

Investment Opportunity Flyer

SUN VALLEY SUITES

336 Lee Ave, Bullhead City, AZ 86429

 **Price**
Contact Brokers

 **Rooms**
81

 **Lot Size**
2.31 AC

 **Year Built**
1994

Property Description

Sun Valley Suites is an 81-room economy hotel situated on 2.31 acres at 336 Lee Avenue in Bullhead City, Arizona. Built in 1994, the property offers a value-add repositioning opportunity in one of the Southwest's most active leisure and gaming corridors. With ample surface parking, a well-configured room count, the asset is ideally suited for brand conversion under a major franchise system. The property presents an attractive per-key basis for investors seeking below-replacement-cost entry into the Bullhead City / Laughlin market.

Investment Highlights

- Priced well below replacement cost
- 2.31-acre parcel offers standalone land value and future development optionality
- Brand-ready for multiple brands (Wyndham, Choice)
- Directly across the Colorado River from Laughlin, NV
- Major 2021 renovation including new roof, HVAC, plumbing, electrical, carpet, and paint; parking lot resurfaced in 2022



Location Description

Bullhead City is a thriving community of 40,000+ residents situated along the Colorado River in western Arizona — positioned at the crossroads of Arizona, Nevada, and California. The city's riverfront setting drives a robust tourism economy and sustains 3-4 million visitors year-round from both leisure travelers and regional visitors, with direct access to Lake Mohave and the Lake Mead National Recreation Area.

The market benefits from proximity to Laughlin, Nevada's gaming and entertainment corridor directly across the river, drawing a steady stream of overnight and extended-stay guests seeking lower-cost accommodations. Laughlin Bullhead International Airport (IFP) serves the region with commercial air service, welcoming over 100,000 visitors annually. With approximately 300 days of sunshine per year, the area supports a strong outdoor recreation economy — boating, fishing, golf, and trail use — that generates consistent transient demand across all seasons.



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Submarket Key Metrics

INVENTORY	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET
Inventory Rooms	5,333	11,462
Existing Buildings	120	212
Under Construction Rooms	184	441
Under Construction Buildings	2	5
SALES	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET
12 Mo Transactions	6	8
12 Mo Sales Volume	\$8.6M	\$28.5M
Market Sale Price/Room	\$47.7K	\$165K
Market Cap Rate	9.8%	9.3%

PERFORMANCE	SUBMARKET MIDSCALE & ECONOMY	SUBMARKET	FORECAST AVERAGE
12 Mo Occupancy	53.2%	61.4%	60.6%
12 Mo ADR	\$85.48	\$180.65	\$191
12 Mo RevPAR	\$45.46	\$110.85	\$115

As of April, the Prescott & Sedona submarket 12-month occupancy is 61.4%, 12-month ADR is \$181, and 12-month RevPAR is \$111. Year over year, 12-month occupancy in Prescott & Sedona has changed by -3.4%, 12-month ADR has changed 2.8%, and 12-month RevPAR has changed by -0.7%.

Comparable Sales

Property	Last Sales Date	Last Sales Price	No. Rooms	Year Built	Price/Unit
Hilltop Hotel	Jun 2025	\$2,200,000	57	1982/2025	\$38,596
Grand Vista Hotel	Aug 2024	\$3,700,000	80	1987	\$46,250
Days Inn & Suites Needles	May 2023	\$4,500,000	101	1985	\$44,554



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Pro Forma

	Year 1 (Renovation) Aug 2026 - Jul 2027	Year 2 (Ramp Up) Aug 2027 - Jul 2028	Year 3 (Ramp Up) Aug 2028 - Jul 2029	Year 4 (Stabilized) Aug 2029 - Jul 2030	Year 5 (Stabilized) Aug 2030 - Jul 2031
Occupancy	38%	52%	58%	63%	66%
ADR	\$64	\$80	\$85	\$88	\$91
RevPAR	\$24	\$42	\$49	\$55	\$60
Room Revenue	\$719,021	\$1,229,904	\$1,457,555	\$1,639,084	\$1,775,674
Total Revenue	\$733,401	\$1,254,502	\$1,486,706	\$1,671,865	\$1,811,197
Total Operating Expenses	(\$549,709)	(\$976,151)	(\$1,141,694)	(\$1,274,306)	(\$1,374,831)
NOI	\$183,692	\$278,351	\$345,012	\$397,560	\$436,356
Debt Coverage Ratio	0.79x	1.00x	1.24x	1.43x	1.57x

**This pro forma financial information is provided solely for discussion purposes and does not purport to present actual or forecasted results of operations. The assumptions, estimates, and projections herein involve significant elements of subjective judgment and analysis that may or may not prove accurate. No representation or warranty, express or implied, is made as to the fairness, accuracy, or completeness of this information, and no reliance should be placed thereon. Recipients should perform their own independent investigations and consult their legal and financial advisors before making any investment decisions.*

SWOT Analysis

STRENGTHS

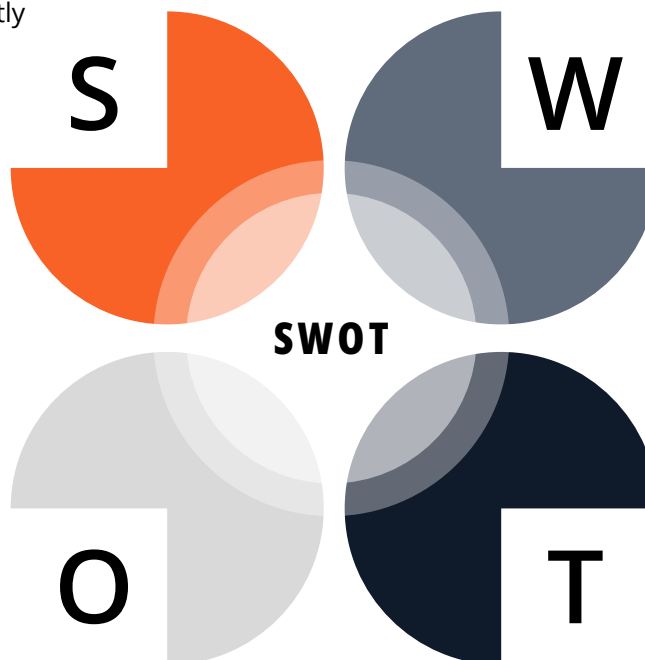
Prime Location: Positioned directly across the Colorado River from Laughlin, NV, capturing spillover demand from one of the Southwest's premier gaming and entertainment destinations.

Land Value: 2.31-acre parcel provides standalone real estate floor independent of hotel operations.

OPPORTUNITIES

Flag Conversion: Eligible for Wyndham and Choice Hotels affiliation, unlocking reservation channels and RevPAR uplift.

Value-Add: Enhance online presence, guest reviews, and implement light upgrades to improve ADR and operational efficiency.



WEAKNESSES

Unbranded Asset: Operating without flag affiliation limits OTA visibility, loyalty traffic, and rate competitiveness.

Competitive & Brand Perception Challenges: Competes with stronger midscale brands nearby, while economy-tier perception may impact rates and reviews.

THREATS

Competitive & Alternative Lodging Pressure: Cost overruns or extended renovation timeline could compress returns and delay stabilization.

Market Competition: Laughlin corridor attracts institutional flags that may pressure ADR and occupancy at the economy tier.