

SUPER 8 - RIPLEY, WEST VIRGINIA

102 Duke Dr, Ripley, WV 25271 | Ripley, WV

OFFERING MEMORANDUM



GREAT OPPORTUNITY FOR OWNER OPERATOR



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Super 8 - Ripley, West virginia

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01

Executive Summary

Investment Summary

OFFERING SUMMARY

ADDRESS	102 Duke Dr, Ripley, WV 25271 Ripley WV 25271
BUILDING SF	9,265 SF
LAND ACRES	1.541
TOTAL ROOMS	44
LAND SF	83,853 SF
YEAR BUILT	1987

FINANCIAL SUMMARY

NOI (2024)	\$222,249
NOI (2025)	\$179,476
RRM (2024)	4.18
RRM (2025)	4.80
REV PAR (2024)	\$42
REV PAR (2025)	\$36

DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
2025 Population	1,128	4,920	8,522
2025 Median HH Income	\$41,160	\$47,583	\$57,230
2025 Average HH Income	\$55,995	\$73,347	\$86,699

Investment Highlights

- Established economy lodging demand supported by interstate traffic and regional activity.
- County-seat location provides consistent year-round visitation.

- Strong alignment with Super 8's value-driven, high-visibility roadside positioning.

Buyer Rationale

- Ideal acquisition for hands-on owner-operators or regional hospitality investors.
- Ripley offers steady occupancy characteristics without reliance on major metro volatility.
- Long-term demand supported by infrastructure, government activity, and recurring community events.
- Attractive entry point into a supply-constrained Appalachian lodging market.

Hotel Market Fundamentals

- Ripley supports a limited number of branded hotel options, creating a stable competitive environment.
- Lodging demand is a mix of:
 - Interstate transient travelers
 - Government and business travel
 - Conference and group stays
 - Event-driven leisure demand
- The market favors economy and limited-service hotels, aligning well with the Super 8 brand profile.
- Absence of large-scale new hotel development reduces near-term supply risk.

Tourism & Leisure Demand

- Ripley is nationally recognized for "America's Largest Small-Town Fourth of July Celebration," drawing thousands of annual visitors.

- Proximity to Cedar Lakes Conference Center, a regional destination for conferences, training programs, youth camps, and group events.
- Outdoor recreation including hunting, fishing, hiking, and regional parks supports seasonal leisure travel.
- The city actively promotes tourism through the Ripley Convention & Visitors Bureau.

Economic & Employment Drivers

- Ripley serves as the administrative center for Jackson County, generating consistent government-related travel.
- Nearby employment base includes:
 - West Virginia State Police Academy
 - Manufacturing and wood products operations
 - Regional healthcare providers and clinics
- Retail and service employment concentrations support steady weekday lodging demand.
- Jackson County attracts contractors, inspectors, and visiting professionals tied to infrastructure, utilities, and public sector activity.

Location & Accessibility

- Strategically located along Interstate 77, a major north-south corridor connecting Charleston, WV to Parkersburg, WV and Ohio markets.
- Immediate access to U.S. Route 33, providing east-west connectivity across West Virginia.
- Ripley benefits from strong pass-through traffic, supporting transient and overnight demand.
- The property is positioned to capture travelers, contractors, and regional visitors moving through central West Virginia.

Market Overview – Ripley, West Virginia

- Ripley is the county seat of Jackson County, serving as the primary governmental, commercial, and services hub for the county.
- Jackson County population is approximately 28,000 residents, with Ripley functioning as the core activity center.
- The market exhibits stable population trends typical of Appalachian regional service hubs.



02

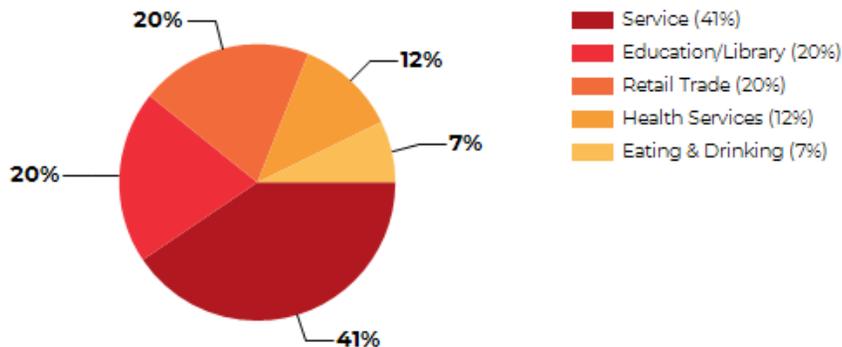
Location

Location Summary

Location Summary

- The Super 8 sits right off I-77 in Ripley, giving guests easy connections to Route 62, US-33, and the Charleston–Parkersburg corridor. Its central location makes it a convenient choice for both business travelers working in the region and leisure guests passing through.
- The Super 8 is just minutes from Cedar Lakes and nearby parks, giving guests easy access to fishing, boating, and outdoor recreation. These attractions bring in families and weekend travelers, adding to the steady flow of business and highway guests the hotel serves year-round.
- Ripley's Independence Day celebration—recognized as one of the largest small-town festivals in the country—draws tens of thousands of visitors each summer, creating predictable weekend compression that directly benefits nearby hotels. This annual surge in leisure demand supplements the property's steady year-round business and interstate traffic.
- In Ripley, steady traffic comes not only from weekday business and interstate travelers but also from the hospital, government offices, and the town's many festivals. This mix keeps demand balanced, giving the Super 8 a reliable flow of guests all year long.

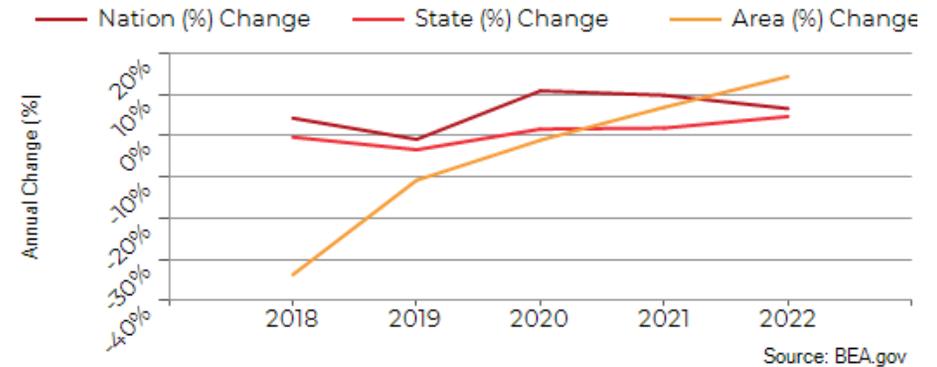
Major Industries by Employee Count

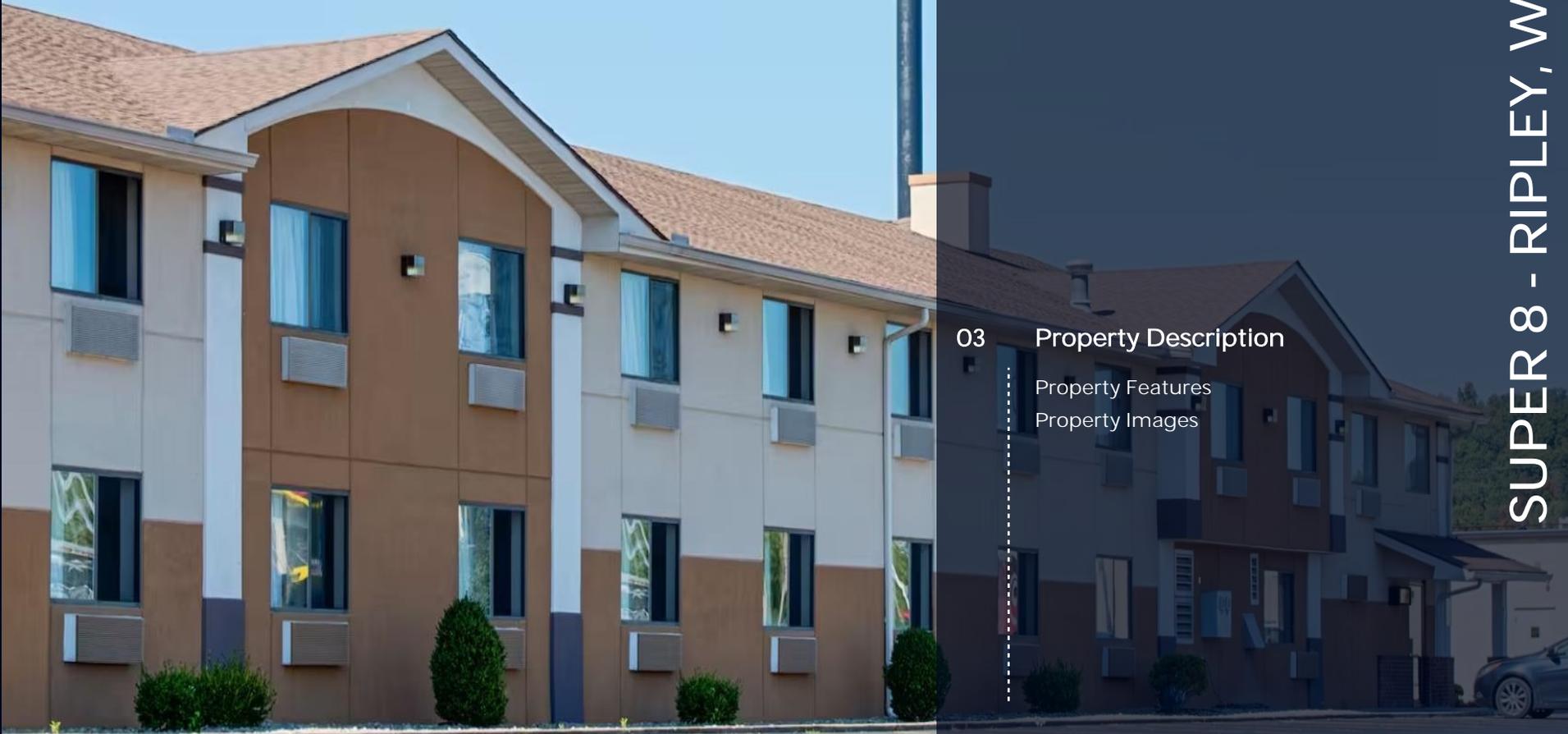


Largest Employers

Englefield Oil Co	1,500
Ripley High School	788
Super 8 by Wyndham Ripley	48
Dual Management Group LLC	22
Holiday Inn Express & Suites Ripley by IHG	20
DUKE'S Gas Station	
Econo Lodge	
Jackson County Commission	

Jackson County GDP Trend





03 Property Description

Property Features

Property Images

PROPERTY FEATURES

TOTAL ROOMS	44
BUILDING SF	9,265
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YEAR BUILT	1987







04 Financial Analysis

- Income & Expense Analysis
- Multi-Year Cash Flow Assumptions
- Cash Flow Analysis
- Financial Metrics

GROSS REVENUE TREND

INCOME	2023	2024	2025
Taxable Room Revenue	\$763,106	\$670,124	\$583,659
Non Taxable Room Revenue	\$92,536	\$83,196	\$132,918
Other Revenue	\$10,237	\$8,183	\$3,133
Total Operating Revenue	\$865,879	\$761,503	\$719,710
Less Expenses	\$661,896	\$539,254	\$540,234
Net Operating Income	\$203,983	\$222,249	\$179,476

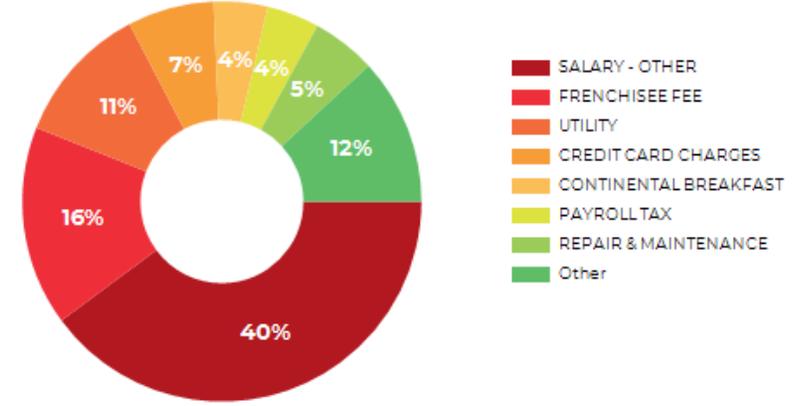


Disclaimer: These numbers are provided as assumptions and are not guaranteed. Broker and/or Seller shall bear no responsibility if actual outcomes vary.

EXPENSES	2023	2024	2025
Real Estate Taxes	\$13,726	\$14,101	\$14,101
SALARY - OTHER	\$192,668	\$214,926	\$190,621
TELEPHONE	\$10,200	\$5,152	\$5,589
MOTEL SUPPLIES & EXPENSES	\$23,307	\$1,774	\$5,724
GENERAL INSURANCE	\$61,392	\$9,104	\$46,853
CONTINENTAL BREAKFAST	\$50,785	\$23,622	\$28,706
FRENCHISEE FEE	\$91,811	\$87,103	\$93,611
PEST CONTROL	\$4,159	\$721	\$2,353
COMMISSIONS	\$13,062	\$11,749	\$11,193
PAYROLL TAX	\$19,272	\$22,852	\$20,761
CREDIT CARD CHARGES	\$36,289	\$37,682	\$40,289
BANK CHARGES	\$13	\$165	\$339
DUES & SUBSCRIPTIONS	\$1,224	\$2,098	\$1,156
EQUIPMENT RENTAL	\$1,725	\$254	
ACCOUNTING	\$3,912	\$4,163	\$4,241
REPAIR & MAINTENANCE	\$60,568	\$28,067	\$7,753
SECURITY	\$985	\$115	\$296
CABLE	\$8,372	\$8,369	\$9,289
TEMPORARY HELP	\$9,625	\$1,582	\$3,857
LICENCE & PERMIT	\$372	\$597	\$505
UTILITY	\$49,550	\$61,111	\$52,293
Other Expense	\$3,149	\$3,947	\$704
Travel/Auto Expenses	\$5,730		
Total Operating Expense	\$661,896	\$539,254	\$540,234
Expense / SF	\$71.44	\$58.20	\$58.31
% of EGI	76.44%	70.81%	75.06%

DISTRIBUTION OF EXPENSES

2024



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GLOBAL

MillageRate	0.50000%
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INCOME - Growth Rates

Taxable Room Revenue	3.00%
Non Taxable Room Revenue	3.00%
Other Revenue	3.00%

EXPENSES - Growth Rates

Real Estate Taxes	1.00%
SALARY - OTHER	1.00%
TELEPHONE	1.00%
MOTEL SUPPLIES & EXPENSES	1.00%
GENERAL INSURANCE	1.00%
CONTINENTAL BREAKFAST	1.00%
FRENCHISEE FEE	1.00%
PEST CONTROL	1.00%
COMMISSIONS	1.00%
PAYROLL TAX	1.00%
CREDIT CARD CHARGES	1.00%
BANK CHARGES	1.00%
DUES & SUBSCRIPTIONS	1.00%
EQUIPMENT RENTAL	1.00%
ACCOUNTING	1.00%
REPAIR & MAINTENANCE	1.00%
SECURITY	1.00%
CABLE	1.00%
TEMPORARY HELP	1.00%
LICENCE & PERMIT	1.00%
UTILITY	1.00%
Other Expense	1.00%

Calendar Year	2024	2025	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Operating Revenue										
RevPar	\$41.73	\$36.34	\$37.43	\$38.56	\$39.71	\$40.90	\$42.13	\$43.39	\$44.70	\$46.04
Taxable Room Revenue	\$670,124	\$583,659	\$601,169	\$619,204	\$637,780	\$656,913	\$676,621	\$696,919	\$717,827	\$739,362
Non Taxable Room Revenue	\$83,196	\$132,918	\$136,906	\$141,013	\$145,243	\$149,600	\$154,088	\$158,711	\$163,472	\$168,377
Other Revenue	\$8,183	\$3,133	\$3,227	\$3,324	\$3,424	\$3,526	\$3,632	\$3,741	\$3,853	\$3,969
Total Operating Revenue	\$761,503	\$719,710	\$741,301	\$763,540	\$786,447	\$810,040	\$834,341	\$859,371	\$885,153	\$911,707
Operating Expenses										
Real Estate Taxes	\$14,101	\$14,101	\$14,242	\$14,384	\$14,528	\$14,674	\$14,820	\$14,968	\$15,118	\$15,269
SALARY - OTHER	\$214,926	\$190,621	\$192,527	\$194,452	\$196,397	\$198,361	\$200,345	\$202,348	\$204,372	\$206,415
TELEPHONE	\$5,152	\$5,589	\$5,645	\$5,701	\$5,758	\$5,816	\$5,874	\$5,933	\$5,992	\$6,052
MOTEL SUPPLIES & EXPENSES	\$1,774	\$5,724	\$5,781	\$5,839	\$5,897	\$5,956	\$6,016	\$6,076	\$6,137	\$6,198
GENERAL INSURANCE	\$9,104	\$46,853	\$47,322	\$47,795	\$48,273	\$48,755	\$49,243	\$49,735	\$50,233	\$50,735
CONTINENTAL BREAKFAST	\$23,622	\$28,706	\$28,993	\$29,283	\$29,576	\$29,872	\$30,170	\$30,472	\$30,777	\$31,084
FRENCHISEE FEE	\$87,103	\$93,611	\$94,547	\$95,493	\$96,448	\$97,412	\$98,386	\$99,370	\$100,364	\$101,367
PEST CONTROL	\$721	\$2,353	\$2,377	\$2,400	\$2,424	\$2,449	\$2,473	\$2,498	\$2,523	\$2,548
COMMISSIONS	\$11,749	\$11,193	\$11,305	\$11,418	\$11,532	\$11,647	\$11,764	\$11,882	\$12,000	\$12,120
PAYROLL TAX	\$22,852	\$20,761	\$20,969	\$21,178	\$21,390	\$21,604	\$21,820	\$22,038	\$22,259	\$22,481
CREDIT CARD CHARGES	\$37,682	\$40,289	\$40,692	\$41,099	\$41,510	\$41,925	\$42,344	\$42,768	\$43,195	\$43,627
BANK CHARGES	\$165	\$339	\$342	\$346	\$349	\$353	\$356	\$360	\$363	\$367
DUES & SUBSCRIPTIONS	\$2,098	\$1,156	\$1,168	\$1,179	\$1,191	\$1,203	\$1,215	\$1,227	\$1,239	\$1,252
EQUIPMENT RENTAL	\$254	\$257	\$259	\$262	\$264	\$267	\$270	\$272	\$275	\$278
ACCOUNTING	\$4,163	\$4,241	\$4,283	\$4,326	\$4,370	\$4,413	\$4,457	\$4,502	\$4,547	\$4,592
REPAIR & MAINTENANCE	\$28,067	\$7,753	\$7,831	\$7,909	\$7,988	\$8,068	\$8,148	\$8,230	\$8,312	\$8,395
SECURITY	\$115	\$296	\$299	\$302	\$305	\$308	\$311	\$314	\$317	\$321
CABLE	\$8,369	\$9,289	\$9,382	\$9,476	\$9,570	\$9,666	\$9,763	\$9,860	\$9,959	\$10,059
TEMPORARY HELP	\$1,582	\$3,857	\$3,896	\$3,935	\$3,974	\$4,014	\$4,054	\$4,094	\$4,135	\$4,177
LICENCE & PERMIT	\$597	\$505	\$510	\$515	\$520	\$526	\$531	\$536	\$541	\$547
UTILITY	\$61,111	\$52,293	\$52,816	\$53,344	\$53,878	\$54,416	\$54,960	\$55,510	\$56,065	\$56,626
Other Expense	\$3,947	\$704	\$711	\$718	\$725	\$733	\$740	\$747	\$755	\$762
Total Operating Expense	\$539,254	\$540,491	\$545,895	\$551,354	\$556,868	\$562,437	\$568,061	\$573,742	\$579,479	\$585,274
Net Operating Income	\$222,249	\$179,219	\$195,406	\$212,186	\$229,579	\$247,603	\$266,280	\$285,630	\$305,674	\$326,433

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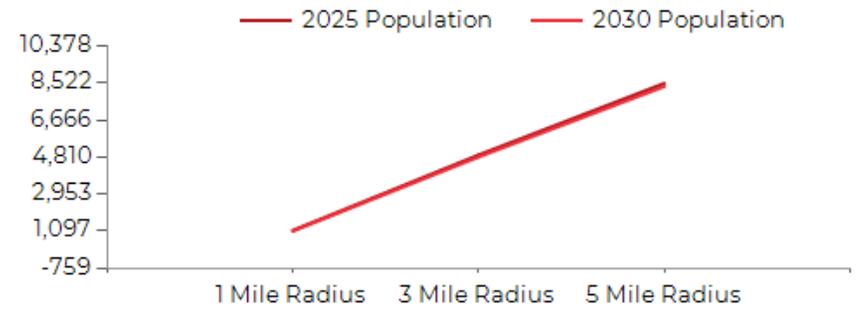
Demographics

General Demographics

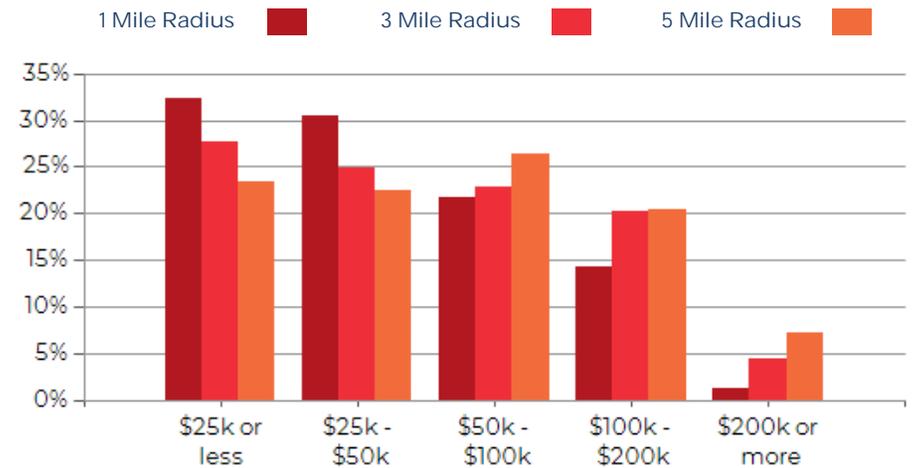
Race Demographics

POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	1,270	5,169	8,458
2010 Population	1,265	5,325	9,140
2025 Population	1,128	4,920	8,522
2030 Population	1,097	4,823	8,365
2025 African American	6	17	30
2025 American Indian	2	7	13
2025 Asian	7	32	40
2025 Hispanic	23	56	75
2025 Other Race	14	38	46
2025 White	1,068	4,667	8,111
2025 Multiracial	31	159	281
2025-2030: Population: Growth Rate	-2.80%	-2.00%	-1.85%

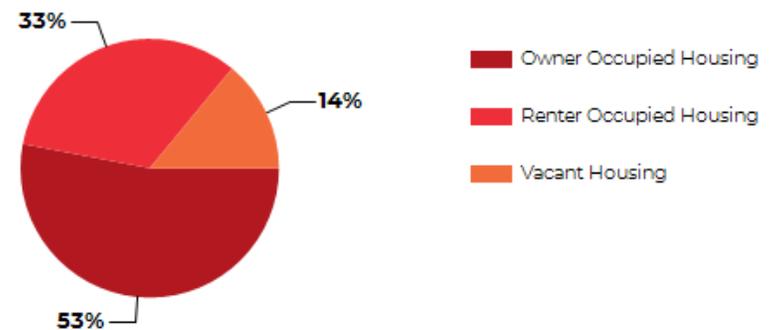
2025 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	67	361	538
\$15,000-\$24,999	99	260	332
\$25,000-\$34,999	59	234	337
\$35,000-\$49,999	98	327	501
\$50,000-\$74,999	85	362	640
\$75,000-\$99,999	27	152	348
\$100,000-\$149,999	38	213	388
\$150,000-\$199,999	35	241	377
\$200,000 or greater	6	100	272
Median HH Income	\$41,160	\$47,583	\$57,230
Average HH Income	\$55,995	\$73,347	\$86,699



2025 Household Income



2025 Own vs. Rent - 1 Mile Radius

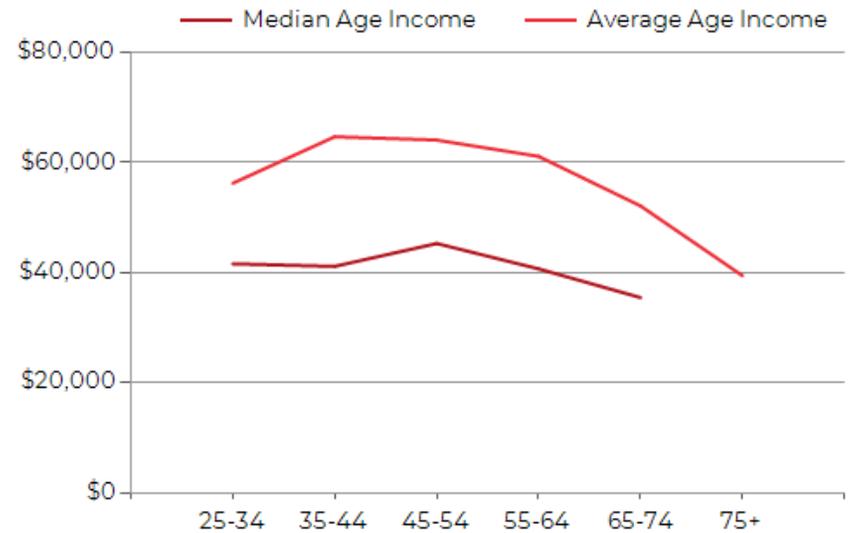
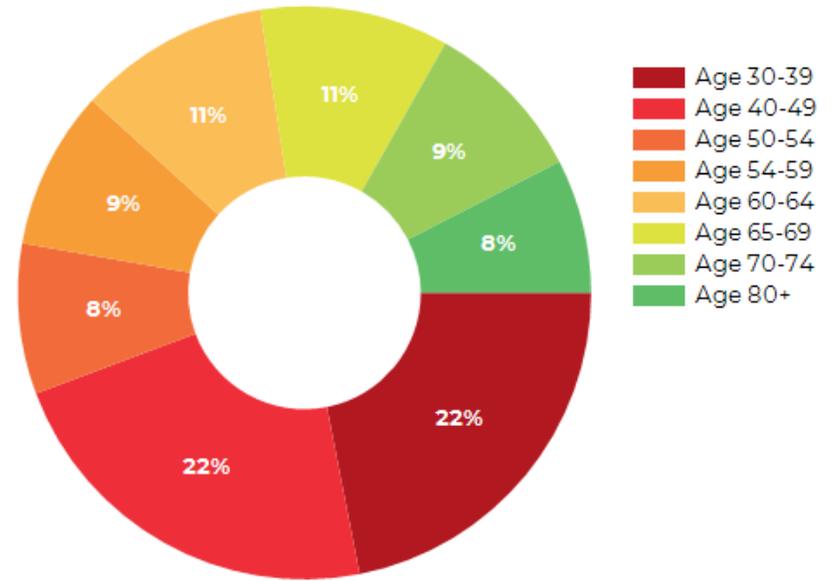


Source: esri

2025 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2025 Population Age 30-34	76	319	525
2025 Population Age 35-39	66	296	519
2025 Population Age 40-44	71	262	487
2025 Population Age 45-49	74	298	531
2025 Population Age 50-54	55	341	582
2025 Population Age 55-59	58	297	532
2025 Population Age 60-64	70	315	563
2025 Population Age 65-69	69	342	601
2025 Population Age 70-74	60	285	473
2025 Population Age 75-79	49	224	360
2025 Population Age 80-84	27	135	214
2025 Population Age 85+	51	178	247
2025 Population Age 18+	905	3,960	6,760
2025 Median Age	42	44	43
2030 Median Age	43	44	44

2025 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$41,615	\$53,402	\$60,558
Average Household Income 25-34	\$56,272	\$73,480	\$89,518
Median Household Income 35-44	\$41,141	\$56,770	\$68,886
Average Household Income 35-44	\$64,725	\$89,279	\$108,638
Median Household Income 45-54	\$45,303	\$57,393	\$66,906
Average Household Income 45-54	\$64,119	\$86,311	\$99,723
Median Household Income 55-64	\$40,701	\$51,841	\$60,190
Average Household Income 55-64	\$61,160	\$79,947	\$93,879
Median Household Income 65-74	\$35,466	\$38,974	\$45,803
Average Household Income 65-74	\$52,151	\$66,884	\$75,275
Average Household Income 75+	\$39,461	\$52,476	\$61,520

Population By Age



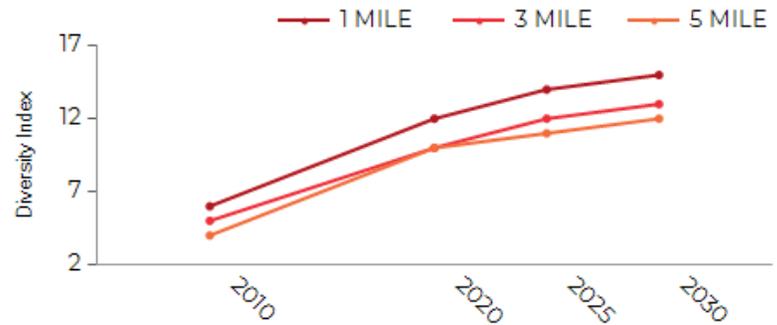
DIVERSITY INDEX	1 MILE	3 MILE	5 MILE
Diversity Index (+5 years)	15	13	12
Diversity Index (current year)	14	12	11
Diversity Index (2020)	12	11	10
Diversity Index (2010)	6	5	5

POPULATION BY RACE



2025 POPULATION BY RACE	1 MILE	3 MILE	5 MILE
African American	1%	0%	0%
American Indian	0%	0%	0%
Asian	1%	1%	0%
Hispanic	2%	1%	1%
Multiracial	3%	3%	3%
Other Race	1%	1%	1%
White	93%	94%	94%

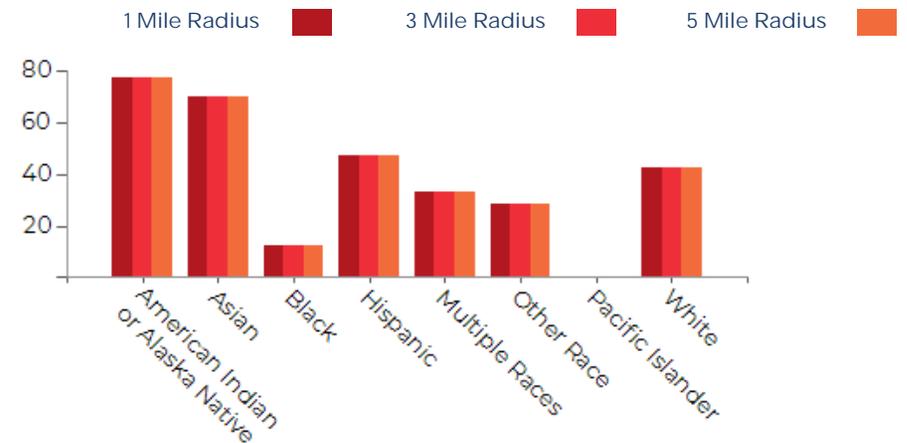
POPULATION DIVERSITY



2025 MEDIAN AGE BY RACE

	1 MILE	3 MILE	5 MILE
Median American Indian/Alaska Native Age	78	68	53
Median Asian Age	70	34	33
Median Black Age	13	17	28
Median Hispanic Age	47	44	43
Median Multiple Races Age	33	33	33
Median Other Race Age	28	28	26
Median Pacific Islander Age	0	0	0
Median White Age	42	45	44

2025 MEDIAN AGE BY RACE





06

Company Profile

Company Bio

Super 8 - Ripley, West virginia

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The information contained herein is not a substitute for a thorough due diligence investigation. No investigation has been made, and no warranty or representation is provided with respect to the income or expenses for the subject property, the future projected financial performance of the property, the size or square footage of the property and improvements, the presence or absence of contaminating substances, PCBs or asbestos, compliance with local, state, and federal regulations, the physical condition of the improvements thereon, or the financial condition or business prospects of any tenant, including any tenant's plans or intentions to continue occupancy of the subject property.

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