

Offering Memorandum

Days Inn By Wyndham, New Philadelphia, OH



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**EXCLUSIVELY
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OwnerLand

Days Inn, New Philadelphia, OH

Offering Summary



Contact OwnerLand Realty today to learn more about this exceptional investment opportunity.

Sale Price:	\$2,500,000
Lot Size:	1.46 Acres (Approximate)
Year Built/Renovated:	1978/2021
Building Size:	22,616 SF
Market:	New Philadelphia
Price / Key:	\$30,120

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Days Inn, New Philadelphia, OH

Property Overview

Days Inn by Wyndham New Philadelphia. Exclusively offered by OwnerLand Realty, this 83-room, 2-star hotel boasts a strategic location off I-77 (Exit 81) & US 250 (~38,000 AADT) in a thriving market. Strong Wyndham branding, competitive pricing, and proximity to demand drivers create a compelling investment. The competitive set is up 26.8% YTD Feb 2025. Significant cash flow and appreciation potential through strategic enhancements.

Investment Highlights

- **Emerging Development Corridor:** Located on a street with new developments including Aldi, O'Reilly Auto Parts, Buffalo Wild Wings, Take 5 Car Wash, and a Dental Office.
- **Value-Add Opportunity:** Significant upside for an owner-operator to improve performance currently impacted by absentee ownership and management issues, resulting in declining net income and negative guest reviews. A hands-on approach can boost operational efficiency, guest satisfaction, and revenue.
- **Elimination of Direct Competition:** The demolition of the neighboring Travel Lodge, with a planned Chick-fil-A in its place, creates a unique opportunity for the Days Inn to capture increased market share and drive occupancy and pricing power by eliminating a direct competitor and adding a significant traffic generator.
- **Strategic Location:** Excellent visibility and access off Interstate 77 (Exit 81) and US 250, with proximity to major demand drivers including Ohio Amish Country, Warther Museum & Gardens, Schoenbrunn Village, and the Pro Football Hall of Fame.

Property Upside:

- **Recent Renovations:** Provides a strong foundation for future growth.
- **Revenue Enhancement:** Opportunity to increase revenue through improved online reputation and targeted marketing efforts.
- **Profitability Improvement:** Controlling expenses and implementing effective revenue management strategies.
- **Alternative Use Potential:** Workforce Housing Conversion Potential due to local shortage, offering a unique exit strategy or development opportunity.
- **Flexible Deal Structure:** Owner Financing or Joint Venture Availability for qualified buyers.

Days Inn, New Philadelphia, OH

Property Description

Days Inn by Wyndham is located at 181 Bluebell Drive SW. This well-maintained hotel features 83 guest rooms across a 22,616 square foot building situated on approximately 1.462 acres. Originally built in 1978, the property underwent a significant renovation in 2021, enhancing its appeal and functionality.

The Days Inn offers a variety of room configurations to cater to diverse guest needs, including rooms with 1 King Bed, 2 Double Beds, 1 Queen Bed, as well as handicap accessible and smoking rooms. All accommodations are equipped with essential amenities such as desks, recliners, microwaves, refrigerators, and TVs.

LOCATION OVERVIEW

The Days Inn by Wyndham is situated at 181 Bluebell Drive SW in New Philadelphia, Ohio. Its location is a key feature, offering convenient access just off Interstate 77 (Exit 81) and US 250. This highway proximity makes it easily reachable for travelers.

The motel is located approximately 1.4 miles from the center of New Philadelphia and is surrounded by various dining and shopping amenities. It serves as a convenient base for exploring local attractions such as the Warther Museum & Gardens (about 3.2 miles away), Schoenbrunn Village (around 3.5-4.1 miles away), New Towne Mall, Tuscora Park, and the Tuscarawas County Fair Grounds. Additionally, it provides easy access to the broader Ohio Amish Country region and is about 27 miles south of the Pro Football Hall of Fame in Canton.

Maximize revenue

Competing Travel Lodge removal + new developments + management improvements = year-round demand capture.

Days Inn, New Philadelphia, OH



Days Inn, New Philadelphia, OH

Hotel Details

Building Name: Days Inn by Wyndham
Address: 181 Bluebell Drive SW
City, State, Zip: New Philadelphia, OH 44663
County: Tuscarawas
Date Built / Renovated: 1978/2021
Total SF: 22,616 sq. ft.,
Guest Rooms: The hotel offers a variety of room configurations, including:

- ❖ Rooms with 1 King Bed
- ❖ Rooms with 2 Double Beds
- ❖ Rooms with 1 Queen Bed
- ❖ Handicap Accessible Rooms

All rooms include: Desk, Recliners, Microwave, Refrigerator, TV

BUILDING AMENITIES

Pool Type: Outdoor pool
Number Of Floors: 2
Guest laundry facilities: Yes



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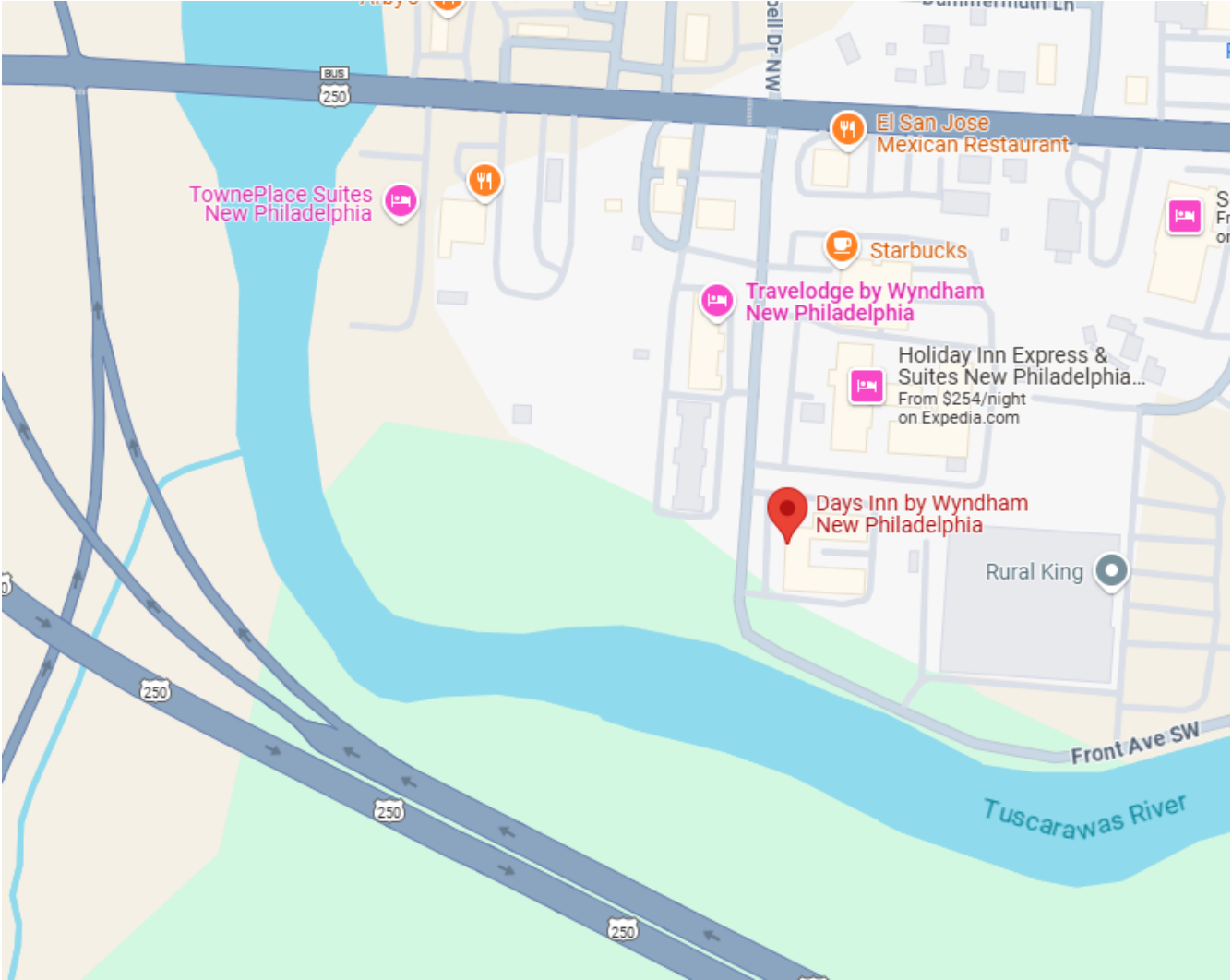
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Property Location



Days Inn, New Philadelphia, OH

Days Inn, New Philadelphia, OH Property Pictures



Potential for Future Growth and Expansion



Days Inn, New Philadelphia, OH

Property Pictures



This exterior corridor hotel features:

83 Guest Rooms

Outdoor Pool

Value-Add Opportunity



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Property Pictures



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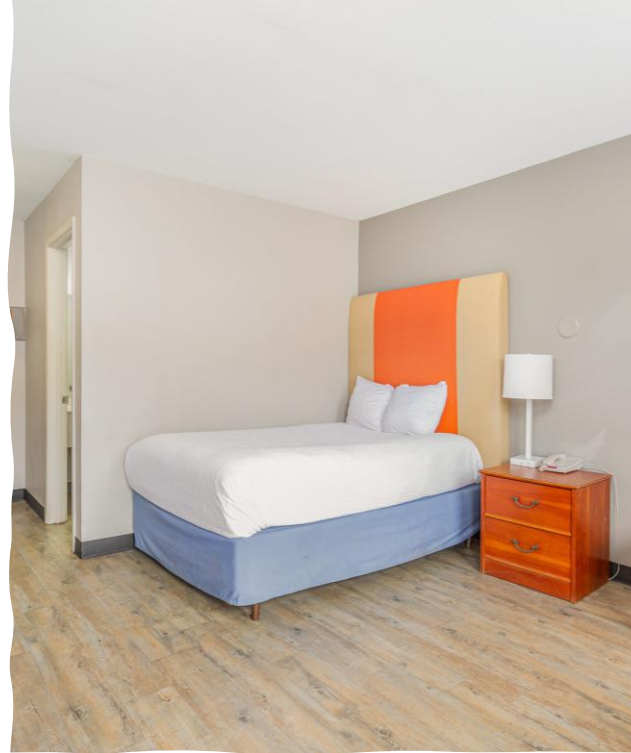
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Property Pictures



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Opportunity for Owner-Operator



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Property Pictures

2-star tourist-class motel



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Performance and Upside Potential

- **Absentee Ownership:** Absentee ownership and management inefficiencies have negatively impacted top and bottom-line performance, presenting a significant opportunity for improvement under active management.
- **Limited Competition:** Currently, the Days Inn, Dover Inn, and Travel Lodge are the only three budget hotels in this location.
- **Competitive Advantage:** The neighboring Travel Lodge is under contract for sale and slated for demolition to make way for a Chick-fil-A. This imminent removal of a direct competitor will significantly enhance the Days Inn's market position and revenue potential.
- **Upside in Guest Appeal:** Online Reviews indicate significant guest dissatisfaction due to easily resolvable issues such as cleanliness, amenity availability, and maintenance. This is due to absentee ownership and can be easily resolved with a new owner/operator.



New Philadelphia Market Overview

Market Overview

- **Market Dynamics:** New Philadelphia has a notable tourism sector, with attractions that bring in visitors. The city's economy is also anchored by manufacturing such as Timken, Gradall, Battle Motors, Cooper Standard, and many more. This is caused by the central location of New Philadelphia and easy access to major neighboring metros..
- **Competitive Lodging Landscape:** The Days Inn operates in a competitive market with various lodging options.
 - **Budget/Economy:** Travelodge by Wyndham, Dover Inn and Suites
 - **Mid-Range:** Best Western Dutch Valley Inn, Schoenbrunn Inn, Quality Inn (Dover), Comfort Inn & Suites (Dover), Sleep Inn (Bolivar)
 - **Upper Mid-Range/Focused Service:** Hampton Inn New Philadelphia, Holiday Inn Express & Suites New Philadelphia, TownePlace Suites by Marriott New Philadelphia
- **Days Inn Positioning:** The Days Inn is positioned in the budget/economy segment, generally competing on price. However, it faces challenges in guest satisfaction compared to competitors, even in the same segment due to absentee ownership.
- **Demand Generators:**
 - **Local Attractions:** The hotel benefits from its proximity to attractions like Ohio Amish Country, the Warther Museum, Schoenbrunn Village, and the Pro Football Hall of Fame.
 - **Key Locations:** The hotel is conveniently located off Interstate 77 (Exit 81) and US 250.
- **Tourism vs. Housing:** There are no apartment complexes within a couple miles of this hotel. Conversion to housing will allow this property to capture workforce demand from nearby manufacturing and industrial/business parks as well as staff from local shopping/dining amenities.



Management:

- **Current Situation:** The Days Inn is currently operated under absentee ownership. This means the owner is not actively involved in the day-to-day management of the property and relies on hired staff to oversee operations.
- **Challenges of Absentee Ownership:** Absentee ownership can lead to several challenges that negatively impact a hotel's performance:
 - **Lack of Oversight:** Reduced owner presence can result in less stringent oversight of staff, potentially leading to inconsistencies in service quality, cleanliness, and maintenance.
 - **Inefficient Operations:** Without active owner involvement, opportunities for streamlining operations, controlling costs, and maximizing revenue may be missed.
 - **Missed Market Opportunities:** Absentee owners may be less attuned to local market dynamics, failing to capitalize on emerging trends or competitive pressures.
 - **Decreased Staff Morale:** Employees may feel less motivated and engaged without a strong, present leader, which can affect guest service.

Opportunity for Owner-Operator:

Transitioning to an owner-operator model presents a significant opportunity to improve the Days Inn's performance. An owner-operator can:

- **Provide Active Leadership:** A hands-on owner can provide direct supervision, ensuring consistent quality and service delivery.
- **Improve Operational Efficiency:** An owner-operator is incentivized to optimize operations, reduce expenses, and increase profitability.
- **Enhance Guest Satisfaction:** Direct owner involvement can lead to a greater focus on guest satisfaction, addressing cleanliness and maintenance issues promptly.
- **Boost Employee Morale:** An involved owner can foster a positive work environment, leading to improved staff retention and performance.
- **Proactively Manage Revenue:** An owner-operator can implement dynamic pricing strategies and targeted marketing efforts to maximize revenue.

Potential Upside:

- Increase revenue by optimizing operations and marketing.
- Decrease expenses through better cost control.
- Enhance the property's reputation and competitiveness.



SELLER

FINANCING AVAILABLE

Sale Price: \$2,500,000

Transaction Structure: To facilitate a smooth transaction and attract a wider range of qualified buyers, the seller is open to the following deal structures:

- ✓ **Traditional Sale:** Outright purchase of the property for the stated sale price.
- ✓ **Owner Financing:** The seller is willing to provide owner financing to qualified buyers. Specific terms, such as the down payment amount, interest rate, and amortization schedule, are negotiable and will depend on the buyer's financial strength and experience.
- ✓ **Joint Venture (JV) with Contract to Sell:** The seller is also open to a joint venture arrangement. This would involve partnering with a qualified investor to operate the hotel with the understanding that a sale of the property to the JV partner (or an agreed-upon third party) will occur within a specified timeframe. The terms of the JV, including profit sharing, management responsibilities, and the sale contract details, are negotiable.

Buyer Qualifications:

To be considered for owner financing or a joint venture, potential buyers must demonstrate:

1. **Financial Capacity:** The buyer must provide evidence of sufficient financial resources to complete the transaction and operate the hotel.
2. **Hotel Experience:** Prior experience in hotel management or ownership is highly preferred.
3. **Creditworthiness:** A strong credit history is essential.
4. **Business Plan:** Buyers should present a clear and detailed business plan outlining their operational strategy for the hotel.

Contact OwnerLand Realty today to learn more about this exceptional investment opportunity.

This offering presents a unique opportunity to acquire a well-positioned hotel in a thriving market. Interested investors are encouraged to contact the listing agent at OwnerLand Realty for further information and to schedule a property tour.

Advisor Bios



Priyanshu (Pri) Adathakkar | 614-450-2510 | pri@beautifulcity.us

Pri is a seasoned professional with expertise in commercial real estate advising, development, and hospitality management. Over the past decade, Pri has guided property investors, led development projects, and crafted personalized hospitality experiences. His strong educational background and professional associations highlight their commitment to excellence.

As a commercial real estate advisor, Pri navigates complex investments while leading various ventures as CEO and President, emphasizing integrity and tailored services through platforms like Elite Hotel Investor's Club.

In hospitality, Pri blends Indian values to create inviting experiences at Nice N Neat Homes. With 13+ years in Ohio's real estate scene, he bridges cultural and local insights. Pri speaks **English, Hindi and Gujarati**

Pri's civic engagement also demonstrates a commitment to community improvement, advocating for transportation accessibility and regional development. This complements their real estate work, providing valuable perspectives on local government dynamics.

Rob Calabro | 937-554-9930 | rob@robcalabro.com



Rob is a seasoned professional in the real estate industry, boasting extensive experience as a savvy investor and adept project manager. With a proven track record of success, Rob has navigated numerous projects across various sectors, including value-add residential and small multi-family. Rob owns and operates a small hotel in Columbus and uses his experience in the hospitality industry to add-value when helping others.

Rob's expertise in project execution and personnel management, distinguishes him as a capable leader in the field. His keen insight for analyzing opportunities will help lead the team in making informed decisions, driving profitability and growth in future ventures. Currently operating an office comprising over 35 agents,

Rob demonstrates his leadership skills by guiding his team in a competitive market landscape. His comprehensive understanding of the industry, coupled with his hands-on experience as a project manager, equips him with the acumen necessary to navigate complexities and capitalize on opportunities effectively