

EXCLUSIVE OFFERING MEMORANDUM

HOMewood
SUITES by Hilton™

ROCHESTER/GREECE

400 CENTER PLACE DRIVE
ROCHESTER, NY 14615



EXTENDED STAY 95 KEYS INTERIOR CORRIDOR HOTEL

67,616± SF | 2 MEETING ROOMS | INDOOR POOL

BESSEN
HOTEL ADVISORY GROUP

HOMewood SUITES by Hilton™

ROCHESTER/GREECE

400 CENTER PLACE DRIVE
ROCHESTER, NY 14615

EXECUTIVE SUMMARY	5
FINANCIAL PERFORMANCE	6
LOCATION OVERVIEW	7
MARKET OVERVIEW	9
STR GLANCE	14
INVESTMENT HIGHLIGHTS	16
PROPERTY OVERVIEW	17



EXCLUSIVE OFFERING MEMORANDUM

For inquiries contact exclusive brokers:

Anudeep Gosal
Senior Director
Hotel Advisory Group
(646) 604-7020
agosal@besenpartners.com

Arjun Sheth
Associate
Hotel Advisory Group
(646) 472-8745
asheth@besenpartners.com

Ronald H. Cohen
Chief Sales Officer
Hotel Advisory Group
(646) 424-5317
rcohen@besenpartners.com

Paul J. Nigido
Senior Financial Analyst
Hotel Advisory Group
(646) 424-5350
pnigido@besenpartners.com

BESSEN
HOTEL ADVISORY GROUP

AERIAL MAP



LOCATION MAP



ROCHESTER ATTRACTIONS & BUSINESS					
Greater Rochester Airport	7 miles	9 minutes	Highland Park	9.9 miles	14 minutes
Rochester Train Station	8.2 miles	12 minutes	Seneca Park Zoo	4 miles	12 minutes
Innovative Field	7.3 miles	10 minutes	George Eastman Museum	11 miles	16 minutes
Blue Cross Arena	7.8 miles	11 minutes	Strong Museum of Play	8.5 miles	11 minutes
Seabreeze Amusement Park	8.9 miles	19 minutes	Rochester Institute of Technology	10 miles	14 minutes

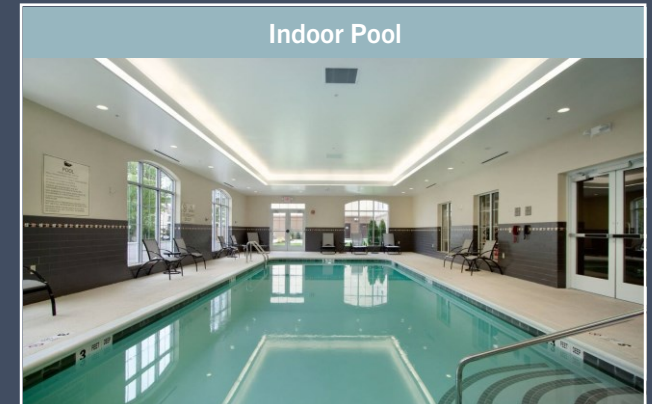
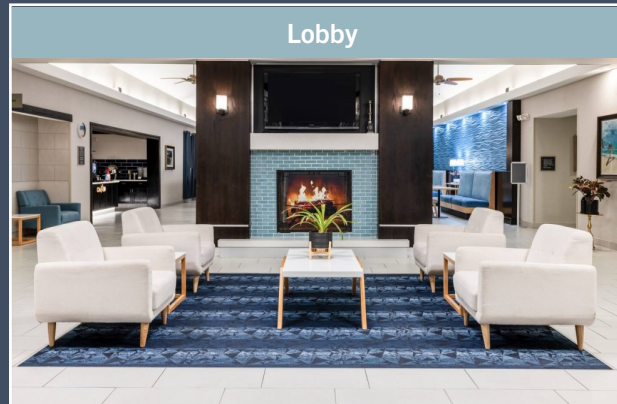
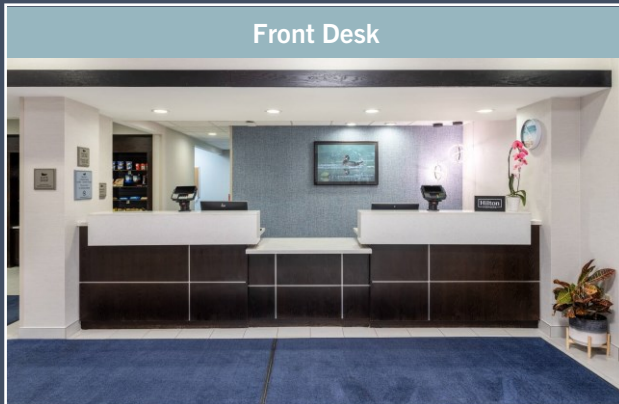
EXECUTIVE SUMMARY



Besen Partners is delighted to present the fee-simple interest in the **Homewood Suites by Hilton Rochester/Greece** for sale. This full-service asset, located at **400 Center Place Drive, Rochester, NY 14615**, features **95 keys** across 5 stories with interior corridors. The hotel offers an array of amenities, including an indoor pool, games room, full-service lounge/bar, and BBQ grills. Two meeting rooms, spanning 575 SF and 338 SF, are available, accommodating up to 40 guests. The property has undergone extensive renovations, presenting a modern and refreshed appeal. Investors have the opportunity to streamline and reduce expenses on room and F&B through their independent management team. This offering presents a compelling investment opportunity in a well-equipped and renovated hospitality asset.

Asking Price: Ownership Requests Proposals

CLICK HERE FOR
PRINCIPAL
CONFIDENTIALITY
AGREEMENT



FINANCIAL PERFORMANCE | 2023

Operating Year	Historical 2023				Budget 2024				Projected 2025				Projected 2026			
Number of Rooms	95				95				95				95			
Days Open	365				366				365				365			
Rooms Available	34,675				34,770				33,945				33,945			
Rooms Sold	28,919				28,164				27,835				28,174			
		YoY %Δ				YoY %Δ				YoY %Δ				YoY %Δ		
Occupancy	83.4%	12.10%			81.0%	-2.88%			82.0%	1.23%			83.0%	1.22%		
Average Daily Rate	\$155.06	17.20%			\$167.75	8.18%			\$179.63	7.09%			\$188.11	4.72%		
Rooms RevPAR	\$129.37	31.30%			\$135.17	4.49%			\$147.30	8.97%			\$156.13	6.00%		
Total RevPAR	\$129.37	31.30%			\$135.87	5.03%			\$148.01	8.93%			\$156.85	5.97%		
OPERATING REVENUE	\$ Amount	% Total	\$ PAR	\$ POR	\$ Amount	% Total	\$ PAR	\$ POR	\$ Amount	% Total	\$ PAR	\$ POR	\$ Amount	% Total	\$ PAR	\$ POR
Rooms	\$4,465,426	99.5%	\$47,004	\$154.41	\$4,700,000	99.5%	\$49,474	\$166.88	\$5,000,000	99.5%	\$52,632	\$179.63	\$5,300,000	99.5%	\$55,789	\$188.11
Food and Beverage	24,324	0.5%	256	0.84	24,324	0.5%	256	0.86	24,324	0.5%	256	0.87	24,324	0.5%	256	0.86
Other Operating Departments	0	0.0%	0	0.00	0	0.0%	0	0.00	0	0.0%	0	0.00	0	0.0%	0	0.00
Miscellaneous Income	0	0.0%	0	0.00	0	0.0%	0	0.00	0	0.0%	0	0.00	0	0.0%	0	0.00
Total Operating Revenue	\$4,489,750	100.0%	\$47,261	\$155.25	\$4,724,324	100.0%	\$49,730	\$167.75	\$5,024,324	100.0%	\$52,888	\$180.50	\$5,324,324	100.0%	\$56,046	\$188.98
DEPARTMENTAL EXPENSES																
Rooms	\$1,266,167	28.4%	\$13,328	\$43.78	\$1,306,684	27.7%	\$13,755	\$46.40	\$1,348,498	29.5%	\$14,195	\$48.45	\$1,391,650	26.3%	\$14,649	\$49.39
Food and Beverage	7,297	30.0%	77	0.25	7,297	30.0%	77	0.26	7,297	30.0%	77	0.26	7,297	30.0%	77	0.26
Other Operating Departments	0	0.0%	0	0.00	0	0.0%	0	0.00	0	0.0%	0	0.00	0	0.0%	0	0.00
Total Departmental Expenses	\$1,273,464	28.4%	\$13,405	\$44.04	\$1,313,982	27.8%	\$13,831	\$46.66	\$1,355,795	27.0%	\$14,272	\$48.71	\$1,398,947	26.3%	\$14,726	\$49.65
Total Departmental Profit	\$3,216,286	71.6%	\$33,856	\$111.22	\$3,410,342	72.2%	\$35,898	\$121.09	\$3,668,529	73.0%	\$38,616	\$131.80	\$3,925,377	73.7%	\$41,320	\$139.32
UNDISTRIBUTED EXPENSES																
Administrative & General	\$153,516	3.4%	\$1,616	\$5.31	\$158,429	3.4%	\$1,668	\$5.63	\$163,498	3.3%	\$1,721	\$5.87	\$168,730	3.2%	\$1,776	\$5.99
Credit Card Commissions	143,659	3.2%	1,512	4.97	151,178	3.2%	1,591	5.37	160,778	3.2%	1,692	5.78	170,378	3.2%	1,793	6.05
Information and Telecommunications Systems	5,423	0.1%	57	0.19	4,724	0.1%	50	0.17	5,024	0.1%	53	0.18	5,324	0.1%	56	0.19
Sales and Marketing	1,437	0.0%	15	0.05	1,437	0.0%	15	0.05	1,437	0.0%	15	0.05	1,437	0.0%	15	0.05
Franchise & Other Brand Fees	515,374	11.5%	5,425	17.82	543,297	11.5%	5,719	19.29	577,797	11.5%	6,082	20.76	612,297	11.5%	6,445	21.73
Property Operation and Maintenance	143,692	3.2%	1,513	4.97	148,290	3.1%	1,561	5.27	153,035	3.0%	1,611	5.50	157,933	3.0%	1,662	5.61
Utilities	216,634	4.8%	2,280	7.49	223,566	4.7%	2,353	7.94	230,720	4.6%	2,429	8.29	238,103	4.5%	2,506	8.45
Total Undistributed Expenses	\$1,179,735	26.3%	\$12,418	\$40.79	\$1,230,922	26.1%	\$12,957	\$43.71	\$1,292,291	25.7%	\$13,603	\$46.43	\$1,354,203	25.4%	\$14,255	\$48.07
Gross Operating Profit	\$2,036,551	45.4%	\$21,437	\$70.42	\$2,179,421	46.1%	\$22,941	\$77.38	\$2,376,238	47.3%	\$25,013	\$85.37	\$2,571,173	48.3%	\$27,065	\$91.26
Management Fees	\$134,693	3.0%	\$1,418	\$4.66	\$141,730	3.0%	\$1,492	\$5.03	\$150,730	3.0%	\$1,587	\$5.42	\$159,730	3.0%	\$1,681	\$5.67
Income before Non-Operating Income and Expenses	\$1,901,859	42.4%	\$20,020	\$65.77	\$2,037,691	43.1%	\$21,449	\$72.35	\$2,225,508	44.3%	\$23,426	\$79.95	\$2,411,444	45.3%	\$25,384	\$85.59
NON-OPERATING INCOME AND EXPENSES																
Income	\$1,340	0.0%	\$14	\$0.05	\$1,340	0.0%	\$14	\$0.05	\$1,340	0.0%	\$14	\$0.05	\$1,340	0.0%	\$14	\$0.05
Rent	10,050	0.2%	106	0.35	10,050	0.2%	106	0.36	10,050	0.2%	106	0.36	10,050	0.2%	106	0.36
Property and Other Taxes	276,618	6.2%	2,912	9.57	276,618	5.9%	2,912	9.82	276,618	5.5%	2,912	9.94	276,618	5.2%	2,912	9.82
Insurance	121,022	2.7%	1,274	4.18	124,894	2.6%	1,315	4.43	128,891	2.6%	1,357	4.63	133,015	2.5%	1,400	4.72
Other	15,394	0.3%	162	0.53	15,394	0.3%	162	0.55	15,394	0.3%	162	0.55	15,394	0.3%	162	0.55
Total Non-Operating Income And Expenses	\$424,424	9.5%	\$4,468	\$14.68	\$428,296	9.1%	\$4,508	\$15.21	\$432,293	8.6%	\$4,550	\$15.53	\$436,417	8.2%	\$4,594	\$15.49
EBITDA	\$1,477,434	32.9%	\$15,552	\$51.09	\$1,609,395	34.1%	\$16,941	\$57.14	\$1,793,215	35.7%	\$18,876	\$64.42	\$1,975,026	37.1%	\$20,790	\$70.10
Replacement Reserve	\$179,590	4.0%	\$1,890	\$6.21	\$188,973	4.0%	\$1,989	\$6.71	\$200,973	4.0%	\$2,116	\$7.22	\$212,973	4.0%	\$2,242	\$7.56
EBITDA Less Replacement Reserve	\$1,297,844	28.9%	\$13,662	\$44.88	\$1,420,422	30.1%	\$14,952	\$50.43	\$1,592,242	31.7%	\$16,760	\$57.20	\$1,762,053	33.1%	\$18,548	\$62.54

LOCATION OVERVIEW

Rochester/Greece, a dynamic location in western New York, combines urban convenience and suburban tranquility. Rochester, the states third largest city, is celebrated for its rich history and vibrant community. The Greece suburb enhances the regions appeal, benefiting from proximity to major highways like NY-390 and NY-104, providing easy access to Buffalo and Syracuse. The Fredricks Douglass Greater Rochester International Airport, just 10-minute drive away, serves as a vital gateway for over 2.5million passengers annually. With strategic corporate presence from companies like IBM and Kodak, the proposed hotels prime intersection location and accessibility make it a compelling choice for both business and leisure travelers, positioning it well in the resurging hospitality market of Rochester/Greece.

Strong National Museum of Play



George Eastman Museum



Susan B. Anthony Museum



Highland Park



Seneca Park Zoo



Memorial Art Gallery



Geva Theatre Center



Highland Botanical Park



LOCATION OVERVIEW - BIGGEST EMPLOYERS

EMPLOYER	NO. OF EMPLOYEES	DISTANCE (MILES)
UNIVERSITY OF ROCHESTER	30,000	8 MILES
ROCHESTER REGIONAL HEALTH	19,400	5 MILES
XEROX CORPORATION	17,425	6 MILES
PAYCHEX INC.	16,000	15 MILES
WEGMANS FOOD MARKET INC.	15,200	7 MILES



MARKET OVERVIEW

Rochester boasts a resilient and diverse economic landscape, with a key focus on technology, healthcare and manufacturing. The diversity contributes to the city's economic stability. The hospitality market in Rochester is making a strong comeback post-COVID-19, marked by a noteworthy 20% increase in occupancy compared to 2021. This resurgence positions Rochester favorably, surpassing neighboring markets like Syracuse and Buffalo in both occupancy and rates, making it an attractive destination for visitors and a promising prospect for potential hotel investors. Additionally, the latest STR reports highlight market stability, with a 0% supply change in the upscale class within the submarket. This stability indicates a balanced environment, offering favorable conditions for new developments to thrive in Rochester's evolving hospitality landscape.

Rochester Public Market



Seabreeze Amusement Park



Innovative Park



Genesee River's High Falls



Mount Hope Cemetery



Rochester Museum & Science Center



MARKET METRICS

Market Size and Composition:

- The City of Rochester hotel submarket is smaller than the typical U.S hotel submarket, with around 3,300 rooms spread across 31 properties
- This constitutes approximately one-third of the Rochester markets inventory

Hotel Composition:

- The City of Rochester is characterized by relatively large hotels compared to the national norm, with an average of 105 rooms per hotel, as opposed to the market-wide average of 77 rooms per building.
- The national average is around 90 rooms per building

Occupancy Rates:

- Trailing 12-month occupancies in the City of Rochester are at 65.8%, surpassing the market average of 61.3% for the same period.

Revenue Per Available Room (RevPAR):

- Twelve-month RevPAR has been growing at an exceptionally strong rate, with a recent increase of 11.5% as of December.
- This growth aligns with the impressive market-wide average.

Supply-Side and Development:

- There are no imminent supply-side pressures on occupancies in the near term, as both the submarket and broader market pipelines are currently empty.
- Despite no ongoing projects, there has been a significant amount of recent development in the submarket, with approximately 490 rooms delivered within the

Market Activity:

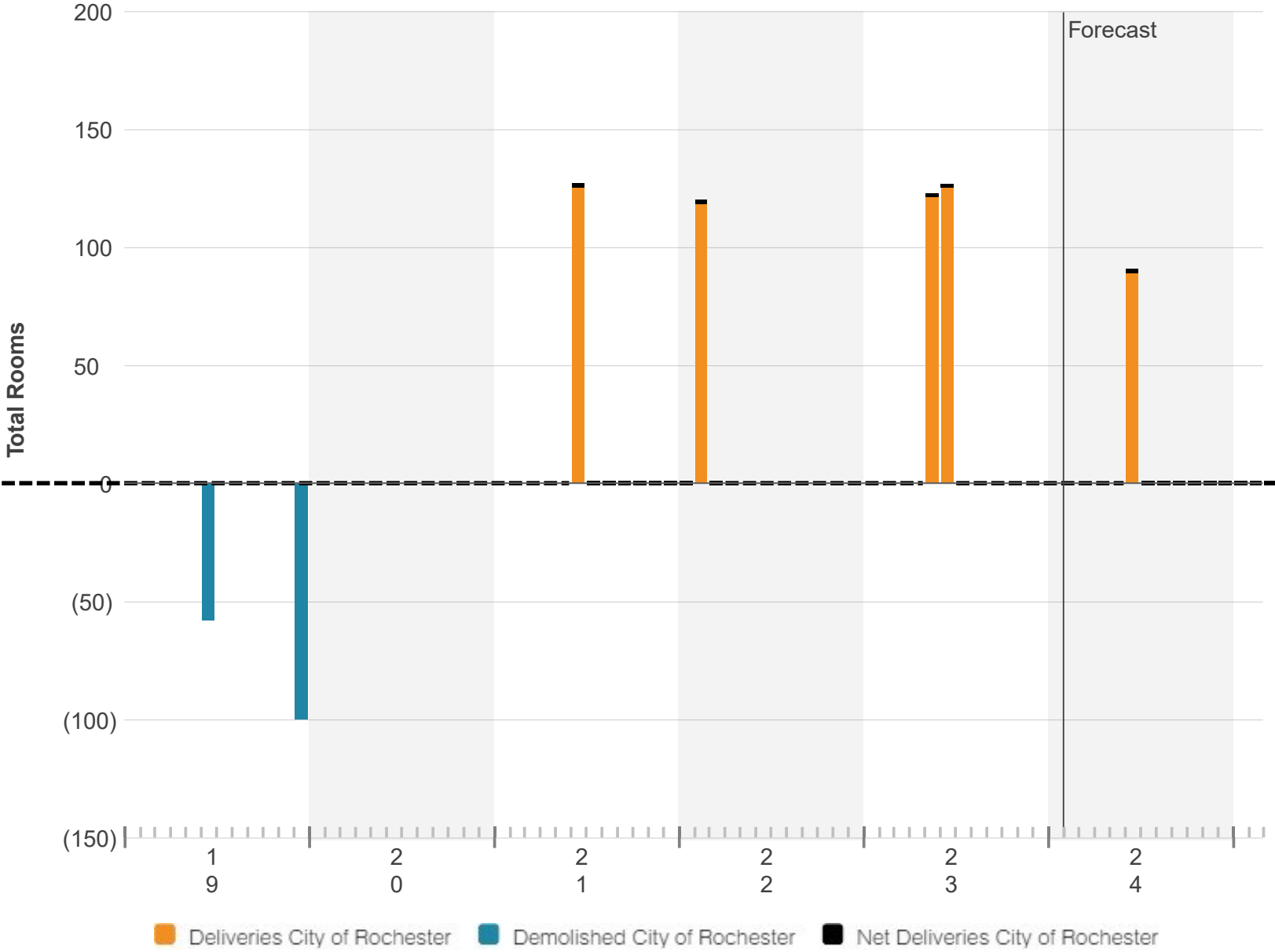
- Only two trades closed in the past 12 months, which is below the recent average. The City of Rochester is characterized as a less actively traded submarket.

Overall, the City of Rochester hotel submarket appears to be performing well with a high occupancies, strong RevPAR growth, and recent development activity.

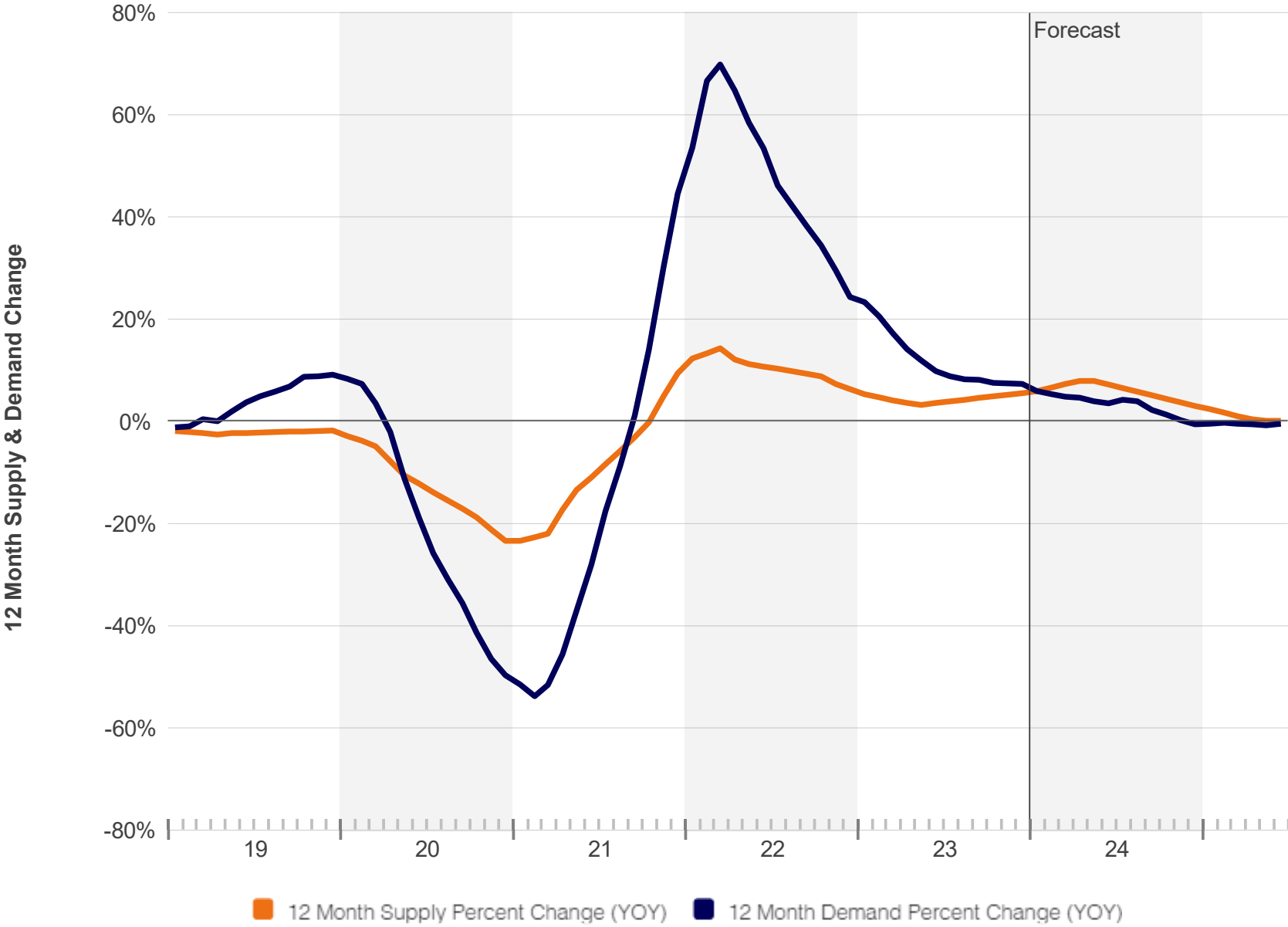
MARKET METRICS

INVENTORY	SUBMARKET UPSCALE & UPPER MIDSCALE	SUBMARKET
Inventory Rooms	2,061	3,270
Existing Buildings	20	31
Avg Rooms Per Building	103	105
12 Mo Delivered Rooms	126	248
12 Mo Delivered Buildings	1	2
Under Construction Rooms	0	0
Under Construction Buildings	0	0
PERFORMANCE	SUBMARKET UPSCALE & UPPER MIDSCALE	SUBMARKET
Occupancy	52.1%	52.1%
ADR	\$134.11	\$116.95
RevPAR	\$69.90	\$60.98
3 Mo Occupancy	64.2%	63.2%
3 Mo ADR	\$149.63	\$131.98
3 Mo RevPAR	\$96.10	\$83.42
YTD Occupancy	66.1%	65.8%
YTD ADR	\$153.51	\$135.56
YTD RevPAR	\$101.52	\$89.25
12 Mo Occupancy	66.1%	65.8%
12 Mo ADR	\$153.51	\$135.56
12 Mo RevPAR	\$101.52	\$89.25

DELIVERIES & DEMOLITIONS



SUPPLY & DEMAND CHANGE



STR GLANCE

DECEMBER 2023

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	72.4	57.1	126.8	128.66	117.95	109.1	93.14	67.36	138.3
Year To Date	83.4	71.1	117.4	155.06	134.74	115.1	129.37	95.77	135.1
Running 3 Month	80.9	70.2	115.2	150.20	131.33	114.4	121.5	92.23	131.7
Running 12 month	83.4	71.1	117.4	155.06	134.74	115.1	129.37	95.77	135.1

DECEMBER 2023 vs. 2022 Percent Change (%)

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	-7.0	-1.6	-5.5	9.2	1.7	7.5	1.6	0.1	1.5
Year To Date	12.1	-5.6	18.8	17.2	10.4	6.2	31.3	4.2	26.1
Running 3 Month	1.9	0.1	1.8	15.8	7.4	7.8	18.1	7.5	9.8
Running 12 month	12.1	-5.6	18.8	17.2	10.4	6.2	31.3	4.2	26.1

COMP SET



	STR#	NAME	CITY, STATE	ZIP	PHONE	ROOMS	OPEN DATE
	60105	Homewood Suites by Hilton Rochester/Greece	Rochester, NY	14615	(585) 865-8534	95	201011
1	10078	Holiday Inn Express Rochester-Greece	Rochester, NY	14615-2508	(585) 663-8400	86	198506
2	31070	Hampton Inn Rochester North	Rochester, NY	14615	(585) 663-0070	117	199504
3	36325	Fairfield Inn & Suites Rochester West Greece	Rochester, NY	14615	(585) 621-6050	78	199805
4	36503	Residence Inn Rochester West Greece	Rochester, NY	14615	(585) 865-2090	90	199809
5	55069	Staybridge Suites Rochester University	Rochester, NY	14611	(585) 527-9110	88	200811
						708	

INVESTMENT HIGHLIGHTS



High Occupancy Rate:

The hotel boasts an occupancy rate of 83.4%, demonstrating its appeal and consistent demand in its location.

Potential for Expense Optimization:

Investors have an opportunity to streamline and potentially reduce room expense through their own management strategies, further enhancing profitability.

Recent Renovations:

The property has undergone extensive renovations, ensuring major aspects of the PIP have been attended to. A PIP was done in 2021/2022. The cost to complete the remaining PIP is approximately \$800,000

Strategic Location:

The property offers easy access to major highways and cities like Buffalo and Syracuse. A mere 10-minute drive from the airport, its location caters to both business and leisure travelers. Proximity to corporate offices enhances its appeal in the Rochester hospitality market.

Positive Market Trends:

Rochester's hospitality sector is witnessing a positive upswing, marked by increased occupancy rates up from 59% post covid to 66.1% in 2023. Along with occupancy, RevPAR has also seen a healthy growth from \$85 to \$101. The city's resilience and outperformance compared to neighboring markets underscore its growing appeal to visitors, creating a robust outlook for the local hospitality industry.

Room for Performance Enhancement:

Currently, as an owner operated asset, there is significant room to improve revenue management, existing STR analysis shows excessively high MPI% indicating room to increase all property level fundamentals.

Occupancy- 117.4%

ADR- 115.1%

RevPAR- 135.1%

PROPERTY OVERVIEW

Asset Fundamentals

- Street Address: 400 Center Place Drive, Rochester, NY 14615
- County: Monroe County
- Municipality: Greece
- Year Built: 2009
- Year Renovated: 2021
- Building Area: 67,616 SF
- Guest Rooms: 95
- Stories: 5
- Meeting Spaces: 2 with multiple configurations

Conveyance Terms

- Ownership Interest: Fee simple
- Management: Delivered free and clear of management encumbrances
- Franchise: Hilton Hotels & Resorts
- Debt: None

Lot

- Lot Area SF: 126,760 SF
- Lot Area Acres: 2.91 acres
- Census Tract: 262800-074-160-0004-040-300
- Opportunity Zone: none

Hotel Amenities

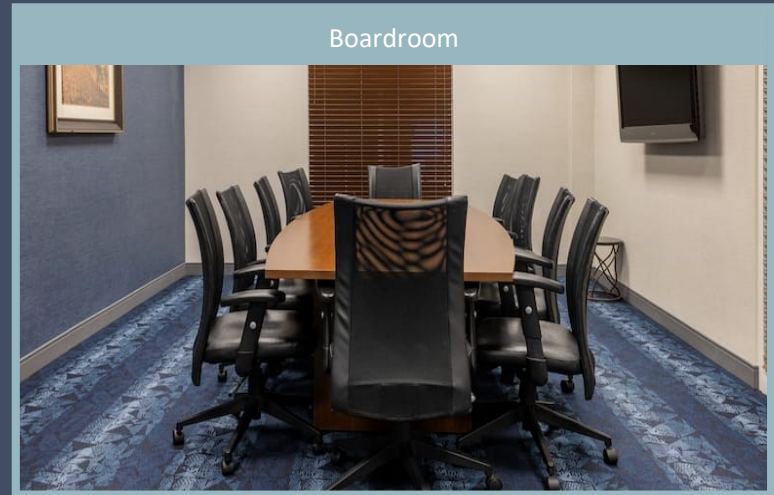
- Fitness Center
- Wireless High-Speed Internet
- Business Center
- Games Room
- Meeting Room
- Vending Machine
- Lounge/Bar
- Valet Cleaning Services
- Indoor Heated Pool
- Outdoor Mini golf
- Free Continental Breakfast
- Room Service
- Fax Machines
- Laundry Services



PROPERTY OVERVIEW - MEETING SPACE

BOARDROOM

- Room Type: Meeting
- Length: 26 feet
- Breadth: 13 Feet
- Area: 338 SF
- Room Configurations: Cocktail, U-Shape, Theater, Banquet, Classroom



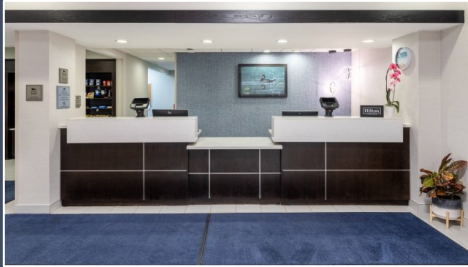
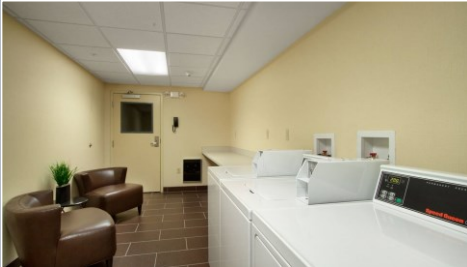
ODYSSEY ROOM

- Room Type: Meeting
- Length: 25 feet
- Breadth: 23 Feet
- Area: 575 SF
- Room Configurations: Cocktail, U-Shape, Theater, Banquet, Classroom



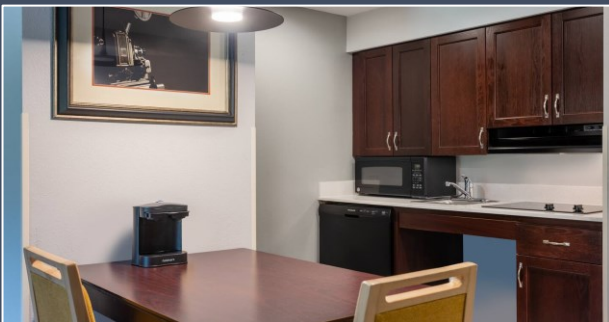
NAME	SIZE (SQ. FT)	COCKTAIL	U-SHAPE	BOARDROOM	THEATER	CLASSROOM	BANQUET
Odyssey Room	575 SF	40	24	24	60	30	40
Boardroom	338 SF	10	10	10	10	10	12

PROPERTY OVERVIEW



PROPERTY OVERVIEW

ROOM MATRIX	
1 KING BED STUDIO SUITE	39
1 KING BED 1 BEDROOM SUITE	38
2 QUEEN BEDS 1 BEDROOM SUITE	12
1KG MOBILITY/HEARING ACC RI SHW STUDIO	3
2 QUEENS MOBILITY/HEARING ACC RI SHWR SUITE	3





HOMewood SUITES by Hilton™

400 CENTER PLACE DRIVE
ROCHESTER, NY 14615

CONFIDENTIALITY & DISCLAIMER

The information contained in this listing (“Listing”) is confidential, furnished solely for the purpose of review by a prospective purchaser of the following property: 400 Center Place Drive, Rochester, NY 14615 and is not to be used for any other purpose or made available to any other person without the express written consent of Besen Partners, Inc. or Owner. The material is based in part upon information supplied by the Owner and in part upon information obtained by Besen Partners from sources it deems reliable. Summaries of documents are not intended to be comprehensive or all inclusive, but rather only an outline of some of the provisions contained therein. No warranty or representation, expressed or implied, is made by Owner, Besen Partners or any of their respective affiliates, as to the accuracy or completeness of the information contained herein or as to engineering or environmental matters. Prospective purchasers should make their own projections and conclusions without reliance upon the materials contained herein and conduct their own independent due diligence, including inspections.

This Listing contains selected information pertaining to the Property and does not purport to be all-inclusive or to contain all of the information a prospective purchaser may desire. Graphics are only a representation of property features, are not to scale and are subject to change. All financial projections are provided for general reference purposes only and are based on assumptions relating to the general economy, competition and other factors beyond control and are, therefore, subject to material change or variation. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

In this Listing, certain documents, including leases and other materials, are described in summary form. The summaries do not purport to be complete or necessarily accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to independently review all documents. This Listing is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Property by Besen Partners or Owner. Each prospective purchaser is to rely upon its own evaluation as to the advisability of purchasing the Property described herein.

Owner and Besen Partners expressly reserve the right, at their sole discretion, to reject any or all expressions of interest or offers to purchase the Property and/or to terminate discussions with any party at any time with or without notice. Owner shall have no legal commitment or obligation to any purchaser reviewing this Listing or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered, and approved by Owner and any conditions to Owner’s obligations there under have been satisfied or waived. Besen Partners is not authorized to make any representations or agreements on behalf of Owner.

This Listing is the property of Besen Partners and may be used only by parties approved by Besen Partners and Owner. The Property is privately offered and, by accepting this Listing, the party in possession hereof agrees (i) to return it to Besen Partners immediately upon request of Besen Partners or Owner and (ii) that this Listing and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Listing may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Besen Partners and Owner. The terms set forth above apply to this Listing in its entirety.

For inquiries contact exclusive brokers:

Anudeep Gosal

Senior Director
Hotel Advisory Group
(646) 604-7020
agosal@besenpartners.com

Arjun Sheth

Associate
Hotel Advisory Group
(646) 472-8745
asheth@besenpartners.com

Ronald H. Cohen

Chief Sales Officer
Hotel Advisory Group
(646) 424-5317
rcohen@besenpartners.com

Paul J. Nigido

Senior Financial Analyst
Hotel Advisory Group
(646) 424-5350
pnigido@besenpartners.com

BESEN
HOTEL ADVISORY GROUP