Economy Positioning:

Budget-friendly, pet-friendly hotel with free amenities, highway visibility (US-83/54), proximity to local attractions, and Choice Hotels brand recognition with loyalty support.

Consistent Demand Drivers:

Accessible location serving transient, regional, and road travelers.



WEAKNESSES

Limited Scale & Amenities: Small, exterior-corridor property with no higher-end amenities or meeting space, limiting appeal for business, group, or extended leisure stays.

Competitive & Brand Perception Challenges: Competes with stronger midscale brands nearby, while economy-tier perception may impact rates and reviews.

OPPORTUNITIES

Niche & Extended-Stay Targeting:

Market to truckers, contractors, and regional workforce; leverage local tourism partnerships to grow occupancy.

Value-Add Improvements:

Enhance online presence, guest reviews, and implement light upgrades to improve ADR and operational efficiency.

THREATS

Competitive & Alternative Lodging Pressure: Local hotels and short-term rentals may impact occupancy and pricing.

Economic & Labor Volatility: Travel slowdowns and staffing shortages could affect revenue and service consistency.

