



**FOR SALE**



**Bank Owned – Upside Potential Hotel/STR**

1018 Jefferson Ave, Miami Beach, FL 33139

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## EXECUTIVE SUMMARY



### OFFERING SUMMARY

Sale Price:	\$2,550,000
Submarket:	Flamingo Park (Art Deco District)
Building RSF:	4,689 RSF
Lot SF:	7,000 SF
Price/SF Building:	\$544
Number of Units:	3 Bedroom Villa + 4 Pool-Side Suites
Investment Type:	Short-Term Rental
Zoning:	RM-1 Residential Multifamily

### INVESTMENT OVERVIEW

DWNTWN Realty Advisors has been retained exclusively by ownership to arrange the sale of 1018 Jefferson Ave in Miami Beach, FL. The subject property, zoned RM-1, consists of one private villa along with 4 poolside suites. Located in the heart of South Beach's Art Deco District, ideal for short-term and event rentals. Hotel Oasis' private villa has 3 spacious bedrooms and 3 bathrooms that can accommodate up to 10 guests. The poolside suites are each 1 bedroom, 1 bathroom, and can accommodate up to 24 guests. The property was formerly operated as an AirBnB but the license is no longer in place. A buyer would have to reapply for a short-term rental license.

### INVESTMENT HIGHLIGHTS

- Situated In The Heart Of South Beach's Historic Art Deco District
- Within Walking Distance To The Beach And The Area's Best Attractions
- Private Outdoor Oasis Equipped With A Heated Swimming Pool, Ample Furnishings, And Lush Landscape
- Upside Potential

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## LOCATION DESCRIPTION



Miami Beach's Lincoln Road is one of the most unique shopping districts in the world, full of stunning architecture, world-class culture and destination retail stores. The 8-block-long pedestrian mall was designed by fabled art deco architect Morris Lapidus, filling the broad street with public art and native plants that enhances the experience. Over 200 boutiques and restaurants line both sides of the street, for about a mile from Alton Road to Collins Avenue. You can shop at international brands like All Saints, Mango, Ted Baker, Scotch & Soda, Zara, H&M, and popular brands like Adidas, Nike, Anthropologie, Lululemon and much more. Lincoln Road also boasts a wide range of restaurants and cafe's which include Mila, the Lincoln Eatery, Playa, Chotto Matte, Osteria Fortunata.

Lincoln Road is also situated at the heart of several historical landmarks and municipal infrastructures which include the Miami Beach Convention Center (1.4M SF of convention space, which hosts the world-renowned annual Art Basel), The Filmore, The Miami Beach Botanical Garden, the Holocaust Memorial, the Colony Theatre, the New World Center, the Bass museum and many more.

It is located in the heart of Miami Beach which extends across seven square miles on an island separating Biscayne Bay from the Atlantic Ocean. It features 63 miles of water frontage, exceptional quality of life, and numerous cultural events, along with excellent business opportunities, superior hotels, art galleries, restaurants & boutique shopping.

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## PROPERTY PHOTOS



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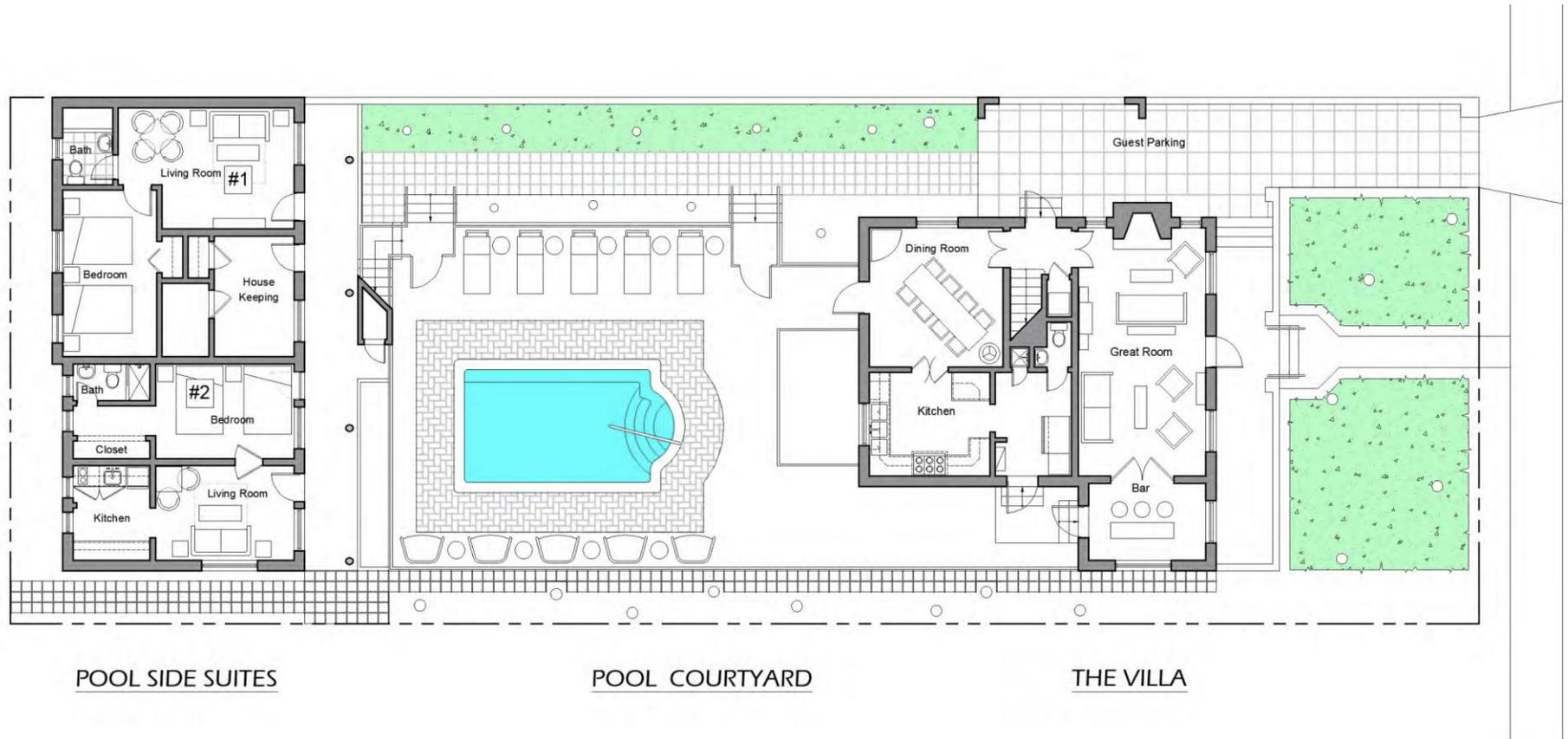
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## FIRST FLOOR PLAN



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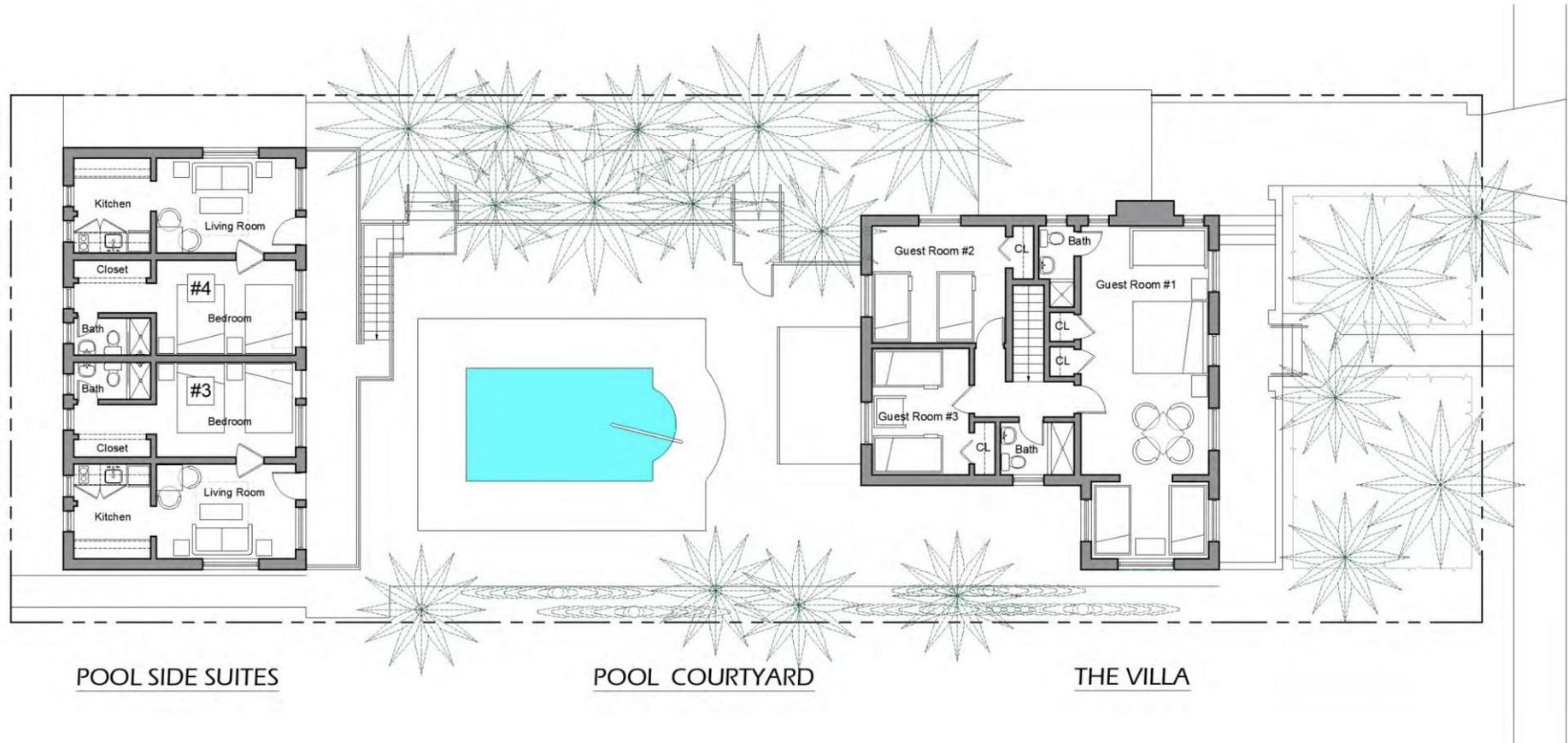
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## SECOND FLOOR PLAN



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## FINANCIALS

PEAK PRICING - COMPREHENSIVE UNDERWRITING							
Units: \$1,040/day   Villa 4/3: \$1000/day							
KEY ASSUMPTIONS							
Property Value		\$2,900,000					
Property Tax Rate		1.8%					
Airbnb Fee Rate		3.0%					
Management Fee Rate		20.0%					
Lodging Tax Rate		14.0%					
GROSS REVENUE BY OCCUPANCY RATE							
Unit Type	Daily Rate	55% Occ	60% Occ	65% Occ	70% Occ	75% Occ	80% Occ
Units \$260 a day	\$1,040	\$208,780	\$227,760	\$246,740	\$265,720	\$284,700	\$303,680
Villa 4/3	\$1,100	\$220,825	\$240,900	\$260,975	\$281,050	\$301,125	\$321,200
<b>TOTAL GROSS REVENUE</b>		<b>\$429,605</b>	<b>\$468,660</b>	<b>\$507,715</b>	<b>\$546,770</b>	<b>\$585,825</b>	<b>\$624,880</b>
OPERATING EXPENSES BY OCCUPANCY							
Expense Category	Rate/Amount	55%	60%	65%	70%	75%	80%
Airbnb Fees (3%)	3.0%	\$12,888	\$14,060	\$15,231	\$16,403	\$17,575	\$18,746
Management Fees (20%)	20.0%	\$85,921	\$93,732	\$101,543	\$109,354	\$117,165	\$124,976
Lodging/Hotel Taxes (14%)	14.0%	\$60,145	\$65,612	\$71,080	\$76,548	\$82,016	\$87,483
Cleaning	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000
Utilities	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000	\$24,000
Maintenance	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000	\$18,000
Insurance	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000	\$12,000
Property Taxes	\$52,200	\$52,200	\$52,200	\$52,200	\$52,200	\$52,200	\$52,200
<b>TOTAL OPERATING EXPENSES</b>		<b>\$280,154</b>	<b>\$294,604</b>	<b>\$309,055</b>	<b>\$323,505</b>	<b>\$337,955</b>	<b>\$352,406</b>
NET OPERATING INCOME (NOI)							
		\$149,451	\$174,056	\$198,660	\$223,265	\$247,870	\$272,474
<b>Monthly NOI</b>		\$12,454	\$14,505	\$16,555	\$18,605	\$20,656	\$22,706
KEY INVESTMENT METRICS							
Operating Expense Ratio		65.2%	62.9%	60.9%	59.2%	57.7%	56.4%
NOI Margin		34.8%	37.1%	39.1%	40.8%	42.3%	43.6%
Cap Rate		5.2%	6.0%	6.9%	7.7%	8.5%	9.4%
Cash-on-Cash Return (All Cash)		5.2%	6.0%	6.9%	7.7%	8.5%	9.4%

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## MIAMI BEACH TOURISM STATISTICS

# MIAMI BEACH BY THE NUMBERS

Tourism continues robust growth with record spending and strong hotel performance.

### VISITOR SPENDING 2024

Type	Amount
International	\$7.0B
Domestic	\$11.0B
Florida Residents	\$4.0B
<b>TOTAL</b>	<b>\$22.0B</b>

### HOTEL PERFORMANCE 2025

Metric	Value
Avg Daily Rate	\$258
Occupancy Rate	82%
ADR Growth	+2.4%

### AVERAGE LENGTH OF STAY

Domestic	4.2 days
International	8.4 days

### MIAMI BEACH DEMOGRAPHICS

Attribute	2020	2025
Population	82,475	83,445
Median Age	—	42.4
Avg HH Income	—	\$140K
Med HH Income	—	\$67K

<b>28.2 M</b>	<b>6.4 M</b>
annual visitors	international visitors

<b>209,000+</b>
tourism jobs   \$11B wages   10% of employment

### ECONOMIC IMPACT

Tax Revenue	\$5.2B
Visitor Growth	+4.5%

Source: Greater Miami Convention & Visitors Bureau | Data: July 2024-June 2025

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## MIAMI BEACH HOTEL MARKET DATA

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#### CURRENT HOTEL PERFORMANCE

<b>83.5%</b>	<b>\$284</b>	<b>\$237</b>
Occupancy Rate <small>(March 2024)</small>	Average Daily Rate <small>(March 2024)</small>	RevPAR <small>(March 2024)</small>

#### YEAR-OVER-YEAR PERFORMANCE (2024)

Metric	Change
ADR (Average Daily Rate)	-1.8%
Occupancy Rate	+2.3%

#### 2025 FORECAST

Metric	Projected Change
RevPAR	+0.8%
Occupancy	+0.2 pts
ADR	+0.6%

#### MARKET POSITION

Highest occupancy rate among top 25 U.S. hotel markets (March 2024)

RevPAR 21.7% higher than 2019 pre-pandemic levels

#### HOTEL SUPPLY

Category	Data
Total Hotel Rooms (Miami Beach)	~20,000 rooms
South Beach Rooms	~9,000 rooms
Rooms Under Construction	3,000+ rooms

#### VISITOR STATISTICS

Miami Beach Share of County Tourism	39%
South Beach Annual Visitors	7+ million
Annual Economic Contribution	\$11+ billion

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## ZONING

PROPERTY ZONING INFORMATION											
Property: 1018 Jefferson Ave   Folio: 02-4203-009-6880											
<b>CURRENT ZONING</b> <b>3900 MULTI-FAMILY</b> 38-62 U/A Current Use: Hotel	<b>DEVELOPMENT OPTIONS</b> <b>1. Continue Hotel Operations</b> Maintain 12 rooms/11 baths. Subject to occupancy regulations. <b>2. Convert to Multi-Family</b> Convert to 11 apartments. Long-term residential rentals permitted. <b>3. Apartment Hotel</b> Hybrid short-term rental model. Requires registration desk & lobby. <b>4. Expand or Rebuild</b> 4,689 SF on 7,000 SF lot. Potential for vertical expansion. Site plan review required.										
<b>PERMITTED USES</b> <ul style="list-style-type: none"><li>Hotels &amp; Motels</li><li>Multi-Family Residential (38-62 u/acre)</li><li>Apartment Hotels</li><li>Suite Hotels</li><li>Hostels</li><li>Mixed-Use Developments</li></ul>	<b>PROPERTY STATISTICS</b> <table border="1"><tr><td>Beds/Baths</td><td>12 / 11 / 0</td></tr><tr><td>Living Units</td><td>11</td></tr><tr><td>Building Area</td><td>4,689 sq.ft.</td></tr><tr><td>Lot Size</td><td>7,000 sq.ft.</td></tr><tr><td>Floors</td><td>2</td></tr></table>	Beds/Baths	12 / 11 / 0	Living Units	11	Building Area	4,689 sq.ft.	Lot Size	7,000 sq.ft.	Floors	2
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Living Units	11										
Building Area	4,689 sq.ft.										
Lot Size	7,000 sq.ft.										
Floors	2										
<b>KEY REQUIREMENTS</b> Density: 38-62 units/acre max Hotel occupancy limits apply											
<i>DISCLAIMER: This is an informational summary only. Buyer must independently verify all zoning information with the City of Miami Beach. DWNTWN Realty Advisors is not liable for any inaccuracies or changes in zoning regulations.</i>											

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