

HOTEL MILLERSBURG



PRESENTED BY:



WILSON COMMERCIAL GROUP, LLC

4200 Regent Street, Suite 200
Columbus, OH 43219

EXECUTIVE SUMMARY

A 170+ YEAR LEGACY IN THE HEART OF OHIO'S AMISH COUNTRY

Hotel Millersburg is one of Ohio's oldest continuously operating hotels, a landmark property with more than 170 years of uninterrupted hospitality. Located in the center of Millersburg's National Historic District, the hotel blends Victorian charm, authentic small town character, and modern operational performance into a uniquely compelling investment opportunity.

The property features 32 individually decorated guest rooms, a well known restaurant and tavern, and a thriving craft retreat business that attracts groups from across the country. With its deep historical roots, strong regional tourism demand, and a proven revenue model, Hotel Millersburg stands as a rare boutique hospitality asset with both emotional appeal and financial strength.



INVESTMENT HIGHLIGHTS

OFFERED AT: **\$2,250,000**

170+ YEARS OF CONTINUOUS OPERATION

Prime location in Ohio's Amish Country (4M+ annual visitors)

\$270,000+ ANNUAL RETREAT REVENUE

50 retreats already booked for 2026

\$354,000 IN FORWARD BOOKINGS

ADR up 10% under professional revenue management

FULL STAFFING IN PLACE

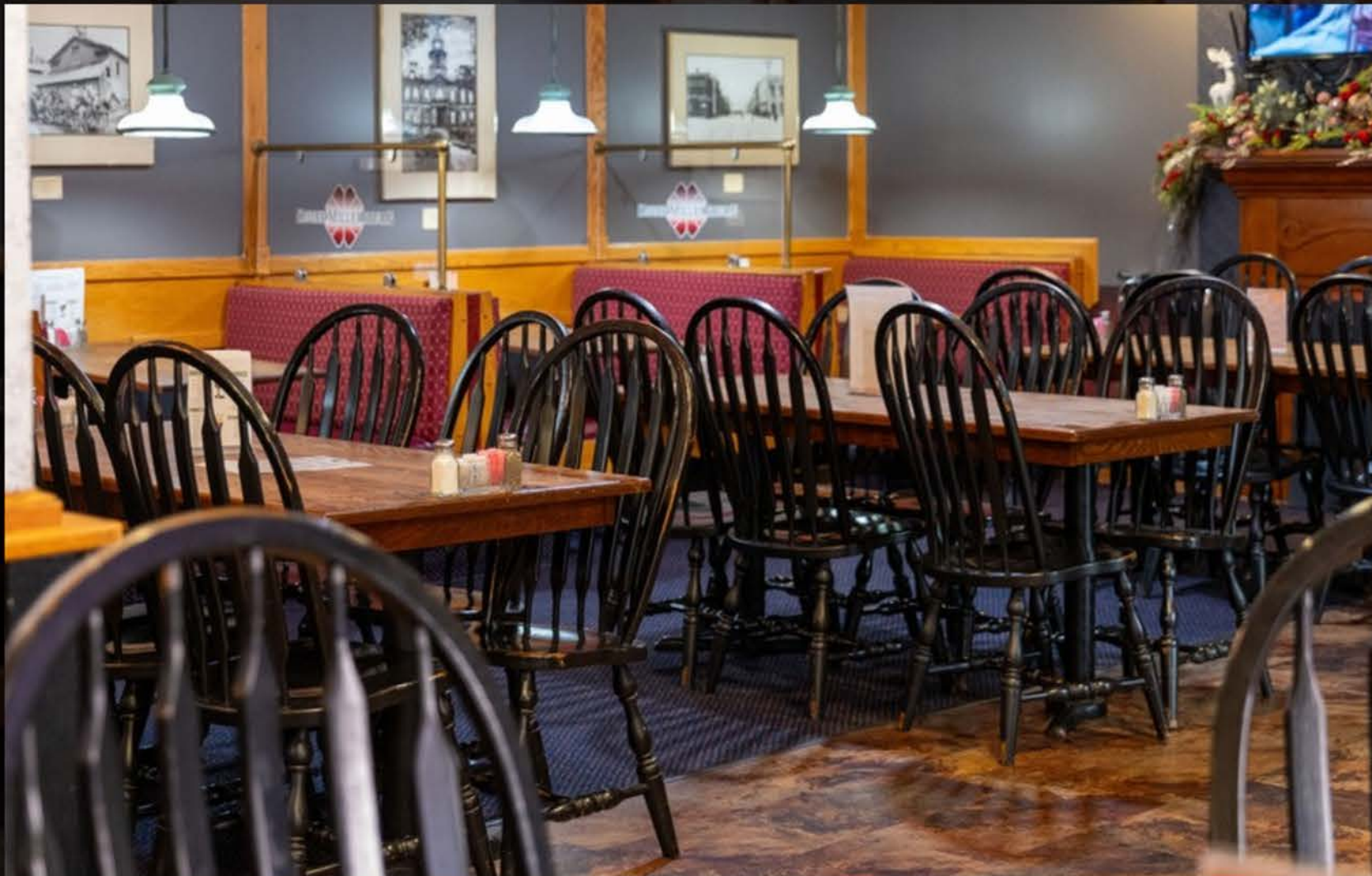
Complete and experienced team for seamless operation.





PROPERTY OVERVIEW













A BOUTIQUE HOTEL WITH HISTORIC SOUL AND MODERN OPERATIONAL STRENGTH

Hotel Millersburg blends 19th-century architecture, Victorian-era décor, and warm Midwestern hospitality. Its interiors feature antique artwork, handcrafted quilts, vintage furnishings, and period-appropriate details that create a sense of place guests remember long after their stay.

KEY FEATURES

-  **32 Individually decorated rooms**
Each room features unique Victorian-era furnishings and authentic period details
-  **On-site Restaurant and Tavern**
Well-known dining destination serving guests and locals.
-  **State Liquor License**
Full license to serve in restaurant tavern and outside patio area.
-  **Dedicated Retreat Spaces**
Purpose-built areas for craft retreats and group gatherings
-  **2 Elevators**
For convenience and accessibility
-  **Historic architecture and curated interiors**
Authentic 19th-century design with handcrafted quilts and antique artwork
-  **Walkable Downtown Location**
Steps from shops, galleries, and the Holmes County Courthouse
-  **Strong Regional Brand Identity**
Purpose-built areas for craft retreats and group gatherings

EXTERIOR	\$139,445.10
Roof	\$38,098.96
Copper	\$23,198.14
Window Inserts	\$33,243.00
Masonry	\$25,455.00
Painting	\$19,450.00
HOTEL	\$26,372.66
Equip	\$1,315.77
Flooring	\$3,947.57
Mattress	\$4,607.63
Signage	\$7,052.61
TV	\$4,208.94
WAN	\$2,760.57
Fire Doors	\$2,479.57
MECHANICALS	\$58,663.32
HVAC	\$45,101.68
Water Heater	\$13,561.64
TAVERN	\$24,128.84
Equip	\$1,068.93
Walkin	\$8,402.50
Rebuild	\$10,696.03
Decor	\$3,961.38
GRAND TOTAL	\$248,609.92

CapEx Highlights:

Nearly \$500k has been invested into general deferred maintenance of the property including a complete rebuild of the Parlor and many areas of the commercial kitchen and Tavern. In addition, the listed CapEX projects have been completed.



ROOF:

New Conklin Puma XL roof , along with fascia and gutters, was installed in 2018 with an 18 year transferrable warranty.(10 years remaining). New roof significantly improved internal climate and reduced energy costs by 30%



WINDOW INSERTS:

INDOW brand window inserts were installed in street facing guest rooms 2024, significantly improving noise quality inside the hotel and adding additional energy efficiency



HVAC:

All of the **major HVAC** systems and many of the window units have been replaced in the past 6 years.



WATER HEATER:

All water heaters serving guest rooms were replaced in 2020/2021



MASONRY & PAINT:

Original historic building was tuckpointed & painted in 2025



WALK IN:

Walk in cooler was replaced in 2021

MARKET OVERVIEW

A HIGH DEMAND TOURISM MARKET IN THE HEART OF OHIO'S AMISH COUNTRY

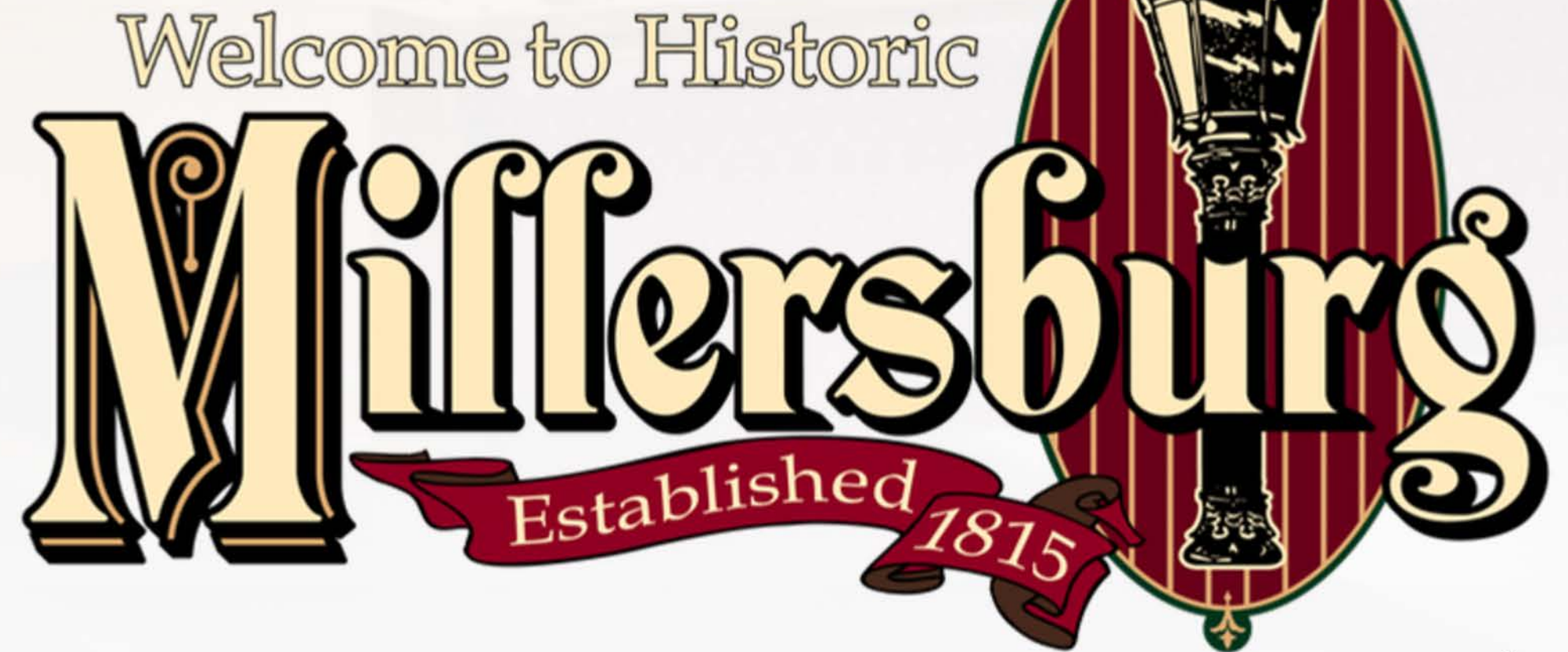
Holmes County attracts 4+ million visitors annually, making it one of the Midwest's strongest rural tourism markets. Travelers come for Amish culture, handcrafted goods, scenic landscapes, and small-town charm all of which support year-round lodging demand.

REGIONAL STRENGTHS

MARKET DRIVERS

Millersburg's walkable historic downtown enhances the hotel's appeal and supports strong occupancy.

- Cultural Tourism
- Culinary Destinations
- Outdoor Recreation
- Artisan Shopping
- Seasonal Festivals
- Retreat and Workshop Travel





FINANCIAL OVERVIEW

**A STABLE, MULTI-STREAM REVENUE MODEL
WITH STRONG FORWARD VISIBILITY**

Hotel Millersburg benefits from
diversified revenue streams

REVENUE COMPONENTS

\$507,000

Hotel Income



\$270,000+

Annual Retreat
Revenue



\$354,000

Forward Bookings



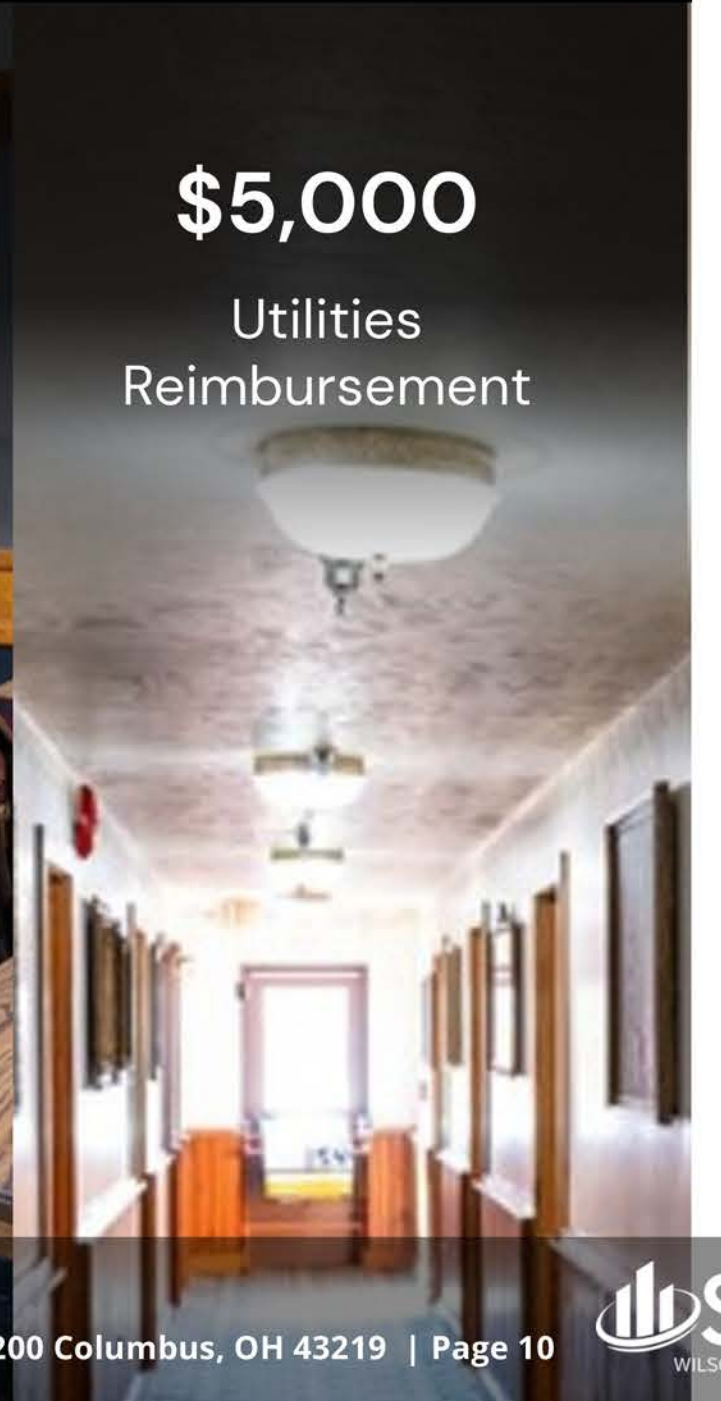
\$30,000

Commercial
Rental Income



\$5,000

Utilities
Reimbursement



COST STRUCTURE

Expense Category	Annual Amount
Credit Card fees	\$17,250
Lodging tax	\$26,450
Sales tax	\$36,455
Commissions	\$20,000
Hotel expenses	\$48,000
Hotel payroll	\$111,000
Payroll tax	\$11,900
Fixed expenses	\$92,192
Repairs & maintenance	\$23,400
Real estate taxes	\$18,000



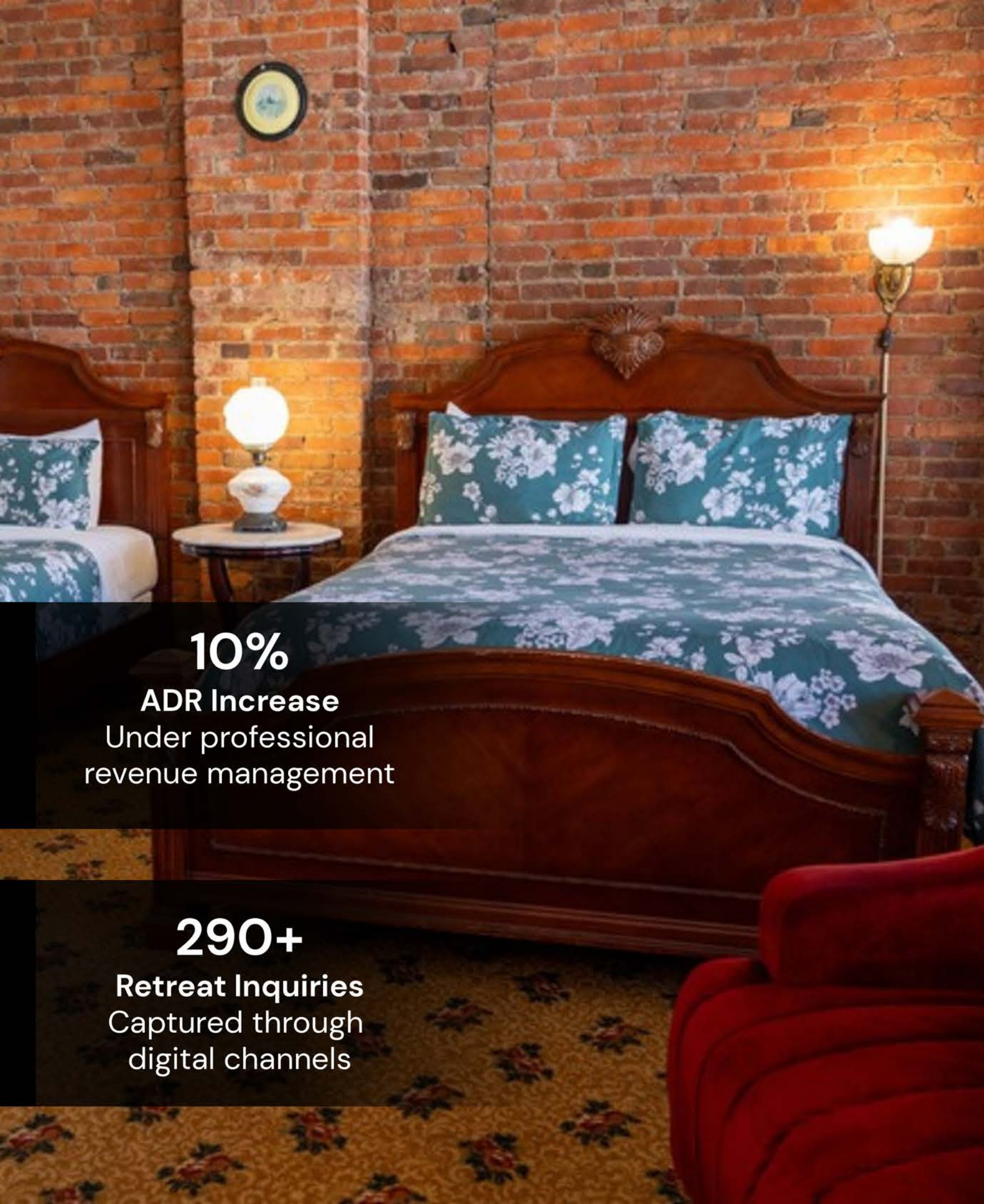
OPERATIONS & MANAGEMENT

A FULLY STAFFED, PROFESSIONALLY MANAGED BOUTIQUE HOTEL

Hotel Millersburg operates with a complete and experienced team:

Staffing

- Housekeeping manager + 5 staff
- Front desk + retreat management team
- 1.5 maintenance staff
- Full F&B team for the restaurant and tavern



10%

ADR Increase

Under professional
revenue management

290+

Retreat Inquiries
Captured through
digital channels

REVENUE MANAGEMENT

MANAGED BY DIAMO REVENUE MANAGEMENT

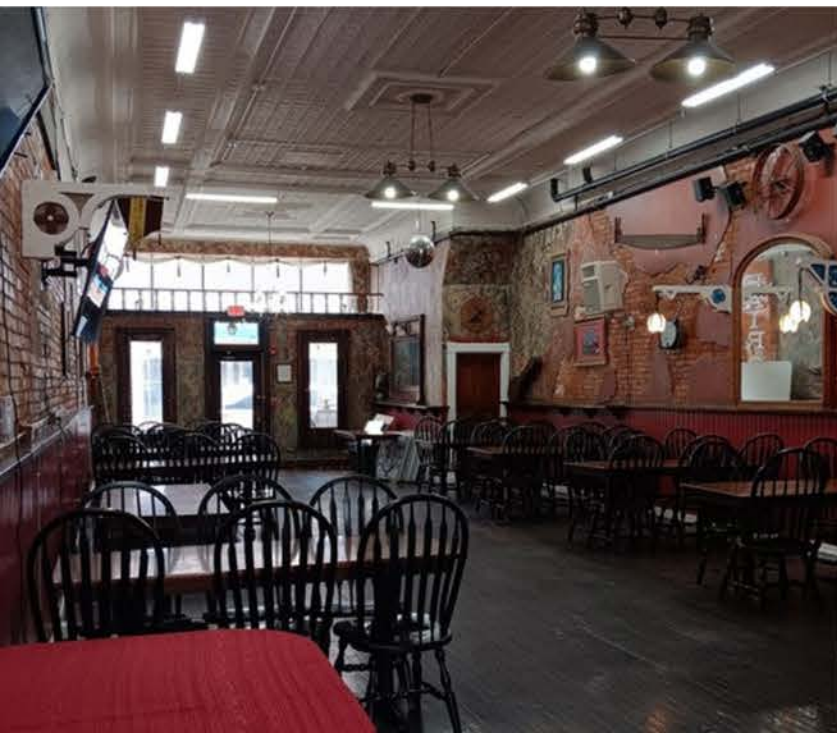
- ADR increased 10%
- Improved segmentation and seasonal pricing

Digital Presence

- HotelMillersburg.com
- 1847QuiltRetreatCenter.com
- Active social media channels
- 290+ retreat inquiries captured online

RESTAURANT & TAVERN

- Full liquor license
- Commercial Kitchen w/walk-in cooler
- Full patio w/stage licensed for outdoor liquor service
- Opportunity to add more music and stage events







COMMERCIAL TENANTS

Shops bring in an additional
\$30,000 of rents.

Commercial tenants strategically complement the retreat business with a **massage therapist, quilt/craft supply shop** that caters to retreaters and **antique/glass shop**.



VALUE ADD OPPORTUNITIES

A HISTORIC ASSET WITH SIGNIFICANT UPSIDE POTENTIAL

Key Opportunities

- Expand retreat offerings
- Enhance F&B programming
- Monetize historic character
- Targeted capital improvements
- Increase ADR through continued revenue management
- Strengthen digital marketing
- Add or expand commercial tenants
- Enter micro-wedding and event markets

These opportunities position the hotel for both near-term gains and long-term value creation.

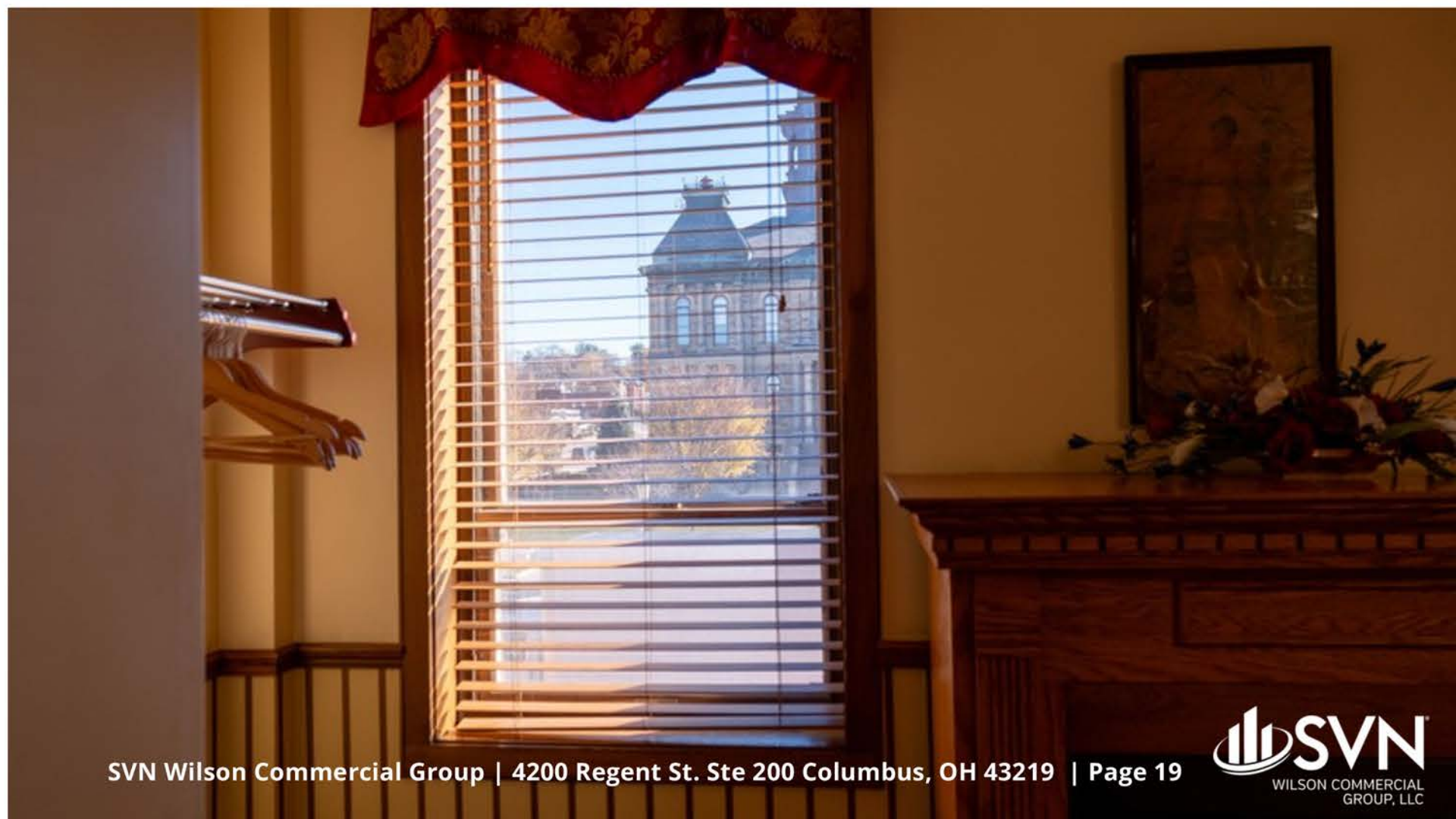




PHOTO GALLERY

& VISUAL HIGHLIGHTS







LOCATION OVERVIEW

PRIME POSITION IN MILLERSBURG'S HISTORIC DOWNTOWN

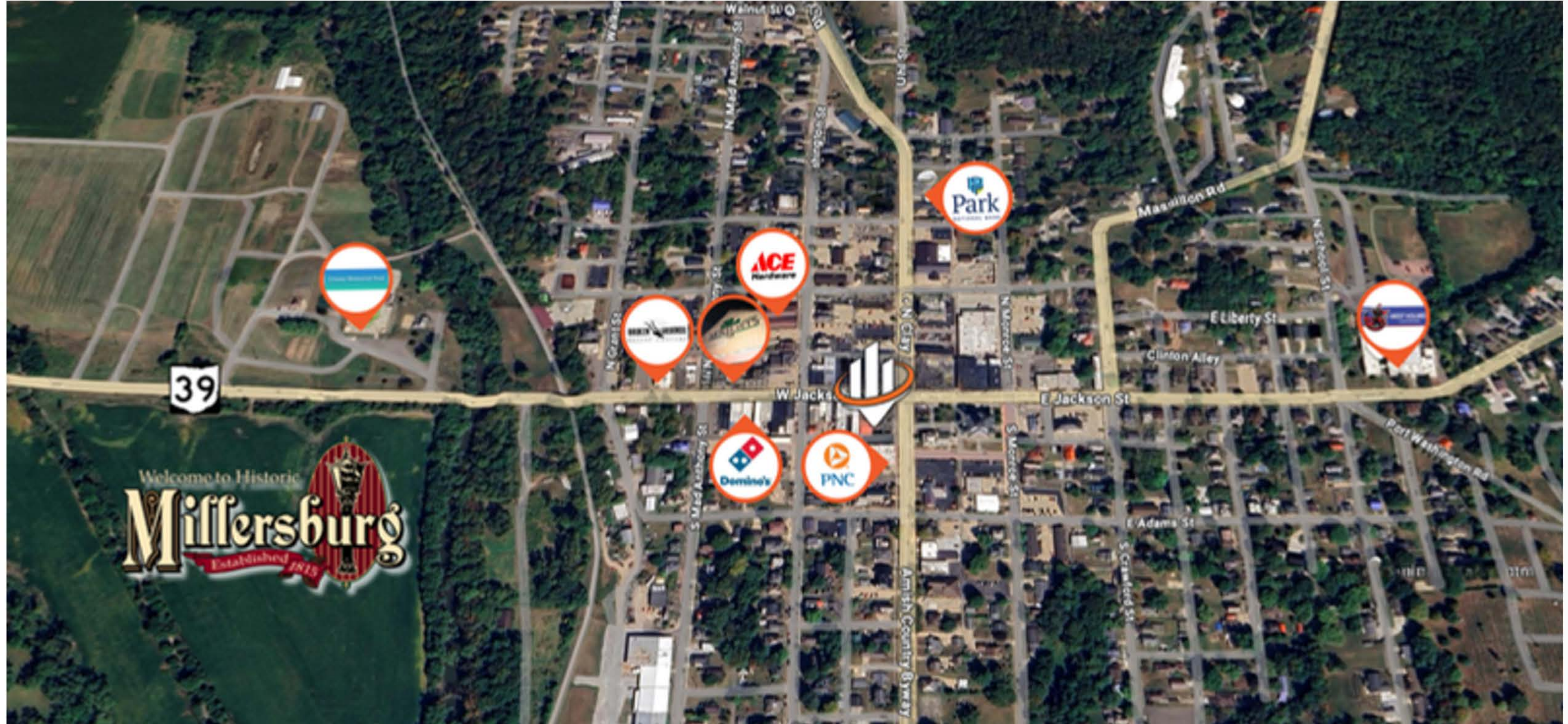
Hotel Millersburg sits directly across from the Holmes County Courthouse, surrounded by shops, restaurants, galleries, and museums.

Akron 1 hr
Canton 45 min
Cleveland 1 hr 30 min
Columbus 1 hr 30 min
Pittsburgh 2 hr 30 min
Wheeling 2 hr

This accessibility supports strong weekend and retreat demand.



RETAILER MAP



OFFERING TERMS

OFFERING PRICE:
\$2,250,000

PROPERTY TYPE:
Historic Boutique Hotel & Retreat Center

GUEST ROOMS:
32

OFFERING STRUCTURE:
Fee Simple Interest

FORWARD BOOKINGS:
\$354,000

ADDITIONAL INCOME:
**\$30,000 commercial
rent + \$5,000 utilities**

RETREAT REVENUE:
\$270,000+ annually

*A full financial package is available to qualified buyers upon execution of a confidentiality agreement.

DISCLAIMERS

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To the extent Owner or any agent of Owner corresponds with any prospective purchaser, any prospective purchaser should not rely on any such correspondence or statements as binding Owner. Only a fully executed Real Estate Purchase Agreement shall bind the property and each prospective purchaser proceeds at its own risk.

BROKERAGE INFORMATION



SETH ASMAN

Senior Advisor

614.944.5140

seth.asman@svn.com



KRISTEN ASMAN

Senior Advisor

614.944.5140

seth.asman@svn.com

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The Advisors at SVN | Wilson Commercial Group, LLC have a deep understanding and vast experience with a wide variety of aspects of all investment real estate. Our specialized teams can provide competent guidance to you, your clients or your investors. We have brokered, consulted, managed and provided a wide variety of real estate services in 20 states. We have been hired by other local, regional and national brokerage firms to assist them in managing their client's assets and in a number of cases been hired to represent other brokers in the marketing of their personal holdings.



WILSON COMMERCIAL
GROUP, LLC

Send all offers to:

Seth.Asman@SVN.com