



EXECUTIVE SUMMARY

AMETHYST GARDEN

SAVANNAH, GEORGIA



TABLE OF CONTENTS



03

Asset Overview

Historic Charm Meets Classic Hospitality

16

Operations and Financial Performance

Strong Fundamentals and Future Growth.

20

Zoning and Regulatory Overview

High Barriers, Exclusive Opportunities.

21

Market Insights

Savannah's Tourism and Economy.

30

Legal

Disclaimer and Confidentiality Agreement.

EXECUTIVE SUMMARY

Amethyst Garden, located at 402 E. Gaston St. in Savannah's Historic Landmark District, presents a prime value-add opportunity through improved management and operational efficiencies. This three-story, 10-key property currently functions as a traditional bed and breakfast. With enhancements to pricing strategy, branding, and distribution, the asset is well-positioned for a new owner or owner-operator to drive meaningful revenue growth and establish a stabilized, long-term investment in Savannah's thriving hospitality market.

KEY INVESTMENT HIGHLIGHTS:

- ◆ **Prime Location:** Situated in the heart of Savannah's Historic Landmark District, the property benefits from high tourist traffic and proximity to key attractions.
- ◆ **Revenue Generating Asset:** 10 key B&B with significant room for revenue growth through strategic management and operations.
- ◆ **Operational Upside:** Performance metrics are significantly below market with a clear path to increase occupancy and RevPAR through dynamic pricing, enhanced branding, and expanded distribution channels.
- ◆ **Market Demand:** Strong demand in Savannah's hospitality sector, driven by tourism and economic growth.



PROPERTY OVERVIEW

Amethyst Garden

Zoning	D-R
Building Size	± 6,447 SF
Key Count	10
Floors	3 Full
Bedrooms	10
Beds	11 Beds
Bathrooms	10.5 Bathrooms
Max Guests	22
Parking Spaces	7
Offered at	Call for pricing guidance



PROPERTY HISTORY

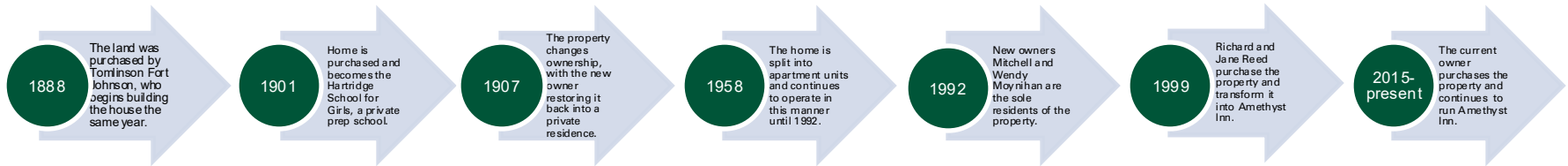
Amethyst Garden was originally built in 1888 by Capt. Tomlinson Fort Johnson and his wife, Emma. The home was originally built for a total price tag of \$10,000 — a mere \$270,000 in 2025. Captain Johnson is the son of the late former Governor Herschel V. Johnson. His mother, Mrs. Mary Polk Johnson, was a niece of President Polk. Captain Johnson died in 1919 and is buried in Savannah's historic Bonaventure Cemetery.

Captain Johnson was the manager of The Savannah Theatre, a collector for US Customs, worked in the office of the Pulaski House and was the proprietor of the Planter's Hotel (now known as Planter's Inn) located at 29 Abercorn Street.

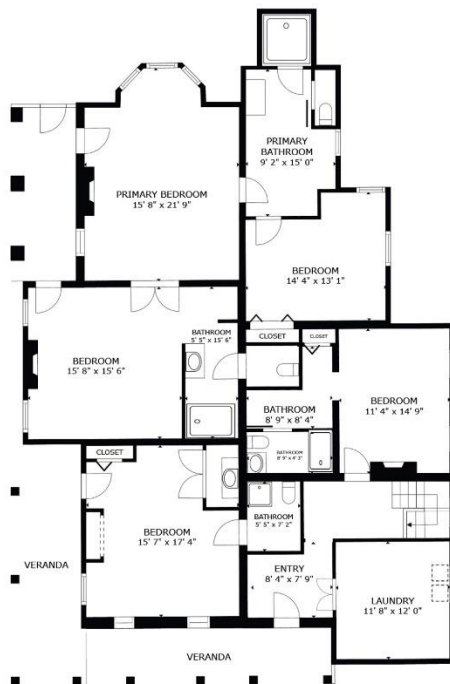
The property has served as a single home; apartment homes for military veterans and has since been restored and become what it is today- one of Savannah's iconic hospitality properties. Given Savannah's rich history and being known as one of the most haunted cities, Amethyst Garden shares this distinction. Former owners and guests have reported unusual activity, and even prompted a ghost hunters show to visit, which deemed the property as haunted.



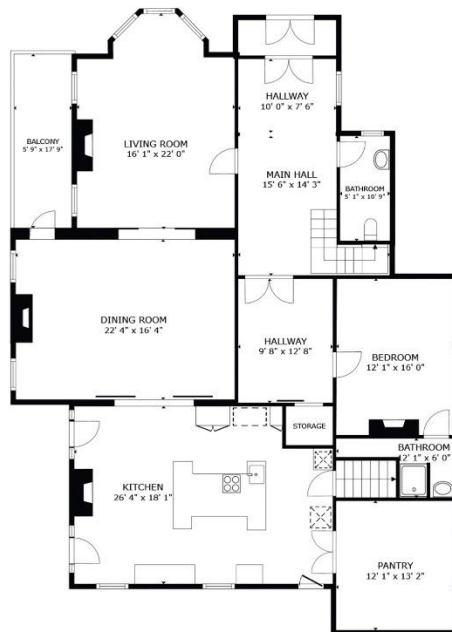
Photo taken of the property from E. Gaston St.
(date unknown)



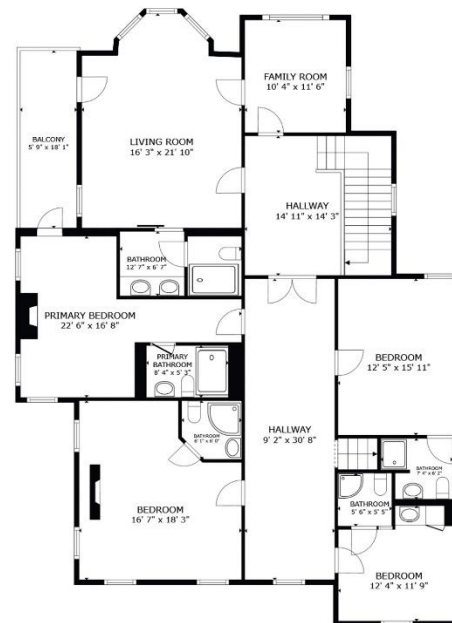
FLOOR PLANS | AMETHYST GARDEN



FLOOR 1



FLOOR 2



FLOOR 3

AMETHYST GARDEN | UNIT MIX

Room Name	Room Type	Floor	SF (Approx.)	Bedrooms	Bathrooms	Beds	Bed Mix	Guests
Ivy	King Room with Garden View	Garden (1st)	327	1	1	1	King	2
Begonia	Standard Queen Room	Garden (1st)	240	1	1	1	Queen	2
Azalea	Queen Room with Garden View	Garden (1st)	309	1	1	1	Queen	2
Hydrangea	Superior King Suite	Garden (1st)	540	2	1	2	King & Queen	4
Geranium	Queen Suite	Parlor (2nd)	149	1	1	1	Queen	2
Magnolia	Deluxe King Room	Third	306	1	1	1	King	2
Rose	Deluxe Queen Room	Third	243	1	1	1	Queen	2
Lantana	Standard Queen Room	Third	175	1	1	1	Full	2
Camellia	Queen Room with Balcony	Third	419	1	1	1	Queen	2
Dahlia	King Suite with Balcony	Third	544	1	1	1	King	2
Total			3,252	11	10	11	-	22



EXTERIOR PHOTOGRAPHS



INTERIOR PHOTOGRAPHS



AMETHYSTGARDENSAVANNAH.COM



Matterport™

Click [HERE](#) to view
Amethyst Garden's Matterport Tour.



Amethyst Garden | Savannah, GA

INTERIOR PHOTOGRAPHS



Main Entrance - Second Floor



Foyer - Second Floor



Foyer - Second Floor



Staircase



Formal Dining Room - Second Floor



Commercial Grade Kitchen - Second Floor

INTERIOR PHOTOGRAPHS



Hallway | Floor 3



Geranium Bedroom | Floor 2



Begonia Bedroom | Garden Floor



Geranium Sitting Room | Floor 2



Lantana Bedroom | Floor 3



Hallway | Floor 3

INTERIOR PHOTOGRAPHS



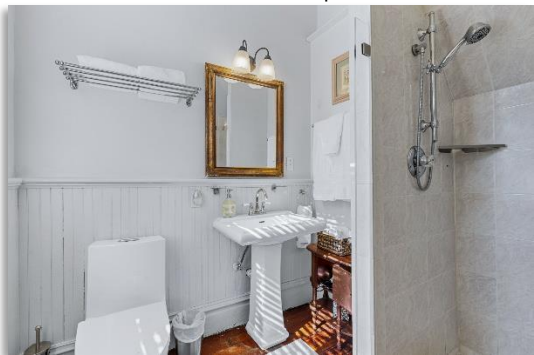
Camelia Bedroom | Floor 3



Magnolia Bathroom | Floor 3



Dalia Suite Bedroom | Floor 3



Rose Room Bathroom | Floor 3



Dalia Suite Sitting Room | Floor 3
















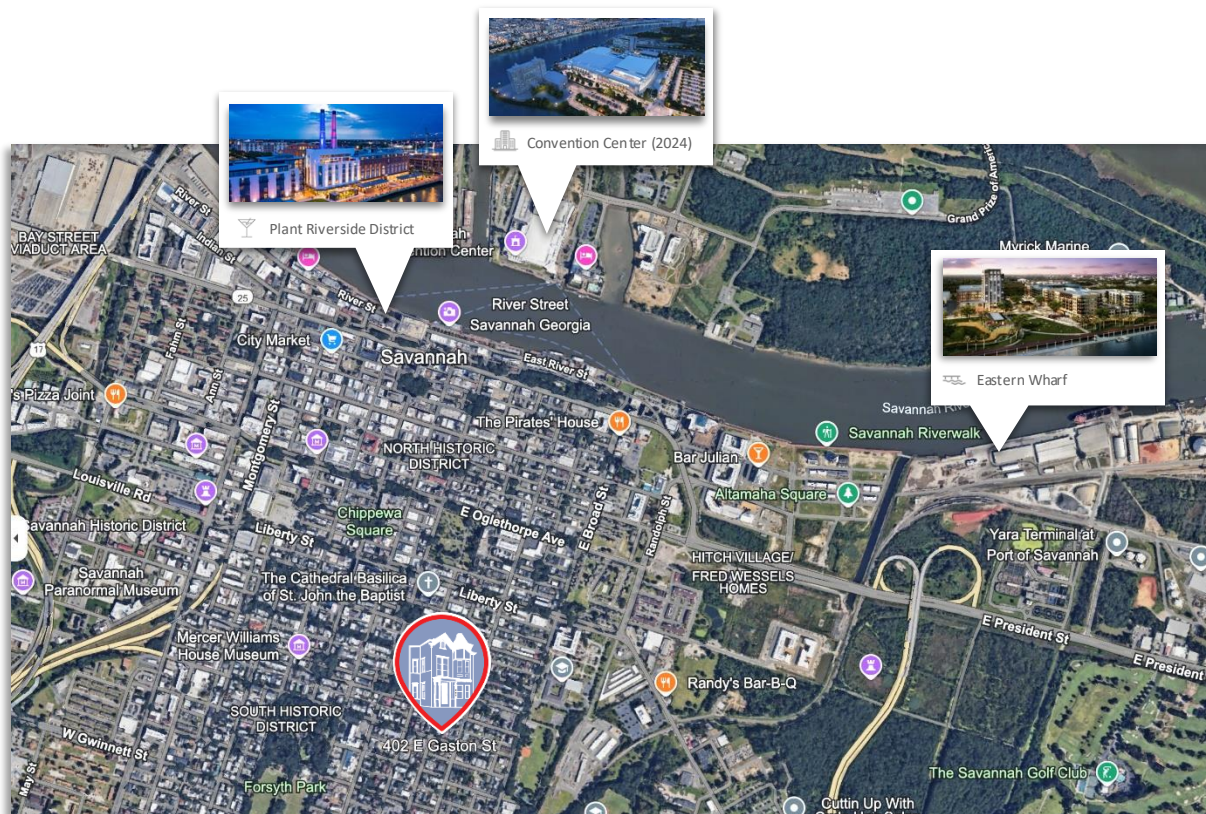
Dalia Suite Bathroom | Floor 3

EXTERIOR PHOTOGRAPHS



LOCATION HIGHLIGHTS

Amethyst Garden	Walk	Drive
 Broughton Street	15 min	4 min
 Forsyth Park	5 min	1 min
 SCAD	4 min	2 min
 Eastern Wharf	25 min	5 min
 The Pirates' House	20 min	5 min
 The Olde Pink House	20 min	5 min
 City Market	25 min	7 min
 Davenport House	15 min	4 min
 Kessler Mansion	5 min	2 min
 Mrs. Wilkes Dining Room	10 min	3 min
 Clary's Café	5 min	1 min
 Colonial Park Cemetery	10 min	3 min
 Mercer Williams House	2 min	8 min



LANDMARK HISTORIC DISTRICT SAVANNAH, GA

Amethyst Garden offers an unbeatable location in Savannah's walkable Historic District. Guests can explore iconic attractions like **Forsyth Park**, **City Market**, **River Street**, and **Savannah College of Art and Design (SCAD)** within minutes on foot, enjoying the district's charming streets and vibrant cultural scene. Savannah's renowned **pedestrian-friendly** layout allows visitors to fully experience the city's historic beauty and southern hospitality without needing a car.

The property also benefits from easy access to **Savannah/Hilton Head International Airport**, just **20 minutes away**, providing **non-stop flights** to over 30 destinations. In addition to exploring Savannah, guests can quickly reach **Tybee Island** (20 minutes away) or **Hilton Head Island** (45 minutes) for beach getaways. **Charleston, South Carolina**, and **Daufuskie Island** offer perfect day trips, making Amethyst Garden an ideal base for travelers looking to explore both the city and the greater coastal region.



OPERATIONAL EFFICIENCY

Summary of Current Operations:

The current ownership acquired **Amethyst Garden** as a passion project and has maintained the property with care and attention to its historic character. However, without a background in hospitality or revenue management, operations have not fully capitalized on the property's potential within Savannah's high-demand tourism market.

Key Observations:

- ◆ **Pricing Strategy:** Nightly rates have remained static and relatively high compared to market competitors. As a result, occupancy has performed well below market—indicating significant opportunity to implement dynamic pricing aligned with local demand trends.
- ◆ **Marketing & Visibility:** Although the property is currently listed on major platforms—including Expedia, Booking.com, Airbnb, and Google Ads—it lacks a unified marketing and public relations strategy. With minimal SEO presence and an underutilized multi-channel distribution approach, the asset is not reaching its full audience potential. This presents a clear value-add opportunity for a new owner to implement professional revenue management, enhance digital visibility, and drive stronger occupancy and RevPAR in line with the broader Savannah hospitality market.
- ◆ **Operational Staffing:** A single on-site employee currently oversees housekeeping, breakfast service, and daily guest operations. While this lean staffing model may suffice at current occupancy levels, it is not sustainable as demand increases. Under new ownership, operational support will need to be scaled appropriately to ensure service quality and efficiency as occupancy and revenue grow.
- ◆ **Revenue Optimization Tools:** No yield management or pricing software is currently utilized, and booking sources remain limited.
- ◆ **Despite these constraints, Amethyst Garden benefits from exceptional fundamentals:** A prime Historic District location, architectural charm, and a strong tourism market. With professional hospitality management, modern revenue tools, and targeted marketing, the asset is well-positioned for immediate performance gains and long-term value creation.



OPERATIONAL EFFICIENCY IMPROVEMENTS

- ◆ **Dynamic Pricing Optimization:** Implement a dynamic pricing strategy that adjusts nightly rates based on demand, seasonality, local events, and competitor pricing. Use revenue management software to automate these adjustments, ensuring rates are optimized in real-time.
- ◆ **Bundling Units for Higher Revenue:** Market entire floors or combinations of units as single larger listings for groups or families, which can command higher nightly rates. Offer packages or discounts for longer stays, which could reduce vacancy and increase overall revenue.
- ◆ **Targeted Advertising:** Invest in targeted online advertising, focusing on key demographics and geographical areas that are likely to visit Savannah. Utilize retargeting strategies for potential guests who have shown interest but did not complete a booking.
- ◆ **Value-Add Opportunity:** In addition to significant operational upside, **Amethyst Garden** presents a clear path for physical expansion. The oversized lot includes excess on-site parking and a spacious rear courtyard—offering a unique opportunity to add density through the construction of a carriage house or accessory dwelling unit (ADU). Subject to local approvals, this expansion could accommodate additional guest suites, enhancing both cash flow and long-term asset value in a highly supply-constrained historic district.



VALUE-ADD OPPORTUNITY

In addition to significant operational upside, **Amethyst Garden** presents a clear path for physical expansion. The oversized lot includes excess on-site parking and a spacious rear courtyard—offering a unique opportunity to add density through the construction of a carriage house or accessory dwelling unit (ADU). Subject to local approvals, this expansion could accommodate additional guest suites or standalone units, enhancing both cash flow and long-term asset value in a highly supply-constrained historic district.



OPERATIONAL EFFICIENCY IMPROVEMENTS

- ◆ **Leveraging Local Partnerships:** Partner with local businesses, tours, and attractions to offer exclusive deals or packages, encouraging longer stays and repeat visits. Create packages that include local experiences, which could justify a higher nightly rate.
- ◆ **Operational Efficiency Improvements:** Streamline operations to reduce costs and improve guest satisfaction, which can lead to higher occupancy rates and better reviews. Invest in technology for guest communication, cleaning schedules, and property maintenance to improve operational efficiency.
- ◆ **Improved Guest Experience:** Enhance the guest experience through amenities, personalized services, and high-quality furnishings, leading to better reviews and the ability to charge premium rates. Consider offering additional services like airport transfers, local tours, or in-room dining options.
- ◆ **Seasonal and Event-Based Pricing:** Increase rates during high-demand periods like holidays, festivals, or local events, and offer special promotions during off-peak times to maximize occupancy.

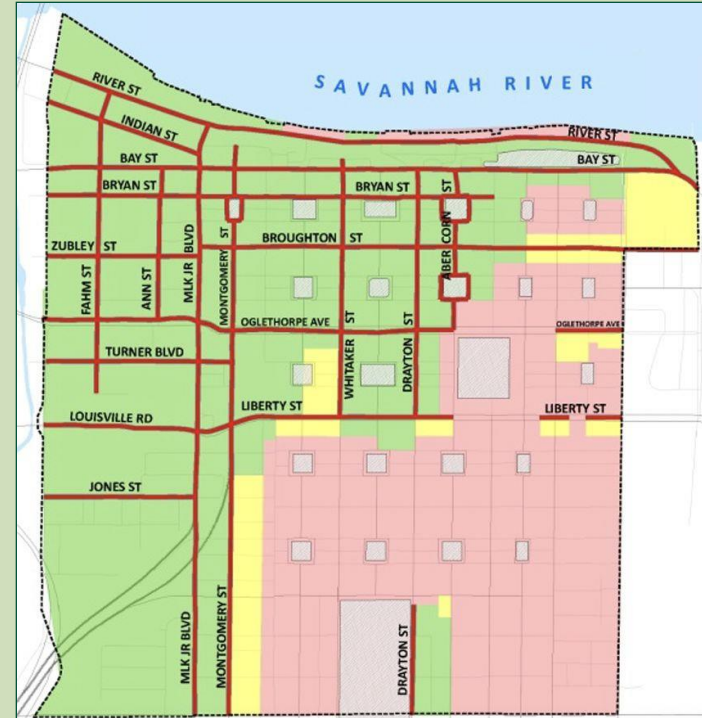


HOTEL DEVELOPMENT

Hotel Permitted Streets within Savannah's Historic District:

North-South:	East-West:
Fahm St.	River St.
Ann St.	Indian St.
Martin Luther King Jr. Blvd.	Bay St.
Montgomery St.	Bryan St. (West of Lincoln)
Whitaker St. (North of Liberty)	Broughton St.
Drayton St. (Portions)	Zubley St.
Abercorn St. (Bay to Oglethorpe)	Oglethorpe Ave. (Portions)
	Turner Blvd.
	Louisville Rd.
	Liberty St. (Portions)
	Jones St. (West of MLK)
NO New Hotels Allowed	
Small Hotels ONLY (16-74 Rooms)	
Large Hotels (75+) or Small (16-74)	

Savannah Historic District Hotel Development Overlay District



SAVANNAH, GEORGIA: TOURISM

Savannah's rich history, unique architecture, and southern charm attract millions of visitors each year, making it a top destination in the Southeastern U.S. The city's tourism market is a significant driver of the local economy, contributing billions in annual visitor spending and providing a consistent demand for hospitality assets like Amethyst Garden. Here are key highlights of Savannah's robust tourism industry:

- ◆ **Visitor Volume:** With the nation's largest historical district, Savannah welcomes over **17.7 million visitors annually**, drawn to its vibrant arts scene, and world-class dining options.
- ◆ **Year-Round Appeal:** With mild winters and year-round festivals and events, Savannah enjoys consistent tourism traffic, ensuring a stable revenue stream for local businesses.

Source: Savannah Area Chamber of Commerce Economic Trends Report 2025



SAVANNAH, GEORGIA: TOURISM SPENDING

In 2023, visitors spent 6.8% more than in previous years, and the average length of stay increased to **2.8 nights**. Savannah's unique appeal keeps tourists returning — **69% of visitors have been to Savannah before, and 39% returned within the past 12 months**. This demonstrates the city's strong attraction for both new and repeat travelers.

- ◆ **Spending Power:** Visitors contribute more than **\$4.7 billion** annually to the local economy, fueling demand for hotels, short-term rentals, and restaurants.
- ◆ **Increasing Visitor Spending:** In 2023, Visitor spending increased 6.8% to **\$4.7 billion** as compared to 2022.

Source: Savannah Area Chamber of Commerce Economic Trends Report 2025

Tourism's Impact on Savannah/Chatham County					
	2019	2020	2021	2022	2023
Number of Lodging Rooms ⁽¹⁾	16,849	16,567	18,220	18,549	18,767
Person-Stays (Overnight) ⁽²⁾	8.4 Million	7.7 Million	8.3 Million	9.7 Million	10 Million
Room Night Demand ⁽¹⁾	4.1 Million	2.9 Million	4.3 Million	4.7 Million	4.75 Million
Direct Spending ⁽²⁾	\$3.1 Billion	\$2.8 Billion	\$3.2 Billion	\$4.4 Billion	\$4.7 Billion
Room Tax Revenue ⁽³⁾	\$27.7 Million	\$18.2 Million	\$36.6 Million	\$44.5 Million	\$48.7 Million
Sources:					
1 Smith Travel Research – Chatham County					
2 Longwoods International					
3 City of Savannah/Chatham County/Tybee Island					

SAVANNAH, GEORGIA: FACTS AND FIGURES



17M

Annual Tourist Visits to
Savannah, Georgia



#1

Fastest Growing Container
Port in the United States



309

Daily Arrivals and
Departures at SAV



418k

Population
(Savannah MSA)



\$95.6k

Average Household
Income (Savannah MSA)

Source: Visit Savannah Relocation Guide 2024-2025

SAVANNAH, GEORGIA: ECONOMY

Savannah's robust and diverse economy is driven by a blend of thriving industries, including **tourism**, **manufacturing**, **logistics**, and **aerospace**, with major contributions from **Gulfstream Aerospace** and the rapidly expanding **Hyundai Motor Group Metaplant America**, which is expected to create over **15,000 jobs** in the region. The **Port of Savannah**—the largest and fastest-growing container port in the U.S.—plays a pivotal role in supporting the local economy, bolstered by the **Savannah Logistics Innovation Center**.

Tourism remains a cornerstone, attracting over **17 million visitors annually** and generating more than **\$4.7 billion** in spending, with the expansion of the **Savannah Convention Center** further enhancing the city's ability to host large-scale events. Additionally, **Savannah College of Art and Design (SCAD)** contributes significantly to Savannah's creative and educational landscape, fostering a dynamic workforce and attracting talent from across the globe.

With a thriving **military presence** at **Hunter Army Airfield** and **Fort Stewart**, as well as growing sectors in **healthcare** and **education**, Savannah continues to solidify its place as one of the Southeast's most dynamic and resilient economies.

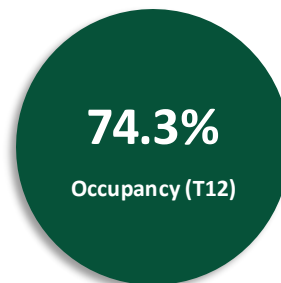
Company	Industry	Employees
Gulfstream Aerospace Corp.	Aerospace	11,000
Hyundai Motor Metaplant America	Automobile	8,500 (expected)
St. Joseph's/Candler	Healthcare	4,832
Memorial Health	Healthcare	3,869
Georgia Ports Authority	Logistics	1,892
Hunter Army Airfield/Fort Stewart	Military	22,000
Savannah College of Art & Design	Education	2,000
Colonial Group Inc.	Chemicals	2,900
Savannah-Chatham Public Schools	Education	5,700

SAVANNAH, GEORGIA: HOSPITALITY SECTOR

Savannah's Historic District continues to outperform many regional markets, maintaining high occupancy rates of 74.3%, well above the national average. The ADR of \$223.48 and RevPAR of \$165.99 demonstrate the district's ability to attract high-spending tourists. Despite a 4.0% decline in RevPAR year-over-year, the Historic District remains one of the strongest-performing submarkets in Georgia. Notably, 12-month total market revenue reached an impressive \$106,066 per key, highlighting the strength of the local tourism industry. **On an ADR and RevPAR basis, competing boutique assets within the district are outperforming submarket averages, illustrating the upside potential for properties like Amethyst Garden through improved management and positioning.** Properties like Amethyst Garden are positioned to benefit from these robust market conditions and stable demand.

Source: Savannah Historic District Hospitality Submarket Report CoStar Group, July 2025.

Key Metrics (Trailing 12 Months)

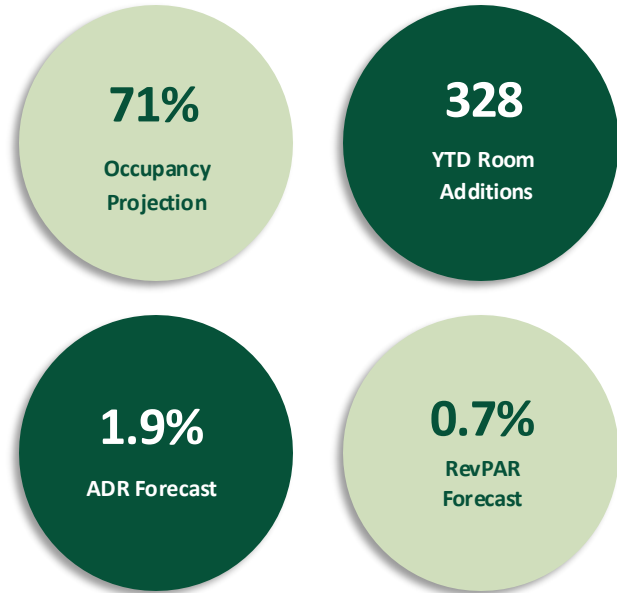


SAVANNAH, GEORGIA: HOSPITALITY OUTLOOK

Savannah's hospitality market is poised for significant growth in 2024, with the addition of 466 new rooms consisting of various class hotels, expanding the market's inventory by 7.1%. Despite this influx, occupancy rates are expected to remain strong at 74% for 2025, driven by the \$276 million expansion of the Savannah Convention Center and continued investment in key developments like Eastern Wharf. This expansion is forecasted to boost ADR by 1.9%, bringing it to approximately \$236.05 by year-end, with RevPAR also expected to rise by 0.7% to \$167.20. **Boutique assets offering unique stays, personalized experiences, and authentic Southern hospitality continue to outperform market averages on both an ADR and RevPAR basis, driven by growing demand for distinctive, experiential accommodations.** These trends signal ongoing investor confidence and ensure steady returns for properties such as **Amethyst Garden**.

Source: Savannah Historic District Hospitality Submarket Report CoStar Group, July 2025.

Anticipated Growth and Development



SAVANNAH, GEORGIA: ECONOMIC DRIVERS

- ◆ **Savannah Convention Center:** The \$276 million expansion of the Savannah Convention Center doubles the size of the facility, significantly increasing the city's ability to host large-scale conventions, meetings, and corporate events. This expansion is expected to drive tourism and business travel, boosting the hospitality sector further.
- ◆ **Savannah College of Art and Design (SCAD):** SCAD is a key driver of Savannah's creative economy, contributing over \$1 billion annually with over 17,000 students. The institution attracts global talent and fosters innovation in art, design, and technology, enhancing Savannah's reputation as a creative and educational hub.

Sources: Savannah Economic Trends 2024 (Savannah Area Chamber of Commerce) and Savannah Area Chamber of Commerce, Tourism Statistics



SAVANNAH, GEORGIA: ECONOMIC DRIVERS

- ◆ **Port of Savannah:** The Port of Savannah is the largest and fastest-growing container terminal in the U.S., serving as a critical economic driver. Recent expansions, including the Savannah Harbor Expansion Project and the Mason Mega Rail project, have increased the port's capacity and supported thousands of logistics jobs. In 2024, the port saw 11% growth in container trade, handling one out of every 8.8 loaded containers in the U.S.
- ◆ **Hyundai Motor Group Metaplant America:** Hyundai's \$7.59 billion investment in an electric vehicle and battery manufacturing facility is set to transform the local economy. The plant is expected to create 15,400 jobs in the region, positioning Savannah as a leader in the electric vehicle industry.
- ◆ **Gulfstream Aerospace Corporation:** A global leader in business aviation, Gulfstream Aerospace employs nearly 11,000 people in the Savannah area. Its presence is a major contributor to the local manufacturing sector, driving innovation and supporting the region's reputation for high-tech aerospace production.

Sources: Savannah Economic Trends 2024 (Savannah Area Chamber of Commerce) and Savannah Area Chamber of Commerce, Tourism Statistics



SAVANNAH, GEORGIA: ACCOLADES

**"The South's
20 Best Cities" (#2)**

Southern Living | March 2025

**"15 Most Beautiful Cities
in America"**

MSN Travel | July 2024

**"25 Most Walkable Towns
in the USA"**

Home Stratosphere | July 2024

**"Best Cities
in the US" (#4)**

Travel + Leisure | July 2025

**"10 Top Travel Destinations
in the US for 2024"**

The Travel | January 2024

**"Dreamiest Locations
for a Spring Wedding"**

Yahoo Lifestyle | April 2024

LEGAL DISCLAIMER

DAI Commercial Realty LLC ("Broker") has been retained by the Seller of **Amethyst Garden** in Savannah, GA, ("Property") as the exclusive broker for this disposition. This Offering Memorandum has been prepared by the Broker for use by prospective purchasers who have received it directly from the Broker. Use of this Memorandum is subject to the terms of the Confidentiality Agreement executed by the recipient. While the information contained is believed to be reliable, no guarantees are made regarding its accuracy or completeness, and both Seller and Broker disclaim liability for any inaccuracies or omissions. Summaries of legal documents provided are not comprehensive, and prospective purchasers should conduct their own investigations and not rely solely on this Memorandum. Seller expressly reserves the right, exercisable in Seller's sole and absolute discretion, to withdraw the Property from being marketed for sale at any time and for any or no reason. Seller shall not have any legal commitment or obligation to any entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed, delivered and approved by Seller and the other party thereto.

The Broker has prepared the pro forma included in this Offering Memorandum, with projections based on current market conditions. Broker or Seller neither warrants nor guarantees the results of these projections and analyses.

**Brett Strickland**

Lead Broker
DAI Commercial Realty

b.strickland@daicommercial.com

Office +1 912.944.4410

Mobile +1 912.547.2812

**Ross Clary**

Co-Listing Agent
DAI Commercial Realty

rclary@daicommercial.com

Office +1 912.944.4410

Mobile +1 912.655.8587



Brett Strickland

**Lead Broker
DAI Commercial Realty**

b.strickland@daicommercial.com

Office +1 912.944.4410
Mobile +1 912.547.2812



Ross Clary

**Co-Listing Agent
DAI Commercial Realty**

rclary@daicommercial.com

Office +1 912.944.4410
Mobile +1 912.655.8587

