

📍 **Property: 304 Sutherland Rd, East Meredith, NY**

## **The Ponds – Mixed-Use Hospitality & Event Destination**

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### **1. EXECUTIVE SUMMARY**

**Opportunity:** Acquire and scale a fully built, multi-revenue hospitality property with significant upside.

**Asset Type:** Hybrid – Event Venue, Restaurant, Brewery, Nursery, Residential Estate

**Asking Price:** ~\$4.95M

**Projected Revenue (Stabilized):** \$2.5M – \$4M+

**Projected NOI:** \$900K – \$1.4M

**Investment Thesis:** Undervalued, under-optimized destination property with multiple scalable revenue streams and strong demand drivers.

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### **2. THE ASSET**

- ~12,500 sq ft improvements
- 107 acres of landscaped land
- Full-service farm to table restaurant
- Small-batch brewery
- Band Stage
- Large outdoor seating
- Event barn (weddings & corporate)
- Bridal house / accommodations
- Two large greenhouses + nursery
- Orchard
- Workshop
- Storage barns
- Chicken coops
- Bridges
- Gazebo
- Mountain Views
- Ponds, gardens, and curated outdoor spaces

**Positioning:** Turnkey lifestyle + business compound

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## 3. LOCATION ADVANTAGE

- Located in the Catskills region of New York
- ~2.5–3 hours from NYC metro area
- High-demand destination for:
  - Weddings
  - Weekend tourism
  - Retreats

**Key Driver:** Urban escape demand from NYC market

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## 4. MARKET OPPORTUNITY

### Weddings & Events Industry

- \$70B+ U.S. wedding industry
- Growing demand for destination venues

### Experiential Hospitality

- Shift toward outdoor, nature-based experiences
- High willingness to pay for curated environments

### Agritourism Growth

- Farm-to-table + nursery + experience-driven retail
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## 5. REVENUE STREAMS

### 1. Weddings & Events

- 25–50 events/year with 25 being most likely
- \$30K–\$50K average ticket
- Revenue: \$500K – \$1.25M

### 2. Restaurant + Brewery

- Destination dining + event overlap
- Revenue: \$1M - \$3M

### **3. Nursery / Greenhouse**

- Established plant business
- Revenue: \$200K – \$300K

### **4. Lodging / Retreats/Camping**

- Bridal house + expansion potential + Camping
  - Revenue: \$100K – \$400K
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## **6. FINANCIAL SUMMARY**

### **Gross Revenue**

- Conservative: \$2.0M
- Stabilized: \$2.5M – \$3.5M
- Optimized: \$4M+

### **Net Operating Income (NOI)**

- \$900K – \$1.4M

### **Cap Rate (at \$4.95M)**

- 18% – 28% (projected)
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## **7. VALUE CREATION STRATEGY**

### **Immediate Upside**

- Increase wedding volume (35 + annually)
- Raise pricing tiers
- Expand beverage margins (brewery + bar)

### **Operational Improvements**

- Professional event sales team
- Digital marketing + SEO targeting NYC couples
- Yield management for peak weekends

## Expansion Opportunities

- Add cabins / glamping units
  - Corporate retreat packages
  - Membership / seasonal events
  - Add new amenities
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## 8. DEVELOPMENT UPSIDE

### Scenario A – Boutique Resort

- 20–40 cabins
- Wellness + retreat programming
- Valuation: \$6M – \$10M+

### Scenario B – Premium Wedding Brand

- 35+ weddings/year
- \$30K–\$50K pricing
- Valuation: \$1M – \$1.7M - Using 35 weddings/year

### Scenario C – Asset Split

- Venue, nursery, and residential separation
  - Value: \$2.5M – \$3.5M
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## 9. COMPETITIVE ADVANTAGES

- Fully built infrastructure (years to replicate)
  - Multiple revenue streams (risk diversification)
  - Strong visual appeal (Instagram-driven demand)
  - Proximity to NYC market
  - Turnkey operational capability
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## 10. RISKS & MITIGATION

### Risks

- Seasonal demand
- Operational complexity

- Rural staffing challenges

## Mitigation

- Diversify revenue streams
  - Expand off-season programming
  - Implement experienced management team
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## 11. EXIT STRATEGY

- Sell as stabilized hospitality asset (higher cap rate compression)
- Sell to hospitality group / private equity
- Brand expansion + multi-location rollout

**Target Exit Valuation:** \$7M – \$12M+

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## 12. INVESTMENT HIGHLIGHTS

- Undervalued at acquisition
  - Immediate revenue upside
  - Multiple scalable business lines
  - Strong demand fundamentals
  - High projected returns
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## 13. CALL TO ACTION

Acquire a rare, fully developed destination property with significant upside potential.

### Next Steps:

- Financial review
  - Site visit
  - Operational diligence
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**Contact for Investment Details**

## Property Details

- ~12,290 sq ft
  - 11 bathrooms
  - 107 acres
  - Mixed-use: residential + commercial + agricultural
  - Includes:
    - Full-service restaurant
    - Brewery
    - Event barn / wedding venue
    - Bridal house
    - Multiple greenhouses
    - Nursery business
    - Extensive landscaped grounds with ponds
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## Current Market Value (Very Accurate)

The property is **actively listed at \$4,950,000** across multiple platforms

That's about:

- **~\$403 per sq ft**
  - **~\$46,000 per acre** (very high for rural land — reflects improvements/business value)
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## How This Property Is Actually Valued

This is NOT a normal home—it's valued more like a **business + estate + venue hybrid**.

### 1. Income-Producing Assets (Huge Value Driver)

- Restaurant + bar + brewery
- Weddings / events
- Nursery & plant sales
- Potential lodging / retreat income
- Educational

These revenue streams significantly increase value beyond typical real estate

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### 2. Land & Improvements

- 107 acres in the Catskills

- Ponds, landscaping, infrastructure
  - Event-ready property (rare + expensive or impossible to recreate)
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### 3. Replacement Cost

A property like this would likely cost:

- **\$8M–\$10M+ to recreate from scratch**
  - Years of development and permitting
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## Realistic Value Range

Based on comps, listing price, and property type:

**Current fair market value: Without business valuation added**  
**\$4.7M – \$5.2M**

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This is a **premium niche asset**:

- Not priced like a house
  - Not priced like raw land
  - It's priced like a **turnkey lifestyle + business compound**
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# 1. Annual Revenue Potential

This property is valuable because it has **4 separate income engines**:

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## Restaurant + Brewery

Farm-to-table + destination dining (NYC weekend crowd potential)

Typical rural upscale restaurant:

- \$1M – \$3M gross annually

Given:

- Brewery + outdoor space + events traffic

**Estimated range:**  
**\$1.2M – \$2.5M/year**

## **Weddings & Events**

Typical Catskills wedding venue:

- \$25K – \$55K per wedding (venue + food + bar)

Given the scale + setting:

- Conservative: **25 weddings/year × \$25K = \$625K**
- Realistic: **35 weddings/year × \$25K = \$875K**
- Upside (premium positioning):  
**50 weddings × \$30K = \$1.5M**

**Estimated range:**  
**\$500K – \$1.5M/year**

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## **Nursery / Greenhouses**

Established perennial + plant business

Typical ranges:

- Small: \$100K
- Established destination nursery: \$250K – \$300K+

**Estimated range:**  
**\$200K – \$300K/year**

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## **Lodging / Retreats / Add-ons**

(Not fully maximized yet — big upside)

- Bridal house stays
- Adding Cabins & Glamping
- Weekend retreats
- Corporate events
- Adding additional amenities

**Estimated range:**  
**\$100K – \$400K/year**

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# TOTAL ESTIMATED GROSS REVENUE

Scenario	Annual Revenue
Conservative	~\$2.0M
Realistic	<b>\$2.5M – \$3.5M</b>
Optimized	\$4M – \$5M+ Expansion needed

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## 2. Net Income + Cap Rate (Investor View)

Hospitality properties like this typically run:

- **Expenses:** 55% – 70%
  - **Net Operating Income (NOI):** 30% – 45%
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### Estimated NOI

Scenario	NOI
Conservative	\$600K
Realistic	<b>\$900K – \$1.4M</b>
Optimized	\$1.6M – \$2M

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### Cap Rate (Based on \$4.95M Price)

NOI	Cap Rate
\$600K	12%
\$1M	20%
\$1.4M	<b>28%</b>

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### Reality Check

Typical hospitality cap rates:

- 8% – 14%

If our numbers are even close to realistic, this is:  
**VERY HIGH-YIELD (if well run)**

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## 3. ROI Breakdown (Investor Thinking)

### Cash-on-Cash Example

If buyer puts:

- 25% down (~\$1.2M) And NOI = \$1M:

Annual return  $\approx$  **60–80% cash-on-cash**

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## 4. Value If Split or Redeveloped

This is where it gets REALLY interesting.

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### Scenario A: Sell Components Separately

#### Breakdown:

- Restaurant/Brewery: \$2.5M – \$3.5M
- Event venue: \$1M - \$1.5M
- Nursery business: \$100K – \$200K
- Residence + land: \$1.5M – \$2.5M

#### Total split value:

**\$5.1M – \$7.7M**

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### Scenario B: Boutique Resort Conversion

Given:

- 107 acres
- Ponds + trails
- NYC proximity (~2.5 hrs)

Potential:

- 20–40 cabins / glamping units
- Wellness retreat / luxury resort

Stabilized value:

**\$6M – \$10M+**

# Scenario C: High-End Wedding Destination Brand

If scaled to:

- 60–80 weddings/year
- Premium pricing (\$30K–\$50K)

Revenue:

\$2M+ weddings alone

Valuation:

**\$7M – \$12M potential**

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## Straight Investor Take

It's priced like:

**A lifestyle business with upside**

**What that means:**

- Current value: ~\$5M
  - True potential value:  
**\$7M – \$10M+ if scaled properly**
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## Bottom Line

**Revenue Potential:**

**\$2.5M – \$4M/year realistic**

**NOI:**

**\$900K – \$1.4M**

**Cap Rate:**

**18% – 28% (theoretical, very strong)**

**Redevelopment Value:**

**\$6M – \$10M+**