

Bluff House Inn & Cabins

57 BLUFF HOUSE RD. GOULDSBORO, MAINE



Offered at: \$3,350,000.00

Presented by:

Jasmine Pellerin
207.576.8771
jpellerin@kw.com

kw MAINE
KELLERWILLIAMS REALTY

jasminepellerin
Real Estate Group

KELLERWILLIAMS
Luxury





Contents

2
LOCATION

3
KEY PROPERTY
FEATURES

5
DIVERSE REVENUE
STREAMS

6
IMPROVEMENTS

7
ASSETS

11
ENDLESS POTENTIAL

Location! Location! Location!



Prime Location:

Situated within 1 hour of picturesque Acadia National Park and the vibrant community of Bar Harbor, the Inn is perfectly positioned to attract both vacationers and outdoor enthusiasts year-round. Acadia National Park's glaciated coastline and island landscape, abundance of habitats, and rich cultural heritage. Mount Desert Island was voted the #4 Best Island to visit in the continental US by Travel & Leisure. Acadia National Park is one of the most popular and most visited parks in the country, drawing upwards of 4 million visits per year and contributing \$685 Million to the local economy. The breathtaking scenery, combined with easy access to local attractions, ensures a steady flow of guests seeking an unforgettable experience.

Schoodic District of Acadia

Only eight minutes from Bluff House Inn & Cabins with ocean walking paths, beaches, hiking and nine miles of biking trails.



*In addition to the Schoodic District of Acadia and Mount Desert
Island, guests also can enjoy:
Prospect Harbor Lighthouse, 14 minute drive
“Catch Your Dinner” Lobster Boat Tours, 20 minute drive
Island Boat Tours offered in various locations*

Key Property Features

Key Features Cont.

Stunning Views

Guests are treated to panoramic vistas of the ocean and surrounding landscapes, providing the perfect backdrop for a memorable getaway. The sun sets directly over the ocean in the summer and fall, creating some of the most amazing sunsets for all guests to enjoy- the inn has two decks, all cabins have private decks and both the 2-bedroom cottage and 2-bedroom log cabin home both have private decks to enjoy the sunsets.



Key Property Features

Key Features Cont.

9 inviting Inn rooms with ensuite baths

10 rustic ocean-view cabins

Fully furnished 2 bedroom log cabin with a private deck and ocean views

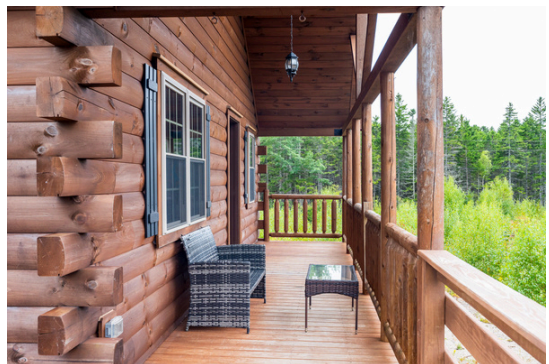
Fully furnished 2-bedroom cottage

Multi-level decks with breathtaking sunset views over Frenchman Bay.

A meandering trail that leads to the beach with over 400 ft of shoreline, perfect for kayaking or canoeing to Stave Island.

Property is rich with the coveted wild Maine blueberries and blackberries bushes

Significant potential for expansion



Diverse Revenue Streams

Revenue Streams:

In addition to room and cabin rentals, the property can be leveraged for weddings, events, retreats, and recreational activities. With nearby hiking, kayaking, and other outdoor adventures, packages can be created that enhance guest experiences and increase profitability.

Cap Rate: 10.8



INNS CAN INCREASE REVENUE IN A NUMBER OF WAYS

MARKETING: AN INN'S MARKETING BUDGET IS TYPICALLY AROUND 4-5% OF ITS TOTAL REVENUE. CURRENTLY BLUFF HOUSE INN & CABIN'S MARKETING BUDGET IS \$0, LEAVING ROOM FOR AN EXPONENTIAL INCREASE IN REVENUE.

Upselling

Upselling hotel rooms can increase revenue by more than 40%. Upselling can be done by including promotional information for higher-tier rooms on webpages and in emails.

Email Marketing

Email marketing is a cost-effective way to reach guests and increase direct bookings. Email marketing has an estimated return on investment (ROI) of \$38 for every \$1 spent.

Loyalty Programs

Loyalty program members can contribute up to 60% of room revenue and tend to pay higher average daily room rates.

Referral programs

Referral programs can help hotels reduce customer acquisition costs by taking advantage of word-of-mouth marketing.

Early check-in and late checkout

Offering early check-in and late checkout can increase overall revenue and average spend per customer.

Online Reputation

A positive online reputation can boost bookings and revenue. This can be achieved by encouraging guests to leave reviews and responding to them in a timely and professional manner. Bluff House Inn & Cabins has a Google rating of 4.8 ★★★★★ with 138 reviews.

INNS CAN INCREASE REVENUE **IN A NUMBER OF WAYS**

Previously run as a year round Inn, the current owners only operate less than 6 months a year.

Fall and winter activities range from hiking through the vibrant Maine fall foliage to cross country skiing and snowshoeing. Guests can enjoy a leisure time with a visit to the Tasting Room at Bartlett Maine Estate Winery, browse the local Antique shops or stop in at the Art Gallery. This is truly a year round destination.

Improvements

2019

New roof south side of Inn
New roof cottage
New flooring in bathrooms of all inn rooms
New flooring in kitchen
Clearing and groundwork
2 New Septic Systems
2 Wells
Installed 5 slabs
Added 5 log cabins
Built log house

2020

Inn and cottage repainted
New deck extension off Inn
New flooring in all Inn rooms and hallway
New lighting fixtures in cottage
AC units added and vented out of the walls.

2021

Windows replaced in 4 Inn rooms
New AC units
New deck doors
All faucets replaced
All dressers replaced

2022

New bed frames and mattresses for all Inn rooms
Upgraded and installed larger well pressure tanks
5 larger cabins septic slabs groundwork \$60,000 in fill alone to get them up for view.

2023

New deck chairs and fire pit chairs (wooden double chair)
New picnic tables for Inn deck
Sliding door for Cranberry Room

Assets

21 Queen beds

1 Double bed

2 Twins beds and frames

3 Futons

6 Dining tables and 24 chairs

3 Picnic tables

11 Double seated wood Adirondacks

10 Dressers

3 Credenzas

Continental breakfast items

Plates /bowls/ utensils/glasses

2 HE Washers

3 Dryers

6 Refrigerators

10 Mini refrigerators

Kegerator two tap

2 Dishwashers

Assets Cont.

Bun coffee pour over

2 K-cup machines

10 Single pot coffee makers

7 Twin futons

10 Cabin tables & table lamps

2 Dining tables ravens /eagles

Captains desk

Linens and towels for 23 rooms
(multiple sets)

16 Window AC units

5 Vented ac's

12 Infrared tower heaters for cabins

2 Couches

3 Credenzas



Endless Potential:

Bluff House Inn & Cabins is not just a property; it's a canvas for your vision. Whether you envision adding treehouses, expanding the Inn, adding more cabins or developing a wellness retreat, the possibilities are as vast as the Maine coastline itself.