


# Investment Opportunity Flyer

## MOTEL 6 STUDIO 6 (BOOM TOWN)

100 Bulldog Blvd, Borger, TX 79007

 **Price**  
**\$2,900,000**

 **Rooms**  
**89**

 **Lot Size**  
**2.12 AC**

 **Year Built**  
**1960**

 **Year Renovated**  
**2025**

### Property Description

NewGen Advisory presents for sale the 89-unit dual-brand Motel 6/Studio 6 in Borger, TX. This exterior corridor property offers investors the opportunity to acquire an absentee-managed asset with a full G6 renovation completed in 2025, including updated flooring throughout all rooms, refreshed bathtubs, and completed interior and exterior painting. This leaves minimal to no capital improvements required by the brand and a truly turn-key operation ready for a new owner.

### Investment Highlights

- Absentee managed
- Financing available for qualified buyers (SBA 504, SBA 7a, Conventional)
- Minimal to no-PIP with renovations completed in 2025
- Steady and consistent revenues



### Location Description

Borger, Texas is a community strategically positioned in the heart of the Texas Panhandle, offering a compelling combination of regional accessibility and consistent demand drivers for lodging. The city serves as a practical hub for travelers and workers moving through the Panhandle corridor, with a steady base of commercial and government-related demand supported by local industry, municipal activity, and regional business traffic.

Adding to its demand profile, Borger sits just minutes from Lake Meredith National Recreation Area — the only National Recreation Area in the Texas Panhandle — drawing a reliable stream of outdoor recreationists, campers, and day-trippers who require convenient overnight accommodations. This blend of corporate weekday demand and leisure weekend traffic creates a diversified lodging demand mix, providing hotel operators with multiple revenue channels and reducing reliance on any single market segment.



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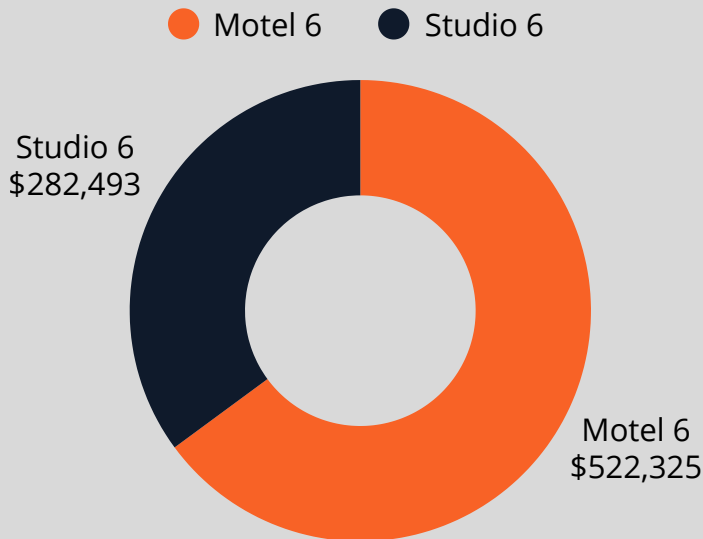
Richard Queen Jr. | NewGen Advisory TX, LLC | TX #422024

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### 2025 Revenue Summary

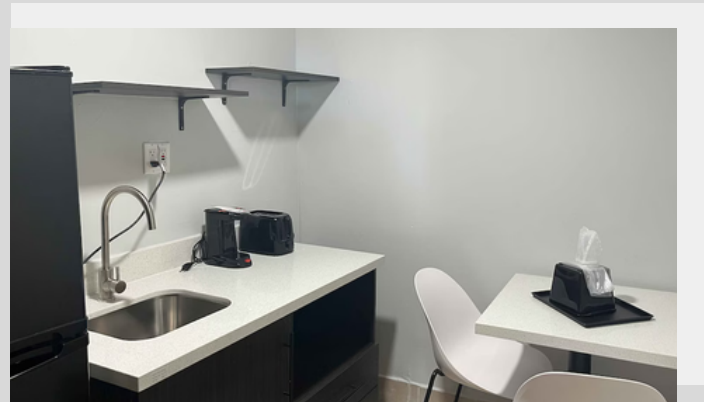
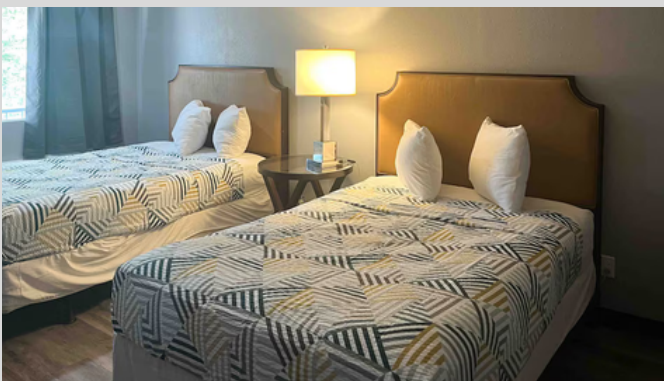


The property was bought as a closed asset in 2023. In 2023 and 2024, the property was closed for renovations. The Revenue Summary reflects the first full operating year (2025) since the property re-opened.

The dual-branded Motel 6 and Studio 6 generated a combined \$804,818 in gross revenue during 2025. With the asset now fully stabilized and renovations complete, the property is well-positioned to grow revenue and close the gap against its comp set going forward.

### Performance Stats Summary

	Motel 6 2025	2025 Comp Set	Studio 6 2025	2025 Comp Set	Motel 6 YTD Apr 2026	YTD Apr 2026 Comp Set	Studio 6 YTD Apr 2026	YTD Apr 2026 Comp Set
Occupancy	39.4%	41.4%	36.3%	43.2%	37.5%	44.4%	31.5%	44.8%
ADR	\$65.18	\$81.51	\$71.79	\$84.56	\$64.09	\$81.72	\$71.40	\$84.59
RevPAR	\$25.69	\$33.71	\$26.03	\$36.55	\$24.03	\$36.28	\$22.48	\$37.94



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### SWOT Analysis

#### STRENGTHS

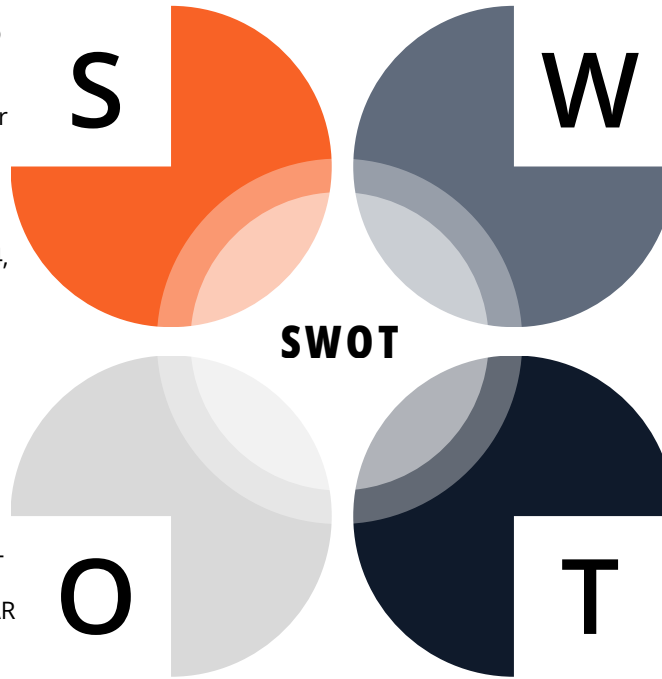
**Brand Credibility:** Nationally recognized dual brand Motel 6/Studio 6 Franchise with 89 rooms recently renovated in 2025, requiring minimal to no-PIP investment, allowing a buyer to acquire a turn-key asset with immediate operational stability.

**Accessible Financing:** Flexible and accessible financing options (SBA 504, SBA 7a, Conventional) combined with steady, consistent revenues provide a low-barrier entry point with predictable cash flow from day one.

#### OPPORTUNITIES

**Leisure Upside:** Proximity to Lake Meredith National Recreation Area presents an underpenetrated leisure demand channel that an engaged, on-site owner-operator could actively market to drive occupancy and RevPAR growth.

**Management Optimization:** A hands-on buyer replacing the absentee management structure could reduce operating expenses and improve NOI without significant capital outlay given the already-completed renovations.



#### WEAKNESSES

**Operational Risk:** Absentee management structure introduces operational risk, as the property has not been hands-on owner operated, which may have limited revenue optimization and guest experience oversight.

**Performance Ceiling:** Economy-scale positioning with an ADR of \$98.51 and an occupancy of 53.3% in the Panhandle Area reflects a modest performance ceiling with limited ability to meaningfully push rate.

#### THREATS

**Shrinking Population:** The Borger submarket shows a declining population trend (-0.80% at 1 mile, -2.21% at 3 miles), which could compress long-term lodging demand and limit upside in a market with little new economic catalyst.

**Economic Cyclicity:** The property faces exposure to regional economic cyclicity, particularly any softening in energy or agricultural sectors that drive commercial travel demand.





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