

310 Johnson St

LUXURY 3-UNIT DOWNTOWN SANTA FE HOSPITALITY PROPERTY - BCD ZONING



OFFERING MEMORANDUM

310 JOHNSON ST, SANTA FE, NM 87501

310 Johnson

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Exclusively Marketed by:

Leslie Gallatin-Giorgetti

Keller Williams Realty

Leslie Giorgetti- Associate Broker

(505) 670-7578

giorgettirealty@gmail.com



01

- Executive Summary
- Investment Summary
- Location Summary

OFFERING SUMMARY

ADDRESS	310 Johnson, Santa Fe, NM 87501
BUILDING SF	3,802 SF
LAND ACRES	0.12
YEAR BUILT	1959

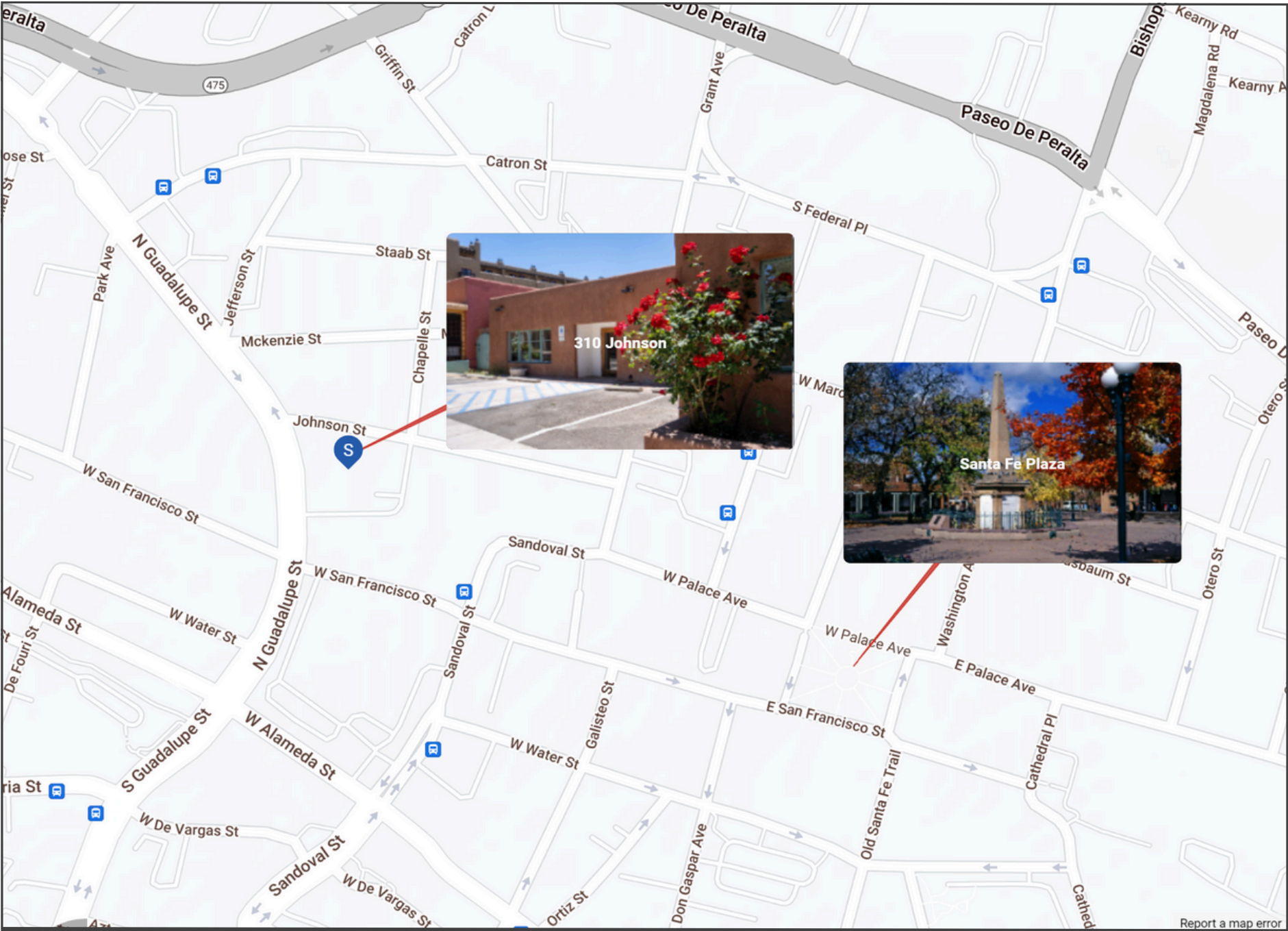
FINANCIAL SUMMARY

PRICE	\$2,200,000
PRICE PSF	\$488.26

DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
2023 Population	8,931	37,255	65,760
2023 Median HH Income	\$70,543	\$73,226	\$73,449
2023 Average HH Income	\$108,057	\$116,924	\$115,074

- Exquisitely renovated 3 unit short- term rental property w/ BCD zoning in the heart of downtown Santa Fe. This hospitality property was recently completely renovated from top to bottom by the renowned architect, Evan Geisler, who designed the prominent hospitality project, Los Poblanos. The structure was built in 1959 and emanates a Luxury NY Loft appeal with incredibly tall ceilings, exposed block walls, finished concrete floors and lux finishes. The 3 large (condo type) units have keypad entry from a large hall entry. The units boast custom walnut cabinetry, handmade doors, quartz countertops, 2 Sub Zero fridges and chef appliances. The kitchens and baths are darling w/ lux bathroom finishes, lighted mirrors, large showers. The largest unit C has 2 beds/ 3 bath with laundry, can sleep 6-8 with pull out sofas. Unit B is 2 bed/2bath with laundry & can sleep 6. Unit A is a handicap accessible unit and is 2 beds/2 bath with laundry can sleep 6. Sold at a proforma 9% cap rate.

0.3 Miles walking distance to Santa Fe Plaza





02

Property Description

Property Features

Aerial Map

310 JOHNSON

PROPERTY FEATURES

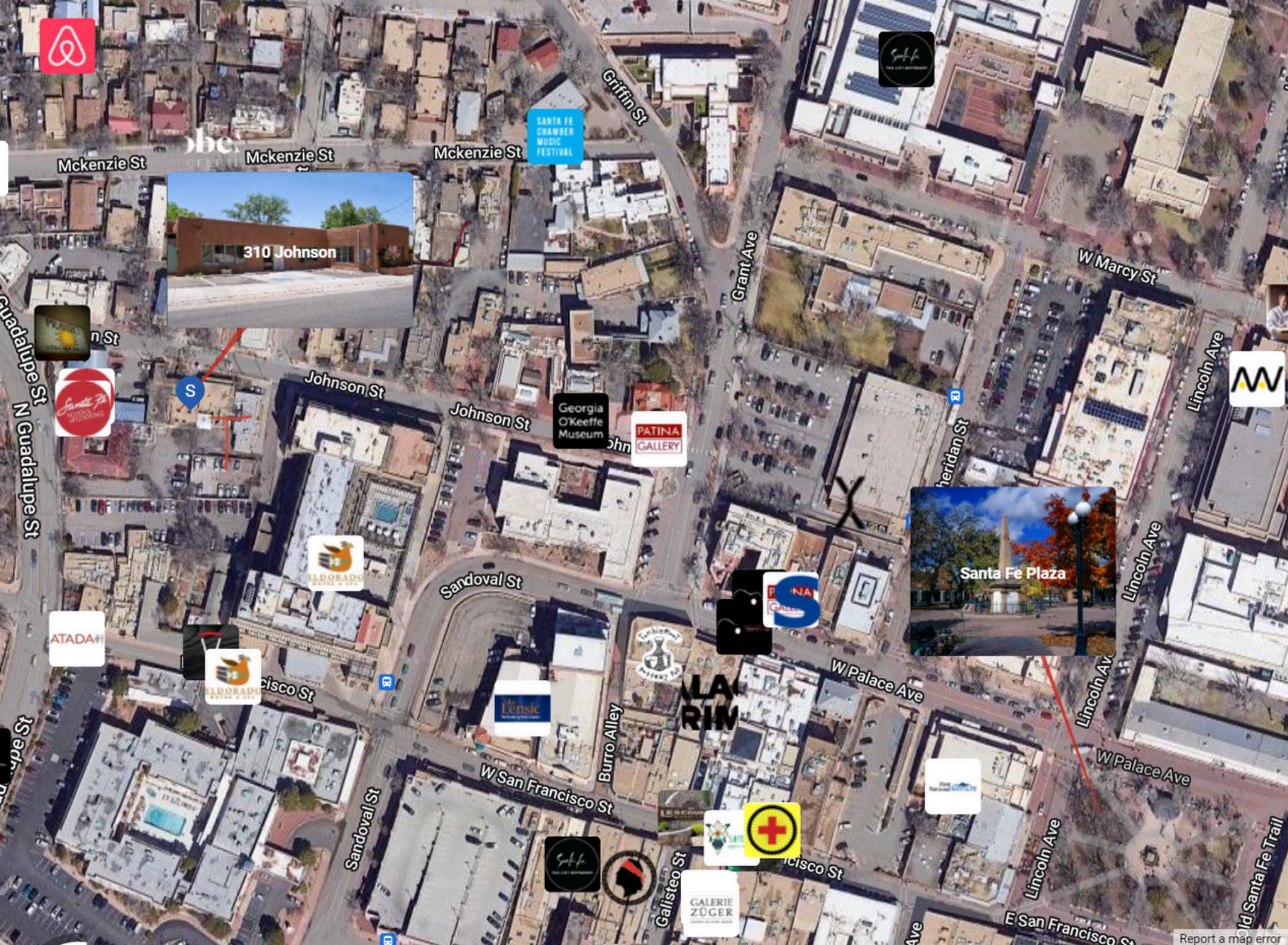
BUILDING SF	5,323
LAND ACRES	0.12
YEAR BUILT	1959
PRICE PER SQ FT	\$488
ZONING	BCD
PROPERTY TYPE	Commercial Sale
LISTING BROKERAGE	Keller Williams - Leslie Giorgetti
NUMBER OF UNITS	3
POSSESSION	Close of Escrow

CONSTRUCTION

FOUNDATION	Concrete
CONSTRUCTION MATERIALS	Block, Frame
ROOF	Flat

AMENITIES

WIFI	High Speed Internet Available
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310 Johnson



Santa Fe Plaza

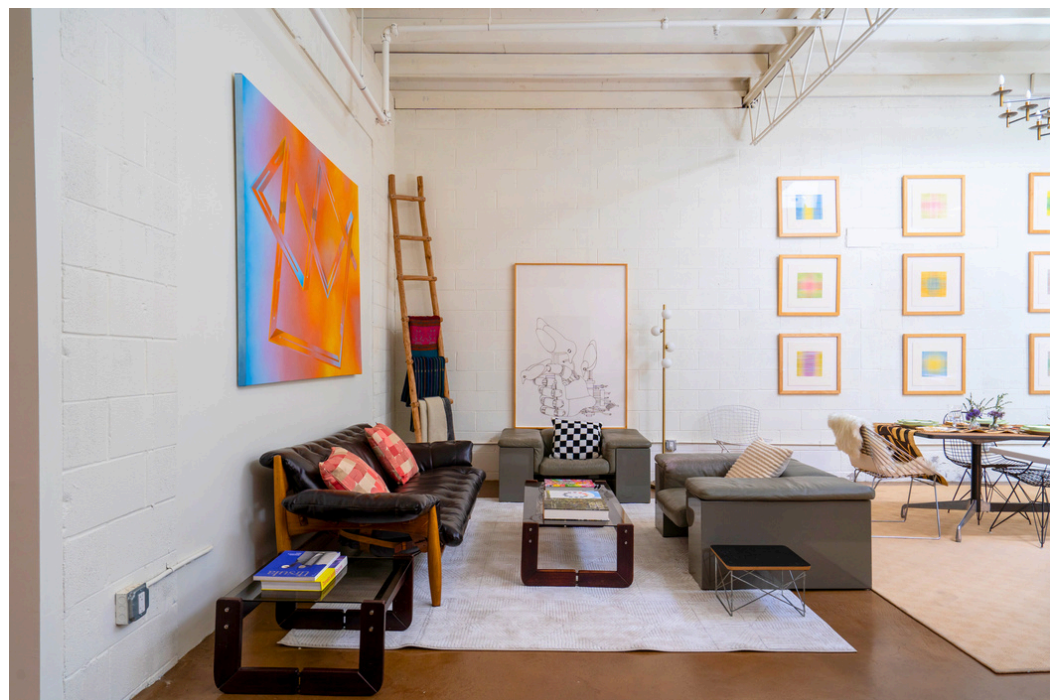
Report a map error

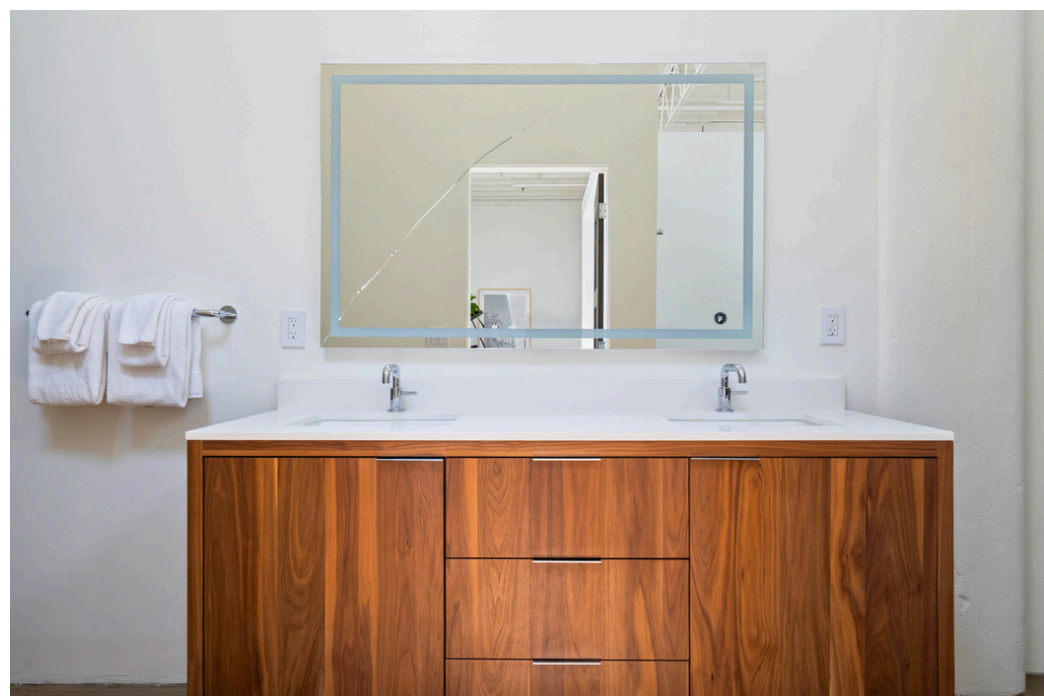
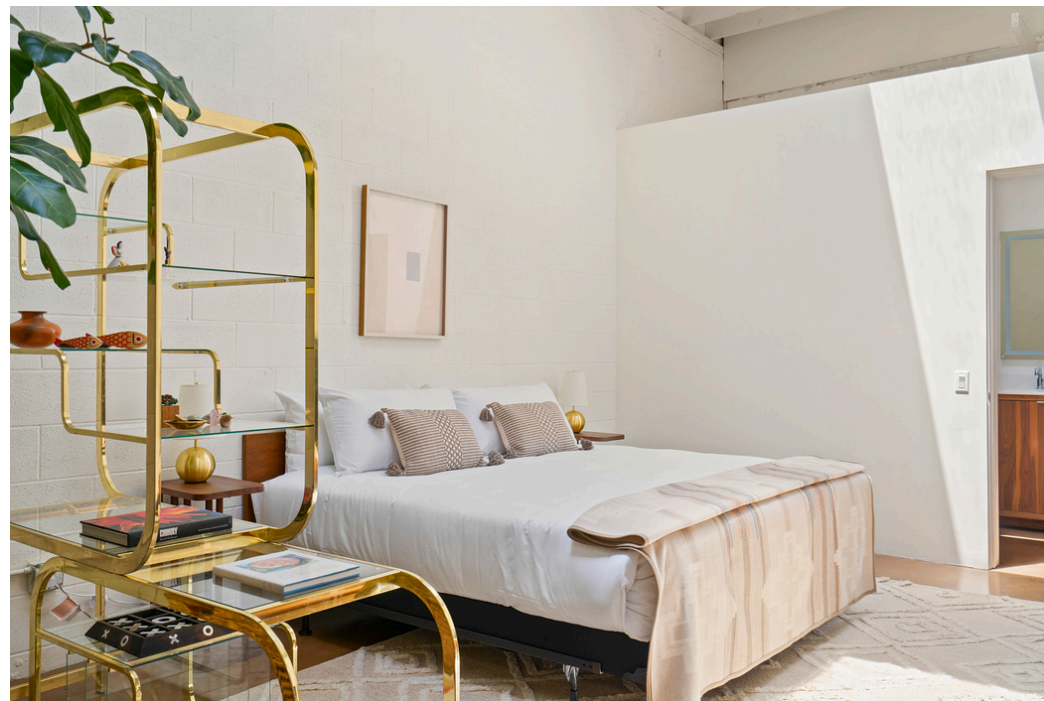


03

Property Photos
Photos and Description
Floor Plan

Unit C





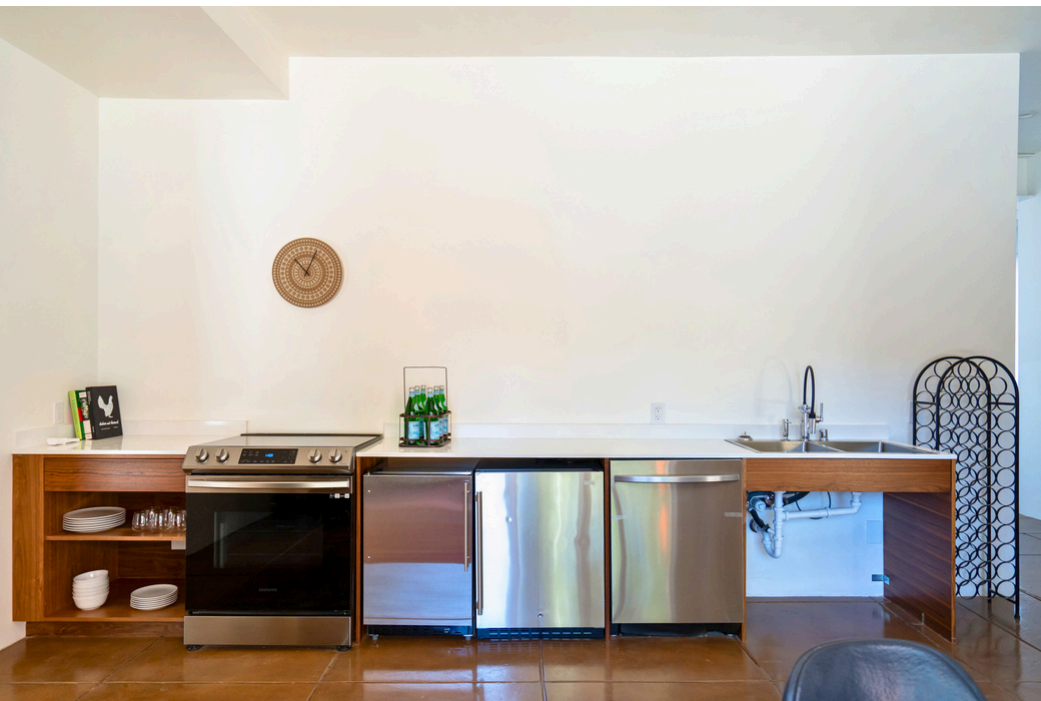
Unit B



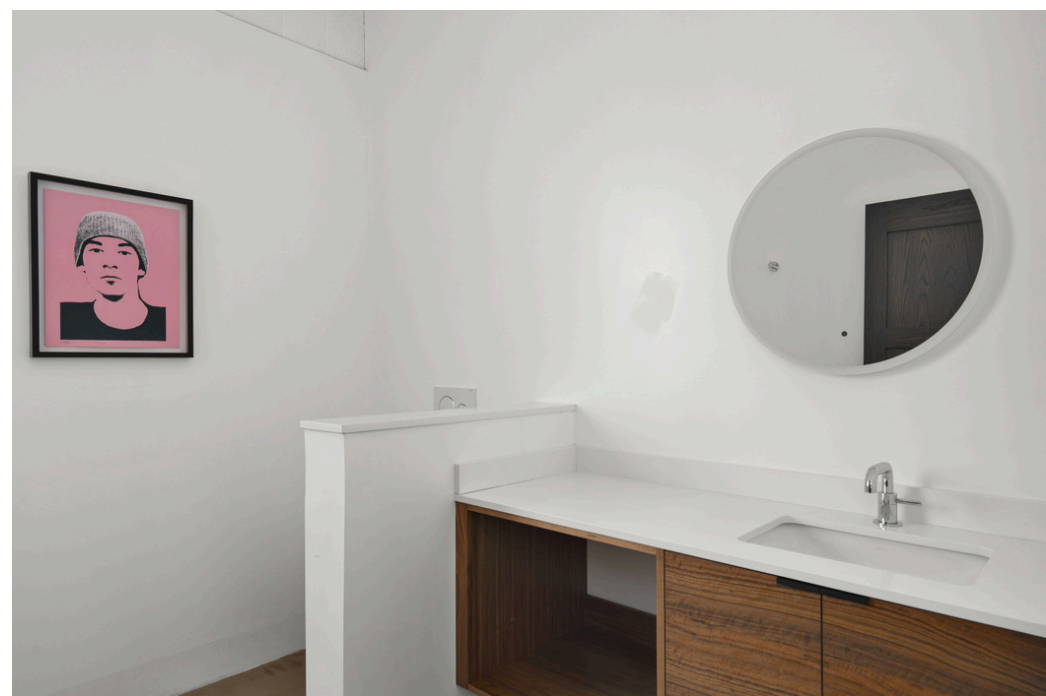
Unit B

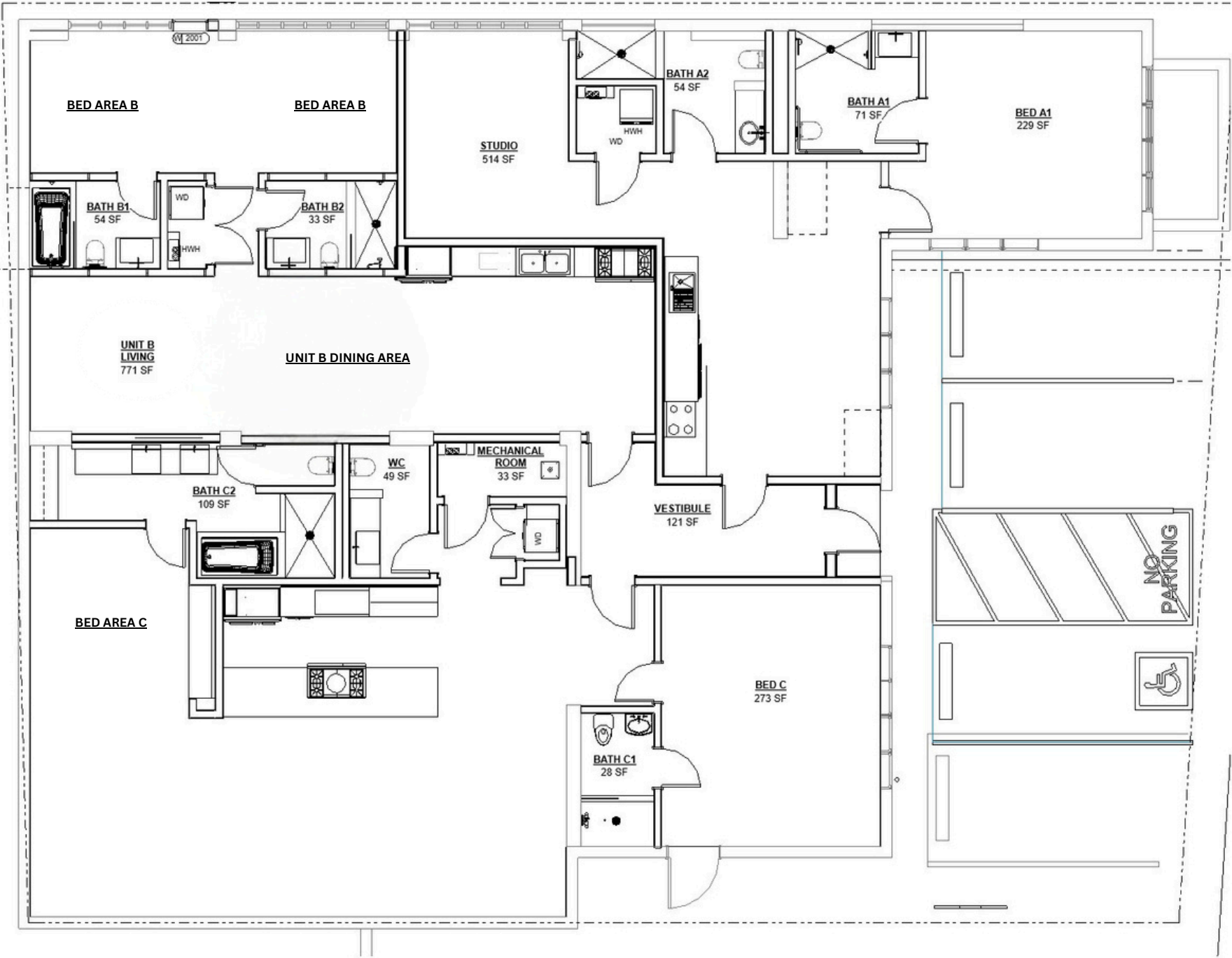


Unit A



Unit A





04 Santa Fe Short-Term
Rental Market
Data
Proforma



Santa Fe - World-Renowned Destination

Santa Fe continues to be a beloved, world-renowned destination, rich with culture, art, cuisine, and natural beauty, it stays as a very strong short term, Airbnb market. This property is in the most sought-after part of Santa Fe, walking distance to the Plaza, near the Georgia O'Keefe Museum and next door to the Santa Fe Cooking School. It can be rented as three suites, alternatively, it can also accommodate up to 20 people, wonderful for wedding parties and other large groups.

You won't be disappointed investing in Santa Fe, in 2023

Travel + Leisure announced the results of its annual World's Best Awards, with Santa Fe securing the #2 spot on the 2023 list of readers' ["15 Favorite Cities in the United States"](#) This placement is the highest ranking for any western U.S. destination again, making The City Different the best in the west according to readers of the magazine.

Additionally, Santa Fe ranks #21 on the 2023 list of readers' ["25 Favorite Cities in the World."](#) Santa Fe is only one of two cities from the United States to be featured.

Santa Fe is an internationally treasured travel destination, Santa Fe has finished on the top 15 cities in the U.S. list for more than ten consecutive years, making it one of the most awarded cities and earning the designation as a World's Best Awards Hall of Fame Honoree.

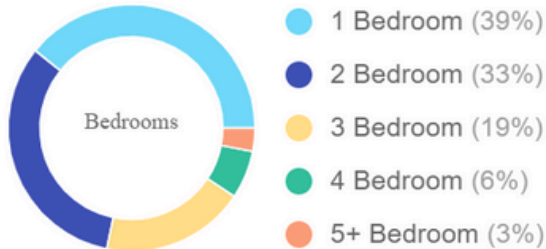
How is Santa Fe performing?



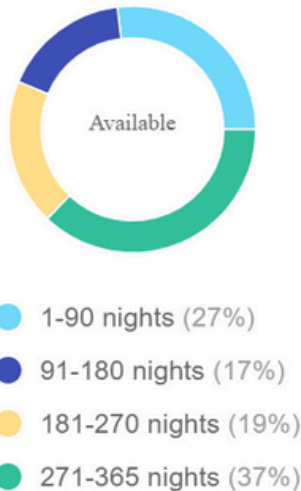
Market Score



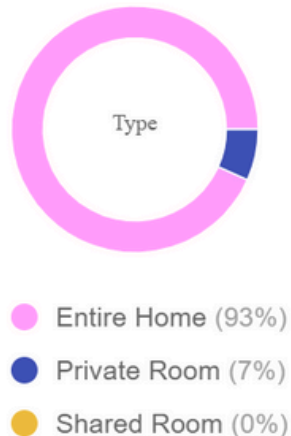
Listings by rental size



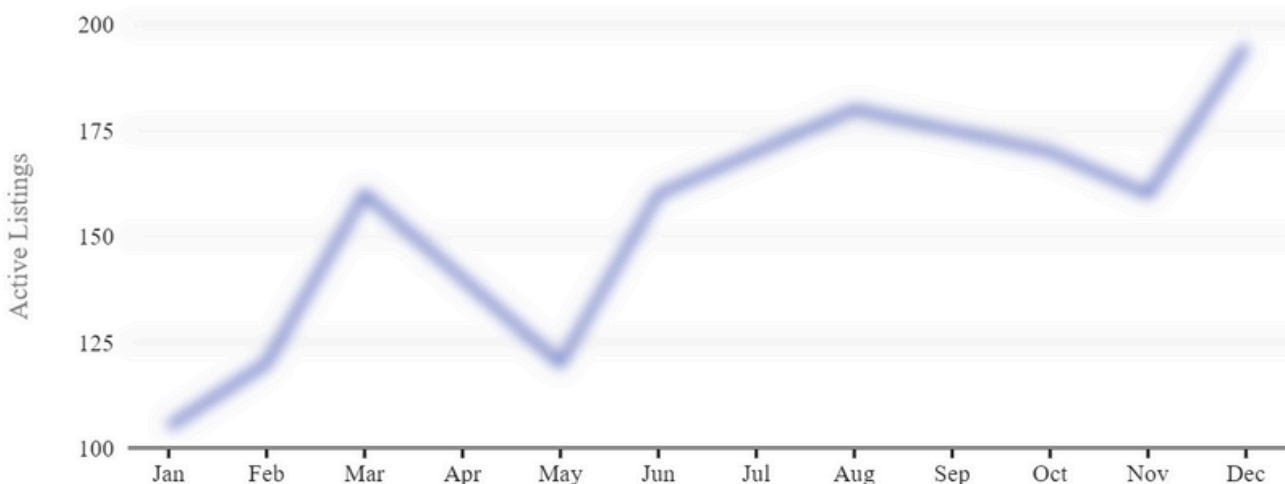
Listings by annual availability



Listings by rental type



Rental growth in the last 12 months



Proforma

0 AirDNA Data

			Daily Rate	Occupancy	Revenue		
1	Johnson St/ El Ocaso	Home	2 bed /2 ba- sleeps 6	\$ 401.00	77%	\$ 100,600.00	https://www.airbnb.com/rooms/35990725?source_impression_id=p3_1683145624_e5v2sckGF1LuiXPk
2	Chapele st/ average	Town Home	1 bed 1 bath - sleeps 2	\$ 214.00	95%	\$ 59,000.00	https://www.airbnb.com/rooms/23040698?source_impression_id=p3_1683146025_X0KD%2F9iB9d6VvT%2Bt
3	Lincoln Ave/ Luxury tall cielings bear	Lux Hospitaity	2 bed 2.5 baths - sleeps 4	\$ 793.00	64%	\$ 170,400.00	https://www.airbnb.com/rooms/19658371?source_impression_id=p3_1683146184_GCXiV0dmd0Wb5n7s
4	Lincoln Ave/ Luxury tall cielings, bea	Lux hospitality	2 bed 2.5 bath sleeps 4	\$ 821.00	52%	\$149,500.00	https://www.airdna.co/vacation-rental-data/app/us/new-mexico/santa-fe/santa-fe-city/overview
5	Mkckenzie st/ casita		1 bed 1 bath- 2	\$ 233.00	98%	\$ 59,600.00	https://www.airbnb.com/rooms/42607180?source_impression_id=p3_1683147055_ZZeJ6TWekNDPYrho
6	Staab	house	2 bed 1 bath sleeps 4	\$ 306.00	69%	\$ 75,850.00	https://www.airbnb.com/rooms/54050924?source_impression_id=p3_1683147234_TdQ3i1%2BQB3tIivh
Average			\$ 461.33	76%	\$ 102,491.67		

Proforma

310 Johnson St	Lux Hospitality	3765 sf	Daily Rate	Occupancy	
310 Johnson	Unit A	2 bed 2 bath sleeps 4-6	\$ 520.00	63%	\$ 119,574.00
310 Johnson	Unit B	1 bed 2 bath sleeps 4-6	\$ 450.00	67%	\$ 110,047.50
310 Johnson	Unit C	2 bed 2.5 bath sleeps 6-8	\$ 525.00	63%	\$ 120,723.75
Gross Net					\$ 350,345.25
Expenses					
Utilities	estimate				\$ 9,700.00
Marketing/ Advertising	estimate confirm				\$ 5,900.00
Property Taxes					\$ 29,404.00
Insurance	estimate confirm				\$ 6,500.00
Admin/ taxes/legal	10%				\$ 35,034.53
Repairs and Maintenance	2.5%				\$ 8,758.63
Amenities	3.5%				\$ 12,262.08
Lodges tax	Pass Through				\$ -
Gross receipts tax	Pass through				\$ -
Cleaning	pass Through				\$ -
Reserve	3%				\$ 10,510.36
Expenses Total					\$ 118,069.60
Net Operating Income					\$ 232,275.65

Property Value	Cap Rate	Price
310 Johnson St	0.09	\$2,599,000.00

310 JOHNSON

Demographics
Demographics
Demographic Charts

05



POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	9,565	36,785	60,764
2010 Population	8,169	35,199	60,749
2023 Population	8,931	37,255	65,760
2028 Population	8,727	36,574	65,293
2023 African American	105	437	766
2023 American Indian	182	765	1,629
2023 Asian	136	721	1,274
2023 Hispanic	2,548	12,617	25,497
2023 Other Race	584	3,270	6,917
2023 White	6,437	25,349	42,380
2023 Multiracial	1,479	6,682	12,738
2023-2028: Population: Growth Rate	-2.30 %	-1.85 %	-0.70 %

2023 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	504	1,802	2,901
\$15,000-\$24,999	389	1,380	2,221
\$25,000-\$34,999	420	1,680	2,978
\$35,000-\$49,999	542	2,015	3,386
\$50,000-\$74,999	830	3,079	5,403
\$75,000-\$99,999	593	2,208	3,956
\$100,000-\$149,999	870	3,187	5,154
\$150,000-\$199,999	427	1,622	3,207
\$200,000 or greater	574	2,621	4,087
Median HH Income	\$70,543	\$73,226	\$73,449
Average HH Income	\$108,057	\$116,924	\$115,074

HOUSEHOLDS	1 MILE	3 MILE	5 MILE
2000 Total Housin	6,141	19,516	30,641
2010 Total Households	4,919	17,986	29,857
2023 Total Households	5,150	19,593	33,294
2028 Total Households	5,115	19,636	33,688
2023 Average Household Size	1.69	1.87	1.94
2000 Owner Occupied Housing	2,698	9,573	16,680
2000 Renter Occupied Housing	2,584	7,691	10,838
2023 Owner Occupied Housing	2,794	11,806	21,418
2023 Renter Occupied Housing	2,356	7,787	11,876
2023 Vacant Housing	1,404	3,731	5,334
2023 Total Housing	6,554	23,324	38,628
2028 Owner Occupied Housing	2,795	11,915	21,708
2028 Renter Occupied Housing	2,320	7,722	11,980
2028 Vacant Housing	1,464	3,909	5,507
2028 Total Housing	6,579	23,545	39,195
2023-2028: Households: Growth Rate	-0.70 %	0.20 %	1.20 %

Source: esri

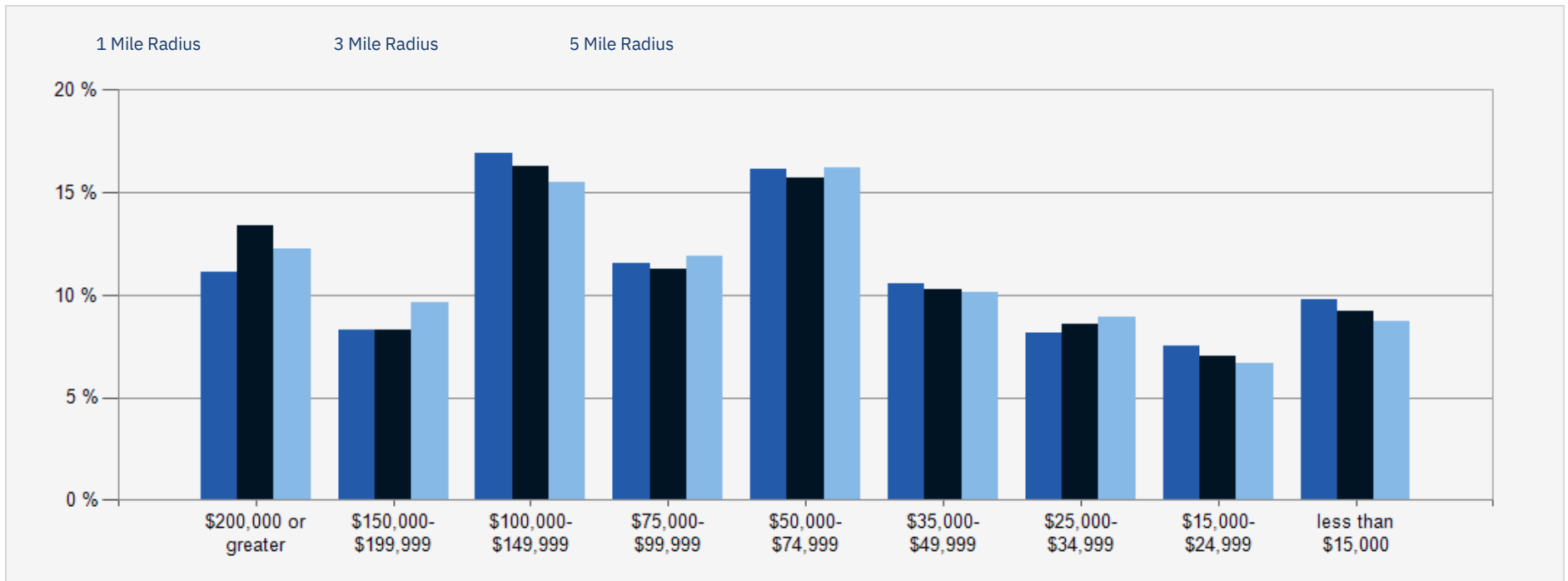
2023 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2023 Population Age 30-34	506	1,962	3,527
2023 Population Age 35-39	496	1,847	3,309
2023 Population Age 40-44	522	2,002	3,566
2023 Population Age 45-49	480	1,920	3,553
2023 Population Age 50-54	604	2,406	4,169
2023 Population Age 55-59	749	2,949	5,187
2023 Population Age 60-64	859	3,584	6,231
2023 Population Age 65-69	913	3,710	6,327
2023 Population Age 70-74	799	3,293	5,420
2023 Population Age 75-79	527	2,176	3,548
2023 Population Age 80-84	308	1,226	2,112
2023 Population Age 85+	368	1,296	2,010
2023 Population Age 18+	8,038	32,468	56,370
2023 Median Age	55	54	53

2023 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$69,629	\$63,754	\$62,636
Average Household Income 25-34	\$98,358	\$93,808	\$91,642
Median Household Income 35-44	\$90,638	\$90,189	\$90,886
Average Household Income 35-44	\$128,654	\$132,098	\$130,290
Median Household Income 45-54	\$93,624	\$95,273	\$94,902
Average Household Income 45-54	\$128,523	\$133,560	\$131,643
Median Household Income 55-64	\$85,122	\$89,619	\$89,050
Average Household Income 55-64	\$122,357	\$136,805	\$134,720
Median Household Income 65-74	\$62,109	\$68,878	\$69,987
Average Household Income 65-74	\$102,993	\$117,635	\$115,301
Average Household Income 75+	\$82,541	\$91,761	\$86,960

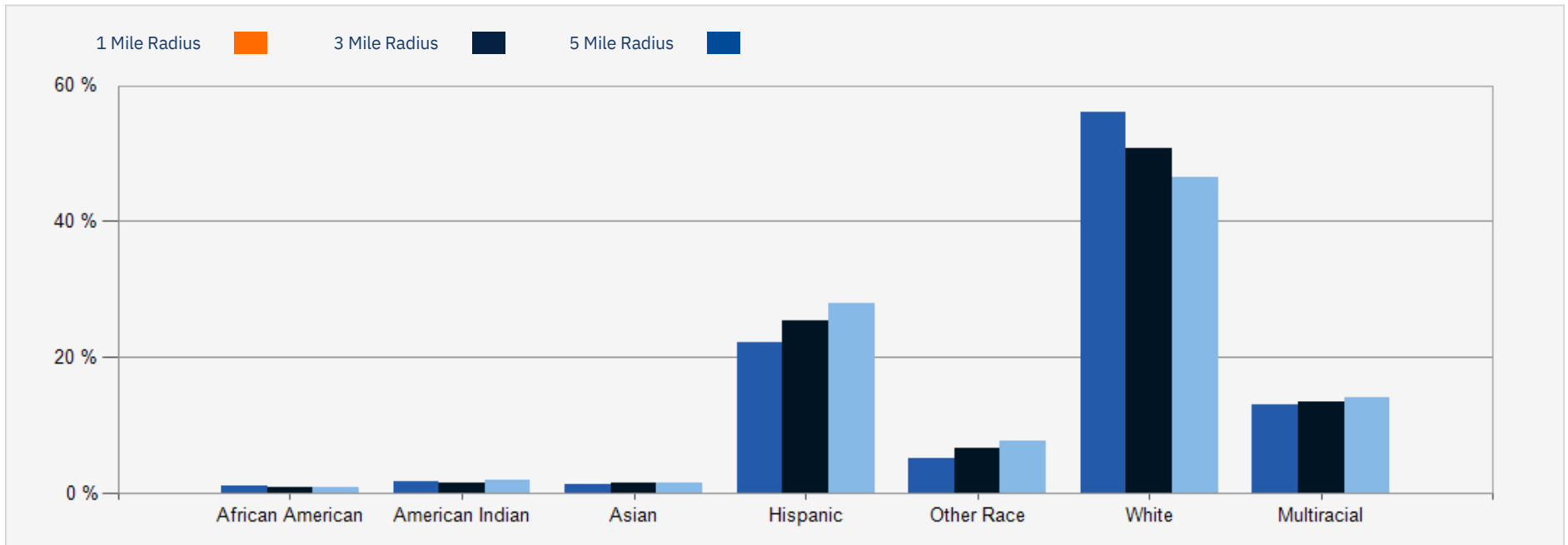
2028 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2028 Population Age 30-34	444	1,826	3,318
2028 Population Age 35-39	456	1,820	3,432
2028 Population Age 40-44	480	1,846	3,404
2028 Population Age 45-49	523	1,975	3,629
2028 Population Age 50-54	517	2,096	3,857
2028 Population Age 55-59	671	2,667	4,690
2028 Population Age 60-64	739	3,064	5,409
2028 Population Age 65-69	820	3,377	5,863
2028 Population Age 70-74	778	3,287	5,492
2028 Population Age 75-79	661	2,769	4,509
2028 Population Age 80-84	419	1,645	2,726
2028 Population Age 85+	388	1,495	2,409
2028 Population Age 18+	7,879	32,041	56,179
2028 Median Age	56	55	53

2028 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$77,101	\$72,484	\$72,333
Average Household Income 25-34	\$109,927	\$106,378	\$105,369
Median Household Income 35-44	\$108,203	\$104,779	\$105,872
Average Household Income 35-44	\$148,991	\$150,025	\$148,259
Median Household Income 45-54	\$107,986	\$108,042	\$108,651
Average Household Income 45-54	\$147,380	\$150,868	\$149,232
Median Household Income 55-64	\$103,248	\$106,887	\$107,292
Average Household Income 55-64	\$142,855	\$156,247	\$154,111
Median Household Income 65-74	\$77,145	\$83,933	\$83,881
Average Household Income 65-74	\$124,027	\$139,698	\$136,748
Average Household Income 75+	\$98,680	\$109,016	\$104,242

2023 Household Income



2023 Population by Race



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