

# Cedar Valley Inn

Lebanon, TN 37087

Investment & Development Opportunity



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# Investment Overview

The Cedar Valley Inn in Lebanon, Tennessee, offers investors a versatile opportunity in one of Middle Tennessee's fastest-growing markets. Currently operating as an independent economy hotel, the property benefits from its prime location in a high-traffic corridor, drawing demand from both business and leisure travelers.

For hospitality investors, the Inn provides a strong value proposition: independent branding with no franchise fees, immediate upside through planned room renovations, and the ability to reposition into a refreshed, budget-friendly lodging option that aligns with today's traveler expectations.

In addition to its hospitality use, the property's CG (Commercial General) zoning and location present compelling redevelopment potential for a wide range of retail or mixed-use applications. Whether maintained as a lodging asset or repositioned into retail, restaurant, or service-based uses, the site is strategically placed to capture value from Lebanon's expanding commercial growth and strong consumer base.

Name of Property	The Cedar Valley Inn
Property Address	631 S Cumberland St, Lebanon, TN 37087
Room Count	78 Rooms
Average Daily Rate	\$85.00
Occupancy	50.0%
RevPAR	\$42.50
Lot Size (Acres)	2.50
Year Built	1985
Number of Buildings	1
Number of Stories	2
<b>Price</b>	<b>\$4,700,000</b>



# Property Information & Amenities

The Cedar Valley Inn, nestled in Lebanon, Tennessee, offers a cozy and inviting retreat with a touch of Southern charm. Known for its welcoming atmosphere, the inn provides a perfect escape from the hustle and bustle of daily life. Each room is thoughtfully decorated, blending modern comforts with rustic elegance, making guests feel at home. The inn is situated near Lebanon's historic downtown, giving visitors easy access to local shops, restaurants, and attractions. With personalized service, peaceful surroundings, and a convenient location, Cedar Valley Inn is ideal for both relaxation and exploration in the heart of Tennessee.

- Free Parking
- Fitness Center
- Vending Machine
- Free High-Speed Internet
- Pool
- Business Center
- Microwave & Refrigerator in room
- Non-Smoking Rooms

## Annualized Operating Data

Income	2025	% of GR
Room Revenue	\$1,343,236	99.26%
Other Revenue	\$10,000	0.74%
<b>Gross Revenue</b>	<b>\$1,353,236</b>	<b>100.00%</b>
Total Expenses	\$846,336	62.54%
<b>Net Operating Income</b>	<b>\$506,900</b>	

Income	2026	% of GR
Room Revenue	\$1,481,009	99.32%
Other Revenue	\$10,200	0.68%
<b>Gross Revenue</b>	<b>\$1,491,209</b>	<b>100.00%</b>
Total Expenses	\$927,070	62.17%
<b>Net Operating Income</b>	<b>\$564,139</b>	



# Site Overview



# Investment Highlights

## Value-Add Hotel Opportunity

### 1. Prime Lebanon Location

Positioned in one of Middle Tennessee's fastest-growing markets, with strong access to business and leisure demand drivers.

### 2. Operational Upside

Current ownership (Cracker Barrel) primarily uses the property for employee housing and limited walk-in guests. A dedicated operator can immediately unlock revenue through active management, marketing, and broader distribution.

### 3. Independent Branding

No franchise fees or restrictions, allowing maximum operational flexibility

### 4. Proven Budget Demand

Lebanon's workforce, visitors, and travelers create steady demand for affordable accommodations that an engaged operator can capture more effectively.

## Retail Redevelopment Potential

### 1. High-Visibility Corridor

Excellent frontage and access within a rapidly expanding trade area, ideal for retail traffic.

### 2. Flexible CG Zoning

Permits a wide range of uses, including retail, restaurants, services, automotive, entertainment, and hospitality.

### 3. Mixed-Use Possibilities

Opportunity to reposition the site into a shopping center, outparcel development, dining, or service-oriented uses.

### 4. Demographic Tailwinds

Lebanon's fast-growing population and proximity to Nashville fuel ongoing demand for retail and consumer services.

### 5. Dual Exit Strategies

Investors may continue operations as a cash-flowing hotel with upside, or reposition for retail redevelopment to capture long-term land value.

# Five Year Pro Forma

Pro Forma	2025		2026		2027		2028		2029		2030	
Rooms	78		78		78		78		78		78	
Available Rooms	28,470		28,470		28,470		28,470		28,470		28,470	
Rooms Sold	14,235		17,082		17,594		17,638		17,683		17,727	
Occupancy	50.0%		60.0%		61.8%		62.0%		62.1%		62.3%	
ADR	\$85.00		\$86.70		\$88.43		\$90.20		\$92.01		\$93.85	
RevPAR	\$42.50		\$52.02		\$54.65		\$55.88		\$57.14		\$58.43	
Revenue/Room	\$17,349		\$19,118		\$20,080		\$20,532		\$20,993		\$21,465	
<b>Income</b>												
Room Revenue	\$1,343,236	99.3%	\$1,481,009	99.3%	\$1,555,948	99.3%	\$1,591,035	99.3%	\$1,626,913	99.4%	\$1,663,600	99.4%
Other	\$10,000	0.7%	\$10,200	0.7%	\$10,320	0.7%	\$10,440	0.7%	\$10,560	0.6%	\$10,680	0.6%
<b>Total Revenue</b>	<b>\$1,353,236</b>	<b>100.0%</b>	<b>\$1,491,209</b>	<b>100.0%</b>	<b>\$1,566,268</b>	<b>100.0%</b>	<b>\$1,601,475</b>	<b>100.0%</b>	<b>\$1,637,473</b>	<b>100.0%</b>	<b>\$1,674,280</b>	<b>100.0%</b>
<b>Departmental Expenses</b>												
Rooms	\$402,000	29.7%	\$439,860	29.5%	\$462,117	29.5%	\$472,537	29.5%	\$483,193	29.5%	\$494,089	29.5%
Food & Beverage	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%
Other Operated Depts & Rentals	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%
<b>Total Departmental Expenses</b>	<b>\$402,000</b>	<b>29.7%</b>	<b>\$439,860</b>	<b>29.5%</b>	<b>\$462,117</b>	<b>29.5%</b>	<b>\$472,537</b>	<b>29.5%</b>	<b>\$483,193</b>	<b>29.5%</b>	<b>\$494,089</b>	<b>29.5%</b>
<b>Gross Operating Income</b>	<b>\$951,236</b>	<b>70.3%</b>	<b>\$1,051,350</b>	<b>70.5%</b>	<b>\$1,104,152</b>	<b>70.5%</b>	<b>\$1,128,938</b>	<b>70.5%</b>	<b>\$1,154,280</b>	<b>70.5%</b>	<b>\$1,180,191</b>	<b>70.5%</b>

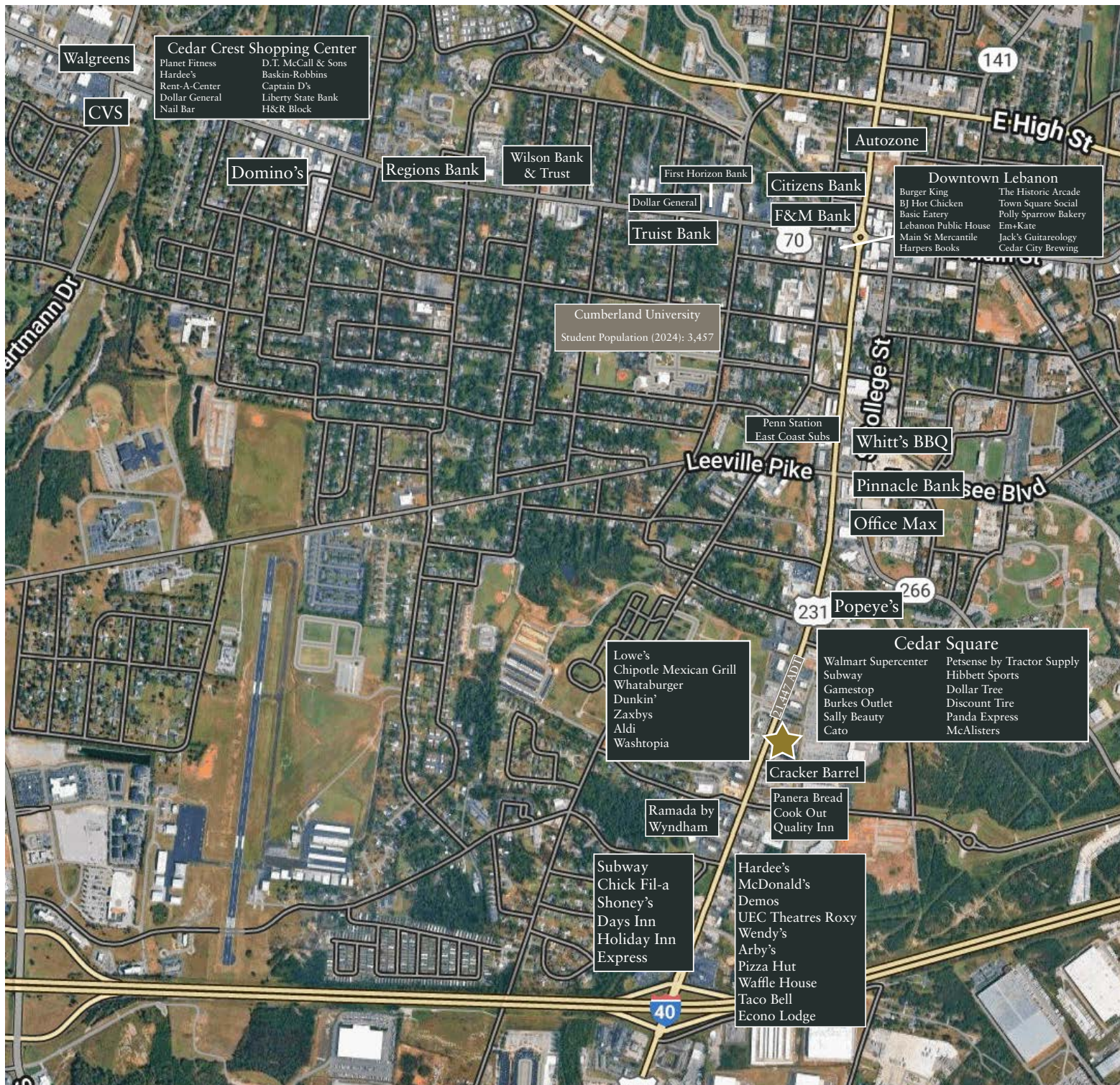
# Five Year Pro Forma Continued

## Undistributed Operating Expenses

Administration & General	\$107,000	7.9%	\$118,104	7.9%	\$124,048	7.9%	\$126,837	7.9%	\$129,688	7.9%	\$132,603	7.9%
Marketing	\$40,200	3.0%	\$44,289	3.0%	\$46,518	3.0%	\$47,564	3.0%	\$48,633	3.0%	\$49,726	3.0%
Franchise Fees	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$0	0.0%
Utility Costs	\$67,000	5.0%	\$74,560	5.0%	\$78,313	5.0%	\$80,074	5.0%	\$81,874	5.0%	\$83,714	5.0%
Property Operations & Maintenance	\$80,500	5.9%	\$89,473	6.0%	\$93,976	6.0%	\$96,089	6.0%	\$98,248	6.0%	\$100,457	6.0%
Total Undistributed Operating Expenses	\$294,700	21.8%	\$326,426	21.9%	\$342,856	21.9%	\$350,563	21.9%	\$358,443	21.9%	\$366,500	21.9%
Gross Operating Profit	\$656,536	48.5%	\$724,924	48.6%	\$761,296	48.6%	\$778,375	48.6%	\$795,837	48.6%	\$813,691	48.6%

## Fixed Expenses

Property Taxes	\$35,836	2.6%	\$36,000	2.4%	\$36,600	2.3%	\$37,200	2.3%	\$37,800	2.3%	\$38,400	2.3%
Insurance	\$20,000	1.5%	\$20,400	1.4%	\$20,700	1.3%	\$21,000	1.3%	\$21,300	1.3%	\$21,600	1.3%
Total Fixed Charges	\$55,836	4.1%	\$56,400	3.8%	\$57,300	3.7%	\$58,200	3.6%	\$59,100	3.6%	\$60,000	3.6%
Total Expenses	\$752,536	55.6%	\$822,686	55.2%	\$862,273	55.1%	\$881,300	55.0%	\$900,736	55.0%	\$920,589	55.0%
Amount Available for Debt Service & Other Fixed Charges	\$600,700	44.4%	\$668,524	44.8%	\$703,996	44.9%	\$720,175	45.0%	\$736,737	45.0%	\$753,691	45.0%
Capital Replacement Reserve	\$53,500	4.0%	\$59,648	4.0%	\$62,651	4.0%	\$64,059	4.0%	\$65,499	4.0%	\$66,971	4.0%
Management Fee	\$40,300	3.0%	\$44,736	3.0%	\$46,988	3.0%	\$48,044	3.0%	\$49,124	3.0%	\$50,228	3.0%
<b>Net Operating Income (EBITDA)</b>	<b>\$506,900</b>	<b>37.5%</b>	<b>\$564,139</b>	<b>37.8%</b>	<b>\$608,072</b>	<b>37.9%</b>	<b>\$622,114</b>	<b>38.0%</b>	<b>\$636,491</b>	<b>38.0%</b>	<b>\$650,969</b>	<b>38.0%</b>



# Lebanon Retail Corridor Overview

2025 Demographics:

Population: 50,335

Avg. Household  
Income: \$110,334

Annual Retail  
Expenditure:  
\$1.02 B

# LEBANON, TN

Lebanon, Tennessee, is a vibrant city located in Wilson County, just 25 miles east of Nashville. With a population of approximately 42,000 people as of the 2020 census, Lebanon is known for its rich history and Southern charm. The city has experienced significant growth in recent years, driven by its proximity to Nashville and its appeal as a more affordable alternative to living in the state capital.

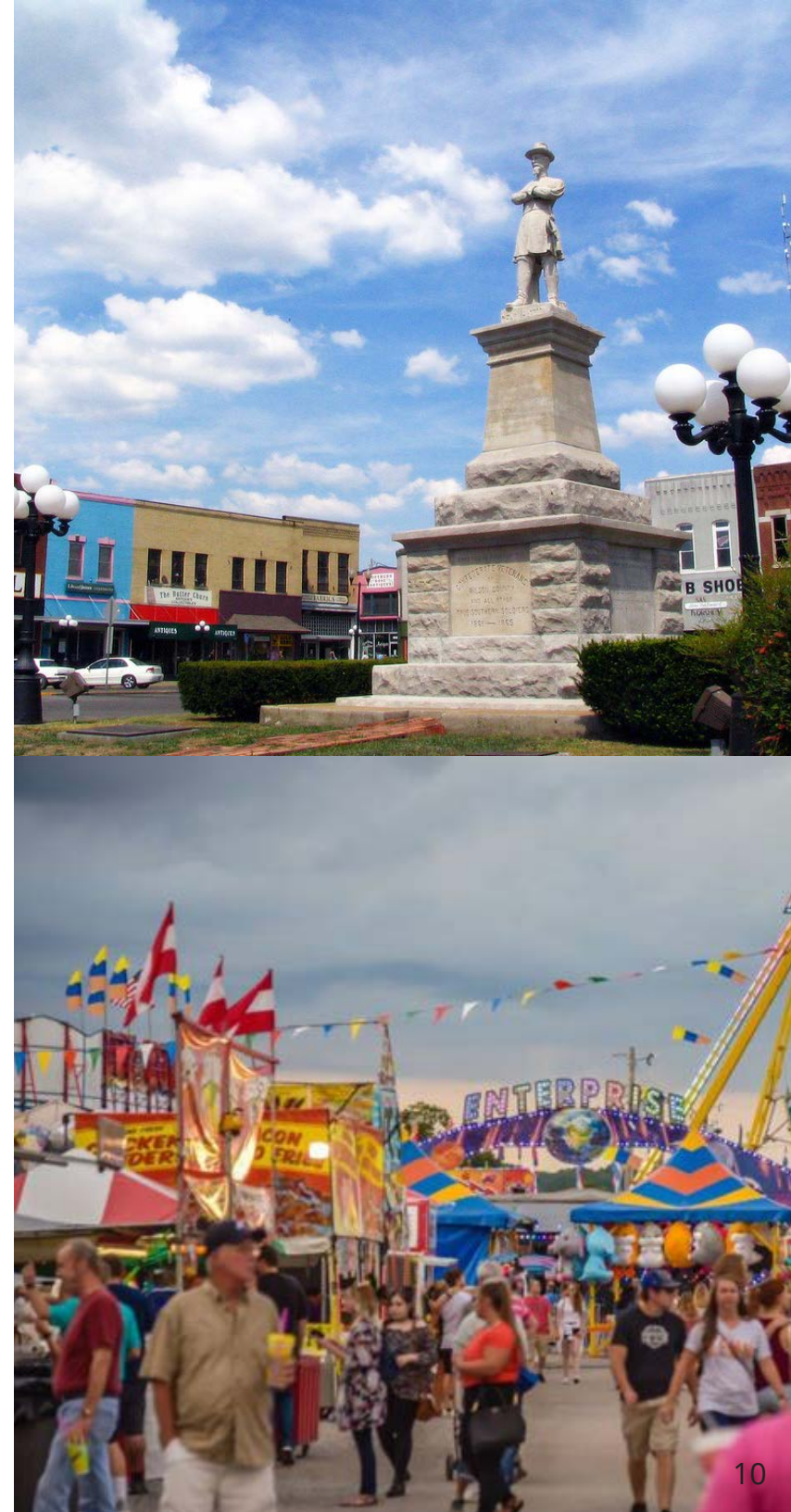
A key part of Lebanon's identity is its historical landmarks, such as the James E. Ward Agricultural Center, home to the annual Wilson County Fair, one of the largest county fairs in Tennessee, attracting over 100,000 visitors each year. The fair features everything from livestock shows to concerts, carnival rides, and more.

Lebanon is also famous for its proximity to the Cedars of Lebanon State Park, offering outdoor activities such as hiking, camping, and picnicking. Additionally, the city hosts several annual events, including the Lebanon Christmas Parade, the Tennessee Titans training camp, and the Wilson County Turkey Trot, a popular Thanksgiving Day event.

Lebanon's economy is bolstered by industries such as healthcare, education, and manufacturing, with companies like Cracker Barrel Old Country Store headquartered in the city.

For more details on Lebanon, TN's events and demographics, visit the City of Lebanon's official website and the Wilson County Fair website.

Lebanon is the **4<sup>th</sup>** fastest growing city in the state of Tennessee.



# Demographics

Cedar Valley Inn, Lebanon TN			
	1 MILE RADIUS	3 MILE RADIUS	5 MILE RADIUS
2025 Estimated Population	4,711	28,527	45,457
2030 Projected Population	5,003	32,517	52,787
2020 Census Population	4,206	25,167	39,186
2010 Census Population	4,139	21,456	31,532
2025 Households	1,764	10,853	17,527
2030 Projected Households	1,895	12,516	20,569
2020 Census Households	1,558	9,672	15,018
2010 Census Households	1,531	8,310	12,162
2025 Per Capita Income	\$29,631	\$33,918	\$39,532
2030 Per Capita Income	\$29,500	\$33,715	\$39,638
2025 Median Household Income	\$60,093	\$62,277	\$71,096
2030 Median Household Income	\$60,173	\$62,694	\$72,404
2025 Average Household Income	\$77,797	\$88,342	\$101,974
2030 Average Household Income	\$76,643	\$86,890	\$101,251
Median Home Value (Owner-Occupied)	\$349,798	\$401,434	\$434,218
<b>2025 Households by Income</b>			
\$200,000+	5.0%	7.2%	9.2%
\$150,000 - \$199,999	5.1%	7.8%	9.3%
\$100,000 - \$149,999	14.5%	17.2%	19.0%
\$75,000 - \$99,999	14.8%	10.6%	11.4%
\$50,000 - \$74,999	16.4%	17.9%	16.4%
\$35,000 - \$49,999	12.3%	14.7%	12.5%
\$25,000 - \$34,999	15.4%	7.7%	6.4%
\$15,000 - \$24,999	5.5%	7.6%	6.9%
\$10,000 - \$14,999	4.4%	2.9%	3.2%
<\$10,000	6.5%	6.5%	5.9%



# For Inquiries

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