



NewGenAdv.com

EXCLUSIVE LISTING:

BOB Hotels (Tallahassee)

1695 Capital Cir NW |
Tallahassee, FL 32303

ROSHAN BHULA

Associate
NC#321676

Ronald Clyde Robbins
Cornerstone Commercial
Associates, LLC
Designated Broker
FL#BK3209179



INVESTMENT PROFILE	3
PROPERTY IMPRESSIONS	6
TESTIMONIALS	20
FINANCIAL ANALYSIS	21
LOCATION INFORMATION	31
ADVISOR BIO	35

EXCLUSIVELY LISTED BY:

ROSHAN BHULA

Associate

rbhula@newgenadv.com

C: (704) 904-0480

NC #321676



 **NewGen**
ADVISORY

NewGenAdv.com

INVESTMENT PROFILE

EXCLUSIVELY LISTED BY:

ROSHAN BHULA

Associate

rbhula@newgenadv.com

C: (704) 904-0480

NC #321676

Ronald Clyde Robbins
Cornerstone Commercial
Associates, LLC
Designated Broker
FL#BK3209179



Boutique on Budget has earned the #1 ranked hotel designation in Tallahassee. Roshan Bhula of NewGen Advisory is proud to present the sale of BOB Hotels in Tallahassee, FL - a fully repositioned, 78-room, interior-corridor boutique hotel and the flagship asset of the emerging BOB Hotels brand. The property features all-new FF&E, a complete design overhaul, and a scalable operating model aligned with institutional management standards. The hotel benefits from diversified demand and generates ancillary revenue from onsite EV charging stations, enhancing overall NOI.

In less than 12 months, BOB Hotels Tallahassee has proven that affordable hotels can lead in design, comfort, and profitability. In its first full year of operations, the property exceeded \$2.2 million in gross revenue and is projected to reach \$2.4 - \$2.5 million, underscoring the strength of the brand's operating model. By the end of 2025, BOB captured market share by a landslide, earning the #1 ranking on TripAdvisor and achieving the highest customer satisfaction scores on Google Reviews.









Strategically located along Capital Circle NW with immediate access to Interstate 10, the hotel sits in one of Tallahassee's primary commercial corridors and is the closest hotel to Tallahassee International Airport. The location benefits from direct connectivity to major state, university, and government demand drivers, with Buc-ee's recently announcing plans to break ground on a new flagship travel center less than two minutes east along I-10 — further reinforcing long-term traffic, visibility, and ancillary demand for the corridor.



PROPERTY HIGHLIGHTS

- Delivered \$2.2M revenue in Year 1 post-rebrand, proving immediate market capture.
- January 2026 hit 90.7% occupancy - a massive 38% YoY increase over 2025.
- Completed a \$1.9M full renovation (July 2024) with all-new FF&E, slashing future CapEx.
- The closest hotel to TLH Airport; perfectly positioned for the new International Processing Facility.
- Located 2 minutes from the upcoming Buc-ee's Travel Center, a massive driver for transient traffic.
- Strategic proximity to FSU and the State Capitol ensures high year-round demand.

OFFERING SUMMARY

	Sale Price:	\$8,250,000
	Building Size:	27,188 SF
	Lot Size:	1.98 ACRES
	Renovation Completed:	2024
	Year Built:	1992
	Number of Rooms:	78
	Stories:	2
	Class:	Upper Midscale





 **NewGen**
ADVISORY

NewGenAdv.com

PROPERTY IMPRESSIONS

EXCLUSIVELY LISTED BY:

ROSHAN BHULA

Associate

rbhula@newgenadv.com

C: (704) 904-0480

NC #321676

Ronald Clyde Robbins
Cornerstone Commercial
Associates, LLC
Designated Broker
FL#BK3209179

EXTERIOR PHOTOS

BOB Hotels (Tallahassee) Tallahassee, FL



MAIN LOBBY AREA

BOB Hotels (Tallahassee)
Tallahassee, FL

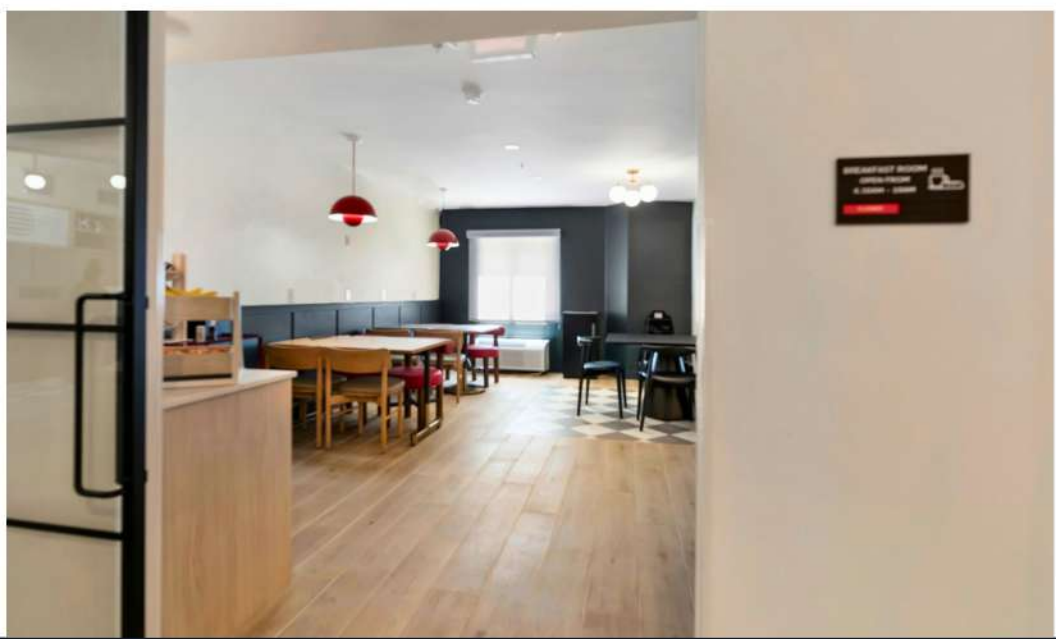






GUEST REFRESHMENTS

BOB Hotels (Tallahassee)
Tallahassee, FL



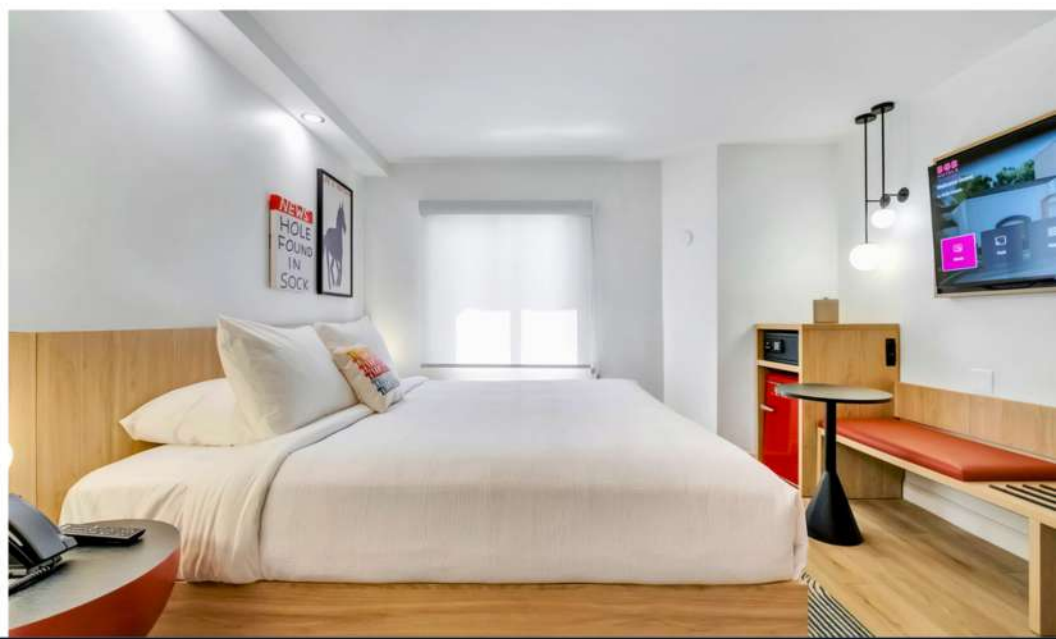


GUEST ROOMS

BOB Hotels (Tallahassee)
Tallahassee, FL

















Wow!! What an incredible hotel! The decor is so nicely remodeled! The beds are super comfortable. The staff is so attentive. The environment really made for an incredibly comfortable trip!

Mark R



Really nice hotel!! Beds are comfortable, it's clean & the staff are incredibly kind. Special mentions for the decoration which is awesome & for the tasty coffee .

Emmanuelle B



I had a fantastic stay at this hotel! The modern look and superb design truly impressed me. I absolutely loved the decor - everything felt elegant and stylish.

VK



Good morning 🙏. This is my first stay here. It was amazing. It reminded me of the lodgings in Europe and Greece. Thanks to all of the staff, especially LaRhonda, Cameron, Kim and the others.

Gwenevere W.



What a find. Convenient to get to from the main highway. You'll love everything about this hotel, even down to the artwork! it feels like a NYC Boutique Hotel, but at a very affordable cost.

Laura R



I had never heard of this hotel before, but now I wish that BOB was everywhere!!! This is by far the cutest, most welcoming hotel I have EVER stayed at. 100/10 in every regard! Also, whoever did the interior decorating has PASSION!!!

Jenna H



NewGenAdv.com

FINANCIAL ANALYSIS

EXCLUSIVELY LISTED BY:

ROSHAN BHULA

Associate

rbhula@newgenadv.com

C: (704) 904-0480

NC #321676

Ronald Clyde Robbins
Cornerstone Commercial
Associates, LLC
Designated Broker
FL#BK3209179

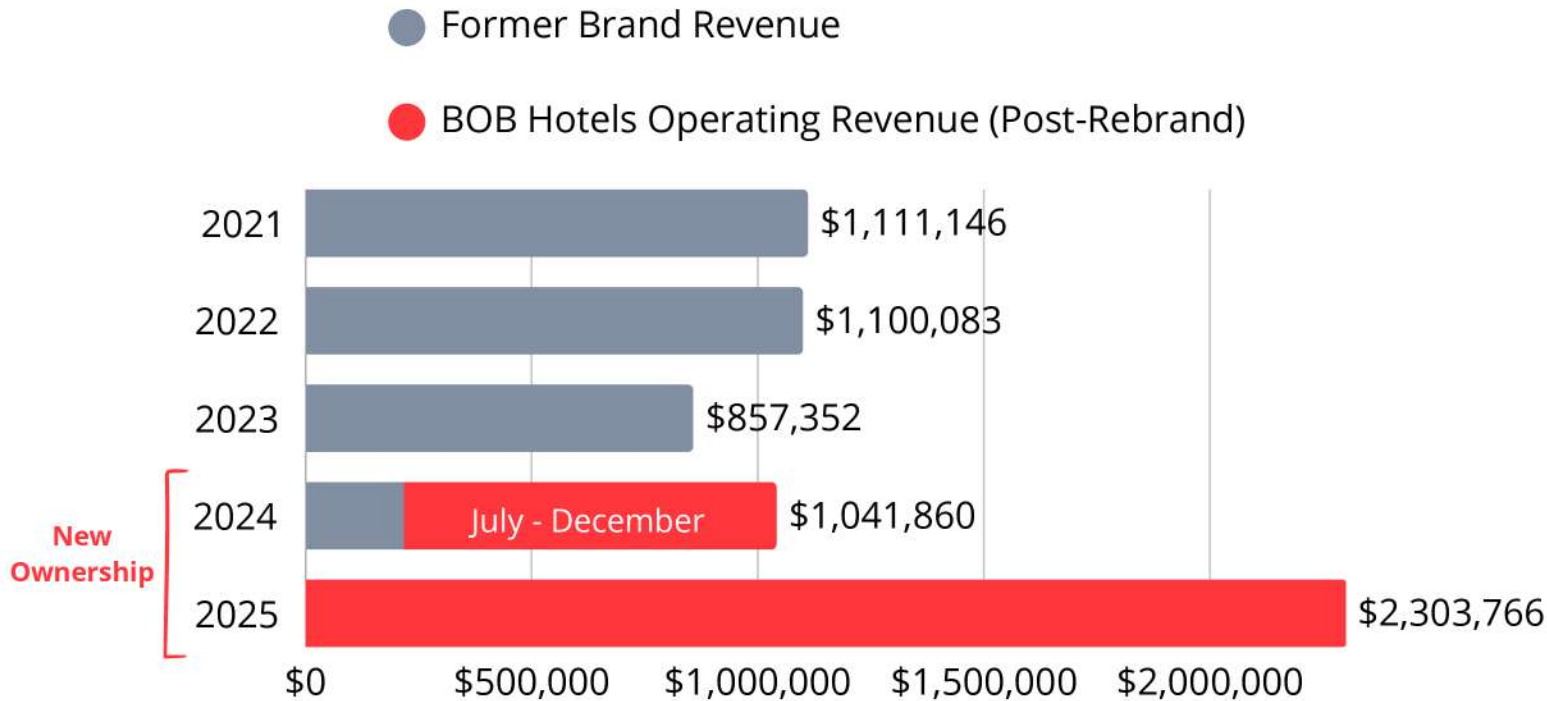


Room-Whisperer needed

PLEASE COME IN.

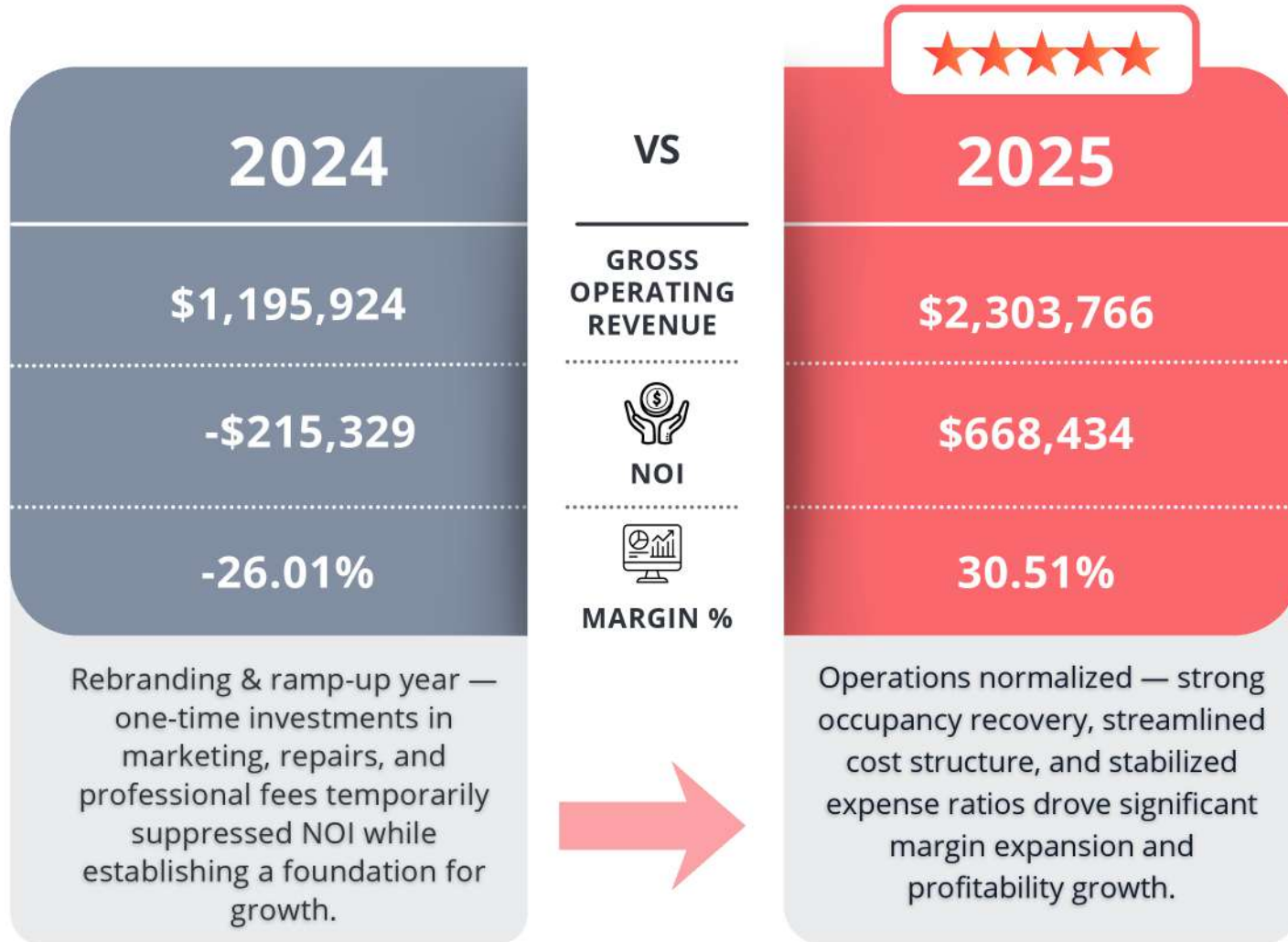
BOB
HOTELS
BOUTIQUE ON BUDGET

POST-REBRAND GROWTH

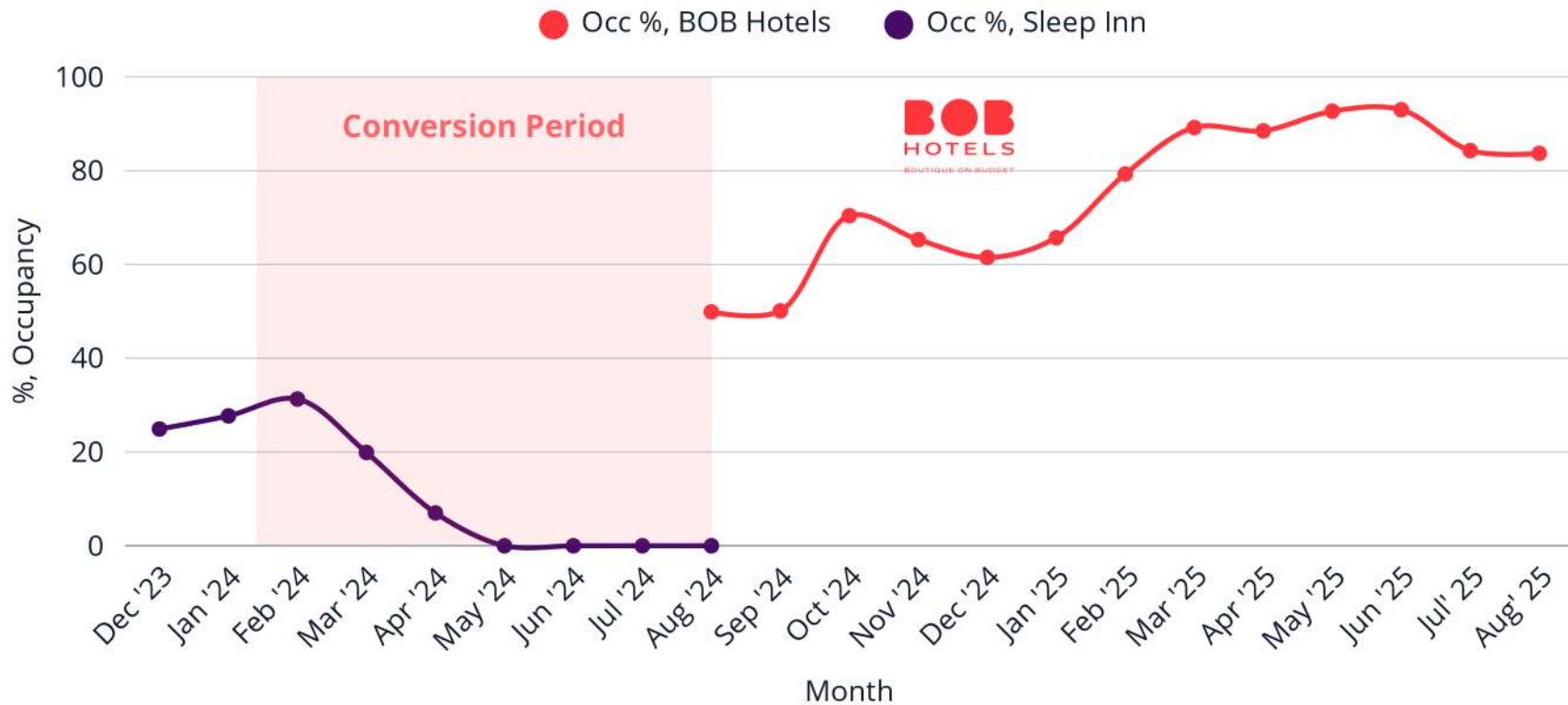


BOB's first property validates the model: This fully repositioned 78-room boutique hotel generated over **\$800K in its first six months** (2024), the hotel exceeded expectations with **\$2.3M in revenue in 2025** — proving affordable hotels can deliver boutique experiences with institutional-grade returns.

BOB HOTELS BY THE NUMBERS

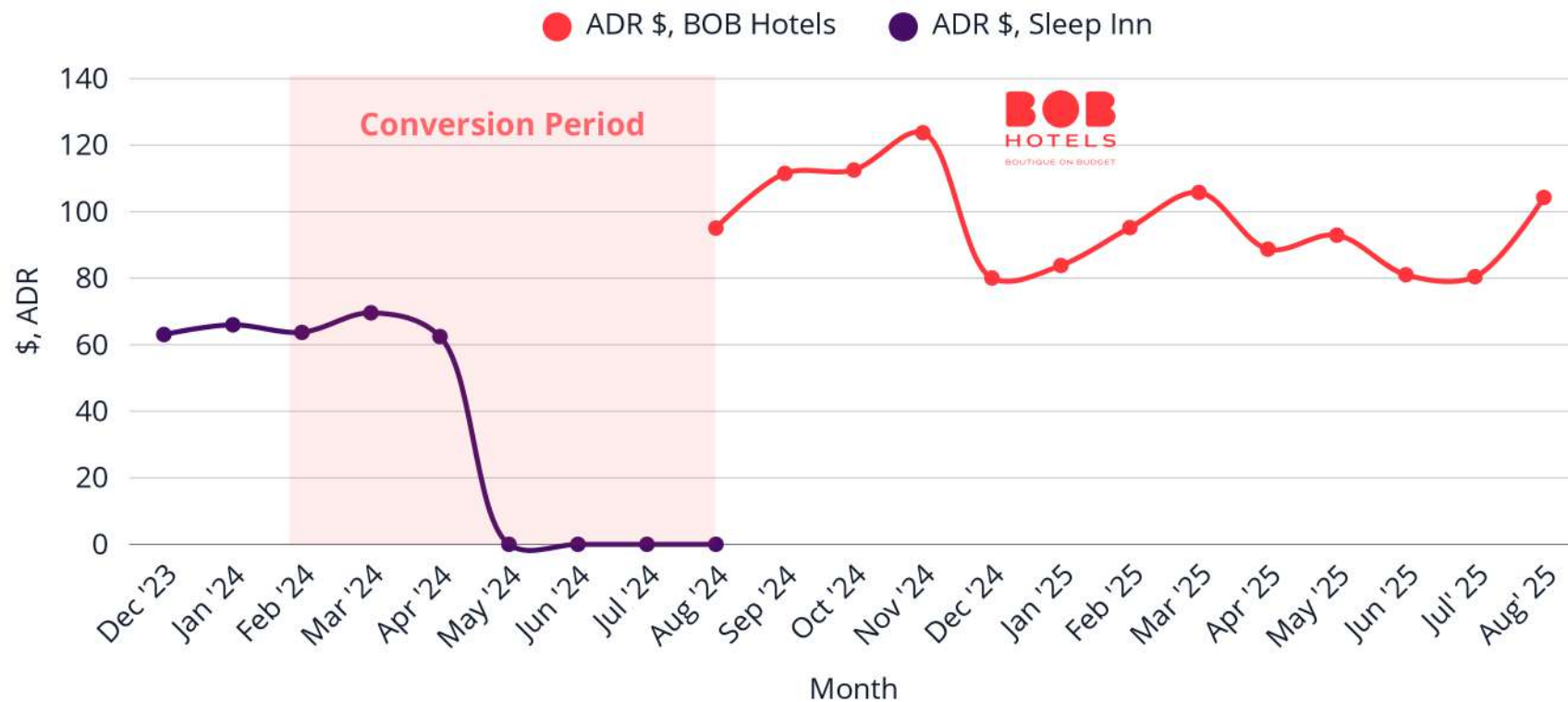


OCCUPANCY %



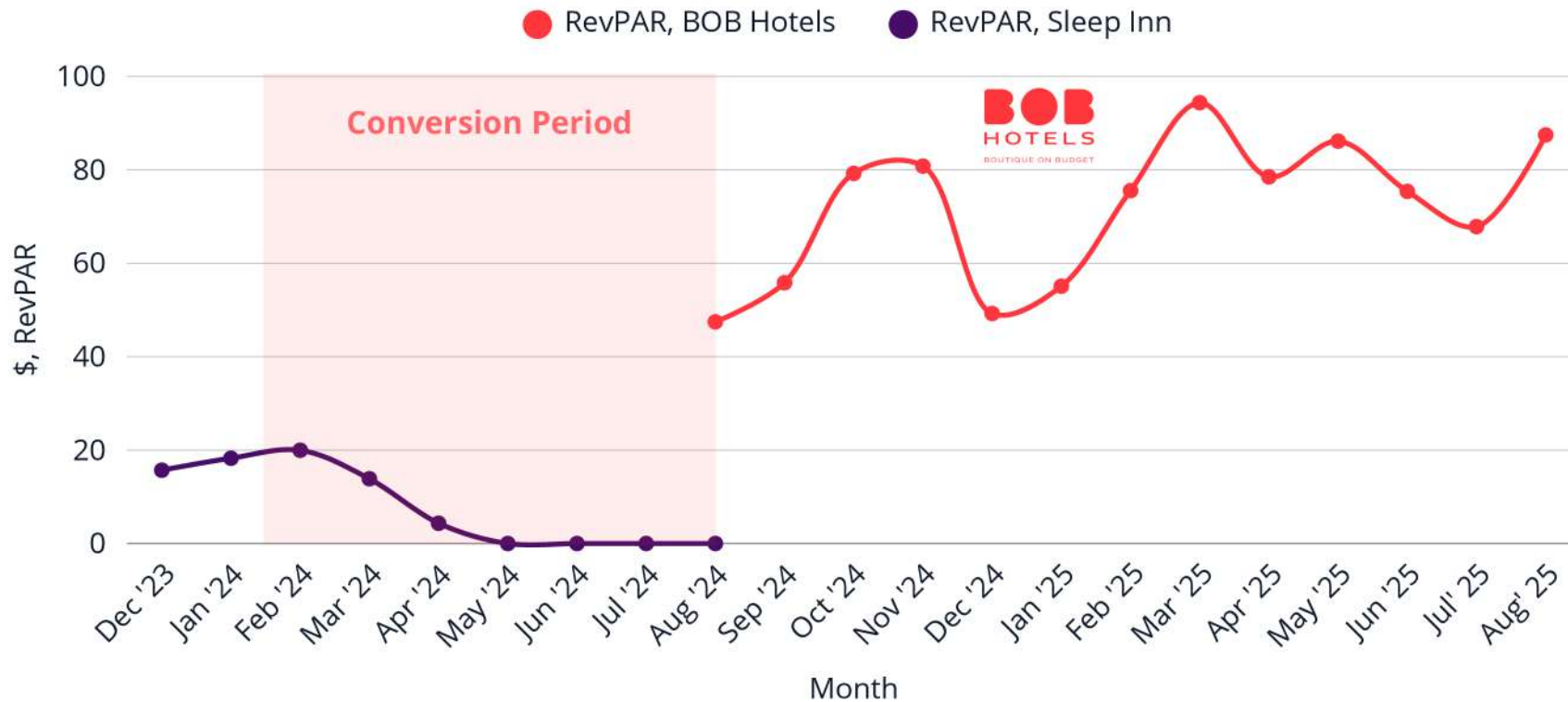
BOB Hotels transformed a non-performing asset into a market leader, achieving all-time high occupancy within eight months of reopening - proving the brand's **ability to unlock immediate value.**

AVERAGE DAILY RATE \$



BOB Hotels proved its pricing power by quickly lifting ADR above pre-renovation levels, peaking at \$125 - showcasing the brand's **ability to command premium rates in it's segment.**

REVPAR \$



Within just seven months of rebranding, BOB Hotels catapulted RevPAR from near zero during renovation to nearly \$90 - surpassing the former Sleep Inn's peak and showcasing the brand's **ability to drive exceptional revenue growth.**

ACTUAL PERFORMANCE 2025

BOB HOTELS 2025 - ACTUAL PERFORMANCE

Rooms: 78

	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2025	Sept 2025	Oct 2025	Nov 2025	Dec 2025	TOTAL 2025		
Available Rooms	2418	2418	2340	2418	2340	2418	2418	2184	2418	2340	2418	2340	28470		
Occupied Rooms	1586	1917	2076	2249	2179	2290	2135	1878	1973	1884	1959	1743	23868		
OCC %	65.6%	79.3%	88.7%	93.0%	93.1%	94.7%	88.3%	86.0%	81.6%	80.5%	81.0%	74.48%	83.86%		
ADR	\$78.84	\$91.41	\$105.88	\$89.38	\$86.84	\$82.32	\$81.03	\$107.47	\$93.25	\$115.34	\$90.24	\$77.40	\$91.62		
RevPar	\$51.71	\$72.54	\$93.96	\$83.11	\$80.86	\$77.95	\$71.58	\$92.40	\$76.12	\$92.85	\$73.11	\$57.65	\$76.99		
# Days in Period	31	31	30	31	30	31	31	28	31	30	31	30	365		
													Total	% of Total Rev.	\$ Per Occupied Room
Revenues															
Room Revenue	\$113,000.58	\$164,145.11	\$238,579.44	\$187,259.47	\$214,180.51	\$182,660.22	\$168,338.50	\$217,323.96	\$164,225.00	\$222,939.32	\$170,932.97	\$147,464.73	\$2,191,050	95.11%	\$91.80
Food & Beverage	\$3,513.32	\$2,993.44	\$4,610.51	\$3,356.96	\$3,989.13	\$3,942.59	\$3,448.53	\$3,341.09	\$2,822.98	\$2,643.39	\$3,125.80	\$3,086.60	\$40,874	1.77%	\$1.71
Other Income	\$279.93	\$168.93	\$285.75	\$290.00	\$252.35	\$1,613.90	\$581.99	\$19,244.38	\$35,926.86	\$1,848.31	\$8,766.61	\$2,582.79	\$71,842	3.12%	\$3.01
Total Operating Revenue	\$116,793.83	\$167,307.48	\$243,475.70	\$190,906.43	\$218,421.99	\$188,216.71	\$172,369.02	\$239,909.43	\$202,974.84	\$227,431.02	\$182,825.38	\$153,134.12	\$2,303,766	100.00%	\$96.52
Departmental Expenses*															
Room Expenses	\$15,519.16	\$15,664.08	\$40,492.21	\$44,561.04	\$62,133.27	\$45,627.03	\$41,201.33	\$40,412.03	\$41,043.39	\$55,643.47	\$38,661.44	\$45,344.25	\$486,303	22.19%	\$20.37
Retail / Market Center	\$2,472.00	\$1,990.74	\$1,309.96	\$2,537.97	\$1,513.63	\$1,083.91	\$6,792.07	\$1,550.47	\$1,125.87	\$1,156.89	\$572.61	\$601.44	\$22,708	1.04%	\$0.95
Total Departmental Expenses	\$17,991.16	\$17,654.82	\$41,802.17	\$47,099.01	\$63,646.90	\$46,710.94	\$47,993.40	\$41,962.50	\$42,169.26	\$56,800.36	\$39,234.05	\$45,945.69	\$509,010	23.23%	\$21.33
Total Departmental Profit	\$98,802.67	\$149,652.66	\$201,673.53	\$143,807.42	\$154,775.09	\$141,505.77	\$124,375.62	\$197,946.93	\$160,805.58	\$170,630.66	\$143,591.33	\$107,188.43	\$1,794,756	81.91%	\$75.20
Undistributed Operating Expenses															
Administrative and General	\$54,848.89	\$42,305.41	\$23,400.10	\$22,680.95	\$29,510.42	\$25,529.58	\$15,656.03	\$18,878.08	\$20,301.96	\$36,685.89	\$19,131.53	\$17,445.65	\$326,374	14.90%	\$13.67
Franchise Fees & Royalties	(\$32,366.31)												-\$32,366	-1.48%	-\$1.36
Information and Telecommunications System	\$3,272.25	\$2,761.71	\$8,256.50	\$5,705.90	\$6,143.38	\$6,943.10	\$5,738.05	\$5,869.92	\$12,754.32	\$6,948.35	\$10,267.79	\$6,127.94	\$80,789	3.69%	\$3.38
Property Operation and Maintenance	\$16,331.95	\$47,066.68	\$10,361.79	\$11,209.63	\$14,319.93	\$11,705.36	\$17,350.16	\$13,517.55	\$9,681.70	\$36,346.42	\$23,007.28	\$7,036.72	\$217,935	9.95%	\$9.13
Sales & Marketing	\$13,787.68	\$19,623.32	\$27,320.67	\$20,054.52	\$5,600.20	\$8,276.89	\$22,315.76	\$18,436.35	\$18,304.89	\$19,563.97	\$34,469.91	\$15,685.48	\$223,440	10.20%	\$9.36
Utilities	\$13,816.04	\$6,141.82	\$6,241.60	\$7,966.42	\$13,372.99	\$9,601.69	\$11,104.68	\$9,449.49	\$8,931.69	\$12,086.16	\$9,250.35	\$1,554.63	\$109,518	5.00%	\$4.59
Other Operated Departments Expenses	\$12,246.61	\$10,963.49	\$13,487.22	\$16,639.18	\$24,354.39	\$22,142.50	\$17,828.68	\$22,744.97	\$13,596.21	\$17,284.64	\$14,785.91	\$14,557.72	\$200,632	9.16%	
Other Expenses	\$456.00	\$456.00	\$1,555.37	\$456.00	\$456.00	\$456.00	\$456.00	\$456.00	\$456.00	\$609.65	\$456.00	\$456.00	\$6,725		
Total Undistributed Expenses	\$81,937.11	\$128,862.43	\$89,067.88	\$84,256.60	\$93,301.31	\$84,199.12	\$89,993.36	\$88,896.36	\$83,570.77	\$128,915.43	\$110,912.77	\$62,408.14	\$1,126,321	51.41%	\$8.41
Gross Operating Profit	\$16,865.56	\$20,790.23	\$112,605.65	\$59,550.82	\$61,473.78	\$57,306.65	\$34,382.26	\$109,050.57	\$77,234.81	\$41,715.23	\$32,678.56	\$44,780.29	\$668,434	30.51%	\$28.01
Total Expenses	\$99,928.27	\$146,517.25	\$130,870.05	\$131,355.61	\$156,948.21	\$130,910.06	\$137,986.76	\$130,858.86	\$125,740.03	\$185,715.79	\$150,146.82	\$108,353.83	\$1,635,332	74.64%	\$68.52
Non-Operating Income and Expenses															
Interest Payments	\$48,256.66	\$42,871.99	\$52,889.76	\$26,816.17	\$25,919.56	\$23,121.71	\$26,152.35	\$2,021.00	\$1,316.53	\$1,351.84	\$2,292.66	\$2,470.18	\$255,480	11.66%	\$10.70
Total Non-Operating Income and Expens	\$48,256.66	\$42,871.99	\$52,889.76	\$26,816.17	\$25,919.56	\$23,121.71	\$26,152.35	\$2,021.00	\$1,316.53	\$1,351.84	\$2,292.66	\$2,470.18	\$255,480	11.66%	\$10.70
NOI (Net Operating Income)	\$16,865.56	\$20,790.23	\$112,605.65	\$59,550.82	\$61,473.78	\$57,306.65	\$34,382.26	\$109,050.57	\$77,234.81	\$41,715.23	\$32,678.56	\$44,780.29	\$668,434	30.51%	\$28.01

ACTUAL PERFORMANCE 2024

BOB HOTELS 2024 - ACTUAL PERFORMANCE

BOB HOTELS 2024 - ACTUAL PERFORMANCE																
	Rooms: 78															
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	TOTAL			
	2024	2024	2024	2024	2024	2024	2024	2025	2025	2025	2025	2025	2025	Total	% of Total	\$ Per Occupied
Available Rooms	2418	2418	2340	2418	2340	2418	2418	2184	2418	2340	2418	2340	2340	28470		
Occupied Rooms	1596	1541	1628	1510	0	0	0	2077	2696	2633	2992	1874	18546	65.39%		
OCC %	66%	64%	70%	62%	0%	0%	0%	95%	112%	113%	124%	80%	65.39%			
ADR	\$65.99	\$63.71	\$69.59	\$62.46	\$0.00	\$0.00	\$0.00	\$95.08	\$111.50	\$112.53	\$123.74	\$80.07	\$65.39			
RevPar	\$18.26	\$19.97	\$13.87	\$4.34				\$47.46	\$55.84	\$79.25	\$80.80	\$49.24	\$41.00			
# Days in Period	31	31	30	31	30	31	31	28	31	30	31	30	365			
														Total	% of Total	\$ Per Occupied
															Rev.	Room
Revenues																
Room Revenue	\$0.00	\$0.00	\$8.42	\$11,104.21	\$6,300.78	\$2,774.88	\$22,446.69	\$118,868.74	\$158,234.87	\$215,875.90	\$198,295.68	\$93,901.74	\$827,812	69.22%	\$44.63	
Food & Beverage	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$687.16	\$2,486.34	\$1,337.93	\$3,300.17	\$2,844.04	\$4,052.55	\$14,708	1.23%	\$0.79	
Sales (under Sleep Inn)	\$68,564.77	\$62,827.87	\$44,734.64	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$176,127		\$9.50	
Vending (under Sleep Inn)	\$0.00	\$0.00	\$0.00	\$294.27	\$28.37	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$176,127		\$9.50	
Other Income	\$95.22	\$56.83	\$20.98	\$0.90	\$14.84	\$0.31	\$74.67	\$0.31	\$67.81	\$128.74	\$442.32	\$246.88	\$1,150	0.10%	\$0.06	
Total Operating Revenue	\$68,659.99	\$62,884.70	\$44,764.04	\$11,399.38	\$6,343.99	\$2,775.19	\$23,208.52	\$121,355.39	\$159,640.61	\$219,304.81	\$201,582.04	\$98,201.17	\$1,195,924	100.00%	\$64.48	
Departmental Expenses*																
Room Expenses	\$0.00	\$0.00	\$804.73	\$19,183.90	\$10,743.31	\$13,732.45	\$21,609.27	\$19,935.55	\$12,525.44	\$15,229.32	\$21,798.29	\$12,227.57	\$147,790	17.85%	\$7.97	
Retail / Market Center	\$0.00	\$0.00	\$0.00	\$1,414.44	\$1,742.42	\$4,615.95	\$1,219.80	\$1,215.40	\$852.16	\$1,344.26	\$1,260.45	\$2,272.05	\$15,937	1.93%	\$0.86	
Total Departmental Expenses	\$0.00	\$0.00	\$804.73	\$20,598.34	\$12,485.73	\$18,348.40	\$22,829.07	\$21,150.95	\$13,377.60	\$16,573.58	\$23,058.74	\$14,499.62	\$163,727	19.78%	\$8.83	
Total Departmental Profit	\$68,659.99	\$62,884.70	\$43,959.31	-\$9,198.96	-\$6,141.74	-\$15,573.21	\$379.45	\$100,204.44	\$146,263.01	\$202,731.23	\$178,523.30	\$83,701.55	\$856,393	103.45%	\$46.18	
Undistributed Operating Expenses																
Administrative and General	\$34,834.50	\$33,212.33	\$31,348.56	\$11,338.75	\$4,031.49	\$5,545.59	\$18,754.47	\$28,400.59	\$29,487.46	\$38,639.61	\$49,786.11	\$49,614.23	\$334,994	40.47%	\$18.06	
Franchise Fees & Royalties	\$44,014.26	\$0.00	\$20,718.36	\$0.00	\$17,053.28	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$81,786	9.88%	\$4.41	
Information and Telecommunications Syste	\$3,722.50	\$2,681.72	\$2,375.61	\$10,208.84	\$7,671.15	\$4,978.19	\$2,040.79	\$10,279.02	\$610.29	\$1,717.05	\$2,920.04	\$7,371.82	\$56,577	6.83%	\$3.05	
Property Operation and Maintenance	\$8,716.39	\$4,530.76	\$14,076.53	\$21,552.88	\$36,798.52	\$19,049.00	\$29,407.52	\$11,062.70	\$8,243.38	\$10,288.11	\$4,945.65	\$11,006.75	\$179,678	21.71%	\$9.69	
Sales & Marketing	\$1,396.07	\$3,094.19	\$497.69	\$8,722.28	\$6,727.33	\$6,400.79	\$2,383.53	\$1,485.39	\$8,725.39	\$3,936.04	\$14,036.38	\$12,219.20	\$69,624	8.41%	\$3.75	
Utilities	\$10,986.83	\$81.20	\$6,646.13	\$23,727.11	\$6,243.35	\$4,678.40	\$4,338.46	\$6,915.28	\$11,922.21	\$6,247.92	\$76.63	\$12,803.86	\$94,667	11.44%	\$5.10	
Other Operated Departments Expenses	\$4,285.35	\$2,334.19	\$49,583.42	\$64,863.33	\$11,324.19	\$12,932.02	\$14,579.77	\$7,309.09	\$22,105.30	\$22,125.74	\$23,132.97	\$19,820.14	\$254,396	30.73%	\$13.72	
Total Undistributed Expenses	\$107,955.90	\$45,934.39	\$125,246.30	\$140,413.19	\$89,849.31	\$53,583.99	\$71,504.54	\$65,452.07	\$81,094.03	\$82,954.47	\$94,897.78	\$112,836.00	\$1,071,722	129.46%	\$57.79	
Gross Operating Profit	-\$39,295.91	\$16,950.31	-\$81,286.99	-\$149,612.15	-\$95,991.05	-\$69,157.20	-\$71,125.09	\$34,752.37	\$65,168.98	\$119,776.76	\$83,625.52	-\$29,134.45	-\$215,329	-26.01%	-\$11.61	
Total Expenses	\$107,955.90	\$45,934.39	\$126,051.03	\$161,011.53	\$102,335.04	\$71,932.39	\$94,333.61	\$86,603.02	\$94,471.63	\$99,528.05	\$117,956.52	\$127,335.62	\$1,235,449	149.24%	\$66.61	
Non-Operating Income and Expenses																
Amortization Expense												\$5,845.44	\$5,845	0.71%	\$0.32	
Depreciation Expense												\$474,128.81	\$474,129	57.27%	\$25.56	
Equipment Lease				\$228.00	\$228.00	\$228.00	\$1,140.00	\$456.00	\$456.00	\$456.00	\$456.00	\$456.00	\$4,104	0.50%	\$0.22	
Interest Payments	\$28,711.52	\$30,333.92	\$30,064.71	\$35,610.85	\$37,296.70	\$41,945.59	\$42,709.26	\$47,645.21	\$47,198.87	\$47,740.21	\$46,979.65	\$72,844.82	\$509,081	61.50%	\$27.45	
Miscellaneous Expense							\$219.66						\$220	0.03%	\$0.01	
Parking Expense									\$35.00				\$35	0.00%	\$0.00	
Total Non-Operating Income and Expens	\$28,711.52	\$30,333.92	\$30,064.71	\$35,838.85	\$37,524.70	\$42,173.59	\$44,068.92	\$48,101.21	\$47,689.87	\$48,196.21	\$47,435.65	\$553,275.07	\$993,414	120.00%	\$53.56	
NOI (Net Operating Income)	-\$39,295.91	\$16,950.31	-\$81,286.99	-\$149,612.15	-\$95,991.05	-\$69,157.20	-\$71,125.09	\$34,752.37	\$65,168.98	\$119,776.76	\$83,625.52	-\$29,134.45	-\$215,329	-26.01%	-\$11.61	

BOB IS A PROVEN CONCEPT - NOT AN IDEA

- Revenue nearly doubled post-conversion
- **1000+ reviews averaging 4.8 stars; ranked # 1 of 66 on TripAdvisor**
- Validates that “Boutique-on-Budget” resonates with today’s travelers

THE HARD WORK IS DONE

- Fully renovated flagship with modern systems, branding, and SOPs
- Digitized ops, inventory, and labor control already in place
- Offers turnkey efficiency for hands-on or absentee investors

OUT-PERFORMS THE MARKET

- STR Indexes: MPI 102.6, ARI 108.4, RGI 111.2
- BOB commands higher rates than peers – proof of pricing power
- Shows that smart branding + strong ops can beat legacy flags

DIVERSIFIED DEMAND DRIVERS

- Feeds from FSU/FAMU, government agencies, TLH airport, and medical
- Balanced mix of weekday + weekend business
- High compression during key events





NewGenAdv.com

LOCATION INFORMATION

EXCLUSIVELY LISTED BY:

ROSHAN BHULA

Associate

rbhula@newgenadv.com

C: (704) 904-0480

NC #321676

Ronald Clyde Robbins
Cornerstone Commercial
Associates, LLC
Designated Broker
FL#BK3209179



FLORIDA STATE UNIVERSITY (FSU)

A large public research university with a student population exceeding 44,000, FSU is a consistent and powerful demand generator. Its diverse academic programs attract prospective students and their families year-round for campus tours and orientation sessions. Major events like freshman move-in, parent's weekend, and especially commencement ceremonies create peak demand, with families seeking accommodations. FSU's athletic programs, particularly its highly popular football team, draw thousands of fans, alumni, and opposing teams and their supporters for home games. The university also hosts numerous academic conferences, workshops, and cultural events, bringing in visiting scholars, researchers, and attendees. Its expansive campus and national reputation make it a cornerstone of Tallahassee's hospitality market.

FLORIDA A&M UNIVERSITY (FAMU)

With an enrollment around 10,000, FAMU also contributes substantially to hotel demand. Like FSU, FAMU generates stays from prospective students and their families, as well as current students' families during key periods. Homecoming at FAMU is a particularly significant event, drawing a large influx of alumni and visitors. The university's athletic events, particularly its football games and other sports, attract fans and teams. FAMU's rich cultural heritage and a variety of academic and community events throughout the year also create demand for hotel rooms, especially from individuals and groups with ties to the HBCU community.



LEISURE & TOURISM

While historical attractions, museums, and local festivals attract general tourists, the city's two major universities—Florida State University (FSU) and Florida A&M University (FAMU) - are massive sports tourism magnets. Especially during football season, these institutions draw thousands of fans, alumni, and opposing teams, creating significant peak demand periods. Beyond collegiate athletics, Tallahassee also hosts numerous local and regional sporting events, including tournaments and championships, which consistently bring in various teams, their families, and spectators throughout the year, further boosting hotel occupancy.



GOVERNMENT TRAVEL

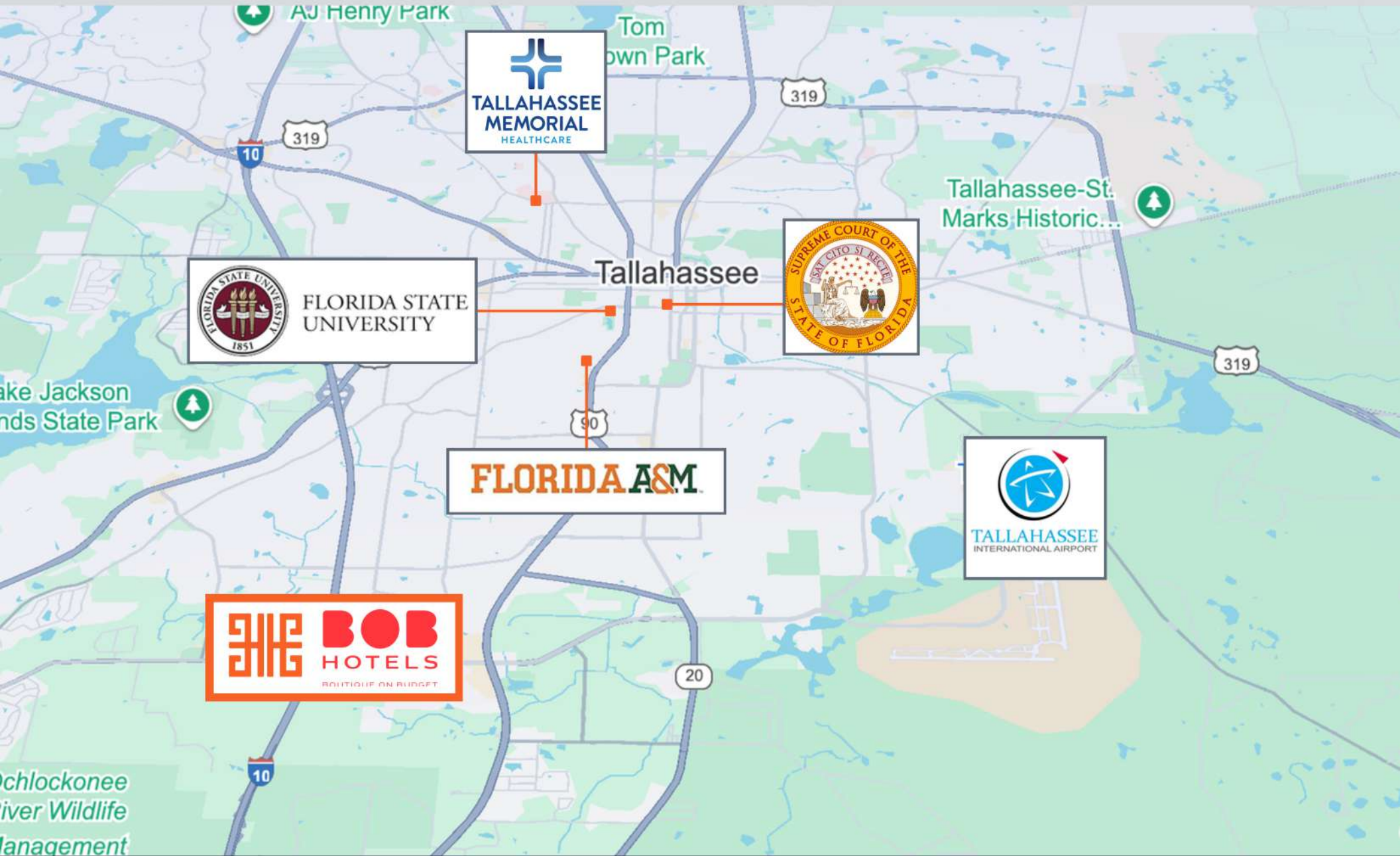
As Florida's state capital, Tallahassee benefits from steady, year-round hotel demand driven by government and business travel. Legislative sessions, court proceedings, and state conferences bring a consistent flow of lawmakers, lobbyists, consultants, and state employees. The presence of numerous government agencies and regional corporate offices also fuels extended stays tied to training, contract work, and administrative meetings. This reliable, non-cyclical segment provides a strong occupancy baseline and reinforces the stability of the local hospitality market.



HEALTHCARE

Tallahassee's healthcare sector is a key driver of consistent, year-round hotel demand. The city's network of hospitals and specialty medical centers attracts patients and families from surrounding areas seeking convenient accommodations during treatment or recovery. Additionally, visiting doctors, nurses, and medical contractors often require extended stays. Hospitals frequently host training programs and medical conferences, bringing in attendees and guest educators. As a result, healthcare generates steady, non-seasonal occupancy that diversifies and strengthens the market's demand base.







NewGenAdv.com

ADVISOR BIO

EXCLUSIVELY LISTED BY:

ROSHAN BHULA

Associate

rbhula@newgenadv.com

C: (704) 904-0480

NC #321676

Ronald Clyde Robbins
Cornerstone Commercial
Associates, LLC
Designated Broker
FL#BK3209179



ROSHAN BHULA

ASSOCIATE

rbhula@newgenadv.com

DIRECT: 704.904.0480

PROFESSIONAL BACKGROUND

Roshan's connection to the hotel industry began at a young age, where he developed a deep understanding of the complexities and demands of hospitality. Over the years, this early exposure evolved into a dedicated career in real estate, with a focus on hotel transactions and asset management.

Today, Roshan is recognized for his expertise as an underwriter, broker, and asset manager. He possesses an innate ability to bridge the needs of buyers and sellers, ensuring that every transaction meets the critical financial objectives of all parties involved. His experience in hotel operations provides him with the insight necessary to navigate even the most complex deals with precision and confidence.

Roshan's commitment to excellence and his deep industry knowledge make him an invaluable partner for clients seeking success in the competitive world of hotel real estate.

EDUCATION

Roshan earned dual degrees in Mechanical Engineering and Mathematics from the University of North Carolina at Charlotte.

MEMBERSHIPS

Roshan is a member for the Asian Hotel Owners Association (AAHOA).

All materials and information received or derived from NewGen Advisory, LLC its directors, officers, agents, advisors, affiliates and/or any third party sources are provided without representation or warranty as to completeness, veracity, or accuracy, condition of the property, compliance or lack of compliance with applicable governmental requirements, developability or suitability, financial performance of the property, projected financial performance of the property for any party's intended use or any and all other matters.

Neither NewGen Advisory, LLC its directors, officers, agents, advisors, or affiliates makes any representation or warranty, express or implied, as to accuracy or completeness of the any materials or information provided, derived, or received. Materials and information from any source, whether written or verbal, that may be furnished for review are not a substitute for a party's active conduct of its own due diligence to determine these and other matters of significance to such party. NewGen Advisory, LLC will not investigate or verify any such matters or conduct due diligence for a party unless otherwise agreed in writing.

EACH PARTY SHALL CONDUCT ITS OWN INDEPENDENT INVESTIGATION AND DUE DILIGENCE.

Any party contemplating or under contract or in escrow for a transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third party independent professionals selected by such party. All financial data should be verified by the party including by obtaining and reading applicable documents and reports and consulting appropriate independent professionals. NewGen Advisory, LLC makes no warranties and/or representations regarding the veracity, completeness, or relevance of any financial data or assumptions. NewGen Advisory, LLC does not serve as a financial advisor to any party regarding any proposed transaction. All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions, vacancy factors and other issues in order to determine rents from or for the property.

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.



NewGen
ADVISORY

Arizona

1747 E Morten Avenue
Suite 202
Phoenix, AZ 85020

California

31225 La Baya Dr
Suite 103
Westlake Village, CA 91362

Colorado

7900 E Union Ave
Suite 1100
Denver, CO 80237

Georgia

3348 Peachtree Rd NE
Ste 700
Atlanta, GA 30326

Idaho

950 Bannock St
Ste 1100
Boise, ID 83702

Illinois

7318 E South St
Newton, IL 62448

Indiana

9465 Counselors Row
Suite 200
Indianapolis, IN 46240

Iowa

4620 E. 53rd St
Ste 200
Davenport, IA 52807

Kansas

801 E Douglas Ave
2nd Floor
Wichita, KS 67202

Maryland

16701 Melford Blvd
Suite 400
Bowie, MD 20715

Minnesota

2355 Hwy 36W
Suite 400
Roseville, MN 55113

Missouri

107 W 9th St
2nd Floor
Kansas City, MO 64105

Nebraska

233 S 13th St
Ste 1100
Lincoln, NE 68508

North Carolina

3540 Toringdon Way
Suite 200 #189
Charlotte, NC 28277

New Mexico

500 Marquette Ave
Suite 1200
Albuquerque, NM 87102

Oklahoma

8211 East Regal Pl, Bridle Trails
Suite 100
Tulsa, OK 74133

Oregon

5305 River Rd N
Ste B
Keizer, OR 97303

Pennsylvania

5362 Steubenville Pike
McKees Rocks, PA 15136

Texas

1701 E. Lamar Blvd
Suite 175
Arlington, TX 76006

Utah

2150 South 1300 East
Suite 500
Salt Lake City, UT 84106

Washington

1400 112th Ave SE
Suite 100
Bellevue, WA 98004