



NewGenAdv.com

EXCLUSIVE LISTING:

Willcox Extended Residence Stay & Suites

921 N Bisbee Ave
Willcox, AZ 85643

Jigar "Jay" Desai
Senior Vice President
AZ#SA675144000

Ryan J Bodine
Senior Vice President
AZ#BR661940000

Dan Rama
NewGen Advisory AZ LLC
DESIGNATED BROKER
AZ#BR515223000



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INVESTMENT PROFILE

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Jigar “Jay” Desai and Ryan Bodine of NewGen Advisory are proud to present the sale of the Willcox Extended Residence Inn & Suites, located in Willcox, AZ. This 79-room, two-story, exterior corridor property sits on a generous 2.45-acre lot and offers a unique investment opportunity with 24 extended-stay suites featuring separate living and sleeping areas, 24 single rooms with kitchenettes, and 31 standard rooms. Fully renovated with \$1.4M in improvements since 2023, each unit boasts 55-inch smart TVs, and upgraded kitchenettes. Guests enjoy a complimentary hot breakfast, free Wi-Fi, and convenient access to local attractions such as wineries and the Chiricahua National Monument. Operated absentee and surrounded by multiple brand conversion opportunities, this turnkey asset is an ideal acquisition for investors seeking strong upside in a growing hospitality market. **Seller financing and lease-to-purchase options are available, and the motivated seller is open to all offers.**



PROPERTY HIGHLIGHTS

- 79 units
 - 24 suites with separate bedrooms and living rooms
 - 24 single rooms with kitchenettes
 - 31 single rooms
- Motivated seller - bring all offers
- Seller financing and lease to purchase options available
- Multiple brand options available
- Absentee managed from out of state owners
- \$1.4M renovations completed since 2023
- Upside for owner operator to drive rates
- 1.2M in revenue with limited expenses due to extended stay guests

OFFERING SUMMARY

 Sale Price:	Contact Brokers
 Number of Rooms:	79
 Price Per Key:	\$40,506
 Building Size:	24,876 SF
 Lot Size:	2.45 AC
 Year Built:	1983
 Renovation Completed:	2023
 Stories:	2
 Zoning:	Commercial
 Hotel Type:	Economy/Extended Stay



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PROPERTY IMPRESSIONS

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LOCATION INFORMATION

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WILLCOX, ARIZONA

Willcox, Arizona, is a small city nestled in Cochise County in southeastern Arizona. Located at an elevation of approximately 4,170 feet in the Sulphur Springs Valley, it is framed by the rugged Chiricahua and Pinaleño Mountains, offering dramatic desert landscapes and scenic vistas. Willcox sits along Interstate 10 - one of the busiest east-west corridors in the southern U.S. - positioning it just 80 miles east of Tucson and roughly halfway between Phoenix and El Paso. In addition to highway access, the city is served by the Union Pacific Railroad, making it a key junction for freight and commerce. Its semi-arid climate - characterized by warm days and cool nights - provides ideal growing conditions for wine grapes, pistachios, and other high-desert crops. Originally founded in 1880 as a whistle-stop along the Southern Pacific Railroad, Willcox retains much of its rustic charm and frontier heritage.

Though modest in population, Willcox plays an outsized role in Arizona's agricultural and tourism sectors. The city's strategic location has made it a vital waypoint for road-trippers, long-haul truckers, RV travelers, and nature tourists exploring southeastern Arizona. It serves as a gateway to outdoor landmarks such as the Chiricahua National Monument, Fort Bowie National Historic Site, and the Willcox Playa - drawing visitors interested in hiking, birding, and stargazing. In recent years, downtown Willcox has seen revitalization efforts, preserving its historic character while accommodating boutique shops, local eateries, and tasting rooms. With its blend of accessibility, natural beauty, and cultural identity, Willcox offers a compelling mix of rural tranquility and economic opportunity.





From 2021 to 2025, Willcox's economy remained rooted in agriculture while steadily benefiting from growth in tourism and service-based industries.

- **Agriculture** continues to serve as the cornerstone of the local economy. Once known as the "Cattle Capital of America," Willcox now supports a diverse array of crops, including wine grapes, pistachios, apples, peaches, pecans, cotton, and grains. The city is also home to one of the world's largest hydroponic tomato greenhouses, which provides a significant source of employment.
- **Employment trends** have remained stable, with the largest job sectors including Health Care & Social Assistance, Agriculture/Forestry, and Retail Trade. The local workforce is further supported by roles in hospitality, logistics, and the public sector. While unemployment spiked in 2020, the region has since stabilized, maintaining mid-single-digit unemployment rates.
- **Economic development** in Willcox has been marked by increased retail and hospitality revenues, driven in part by tourism and downtown revitalization efforts. The city has invested in new event spaces, tech-enabled cultural venues, and visitor infrastructure to enhance its appeal. In late 2024, the state designated the Willcox groundwater basin as an Active Management Area (AMA) to protect long-term agricultural sustainability. These initiatives reflect a broader strategy to balance economic growth with environmental stewardship while diversifying the city's economic base.

From 2021 through 2025, Willcox's economy remained fundamentally anchored in agriculture, while tourism, healthcare, and local services steadily gained traction - offering a balanced yet evolving economic profile.

- **Agriculture & Food Production:** Agriculture remains the backbone of Willcox's economy. The region produces approximately 75% of Arizona's wine grapes and yields significant outputs in cattle, pistachios, apples, and tomatoes - bolstered by one of the world's largest hydroponic greenhouses. Farming directly employs over 100 individuals and generates seasonal jobs and agritourism opportunities, making it a key economic driver in both output and employment.
- **Employment & Industry Mix:** In 2023, Willcox supported roughly 1,210 jobs, led by the healthcare, agriculture, and retail sectors. Roles in administration, education, and food services are also prevalent. While the median household income was approximately \$40,750, about 19% of residents lived below the poverty line. Tourism has helped strengthen the local job base, particularly in hospitality and service industries.
- **Sustainability & Infrastructure Development:** In 2024, the Willcox groundwater basin was designated an Active Management Area (AMA), introducing new water regulations to protect the long-term viability of agriculture. While the designation presents regulatory challenges, it also positions the region for sustainable growth. Concurrently, downtown revitalization efforts and the development of new visitor amenities have enhanced Willcox's appeal and contributed to ongoing economic diversification.





WILLCOX WINE COUNTRY

Willcox Wine Country is Arizona's premier wine region, producing over 70% of the state's wine grapes. Home to more than a dozen wineries and two major annual wine festivals, the area draws thousands of visitors each year - many of whom stay multiple nights, benefiting local hotels, restaurants, and other service providers. Small vineyard teams and tasting room staff collectively support local employment while enhancing Willcox's reputation as a top wine destination in the Southwest.



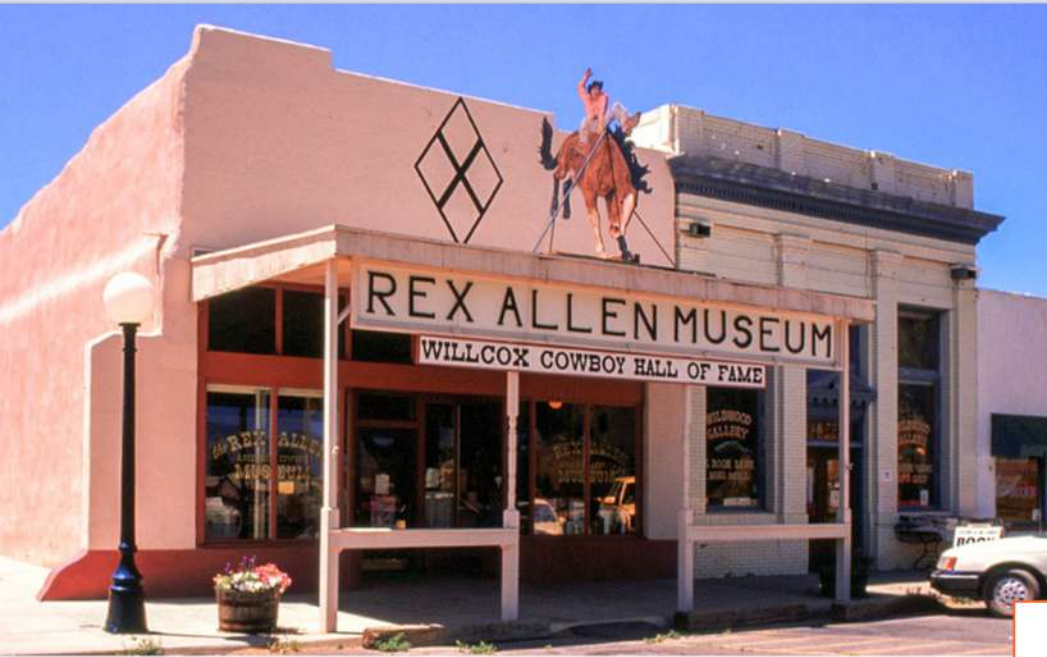
APPLE ANNIE'S ORCHARD & FARM

A seasonal favorite, Apple Annie's draws tens of thousands of visitors each fall with U-pick apples, peaches, pumpkins, and corn mazes. The farm employs dozens of seasonal workers and serves as a key agritourism anchor in the region. Its family-friendly events, harvest festivals, and rural charm extend visitor stays and increase weekday traffic through school field trips and U-pick activities. Additional revenue comes from the on-site country store and bakery, known for pies, jams, and fresh produce.



LEE'S PECAN FARM

Lee's Pecan Farm is a local retail stop for fresh pecans, fudge, and Southwest goods. Though small, it's a consistent draw for I-10 travelers and food lovers, operating with a lean team and contributing to Willcox's reputation for local, handcrafted products. Visitors often stop in as part of larger food and wine tours or while en route to nearby attractions. The farm's gift shop and snack options make it a convenient and authentic roadside experience. Its presence enhances Willcox's appeal as a regional culinary destination rooted in agriculture.



REX ALLEN ARIZONA COWBOY MUSEUM

Located in historic downtown Willcox, the Rex Allen Arizona Cowboy Museum honors the life of Rex Allen - singer, actor, and native son of Willcox, known as the "Arizona Cowboy." The museum houses memorabilia, movie posters, recordings, and Western artifacts, and operates alongside the Willcox Cowboy Hall of Fame. It draws thousands of visitors annually, especially during the Rex Allen Days festival each October, which features parades, rodeos, and concerts. With a small but dedicated team of staff and volunteers, the museum anchors cultural tourism in Willcox and keeps Western heritage alive, reinforcing the city's identity and supporting nearby businesses through event-driven tourism.

CHIRICAHUA NATIONAL MONUMENT

Chiricahua National Monument, located about 36 miles southeast of Willcox, is a major outdoor attraction known for its dramatic rock formations, scenic vistas, and extensive hiking trails. It welcomed approximately 71,392 recreational visitors in 2024 - a strong increase from previous years - and continues to grow in popularity. Operated by the National Park Service, the monument employs a range of federal and seasonal staff for maintenance, interpretation, and visitor services. Beyond its direct employment, Chiricahua generates significant indirect economic benefits by driving overnight stays, fueling restaurant traffic, and supporting tour-related businesses in Willcox. Its potential elevation to National Park status is being considered by lawmakers, which could exponentially increase visitation and establish Willcox as a key tourism gateway in southern Arizona.







 **NewGen**
ADVISORY

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SALES COMPARABLES

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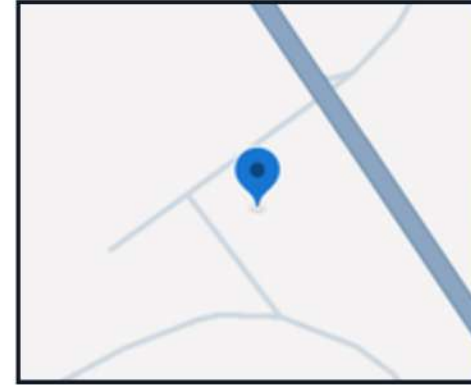
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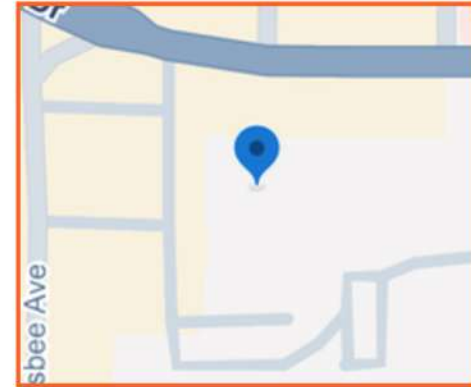
Tombstone Grand Hotel, a Baymont by Wyndham
580 W Randolph Way, Tombstone, AZ 85638

Sold Price:	\$2,950,000
Lot Size (AC):	3.76 AC
Building Size (SF):	163,960 SF
Price\Unit:	\$49,167
No. Units:	60



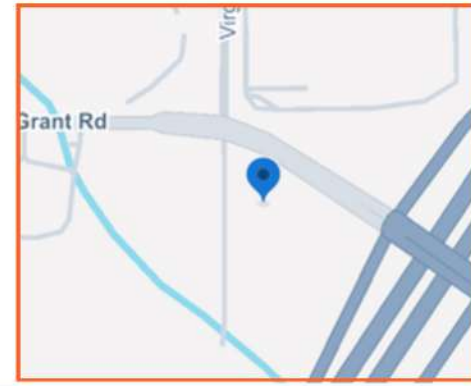
Motel 6 / Studio 6
1100 W Rex Allen Dr, Willcox, AZ 85643

Sold Price:	\$2,800,000
Lot Size (AC):	2.00 AC
Building Size (SF):	87,294 SF
Price\Unit:	\$30,769
No. Units:	91



Super 8 by Wyndham Willcox
1500 Fort Grant Rd, Willcox, AZ 85643

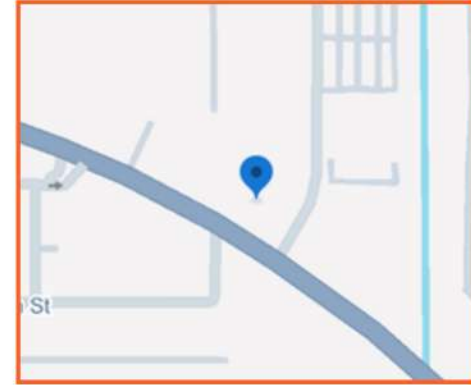
Sold Price:	\$1,675,000
Lot Size (AC):	1.97 AC
Building Size (SF):	85,857 SF
Price\Unit:	\$31,604
No. Units:	53





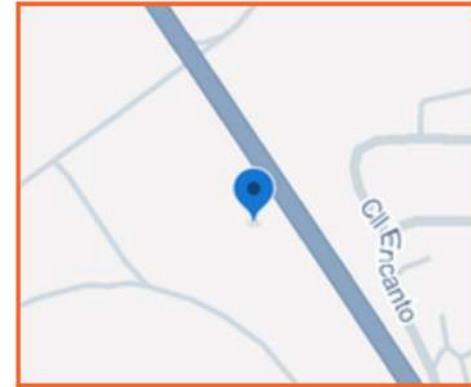
Days Inn by Wyndham Safford
520 E US Highway 70, Safford, AZ 85546

Sold Price:	\$1,650,000
Lot Size (AC):	1.01 AC
Building Size (SF):	43,996 SF
Price\Unit:	\$38,372
No. Units:	43



Landmark Lookout Lodge
781 AZ-80, Tombstone, AZ 85638

Sold Price:	\$1,400,000
Lot Size (AC):	2.11 AC
Building Size (SF):	91,932 SF
Price\Unit:	\$35,000
No. Units:	40





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ADVISOR BIO

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JIGAR "JAY" DESAI

SENIOR VICE PRESIDENT

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DIRECT: 520.664.4091

PROFESSIONAL BACKGROUND

Jigar "Jay" Desai joined the NewGen Advisory team of Arizona in 2017. He is focused throughout the Southwestern regions of Texas to California assisting our clients with all their hotel and lodging transactional needs. Jay has a unique ability to connect prospective buyers with sellers while focusing on and balancing the critical financial needs of both making him a true asset to any team and every client. Jay's extensive background in the hotel industry has given him the insight to better understand the critical needs of his clients. Having grown up in the hotel industry, Jay's ability to relate and understand the rigorous demands of hotel operations has provided the insight which has led to facilitate successful transactions. Furthermore, prior to joining the NewGen team, Jay was immersed into the financing and lending world with a large national bank which gave him the unique view into the lending world and provided the connections which allow his clients to seek out financing for even the most challenging assets.

EDUCATION

Jigar graduated from the U of A in 2011 attaining a dual degree from Eller College of Management in Finance and Real Estate.

MEMBERSHIPS

Jigar is a member and ambassador for the Asian American Hotel Owners Association (AAHOA) and holds certifications for Choice Hotels and Best Western.



RYAN J. BODINE

Senior Vice President

ryan.bodine@newgenadv.com

DIRECT: 480.236.9918

PROFESSIONAL BACKGROUND

Ryan Bodine is an Associate for NewGen Advisory, a hospitality brokerage firm. Ryan's primary focus is on representing and identifying hospitality investment opportunities from around the country for his domestic and international partners. Ryan has extensive experience in owning his own company and raising foreign direct investment. This unique hybrid has allowed him to approach each deal with an ownership mentality while leveraging his extensive network of high net worth investors to realize profitable returns for his clients.

Prior to NewGen, Ryan sourced foreign direct investment for Green Card Fund, an EB-5 Invest to Immigrate Regional Center, worked as an Executive Consultant for an education reform organization, and owned an international promotional product company.

He is a member of the Asian American Hotel Owners Association, Arizona Lodging Tourism Association, Urban Land Institute, Arizona Association of Economic Development, the Greater Phoenix Economic Council, the Phoenix Committee on Foreign Relations, and the Global Shapers Phoenix HUB Community.

EDUCATION

University of Hawaii at Manoa - Business

Roehampton University London, England- International Business

Arizona State University- International Business, Summa Cum Laude

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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.



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