OFFERING MEMORANDUM

MANAGER

100% AI OPERATED

— Offering Memorandum —

FOR SALE

THE LAUDERDALE
BOUTIQUE HOTEL & SUITES

"Fort Lauderdale's Top ***Self-Service*** *Boutique Hotel"*

505 SE 16th St, Fort Lauderdale, FL

— Local Partners —

THE POLER TEAM

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CONFIDENTIALITY & DISCLAIMER NOTICE

The Lauderdale Boutique Hotel & Suites · 505 SE 16th St, Fort Lauderdale, FL · 17-Unit Hotel

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This Offering Memorandum (the "Memorandum") has been prepared by The Poler Team exclusively for the use of prospective purchasers evaluating the acquisition of The Lauderdale Boutique Hotel & Suites, located at 505 SE 16th Street, Fort Lauderdale, Florida 33316 (the "Property"). This Memorandum is strictly confidential and is intended solely for the individual or entity to whom it has been delivered. It may not be reproduced, distributed, or disclosed to any other party without the prior written consent of The Poler Team.

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EXECUTIVE SUMMARY

Acquired in ***June 2023***, the asset underwent a **$600K capital improvement** program, emerging as a **cutting-edge, tech-enabled operation with minimal owner involvement** required. The i**ntegrated tech stack automates everything** from guest check-in and communications to dynamic pricing.

The property is strategically located minutes from key demand drivers including the **Broward Health Medical Center, the Broward County Convention Center, Port Everglades, and Fort Lauderdale-Hollywood International Airport.**

The broader Fort Lauderdale market remains strong, with forecasts for 2026 predicting continued growth in Revenue Per Available Room (RevPAR)

This offering is a unique opportunity to acquire a **high-yield, low-touch asset with a proven operational model** and stable cash flow in a premier South Florida market, perfect for a passive investor that wants **good Cash Flow and Asset Appreciation.**

OVERVIEW

Passive - Fully Automated - Hands-Off Investment

$5.6M
SALES PRICE

~6%
CAP

The Lauderdale Boutique Hotel & Suites **is a cutting-edge fully automated property that takes advantage of the latest in tech and AI** to maximize profit while being hands-off for investors.

This offering highlights the **technology and AI implemented to service the customer**, including self check, remote communications, and the impact it has on revenue and financial results.

Additionally, great upside through the hotel’s expansion project where design plans have already been made.

Passive - Fully Automated - Hands Off Investment

REVENUE

2025 $744K

2026 $777K

The property was acquired in June 2023 with 13 units and went through a full renovation Q3 2023, becoming fully operational Q1 2024 with 17

NOI

2025 $274K

2026 $323K

The technology incorporated to be able to run it with minimal owner involvement, described in this document, allows a part time property manager to handle all issues

80%

OCCUPANCY

Revenue grew from ~$500K in 2023 to $744K in 2025, with 2026 reforecast revenue of $777K (Jan-Jul actual plus Aug-Dec budget)

Owner operated NOI ~$482K, ~8.5% CAP

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PT TABLE OF **CONTENTS**

THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16TH ST Fort Lauderdale, FL
17 Unit Hotel
Turn-Key Operation

PT

1

Property Information

17-Unit Modern Boutique Hotel – Fully renovated in 2023 with a $600K capital improvement program.

Manicured 21,450 SF Site – Assemblage of three contiguous lots offering future expansion potential.

Turn-Key Operation – Tech-enabled with self-check-in, AI guest communications, dynamic pricing, and automated housekeeping.

Room Mix – 5 Queen Studios, 4 King Studios, 5 Junior Suites with kitchens, 3 Two-Bedroom Suites.

Guest Experience – Smart-lock access, fiber-backed Wi-Fi, 55” casting TVs, designer finishes, landscaped grounds, and on-site mini-mart.

PROPERTY **DETAILS**

LOCATION INFORMATION

Building Name	The Lauderdale Boutique hotel & Suites
Street Address	505 SE 16TH ST
City, State, Zip	Fort Lauderdale, FL, 33316
County	Broward
Sub Market	Poinciana Park Civic Association
Cross-Streets	16th st & US1
Road Type	Road Type
Nearest Highway	US1 & I95
Nearest Airport	Fort Lauderdale International Airport (3 mls)
Zoning	RO - Residential Office

SIZE INFORMATION

NUMBER OF ROOMS	17 (with 23 combinations)
LOT	21,450 FT^2
# BUILDINGS	3
BUILDINGS SIZE	6,869 FT^2
LEGAL DESCRIPTION	CROISSANT PARK 4-28 B LOT 18 BLK 62-L
PRICE PER SQ FT	$815/FT^2

PROPERTY **DESCRIPTION**

PROPERTY DESCRIPTION

The offering is a **17-unit, modern boutique hotel set on a manicured 21,000 SF assemblage of three contiguous lots in Fort Lauderdale, Florida**. Originally a mid-century structure, the asset was acquired in June 2023 and immediately underwent a **$600 K capital improvement program** that added four keys and delivered a full exterior refresh, energy-efficient MEP systems, smart-lock access, fiber-backed Wi-Fi, new baths, kitchens, furnishings and designer coastal-modern finishes.

Strategically positioned **two minutes from the 716-bed Broward Health Medical Center, walkable to the $1.2 B Convention Center expansion, and less than 10 minutes to Fort Lauderdale-Hollywood International Airport and Port Everglades Cruise Terminal**, the hotel captures year-round demand from medical travelers, convention delegates, cruise passengers and leisure guests. Free parking, a no-resort-fee policy and pet-friendly rooms further enhance its competitive edge.

The room mix comprises **(5) Queen Studios, (4) King Studios, (5) Junior Suites with kitchenettes, and (3) Two-Bedroom Suites with full kitchens**, each featuring smart entry locks, sensor thermostats, 55-inch casting-enabled TVs, premium linens and coastal-inspired décor. Recent upgrades also include landscaped grounds and a grab-and-go mini-mart, creating a turnkey, “check-in-ready” guest experience.

Operations are virtually hands-off thanks to an integrated tech stack (Guesty, PricePoint, Conduit, SiteMinder, etc.) that automates revenue management, guest communications and reporting—allowing a new owner to step into a low-touch, high-yield asset on day one.
In short, this **fully renovated, tech-enabled boutique hotel offers an investor a rare, maintenance-free opportunity in one of South Florida’s fastest-growing demand corridors,** with great cash flow and clear upside as the Convention Center expansion and continued in-migration lift ADR and occupancy further.

INVESTOR PROFILE

*“The Ideal Property for a **Hands-Off** Owner”*

INVESTOR PROFILE

Boutique hotel assets like The Lauderdale Boutique Hotel appeal to a range of investors and operators. Given the property’s strong cash flow and hands-off management structure, likely buyers include:

Experienced Hotel Investors: Hospitality-focused buyers or boutique hotel operators who appreciate a turnkey asset with solid performance metrics. Such investors often seek unique properties that “blend passion with profit,” capitalizing on the growing demand for authentic boutique.

Passive Real Estate Investors: Individuals or family offices that typically invest in multifamily or commercial properties and are drawn to the hotel’s minimal operational oversight. The subject’s use of professional management and technology means these investors can own a hospitality asset without daily involvement – an attractive proposition compared to most small hotels.

Out-of-State & International Buyers: Out-of-area investors looking for a Florida hospitality asset with stable income. The Fort Lauderdale area’s tourism appeal, combined with the property’s remote-management setup, makes it suitable for buyers who cannot be on-site regularly.

1031 Exchange Buyers: Investors who have sold other real estate and need to reinvest. A boutique hotel with proven ~$323K NOI and strong occupancy could be an ideal 1031 upleg, especially since the property “runs itself” via a part-time manager and tech stack (Guesty, PricePoint, Conduit, Siteminder, etc.), unlike many owner-operated inns.

Owner operators: Experienced owners operators can illuminate property management expenses and replace external cleaning crew by onsite staff for $90K savings, and generate an ~8.5% CAP return.

UPSIDE

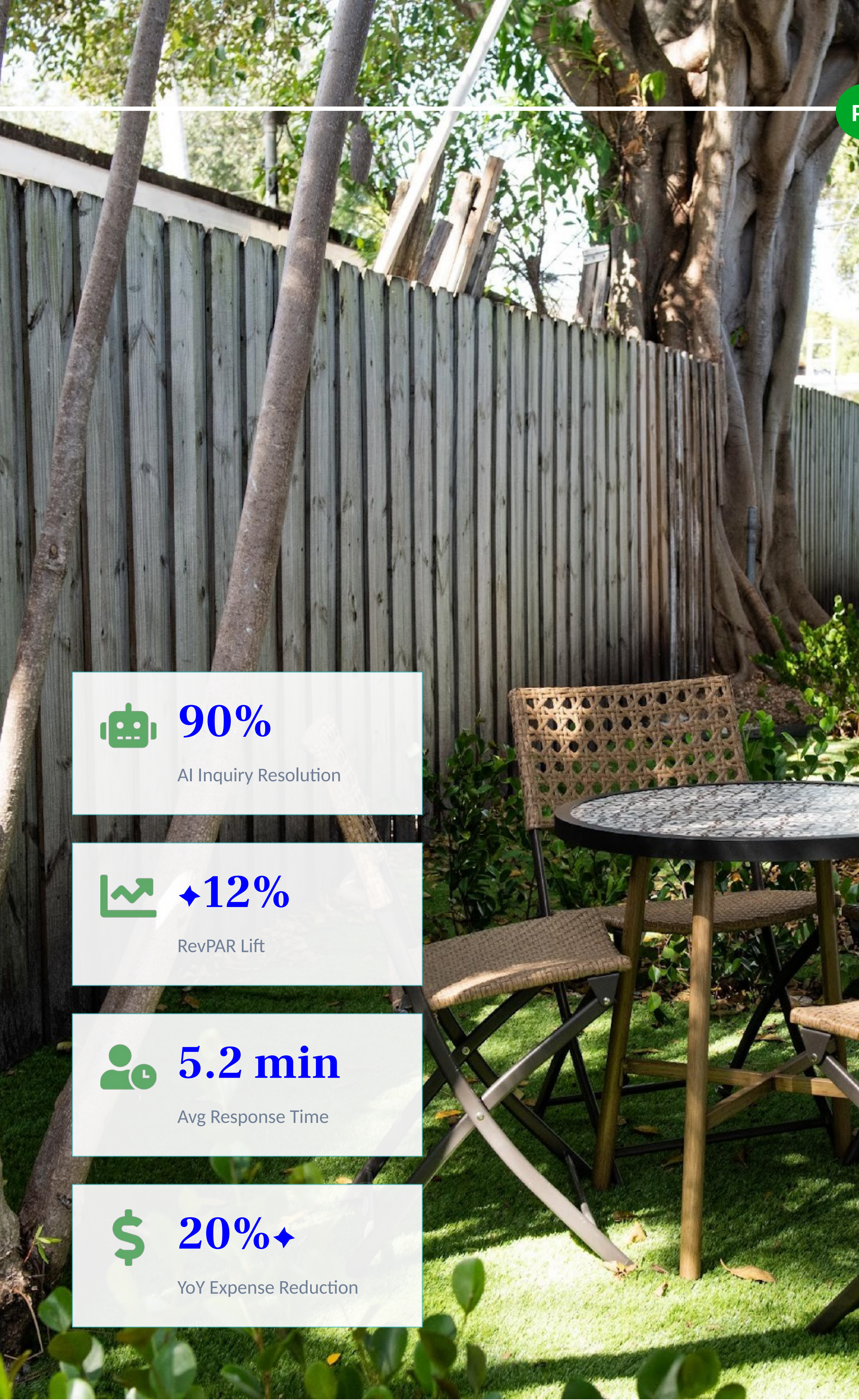
	2025	2026
REVENUE	$744K	**$777K**
NOI $	$274K	**$323K**
NOI %	36.9%	**41.7%**
OCCUPANCY	80.3%	**80.8%**

2026

PT

2

Hotel Operations & Technology



90%
AI Inquiry Resolution

+12%
RevPAR Lift

5.2 min
Avg Response Time

20%+
YoY Expense Reduction

Turn-Key, Tech-Enabled Asset – Fully automated operations via **Guesty, Conduit, PricePoint, SiteMinder, and Ring**.

AI-Driven Guest Communications – 80–90% of guest inquiries resolved instantly through AI (24/7 coverage).

Dynamic Revenue Management – Automated pricing strategies driving a +12% RevPAR lift.

Self-Service Guest Experience – Smart locks, digital guides, automated housekeeping, and fraud-protected check-in.

Transparent Ownership – Real-time P&L dashboards, statements, and performance metrics accessible remotely.

Passive-Investment Ready – Seamless hand-off with plug-and-play SOPs and zero reliance on tribal knowledge.

TECHNOLOGY **STACK**

Turning a 17-Room Hotel Into a True Passive Investment

HOW IT WORKS FOR ME

One control tower (Guesty). All 17 units, OTAs, rates & messages live in a single dashboard I check on my phone.

AI-first guest comms (Conduit). 80-90 % of questions are solved instantly by Conduit's AI; the remaining 10 % route to a 24/7 call-center agent or my part-time property manager.

Dynamic revenue engine (PricePoint + SiteMinder). Real-time demand data auto-pushes optimal ADR; The Host upsells ~$9.80 per stay.

Lean labor & automated ops. Guesty auto-assigns housekeeping, maintenance, and late-checkout fees; Authenticate/Zesty cut fraud.

Instant, transparent reporting. Guesty exports owner statements and real-time P&L.

WHY IT MATTERS FOR THE ASSET

Transferable operations. A buyer inherits plug-and-play SOPs instead of tribal knowledge, lifting valuation.

Round-the-clock service, near-zero owner time. Higher review scores, fewer emergencies, and no need for full-time staff.

Baked-in upside. +12 % RevPAR lift is visible in trailing financials—easy story for investors & lenders.

Lower OpEx → higher NOI. Savings drop straight to the bottom line, improving cap-rate pricing.

Passive-investment ready. Clear data lets the next owner underwrite and operate from day one.

Bottom line: Guesty and the attached stack turn a 17-room hotel into a **low-touch, high-yield real-estate asset**—run remotely and effortlessly hand-off.

TECHNOLOGY **STACK**

The property has been configured to run itself through a fully integrated tech ecosystem.
By leveraging Guesty, PricePoint, and SiteMinder, the Lauderdale Boutique Hotel & Suites operates as a nearly hands-off investment. These platforms centralize reservations, automate guest interactions, dynamically set prices, and ensure seamless OTA distribution—allowing ownership to focus on financial oversight while day-to-day operations run remotely.

Technology Stack

10 integrated platforms — fully automated

Purpose-built tools working in concert to automate every aspect of hotel operations — from pricing to post-stay reviews.

GUESTY
PMS & Central Hub
Operations

PRICEPOINT
Dynamic Pricing
Pricing

SITEMINDER
OTA Distribution
Distribution

CONDUIT AI
Guest Comms (AI)
Communication

THE HOST
Upsells & Add-ons
Distribution

MAVERICKS
Direct Bookings
Distribution

FOLIO
Digital Guest Guide
Communication

ZESTY
Fraud Detection
Finance

RING
Security & Access
Security

GUESTREVU
Review Management
Communication

TECH CATEGORIES: Pricing Distribution Communication Operations Security Finance

Together, these platforms automate 95% of daily operations — from pricing and distribution to guest communication and security — enabling a fully passive ownership model with institutional-grade reporting.

CORE **REVENUE ENGINE**

Centralized management, dynamic pricing, and intelligent distribution

GUESTY
Property Management System

- Centralizes all 17 units, OTAs, rates & messages in one dashboard
- Automates self check-in/out and smart-lock code generation
- Distributes inventory across all major OTAs
- Auto-assigns housekeeping & maintenance tasks
- Processes payments, deposits, taxes, and folios
- Exports real-time statements and P&L

1 Hub All operations

PRICEPOINT
Dynamic Revenue Management

- AI-powered pricing updates based on demand, seasonality & comp set
- Pushes optimal ADR to Guesty and all OTAs multiple times per day
- Enforces min-stay, lead-time discounts, and event surge rules
- Measurable lift versus manual pricing strategies
- Adapts to market shifts in real time

+12% RevPAR lift

SITEMINDER
Smart OTA Distribution

- Distributes inventory across 15+ regional & specialty OTAs
- Real-time sync of rates & availability prevents double bookings
- Pulls OTA reservations back into Guesty automatically
- Ensures rate parity and broad market reach
- Maximizes online visibility to stabilize occupancy

15+ OTA channels

"Guesty, the PMS, is the central brain of the operation — a game-changer by offering a centralized, tech-powered AI centric solution for managing short-term rentals and boutique hotels. From automation to data analytics, Guesty, and its technology partners, enable us to run The Lauderdale completely hands-off delivering great service, all while saving time and increasing profitability.

Guesty also integrates seamlessly with QuickBooks and leading accounting platforms, Stripe for payments, and dozens of additional tools through its open marketplace — ensuring the system plugs into any buyer's existing back-office infrastructure.

Assets that used to require fully-involved active management to operate efficiently, and therefore would trade at a higher CAP, can be run as a long-term rental multifamily, while generating much higher returns."

AI & GUEST EXPERIENCE

Automated communications, upselling, and direct booking — zero full-time staff required

CONDUIT AI

24/7 AI-Powered Guest Communications

90%	5.2 min	24/7
Inquiries resolved by AI	Average response time	Coverage no staff needed

- Handles email, SMS, WhatsApp & phone with full call center capability
- AI resolves 80-90% of inquiries instantly — remaining 10% routes to call center agent or part-time property manager
- Dramatically reduces labor costs vs. traditional front desk or call center
- Higher review scores from instant, accurate responses around the clock

THE HOST

Upsells & Add-ons

Manages all upgrade offerings, generating ~$1K/month in ancillary revenue through referrals, room upgrades, and add-on services.

Maveriks

Direct Booking Engine

Drives direct bookings to minimize OTA commissions. Handles direct marketing and automated post-booking review solicitation.

FOLIO

Digital Guest Guide

Self-service digital concierge with property info, local restaurants, activities, and events — enhancing the guest experience without staff.

conduit

Conduit is the intelligent communications layer of the operation — a 24/7 AI-powered guest management engine that replaces the traditional front desk.

By automating ~90% of guest inquiries instantly across SMS, email, WhatsApp, and voice, Conduit ensures immediate, consistent, and professional responses at all hours. The remaining 10% of issues are seamlessly routed to a live call-center agent or our **part-time property manager**, preserving service quality without adding fixed payroll. This dramatically reduces labor costs, eliminates front desk dependency, improves review scores, and protects revenue through faster resolution times.

What traditionally required full-time staffing can now be executed through structured AI workflows — allowing The Lauderdale to operate with institutional-level service standards while maintaining a lean, scalable expense structure that directly enhances NOI and cap-rate positioning.

OPERATIONAL, SECURITY & QUALITY

Fraud protection, physical security, and reputation management — all automated

ZESTY

Fraud Detection & Bill Capture

- Automatically flags reservations with credit card mismatches
- Maintains a blacklist of problematic guests
- Automates bill capture and integrates with QuickBooks
- Reduces chargeback losses and fraudulent bookings

RING

Security, Surveillance & Access Control

- Every unit equipped with Ring camera for security
- Guest access support — video-assisted troubleshooting
- Built-in customer service hotline at each door
- Documentation for fraud disputes and CC chargebacks

GUESTREVU

Review Management & Optimization

- Automated guest review solicitation and follow-up
- Score optimization to maintain and improve ratings
- Currently 92/100 Airbnb rating with 285+ reviews
- Higher scores drive higher ADR and occupancy

WHY IT MATTERS FOR VALUATION

This integrated security and quality layer protects revenue from fraud, reduces liability exposure, and sustains the high guest ratings (92/100) that drive premium ADR. A buyer inherits plug-and-play SOPs — not tribal knowledge — making this a truly transferable, institutionally underwritable asset.

HOW IT ALL WORKS **TOGETHER**

End-to-end automation from booking to checkout — and every touchpoint in between

THE OWNER EXPERIENCE

- Check your phone for a real-time P&L dashboard
- Review monthly owner statements auto-generated by Guesty
- Approve or override pricing suggestions from PricePoint
- Monitor guest satisfaction scores via GuestRevu
- Part-time property manager handles the 10% Conduit escalates
- No full-time staff, no front desk, no daily involvement required

TECHNOLOGY **STACK**

guesty.

The PMS powering a passive investment model

PROPERTY VALUATION GROWTH

REVENUE & ADR BEFORE VS. AFTER GUESTY

+$600K
Added Property Value

$32K
Annual Cost Savings

10 hrs
Saved Per Week via Automations

28
Bookable Combos from 17 Units

GUESTY CASE STUDY

A PMS that pays for itself—in valuation.

When Noel Poler set out to transform a 13-room owner-operated hotel into a passive investment, he needed more than a booking system. He needed a platform that could automate operations, reduce costs, and ultimately increase the value of the underlying real estate. Guesty delivered on all three.

The Challenge

After acquiring and renovating the property—expanding it from 13 to 17 units configured into 28 bookable combinations—the team needed a PMS that could handle complex multi-unit inventory distribution while automating guest interactions to near-zero touchpoints. Their initial PMS, Jurny, fell short: support response times stretched to a week, reporting was limited, and communication workflows required constant manual effort. For a business model predicated on minimal owner involvement, these friction points were unsustainable.

"We needed a platform sophisticated enough to manage 28 listing combinations across 15+ OTAs, yet automated enough that we could step away entirely." Noel said.

The Solution: The Central Hub That Made Passive Ownership Possible

Guesty became the operational backbone of The Lauderdale. Its **Multi-Unit feature** manages 17 physical units across 28 bookable combinations—connecting rooms, suites, and flex configurations—and distributes them seamlessly across every major OTA. But Guesty's real power lies in its ecosystem: through the **Guesty Marketplace**, the hotel integrated Conduit for AI guest communications, PricePoint for dynamic pricing, SiteMinder for channel distribution, and Zesty for payment verification—all feeding through one centralized hub.

Guesty's native **automation engine** handles check-in/check-out sequences, housekeeping task assignment, and payment processing without human intervention. The result: **99% of guest situations resolved automatically**, with a part-time property manager overseeing an operation that previously required a full staff.

Key Results from Switching to Guesty:

1. **+30% property valuation**—from $4.4M (acquisition + renovation) to $5.7M current value
2. **Technology costs cut from 9% to <5% of revenue**, saving ~$32,000/year
3. **$600,000 in added asset value** from cost savings alone (at hospitality cap rates)
4. **Revenue grew from $717K to $780K** with ADR rising from $143 to $152
5. **10+ hours saved per week** through automated workflows

The Impact: Every Dollar Saved Multiplies 20x

The financial impact extends far beyond operational savings. At boutique hotel cap rates (5-6%), **every dollar added to the bottom line represents $17–$20 in asset value**. By cutting $32,000 in annual tech and communication costs, Guesty effectively added $600,000 to the property's appraised value. Pair that with higher occupancy (82%), increased ADR ($152), and projected revenue of $780,000—and the hotel is on a clear trajectory toward $1 million in annual revenue and an $8 million valuation within five years.

The property now operates with a part-time property manager and minimal investor involvement, achieving the "passive investment" model that was the founding thesis.

"The cost efficiencies already obtained with Guesty and its team are huge. Small hotels are valued around an 8% CAP rate, but with Guesty's help, a hands-off operation running at 82% occupancy should be valued in the 5% to 6% range. This means every dollar added to the bottom line represents $17 to $20 to the value of the asset." Noel added.

TECHNOLOGY **STACK**

PricePoint

Maximize revenue automatically

REVPAR LIFT: MANUAL PRICING VS. PRICEPOINT

DAILY AUTOMATED RATE ADJUSTMENTS

60+

rate modifications per day, per room type, across all channels

MANUAL PRICING VS. PRICEPOINT

✘ BEFORE	✔ AFTER
1–2 rate changes/day	60+ changes/day
Missed demand surges	Captures every surge
Overpriced slow nights	Always market-rate
Revenue left on table	+12% RevPAR lift
Manual spreadsheets	Zero human effort

+12% RevPAR Lift	**80%+** Occupancy Achieved
60+ Rate Changes Per Day	**$0** Human Effort Required

PRICEPOINT CASE STUDY

A hotel that prices itself—automatically.

No spreadsheets. No revenue manager. Every room, every night, priced at the exact rate the market will bear. PricePoint's AI engine replaced manual rate-setting with an autonomous algorithm that reads supply, demand, lead time, and the competitive set in real time—delivering consistent results with zero owner involvement.

The Challenge

Before PricePoint, rate-setting at The Lauderdale was manual and reactive. Noel or his team would check competitor prices, scan OTA calendars, and adjust rates once or twice a day—sometimes missing demand surges entirely. Convention weekends would go underpriced; slow midweeks would sit too high and rooms went unsold. The result: leaving revenue on the table during peaks, and losing occupancy during valleys.

"We were guessing. A human can't process what's happening across 15 OTAs, 200 competitor rates, and real-time booking velocity at the same time. The math is impossible." Noel said.

The Solution: Set It Up and Forget About It

PricePoint's AI engine changed the game by doing what no human revenue manager can: it **modifies rates over 60 times per day**, across every room type and every OTA channel simultaneously. The algorithm analyzes three core inputs in real time:

1. **Supply** — How many rooms remain unsold for each future date
2. **Reservation Lead Time** — How far out bookings are arriving, and at what pace
3. **Demand & Competitive Set** — What competitors are charging, local events, seasonality, and booking velocity across the market

Rates push automatically through Guesty and SiteMinder to all 15+ OTA channels—no clicks, no spreadsheets, no human intervention. Once configured, it runs 24/7. **Set it up and forget about it.**

Key Results from Using PricePoint:

1. **+12% RevPAR lift** vs. prior manual pricing—visible in trailing financials
2. **60+ automated rate adjustments** per day per room type
3. **80%+ occupancy** achieved consistently, year-round
4. **Zero owner time** spent on pricing decisions
5. **Revenue curve smoothed**—eliminates peaks/valleys of manual pricing

The Impact: Short-Term Rental Stability

The counterintuitive insight Noel discovered: **short-term rentals become remarkably stable when properly priced.** Because PricePoint continuously adjusts to what the market will bear, rooms always sell. There are no extended vacancies, no panic discounts, no missed surges. Reservations flow into the property every single day—smoothly and predictably—just like rent checks in a long-term multifamily building.

The difference? Instead of locking in one rate for 12 months, the algorithm captures the **optimal rate for every single night**—often significantly higher than any long-term lease could achieve. The hotel operation becomes akin to a long-term rental in its predictability, while generating hospitality-level yields.

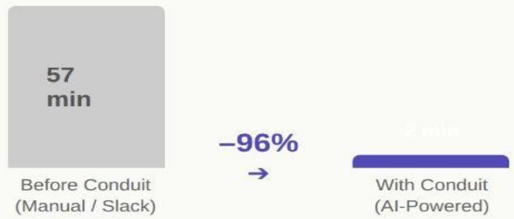
"PricePoint turned our nightly pricing from a liability into our biggest asset. The algorithm never sleeps, never guesses, and never leaves money on the table. It's the single biggest lever for maximizing the value of this property." Noel added.

PricePoint transforms revenue management from a daily chore into an automated competitive advantage. By adjusting rates 60+ times per day based on real-time market data, it maximizes the value of every room, every night—turning a 17-unit boutique hotel into a predictable, high-yield, passive investment.

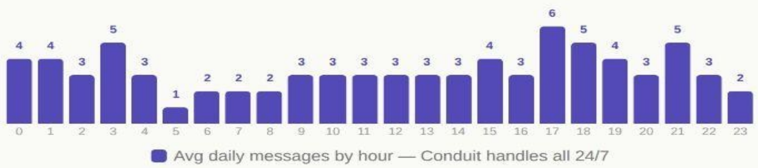
TECHNOLOGY **STACK**

Handle customer service end-to-end

AVERAGE GUEST RESPONSE TIME



AVERAGE GUEST MESSAGES RECEIVED PER HOUR



CALL CENTER VS. CONDUIT AI

✘ BEFORE
- $4,000/mo support cost
- 57 min avg response
- Lived on Slack threads
- Frequent refunds
- Inconsistent service

✔ AFTER
- $600/mo support cost
- 2 min avg response
- AI handles everything
- Refunds decreased
- Consistent 24/7 quality

–85%
Support Cost Reduction

+$3,400
Monthly NOI Increase

2 min
Avg Response Time

+$500K
Real Estate Value Gained

CONDUIT CASE STUDY

A hotel that ran itself.

No fires to put out. No Slack threads to monitor. Guest support was handled—and guests were happy. That was the point. By replacing a traditional call center with Conduit's AI-powered platform, Noel turned guest communication from a cost center into a value driver—improving margins, reducing disputes, and adding over $500,000 in real estate value.

The Challenge

Noel had run through multiple support models—first Jurny's PMS and call center, then other hospitality-focused call services. Costs started at $4,000, and even though he was able to bring them down to $1,200 a month, service was inconsistent. Guests were waiting up to an hour for replies. Noel was still answering questions himself in Slack. Refunds were mounting. Response delays and miscommunications chipped away at both guest experience and profits.

"Living on Slack is not the definition of a passive investment," Noel said.

He wanted something sustainable: a way to make the property truly hands-off for and investor, while delivering excellent service and peace of mind.

The Solution: Automation That Adds to the NOI and Turns it into a Passive Investment

Switching to Conduit brought **three key changes: speed, savings, and a lot less work (turning it into a passive investment!)**. Guest response time dropped from 57 minutes to 2 minutes on average, and instant responses to the vast majority of issues. Guest satisfaction increased and therefore refunds decreased. And support costs dropped to just $600 per month—a fraction of what he used to pay.

Key Results from Using Conduit:

1. **Reduced support costs from $4,000 to $600/month**
2. **Increased NOI by at least $3,400/month** through reduced costs, and significant fewer refunds
3. **Improved average response time from 57 minutes to 2 minutes** on average, and instantaneous responses for most issues
4. **Enabled part-time property manager** to efficiently oversee property

"We tell investors, this isn't just tech for convenience. It's real leverage." Noel said.

The Impact

Noel had long believed tech centric operations would yield long-term value. Conduit validated that belief. With a lean team and AI handling routine communication, he spends a lot less time in the weeds and more time generating value. Better systems elevate not just service but valuation of the hotel, the underlying asset itself.

By replacing a traditional call center with Conduit's AI-powered support platform and 24/7 staffed support team, Noel and The Lauderdale Boutique Hotel improved margins, reduced disputes, and turned it into a passive investment operational model. The result? A hotel with better reviews, faster support, and **more than $500,000 gain in real estate value.**

"The more hands-off the property, the higher the valuation. We designed and built for that." Noel added.

Conduit replaces traditional call centers with AI-powered guest communication that runs 24/7. By cutting support costs 85% and dropping response times to 2 minutes, it transforms guest service from an expense into a value driver—adding over $500,000 in real estate value through operational efficiency.

3

Financials

- ❑ Income, Expenses, NOI
- ❑ CAP
- ❑ Comparable Sales

RUN COMPLETELY **HANDS-OFF**

Metric	2024 Actual	2025 Actual	2026 Reforecast
Occupancy	80.67%	80.30%	80.8%
ADR	$117.10	$149.25	$154.82
RevPar	$94.46	$119.84	$125.15
Total Income	$717,197	$743,619	$776,537
Total Expenses	$541,072	$469,566	$453,060
Net Operating Income (NOI)	**$176,125**	**$274,053**	**$323,477**
NOI %	**24.6%**	**36.9%**	**41.7%**

CAP ~6%

Hypothetical

If Owner Operated

Metric	2024 Actual	2025 Actual	2026 Reforecast
Occupancy	80.67%	80.30%	80.8%
ADR	$117.10	$149.25	$154.82
RevPar	$94.46	$119.84	$125.15
Total Income	$717,197	$743,619	$776,537
Total Expenses	$402,472	$334,586	$294,660
Net Operating Income (NOI)	**$314,725**	**$409,033**	**$481,877**
NOI %	**43.9%**	**55.0%**	**62.1%**

CAP ~8.5%

2026 Reforecast

The Lauderdale was **acquired in 2023 with a $600K capital improvement program (PIP)** that repositioned the property as a 3-star, added 4 units (13 to 17), fully automated boutique hotel — **no front desk, no full-time staff, powered entirely by an integrated technology stack.**

2024 was the first full year of operations post-renovation, focused on calibrating systems, building booking momentum, and learning the property's demand patterns. **Optimization continued through 2025**, with significant cost savings identified and implemented in Q4 — including a restructuring of housekeeping operations that materially reduced expenses.

2026 represents the first year the property will operate in its fully optimized state, though year-to-date results are **tracking below the original budget.** Even so, we continue deploying technology improvements across pricing, guest communications, and **direct bookings** (currently ~10%, should be ~20%) — meaning the current financials reflect a property still climbing its efficiency curve, not one that has peaked.

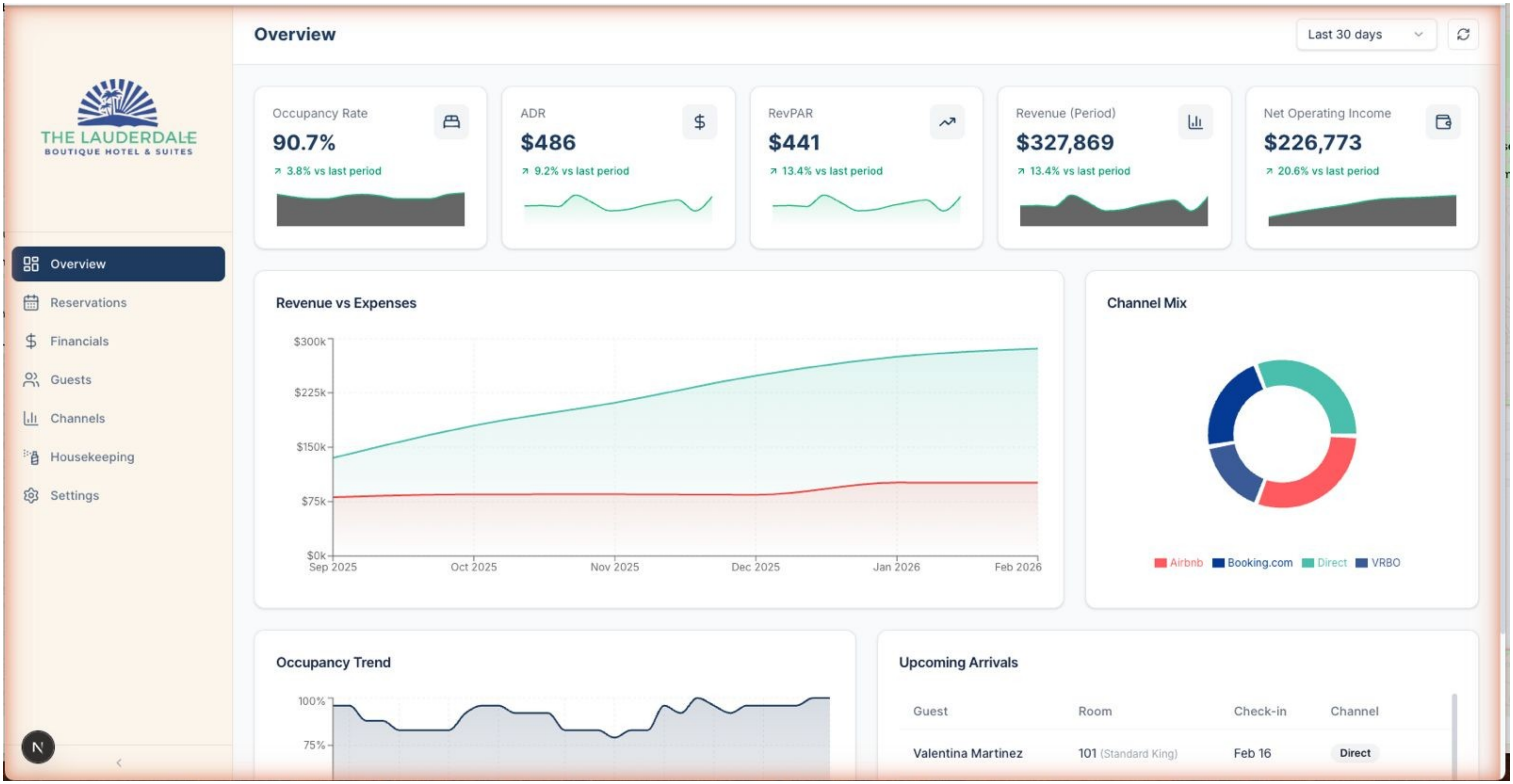
Line Item	2024	2025	2026 Reforecast
Total Income	$717,197	$743,619	$776,537
Total Expenses	$541,072	$469,566	$453,060
Net Operating Income	**$176,125**	**$274,053**	**$323,477**
NOI %	**24.6%**	**36.9%**	**41.7%**

NOI

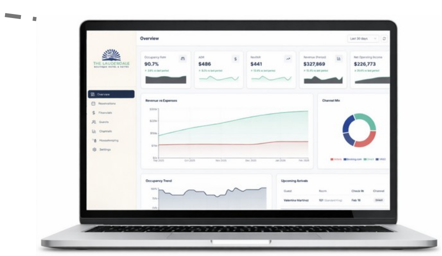
- ❑ 2024 ➡ 24.6%
- ❑ 2025 ➡ 36.9%
- ❑ 2026 ➡ 41.7%

+18.0% vs 2025
2026

FULLY **AUTOMATED**



If you own other properties we can integrate them into the dashboard at no cost



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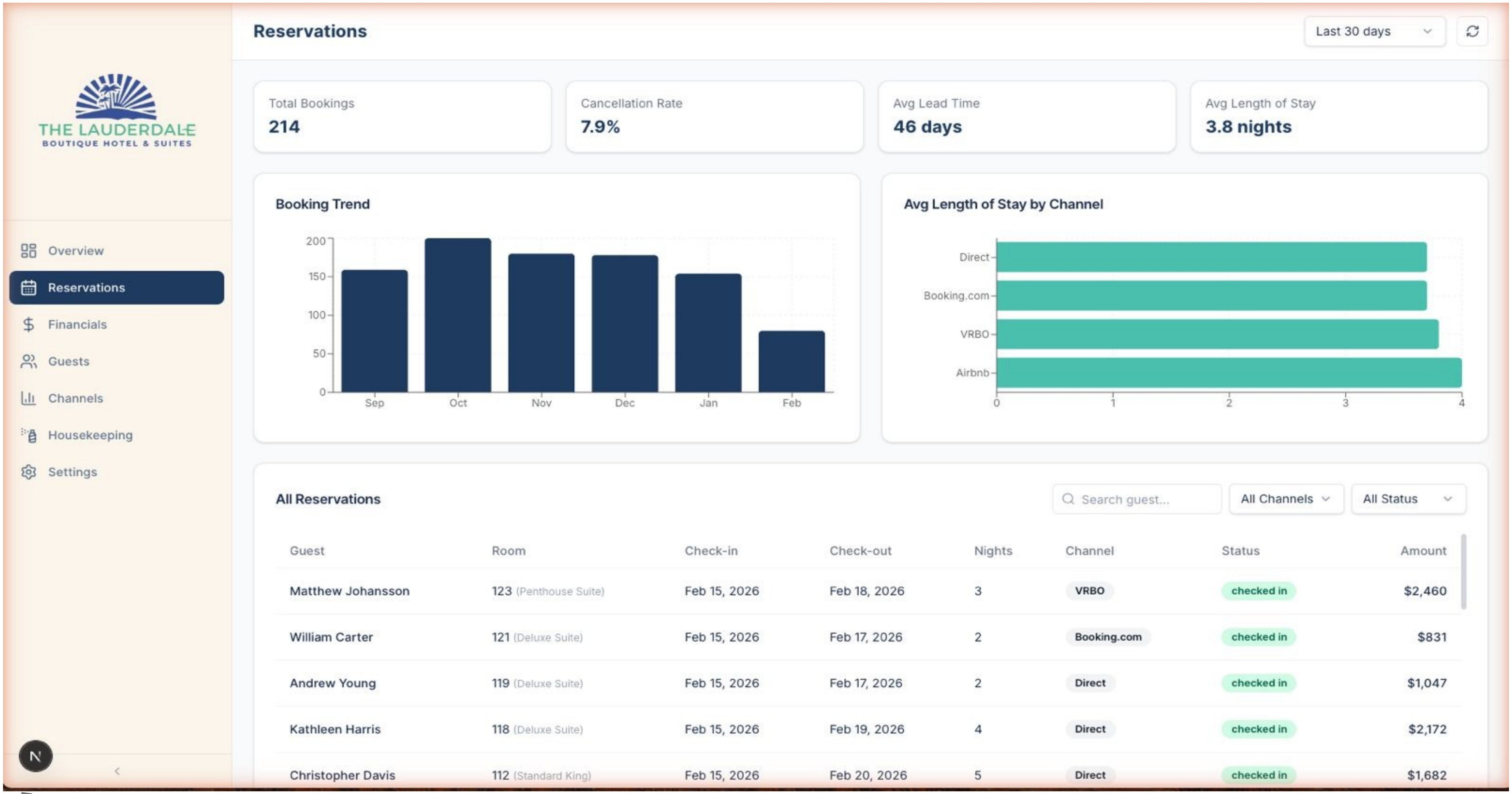

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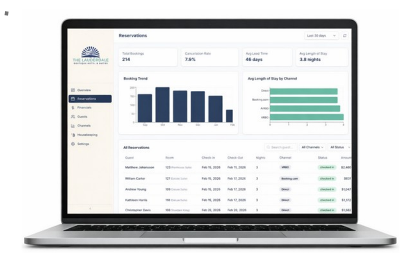
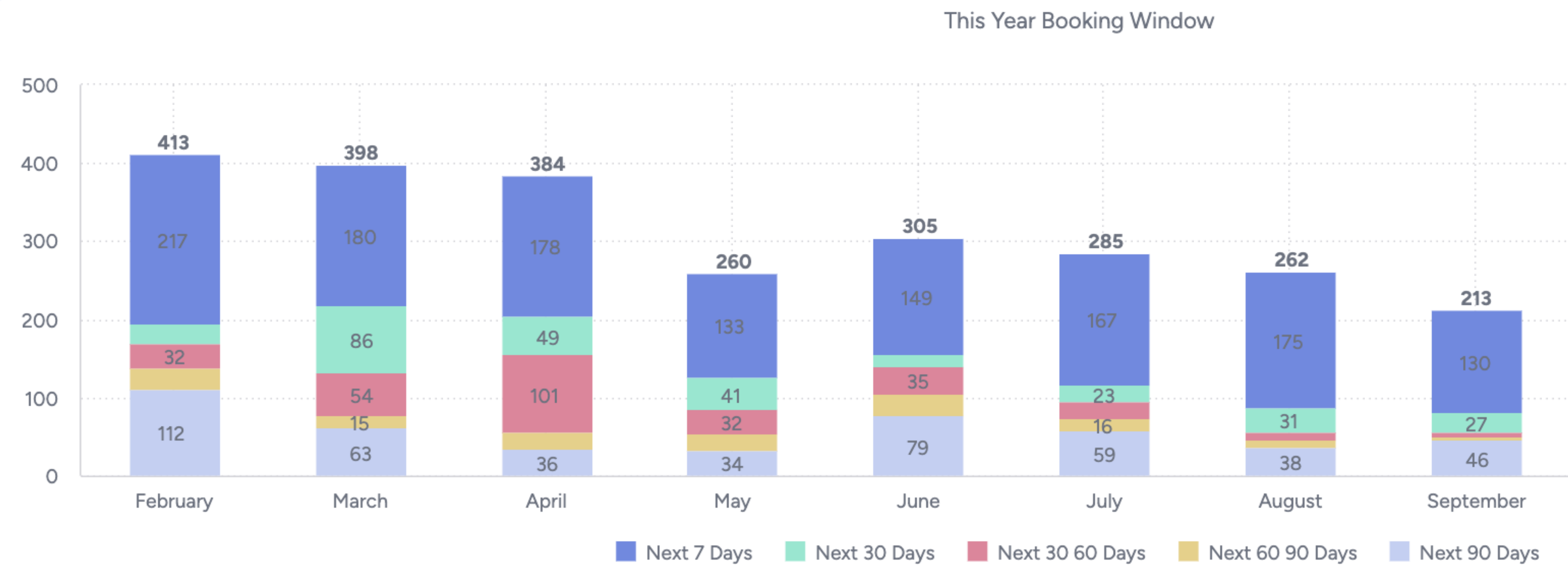
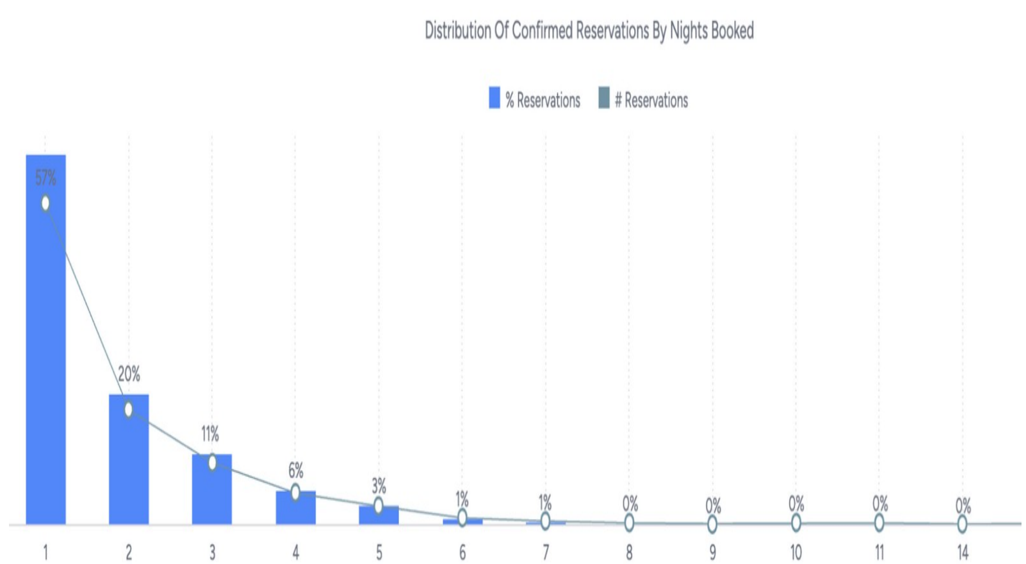


FULLY **AUTOMATED**

Booking Window Trends

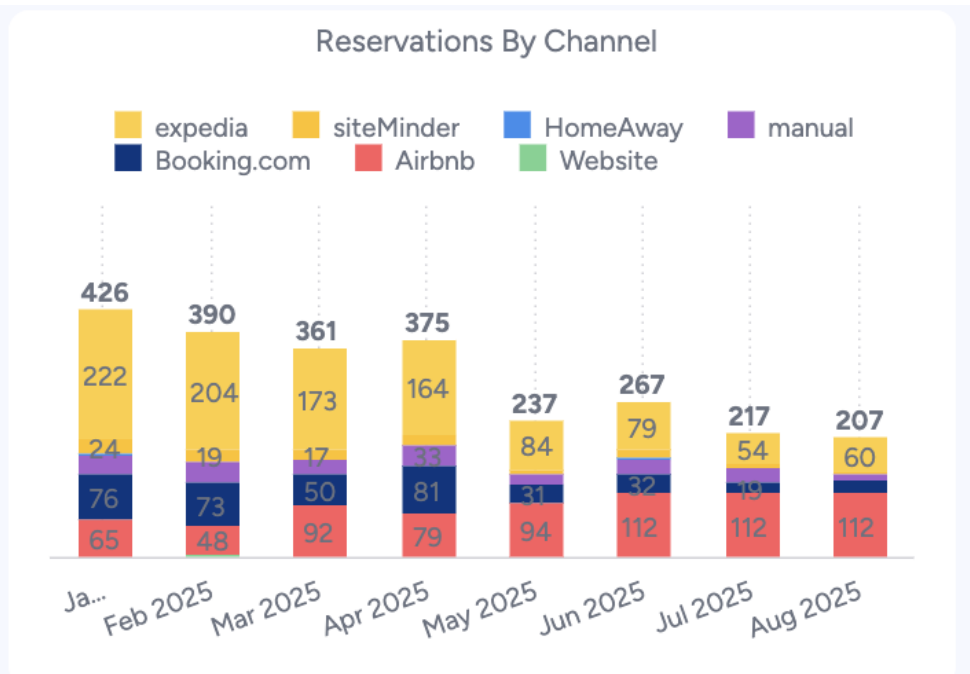


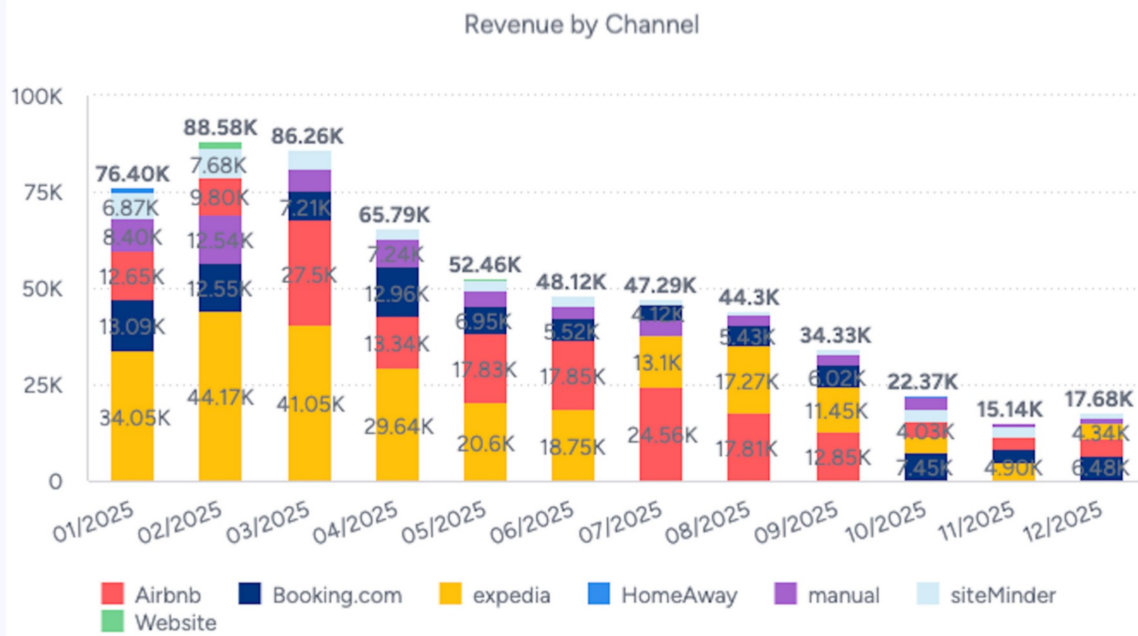
60% Booking Next 7 Days, maximizing revenue



77% 1 and 2 nights, also maximizing revenue

GREAT **DISTRIBUTION**

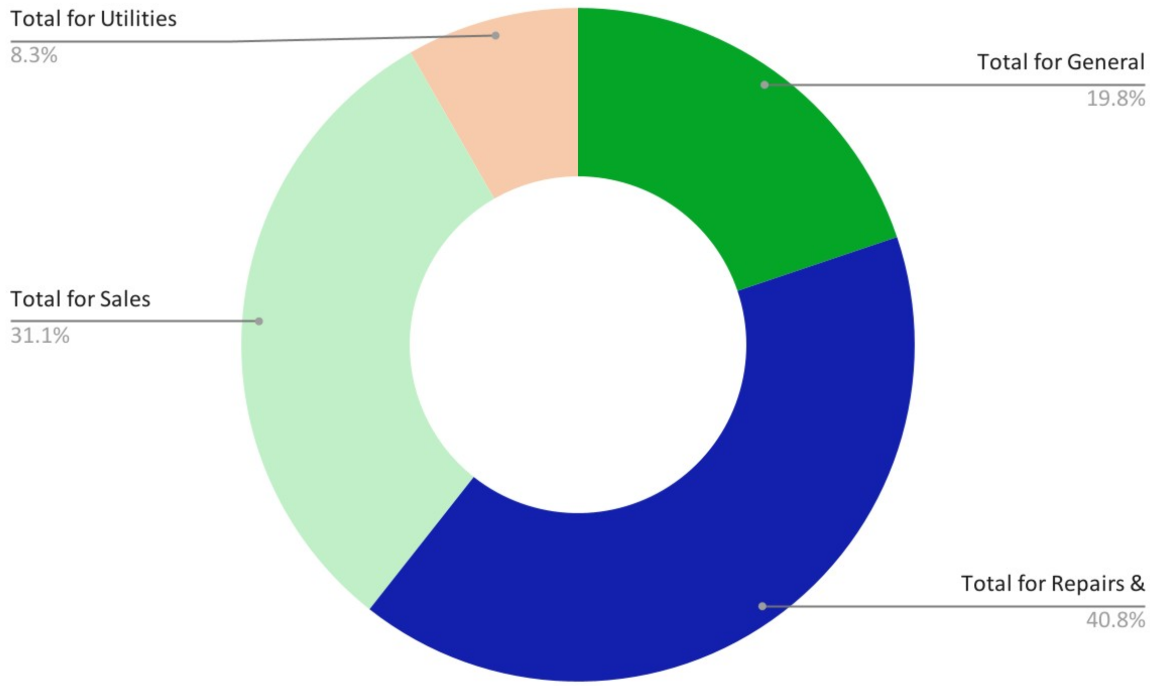




Review Activity

Source	Number of Reviews	Overall Rating
AirBNB	285 (41%)	92 / 100
Expedia.com	124 (18%)	78 / 100
GuestRevu	98 (14%)	92 / 100
Google	60 (9%)	76 / 100
Hotels.com	57 (8%)	80 / 100
Booking.com	46 (7%)	85 / 100
TripAdvisor	18 (3%)	86 / 100
Orbitz	2 (0%)	59 / 100
CheapTickets	1 (0%)	100 / 100

OPERATIONAL **EXPENSES**



Through the use of technology and efficient processes, expenses have over 20% year over year.

Expenses	2024	2025
Total for General business expenses	$124,921	$84,332
Total for Repairs & maintenance	$214,126	$180,964
Total for Sales Commissions	$162,229	$160,517
Total for Utilities	$40,350	$45,080
	$541,072	$470,894

PT

4

Location & Comps

Prime Connectivity – Less than 10 minutes to Fort Lauderdale–Hollywood International Airport and Port Everglades Cruise Terminal.

Convention Center Access – Walkable to the $1.2B Broward County Convention Center expansion, ensuring consistent corporate and group demand.

Healthcare Demand Driver – Just 2 minutes walk from the 716-bed Broward Health Medical Center, a steady source of year-round guests.

Tourism & Leisure – Close to Las Olas Boulevard dining/retail, Fort Lauderdale Beach, and marinas/yachting.

Convenient Surroundings – Surrounded by restaurants, grocery stores, pharmacies, and convenience retail.

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LOCATION & MARKET

LOCATION & MARKET

DOWNTOWN FT. LAUDERDALE

Downtown Fort Lauderdale has evolved into a Tier-1 urban market. MAJOR DEVELOPMENT DRIVERS: The FATVillage Transformation ($500M+): The former Flagler Arts and Technology district is currently being reimagined into a 5.6-acre mixed-use creative enclave. Anchored by **T3 FAT Village**—a six-story mass-timber office building—this project delivers 850+ residential units and curated retail/dining, creating a "Wynwood-style" cultural gravity that drives weekend and evening foot traffic. **Convention Center Expansion ($1.3B):** The Greater Fort Lauderdale/Broward County Convention Center is finalizing its massive expansion.**The Brightline Effect:** The Brightline high-speed rail station in downtown is a game-changer for regional connectivity. With service now fully operational to Orlando (3 hours) and Miami (30 mins), **Las Olas & The LOOP:** The revitalized **Las Olas Boulevard** connects the central business district to the beach.

LAS OLAS BEACH

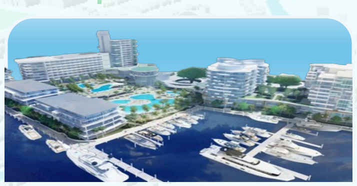
Las Olas Beach has solidified its reputation as South Florida's premier luxury leisure destination, driven by a wave of multi-billion dollar investment in world-class hospitality and marine infrastructure. **MAJOR DEVELOPMENT DRIVERS: Bahia Mar Transformation ($3B):** The 40-acre marina site is being reimagined into a "Mini Monaco" anchored by the St. Regis Resort & Residences, featuring two 23-story residential towers, a 197-key luxury hotel, and 88,000 SF of waterfront retail. **Pier Sixty-Six ($1B):** The iconic 32-acre resort recently reopened following a total redevelopment, delivering 325 luxury keys, a superyacht marina, and the restored rotating rooftop lounge, cementing the area's status as the "Yachting Capital of the World." **Las Olas Marina ($130M):** This newly completed mega-yacht facility adds 7,000 linear feet of dockage and upscale dining like Ocean Prime, directly supporting the Fort Lauderdale International Boat Show. **Swimming Hall of Fame ($190M):** A massive P3 redevelopment is underway to add two 5-story museum and event buildings, complementing the recently renovated $47M Aquatic Center and dive tower.

BROWARD HEALTH HOSPITAL

Broward Health Medical Center is Broward County's largest and most established hospital, located just two minutes walk. The **716-bed** Level I Trauma Center employs over **3,100 medical professionals and 800+ physicians** across virtually every medical specialty, including its Heart Center of Excellence, Comprehensive Cancer Center, and the Salah Foundation Children's Hospital. The Emergency Department alone treats over **125,000 patients annually.** As the flagship facility of Broward Health — one of the ten largest public hospital systems in the United States, with **7,500+ employees** across four hospitals and 30+ locations — it generates a **constant, year-round stream of medical travelers, visiting families, and traveling healthcare professionals** who need quality short-term accommodations nearby. This "medical mile" demand is non-seasonal and recession-resilient, providing a stable occupancy floor that leisure-dependent hotels lack.

BROWARD CONVENTION CENTER

Broward County Convention Center is undergoing a transformative **$1.3 billion expansion** that will make it one of the premier convention destinations in the SE United States. The East Expansion **opened in October 2025**, bringing the facility to over **1.2M square feet of total event space**, including a 350K SF contiguous exhibition hall and a new 65K SF waterfront ballroom. The center already hosts marquee events including the **Fort Lauderdale International Boat Show** (the world's largest in-water boat show), and in May 2026 will host IPW, the largest international tourism event in the U.S., expected to attract 6,000 attendees and generate $14.2 billion in regional economic impact over three years. Located walkable from The Lauderdale, this expansion will drive sustained demand from convention delegates, exhibitors, and event staff seeking affordable alternatives to the $400+/night headquarter hotel.



PIER SIXTY SIX MARINA

Port Everglades Cruise Terminal, less than 5 minutes from the property, is **the world's third-busiest cruise** homeport. In 2025, the port shattered its own record with **4,773,873 cruise passengers** — a 16% year-over-year increase following a 39% surge the prior year. The 2025–2026 season features **40 ships from nine major cruise lines**, including new mega-vessels like Disney's 4,000-guest ***Disney*** *Destiny*, **Princess Cruises**' 4,300-guest *Star Princess*, and Celebrity's *Xcel*. **Royal Caribbean**'s Icon-class *Legend of the Seas* (5,610 passengers) arrives in November 2026. The port is investing over **$3 billion capital improvements** to support continued growth. Crucially for hotel demand, 62% of cruise passengers stay in South Florida at least one night before their voyage, and Visit Lauderdale reports local hotel visits from Port Everglades were up over 10% in 2025 versus the prior year — making pre- and post-cruise travelers a significant and growing demand driver for The Lauderdale

COMPS

The Lauderdale Boutique Hotel growth trajectory supports a **$5.6M valuation**. 2025 Revenue at **$744K**, while NOI **grows 56%,** from **$176K in 2024** to **$274K (+55.6%)** as efficiencies and tech-enabled automation continue to compress operating costs. With 2026 showing **4.4% revenue growth** and **18.0% NOI expansion** over 2025, buyers not only acquire a stabilized operation today, but also with visible, near-term upside supported by technology-driven revenue optimization, rising demand, and a fully renovated physical plant. For investors accustomed to operational-heavy boutique hotel assets, this offering provides **uncommon passive yield at scale**, validating a pricing position at the upper end of the comp spectrum.

#	Property Name	Address	Building SF	Lot SF	RMS	Year Built / Remodeled	NOI 000 ($)	CAP (%)	RevPAR ($)	Price ($)	Price / SF ($)	Status
0	**Subject – Lauderdale Boutique Hotel**	**505 SE 16th St, Fort Lauderdale, FL**	**6,869**	**21,450**	**17**	**N/A / 2023**	**323**	**~6**	**125**	**5,600,000**	**815**	**TARGET**
1	**Southern Oaks Inn**	**2800 N Ponce de Leon Blvd, St. Augustine**	**N/A**	**250,470**	**124**	**1973 / N/A**	**N/A**	**<5**	**N/A**	**12,501,000**	**N/A**	**Sold Nov-25**
2	605 S Riverside Dr (Intracoastal boutique)	605 S Riverside Dr, Pompano Beach	4,488	9,535	5	N/A	208*	~5*	N/A	4,100,000	914	Active
3	**voco St. Augustine (IHG)**	**215 Anastasia Blvd, St. Augustine**	**N/A**	**N/A**	**50**	**2019 / N/A**	**N/A**	**~6**	**N/A**	**9,000,000**	**N/A**	**Sold Jan-26**

* 605 S Riverside: projected 2026 NOI and forward cap as published in the listing (Crexi, ONE Sotheby's). Southern Oaks Inn cap as published by Kabani Hotel Group ("sub-5 percent"); voco St. Augustine closed at a 6.3% cap per the same broker. Lot SF for Southern Oaks = 5.75 acres.

We have identified **comparable Florida boutique hotel trades and listings** priced at cap rates at or below the subject's ~6%. The comps range from **5 to 124 keys** and are shown with sale price, cap rate, and price per square foot where published. Below is a summary of relevant **recent sales and active listings** in Florida:

EXPENSE STRUCTURE COMPARISON

Why Cap Rates Differ Across Asset Types

Asset Type	Expense	Mgmt	Clean	Cap
Small Beach STR (Owner-Operated and cleaned)	**25-50%**	Light	Yes	**9-11%**
Institutional Boutique (Professional Mgmt)	**70-76%**	GM+Staff	Yes	**5.5-7%**
The Lauderdale (Subject) (Tech-Enabled)	**60-65%**	Tech	Auto	**~6%**

Why The Lauderdale is

1. **Fully Automated Operations**
   Guesty, Conduit, PricePoint, SiteMinder
2. **No Front Desk / No Full-Time GM**
   Part-time manager handles all issues
3. **Dynamic Pricing + AI Communications**
   +12% RevPAR lift, 90% AI inquiry resolution
4. **Reduced Labor and R&M**
   $600K renovation, 20%+ YoY expense reduction

RESULT
NOI margin sits **between STR and institutional hotels**, supporting a mid-spectrum cap rate.

THE LAUDERDALE
BOUTIQUE HOTEL & SUITES

THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16TH ST Fort Lauderdale, FL
17 Unit Hotel
Turn-Key Operation

COMPARABLE SALES ANALYSIS

The Lauderdale Boutique Hotel | 505 SE 16th St, Fort Lauderdale, FL | 17 Keys | Fully Automated

Key Comparables (Florida Boutique Hotel Trades & Listing)

	COMP 1	COMP 2	COMP 3
Property	**Southern Oaks Inn**	**605 S Riverside Dr**	**voco St. Augustine (IHG)**
Location	St. Augustine, FL	Pompano Beach, FL	St. Augustine, FL
Sale Price / Asking Price	Sale Price: **$12.5M**	Asking Price: **$4.1M**	Sale Price: **$9.0M**
Cap Rate	**<5%**	**~5%**	**~6%**
Keys	**124**	**5**	**50**
Note	124-key independent inn · sold Nov 2025	5-suite Intracoastal boutique · active listing	50-key branded hotel · sold Jan 2026

! **KEY TAKEAWAY**

Comparable Florida boutique hospitality assets are pricing at **sub-5% to ~6% caps**; The Lauderdale's ~6% cap sits within that range.

VALUATION IMPLICATION

The Lauderdale Boutique Hotel | Subject Pricing Analysis

Subject Pricing

ASKING PRICE

$5.6M

17 Keys

2025 NOI	2026 NOI (Reforecast)
$274K	**$323K**
~5% CAP	~6% CAP

Positioning vs Comps

1. Priced below institutional hotels on a cap basis
2. Priced above small STRs in quality, automation and scale
3. Trades at discount to replacement cost with expansion optionality

Investor Analysis

Buyers acquire a **fully renovated, tech-enabled boutique hotel** with real management and cleaning baked in but without the labor drag of a traditional hotel.

This places The Lauderdale in a **unique middle ground** that justifies a **6-7% stabilized cap** in a Tier-1 Fort Lauderdale submarket.

CONCLUSION

The property is correctly positioned at the upper end of boutique STR pricing but below institutional hotel pricing, supported by:

Real Expense Structure | Proven Automation | Strong Demand | Clear Upside

PT

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Expansion Plans

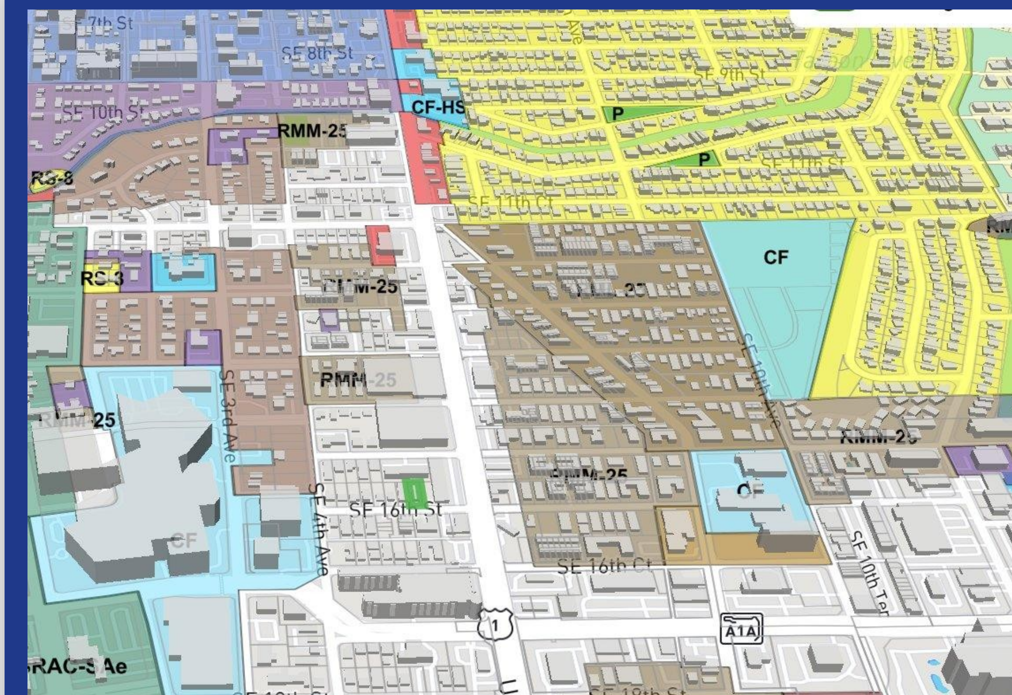
- ❑ The Zonning Opportunity
- ❑ Visualizing the “505” Potential
- ❑ Expansion Concept
- ❑ The Strategic Play

THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16TH ST Fort Lauderdale, FL
17 Unit Hotel
Turn-Key Operation

THE ZONING OPPORTUNITY

505 SE 16TH STREET · FORT LAUDERDALE · 21,450 SF ASSEMBLAGE



CITY OF FORT LAUDERDALE ZONING MAP · GRIDICS

RO-zoned corridor between US-1 and SE 3rd Ave — surrounded by RMM-25 multifamily

THREE-LOT ASSEMBLAGE

Lots 18, 19, 20 (Block 62-L) · Folios 505, 445, 421 · 21,450 SF total

RO ZONING — 5-STORY POTENTIAL

55 ft height limit · Residential & office uses · Mixed-use flexibility

410 SE 16TH CT — AVALON (8 STORIES)

243-unit luxury apartments · Built 2020 · Whole Foods ground floor · Same block

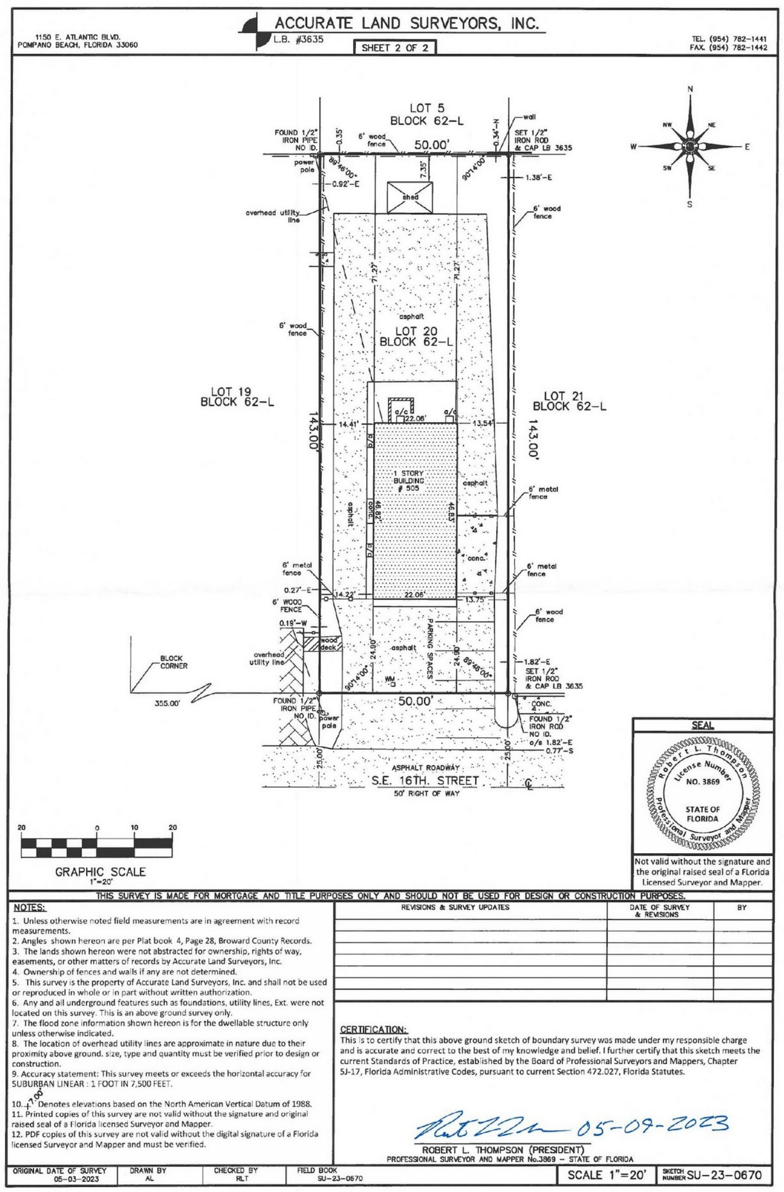
PIER SIXTY-SIX — $1B+ TRANSFORMATION

32-acre redevelopment · 325 rooms · 88 condos ($14.5M penthouse) · Opened 2025

DOWNTOWN FORT LAUDERDALE IS BUILDING UP — THIS CORRIDOR IS NEXT

VISUALIZING THE "505" UPSIDE

LOT 20, BLOCK 62-L · CROISSANT PARK · BROWARD COUNTY



BOUNDARY SURVEY — 505 SE 16TH ST (SU-23-0670)

7,150

SQUARE FEET · 50' × 143'

LOT 20 — THE LARGEST SINGLE PARCEL IN THE ASSEMBLAGE

~2,100 SF building | **29%** coverage | **70%** unbuilt

CURRENT USE: OVERFLOW PARKING + OPEN YARD

1-story building (#505) with asphalt parking. Wood deck, metal fences. Flood Zone AH, BFE 7' NAVD1988. Lowest floor elev: 6.62' NAVD88.

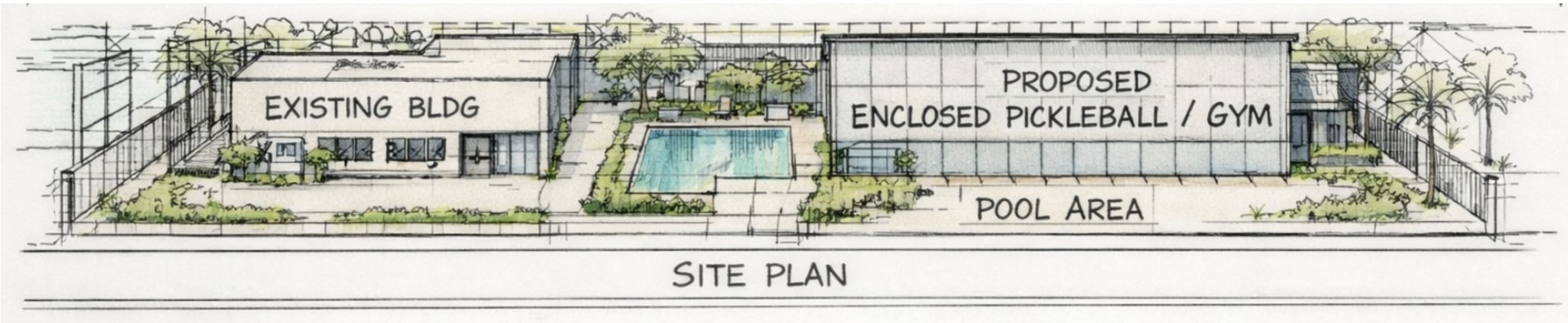
DEVELOPMENT CAPACITY: 5-STORY VERTICAL ADDITION

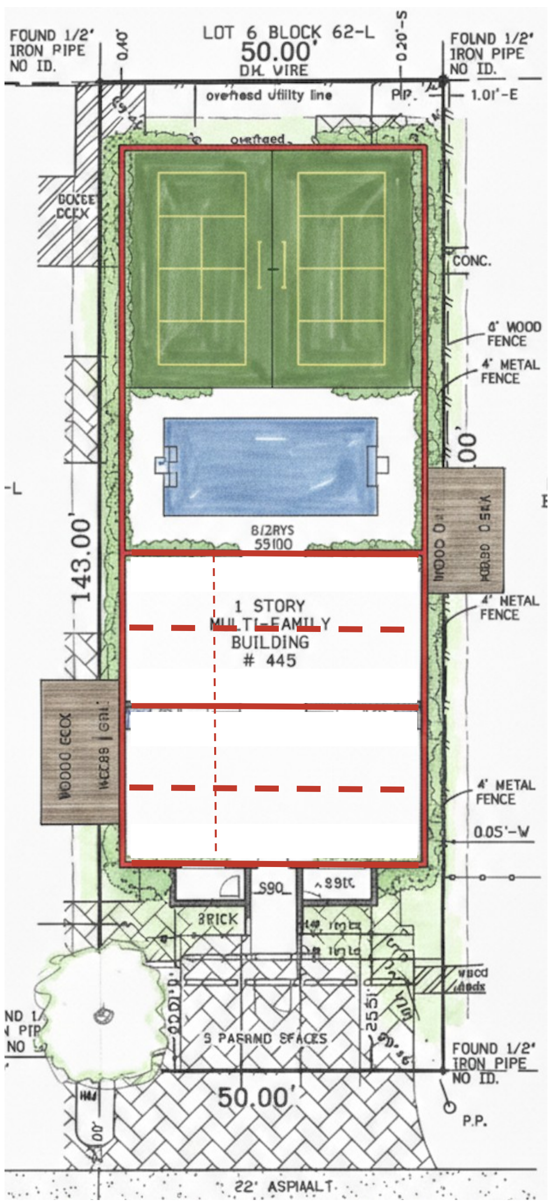
RO zoning allows 55' height (5 stories). Build on Lot 505 independently without disrupting hotel ops on Lots 421 & 445. Adjacent to Lot 19 & Lot 21.

LOT 18 (421)	LOT 19 (445)	LOT 20 (505)
50' × 143' · Elev: 6.50' 4-unit building	50' × 143' · Elev: 7.00' 9-unit building	50' × 143' · Elev: 6.62' 2-4-unit building 1-story + open

"LAZY EQUITY" — 70% OF YOUR HIGHEST-VALUE LOT IS SITTING UNUSED

VISUALIZING THE "505" UPSIDE





LOT 505 — AMENITY CONCEPT

RETAIN EXISTING · BUILD THE REST

7,150 SF	~2,100 SF	~5,050 SF
TOTAL LOT	EXISTING BLDG	OPEN FOR AMENITIES

+$30 – $50 ADR

Projected increase across 17 units · +$186K–$310K/yr revenue

ENCLOSED PICKLEBALL / GYM

Climate-controlled enclosed sport court with glass-panel walls and LED lighting. Year-round use. Multi-purpose event space or fitness studio.

RESORT-STYLE POOL

Heated saltwater pool (30'×18') with travertine deck and chaise lounges. Transforms from hotel room to resort stay.

CURRENT STRUCTURE

Existing 1-story building (~2,100 SF) retained. Available for gym, co-working, guest lounge, or commercial.

The potential to develop the 505 lot is tremendous, adding revenue generating amenities to the hotel

EXPANSION CONCEPTS FOR LOT 505

THREE PATHS — ESCALATING CAPEX, ESCALATING RETURNS

A LIFESTYLE UPGRADE

LOW CAPEX • HIGH ADR IMPACT

- √ Pool & lounge area
- √ Pickleball / sport court
- √ Yoga deck & garden
- √ Fire pit gathering area

ROI

+$30–$50 ADR

across 17 units = +$186K–$310K/yr

Pickleball courts alone add 15-20% booking premium at boutique properties

B DIGITAL NOMAD HUB

MID CAPEX • NEW MARKET SEGMENT

- √ Fitness center / gym
- √ Co-working lounge + WiFi6
- √ Extended-stay kitchenettes
- √ Content creation studio

ROI

Mid-term rental demand

30-90 day stays at premium rates

Remote worker travel up 40% since 2020 — Fort Lauderdale top-5 nomad destination

C VERTICAL PLAY

HIGH CAPEX • MAXIMUM EXIT VALUE

- √ 5-story tower (55' max)
- √ 8-12 new residential units
- √ Ground-floor commercial
- √ Rooftop amenity deck

ROI

2× key count & valuation

29+ unit asset → institutional buyers

Comparable: Avalon @ 410 SE 16th Ct — 8 stories, 243 units, built on same block 2020

BOUTIQUE HOTEL → URBAN RESORT → MIXED-USE DEVELOPMENT

THE STRATEGIC PLAY

BUY THE CASH FLOW — GET THE LAND FREE

~6% CURRENT CAP

Third-party managed

~8.5% STABILIZED CAP

Owner-operated ($482K NOI)

SAFETY

CASH FLOW COVERS CARRY

Development = free option

THE EXIT

01 CASH COW

Operate as-is with tech-enabled passive income. 80%+ occupancy, $777K revenue, minimal owner involvement via Guesty + AI automation.

PASSIVE INCOME PLAY

02 VALUE ADD

Build Concept A/B amenities on Lot 505 (pool, pickleball, fitness). Force ADR appreciation across 17 units. Target $1M+ revenue.

FORCE APPRECIATION

03 DEVELOPER EXIT

Sell 21,450 SF assemblage to larger developer. 5-story zoning + Avalon (410 SE 16th Ct) precedent validates dense multifamily on this corridor.

MAXIMUM EXIT VALUE

YOU ARE BUYING A PROFITABLE BUSINESS TODAY AND A DEVELOPMENT SITE FOR TOMORROW.

PT

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Photo Gallery

THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16TH ST Fort Lauderdale, FL
17 Unit Hotel
Turn-Key Operation

ROOMS **GALLERY**

ROOMS **GALLERY**

ROOMS **GALLERY**

ROOMS **GALLERY**

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ROOMS **GALLERY**

ROOMS **GALLERY**

BATHROOM **GALLERY**

BATHROOM **GALLERY**

ROOMS **GALLERY**

Contact Information

THE LAUDERDALE

BOUTIQUE HOTEL & SUITES

Thank You

FOR MORE INFORMATION, PLEASE CONTACT

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THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16TH ST Fort Lauderdale, FL
17 Unit Hotel
Turn-Key Operation