

# The Postcard Motel-Historical RT 66



@THEPOSTCARDMOTEL

OFFERING MEMORANDUM | 26 KEYS MANAGER ONSITE



22430 W Old Hwy 66  
Seligman, AZ 86337



# The Postcard Motel-Historical RT 66

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*Exclusively Marketed by:*

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01

Executive Summary

Investment Summary

## OFFERING SUMMARY

ADDRESS	22430 W Old Hwy 66 Seligman AZ 86337
COUNTY	Yavapai
MARKET	Northern Arizona
SUBMARKET	Historic RT 66
BUILDING SF	3,800 SF
LAND ACRES	0.332
TOTAL ROOMS	26
LAND SF	14,455 SF
YEAR BUILT	1964
YEAR RENOVATED	2022
APN	301-26-1505
OWNERSHIP TYPE	Fee Simple

## FINANCIAL SUMMARY

PRICE	\$1,745,000
PRICE PER KEY	\$67,115
PRICE PSF	\$459.21
NOI (Actual)	\$75,679
NOI (Leveled)	\$163,447
RRM (Actual)	7.32
RRM (Leveled)	5.45
CAP RATE (Actual)	4.34%
CAP RATE (Leveled)	9.01%

DEMOGRAPHICS	1 MILE	3 MILE	5 MILE
2024 Population	405	481	587
2024 Median HH Income	\$56,901	\$57,060	\$57,070
2024 Average HH Income	\$70,156	\$70,156	\$70,156



## About the Motel

- Boutique hotel located on the Historic Route 66 in Seligman, Arizona. The Postcard Motel in Seligman, Arizona, is a charming roadside destination that embodies the nostalgic spirit of Route 66. Located in the heart of this historic town, the motel offers a cozy and authentic stay for travelers journeying along one of America's most famous highways. Located just a half hour from the Grand Canyon Taverns and one and a half hours from the Grand Canyon South Rim. Seligman is not only the birthplace of Historic Rt 66, but also the town that inspired Radiator Springs in the movie, Cars.

The motel offers comfortable rooms with essential amenities, perfect for those wanting to step back in time without sacrificing convenience. Whether you're passing through on a road trip or staying for a few days to explore the nearby attractions, the Postcard Motel is a great base to experience the unique charm of Seligman.

Nearby, visitors can explore Route 66 landmarks, quirky shops, local diners, and historic sites that pay homage to the golden age of American road travel. Whether you're a history buff, a Route 66 enthusiast, or simply looking for a memorable stop, the Postcard Motel is a great place to rest, recharge, and enjoy the rich history of this iconic stretch of highway.





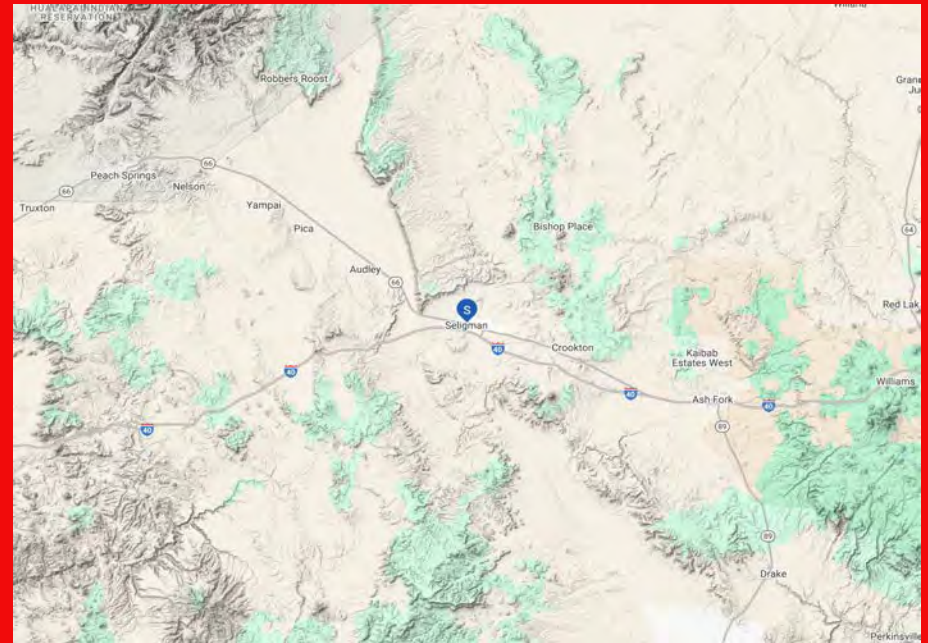
02

Location

Location Summary

## Get your Kicks on Rt 66

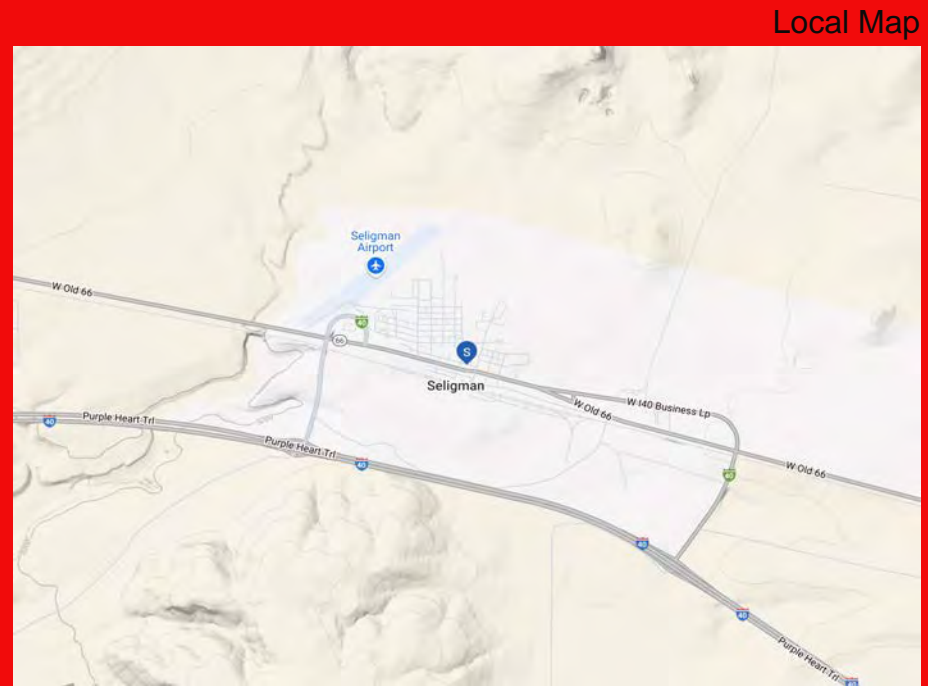
- Seligman, Arizona, is a charming small town that holds a special place in the history of Route 66, the iconic highway that stretches from Chicago to Santa Monica. Known as the "Heart of Historic Route 66," Seligman has preserved much of its vintage, mid-20th-century atmosphere, making it a popular stop for travelers seeking a glimpse into the past. Located about 75 miles west of Flagstaff, Seligman is a living tribute to the golden age of American road travel.



The town's rich history is deeply tied to Route 66, which passed through Seligman from its opening in 1926 until its decommissioning in 1985. Although the official route no longer runs through the town, Seligman's business community and local landmarks continue to celebrate the historic highway. The town boasts a collection of quirky diners, old-time motels, and retro gift shops that attract tourists looking to experience the nostalgia of a bygone era.

## Very interesting area for Antiquing

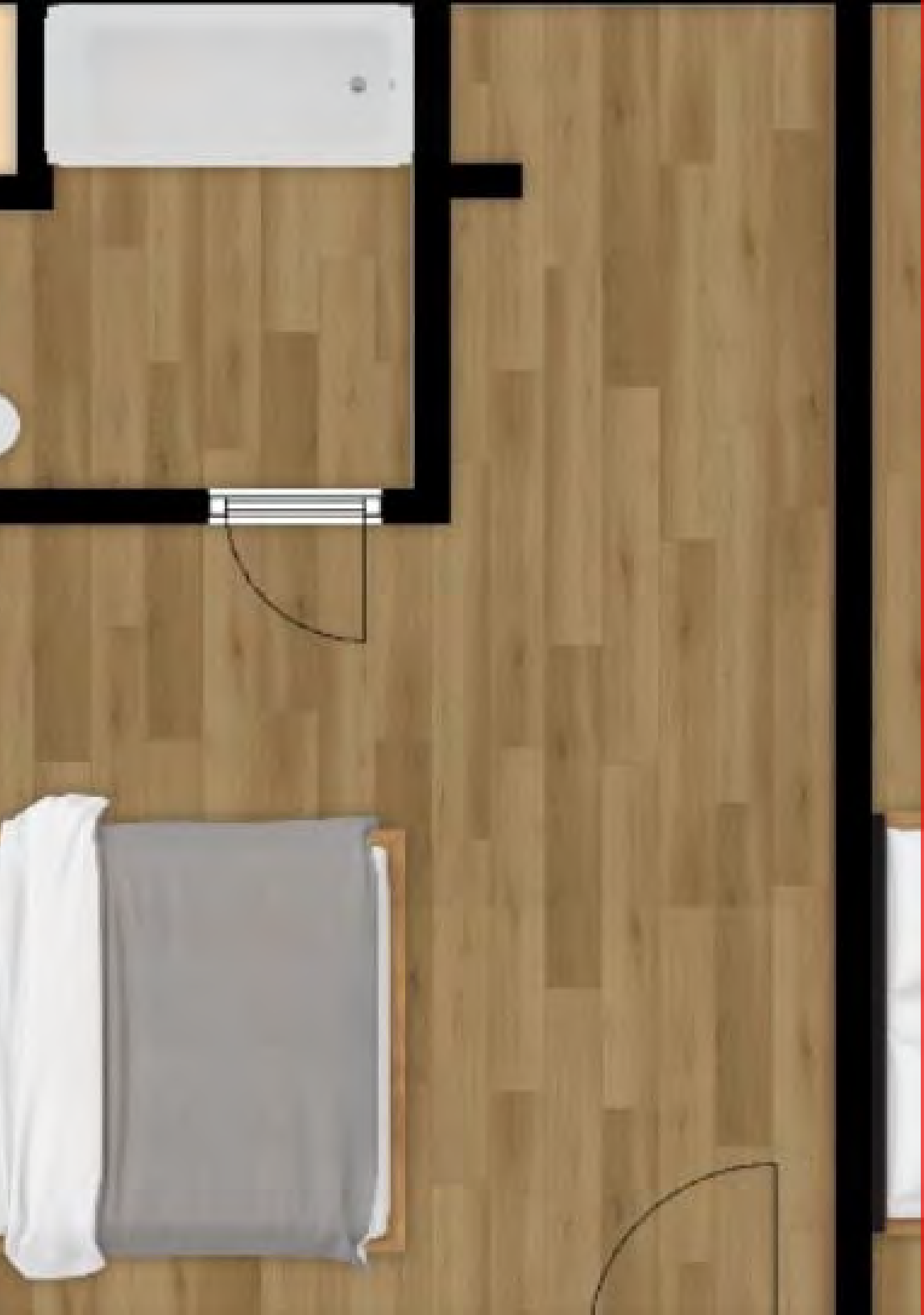
- One of the town's most famous spots is the **Delgadillo's Snow Cap Drive-In**, a beloved Route 66 landmark that has been serving up burgers and shakes since the 1950s. The colorful diner is known for its playful sense of humor, with quirky signs and staff ready to share jokes with visitors. Seligman also features **The Route 66 Gift Shop**, a must-visit for souvenirs, and the **Historic Seligman Sundries**, where travelers can learn more about the history of the area.



Seligman is a great place to explore not only for its Route 66 heritage but also for its natural surroundings. Visitors can take a detour to the nearby **Hualapai Mountains** for hiking, camping, and wildlife viewing or enjoy the scenic vistas along the old highway. Whether you're a history enthusiast, a road tripper, or simply looking for a unique place to explore, Seligman offers an authentic slice of American history along the legendary Route 66.

## 03 Property Description

- Property Features
- Aerial Map
- Property Images
- Hotel Amenities
- Room Amenities





## PROPERTY FEATURES

TOTAL ROOMS	26
BUILDING SF	3,800
LAND SF	14,455
LAND ACRES	0.332
YEAR BUILT	1964
YEAR RENOVATED	2022
# OF PARCELS	1
ZONING TYPE	Motel
BUILDING CLASS	B
TOPOGRAPHY	Flat
LOCATION CLASS	B
NUMBER OF STORIES	2
NUMBER OF BUILDINGS	3
NUMBER OF PARKING SPACES	26
NUMBER OF INGRESSES	1
NUMBER OF EGRESSES	1
SUBTERRANEAN PARKING	0
NON SMOKING ROOMS	26

## NEIGHBORING PROPERTIES

NORTH	Residential
SOUTH	Retail
EAST	Retail
WEST	Retail

## MECHANICAL

HVAC	Window Units
SMOKE ALARMS	Yes
ELECTRICAL / POWER	Master Metered
LIGHTING	Security

## CONSTRUCTION

FOUNDATION	Cement
FRAMING	Cement Reinforced or Masonry
EXTERIOR	Painted Block
PARKING SURFACE	Asphalt
ROOF	New Roof Asphalt Shingle
FIRE PROTECTION	Local
CEILING HEIGHT	7 Feet
ADA COMPLIANT	No
ELEVATOR	No

## AMENITIES

DOG FRIENDLY	Yes
WIFI	Yes







**Pole Sign**



**Reception Area**



**Period Furniture**



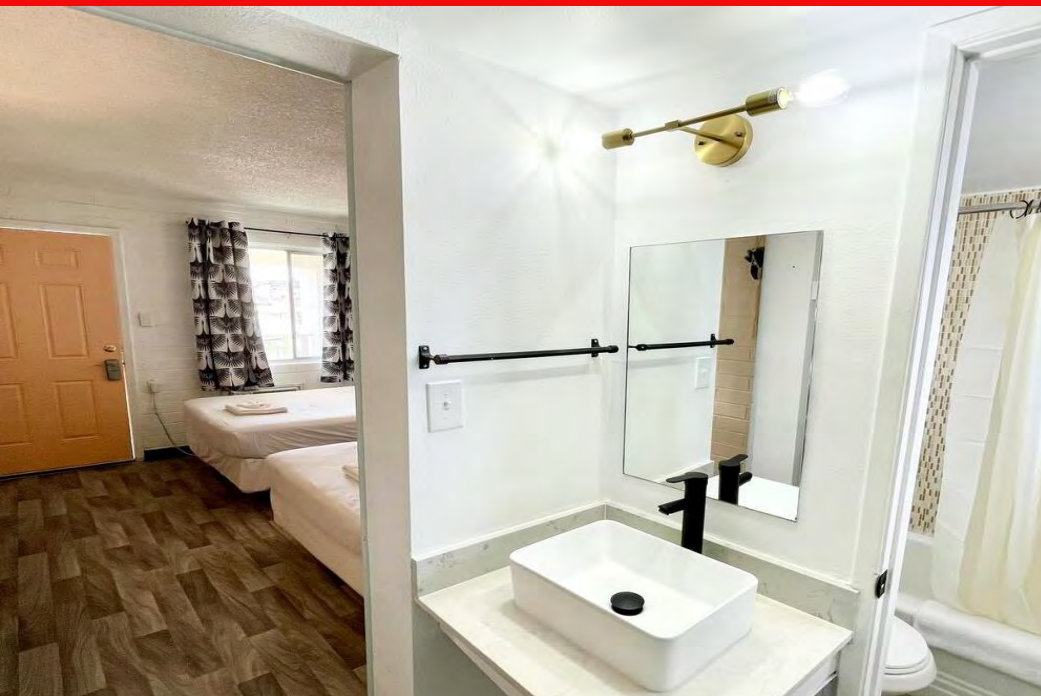
**Office**



**Double Bed Room**



**Desks in rooms**



**Modern Bathroom**



**King Bed Room**

## Hotel Amenities

- Exterior Entrances
- Adjoining Rooms Available
- Pet Friendly



## Room Amenities

- Microwave
- Air-conditioned/Heated
- Blow Dryer
- Private Bathrooms



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Room Rates

Room Rate Summary

Number Of Units	Units SF	Room Type	In-Season Price	Off-Season Price	Notes
4		King Beds	\$116	\$116	Pet limitations but \$25.00 per pet
12		Queen Beds	\$102	\$102	Pet limitations but \$25.00 per pet
10		2 Double Beds	\$116	\$116	Pet limitations but \$25.00 per pet





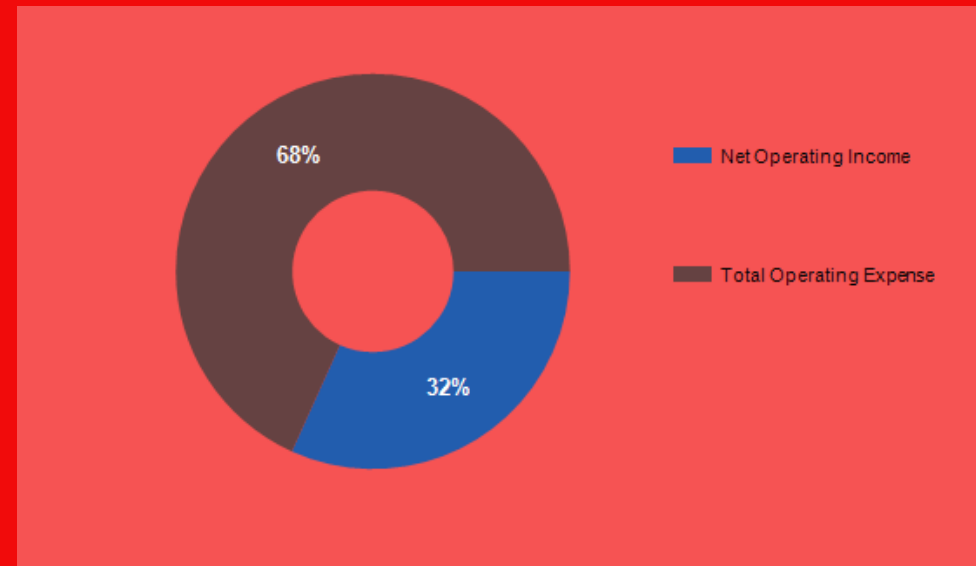
**05 Financial Analysis**

- Income & Expense Analysis
- Multi-Year Cash Flow Assumptions
- Cash Flow Analysis
- Financial Metrics
- Disposition Sensitivity Analysis
- 2024 Profit and Loss

## REVENUE ALLOCATION

ACTUAL

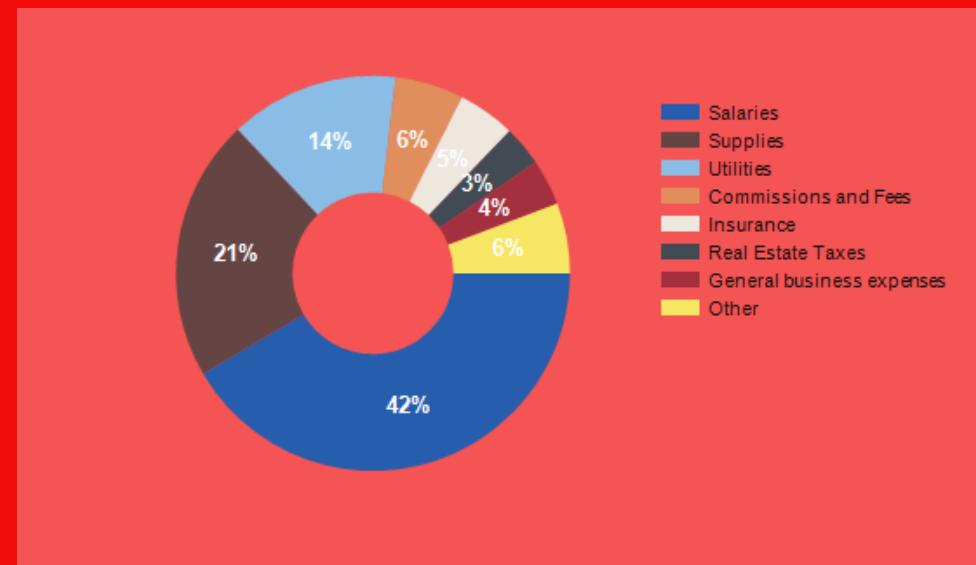
INCOME	ACTUAL		LEVELED	
Room Revenue	\$238,365		\$320,000	
<b>Total Operating Revenue</b>	<b>\$238,365</b>		<b>\$320,000</b>	
Less Expenses	\$162,686	68.25%	\$156,553	48.92%
<b>Net Operating Income</b>	<b>\$75,679</b>		<b>\$163,447</b>	



## DISTRIBUTION OF EXPENSES

ACTUAL

EXPENSES	ACTUAL	LEVELED
Real Estate Taxes	\$5,347	\$5,347
Insurance	\$7,684	\$7,684
Supplies	\$34,910	\$34,910
General business expenses	\$6,133	
Salaries	\$67,558	\$67,558
Repairs & Maintenance	\$1,950	\$1,950
Property Management	\$179	\$179
Vehicle gas & fuel	\$1,149	\$1,149
Utilities	\$22,538	\$22,538
Marketing	\$3,883	\$3,883
Legal and Accounting	\$2,125	\$2,125
Commissions and Fees	\$9,159	\$9,159
Meals	\$71	\$71
<b>Total Operating Expense</b>	<b>\$162,686</b>	<b>\$156,553</b>
Expense / SF	\$42.81	\$41.20
% of EGI	68.25%	48.92%



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## GLOBAL

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Price	\$1,745,000
Millage Rate	0.31000%
Exit Cap Rate	7.00%

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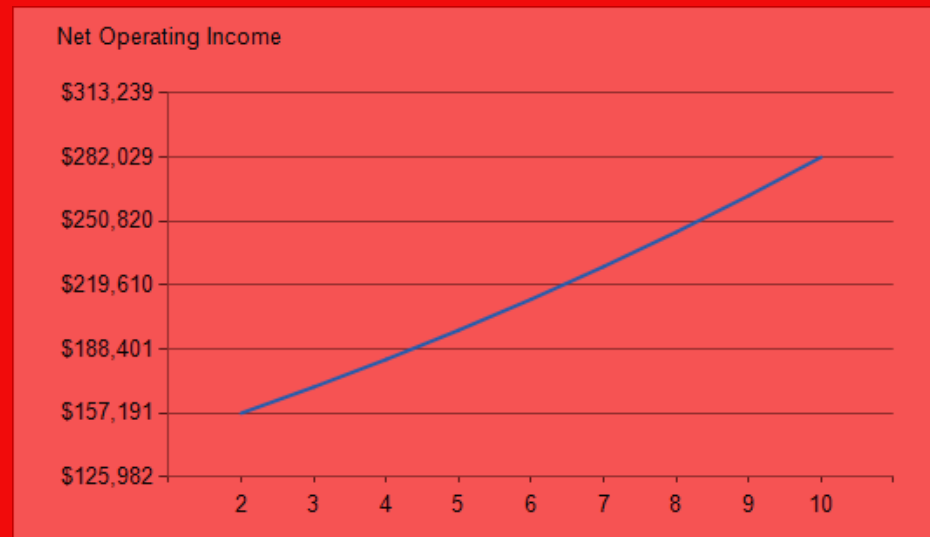
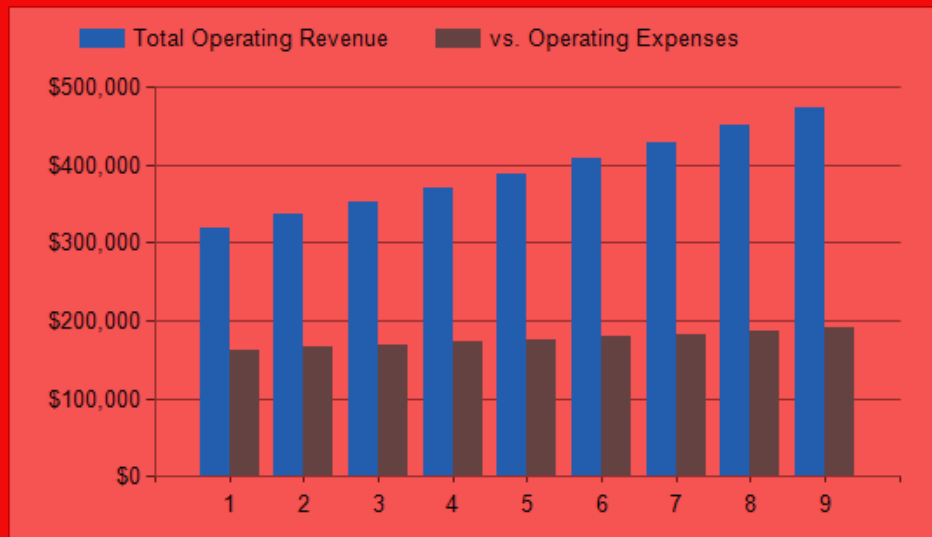
## EXPENSES - Growth Rates

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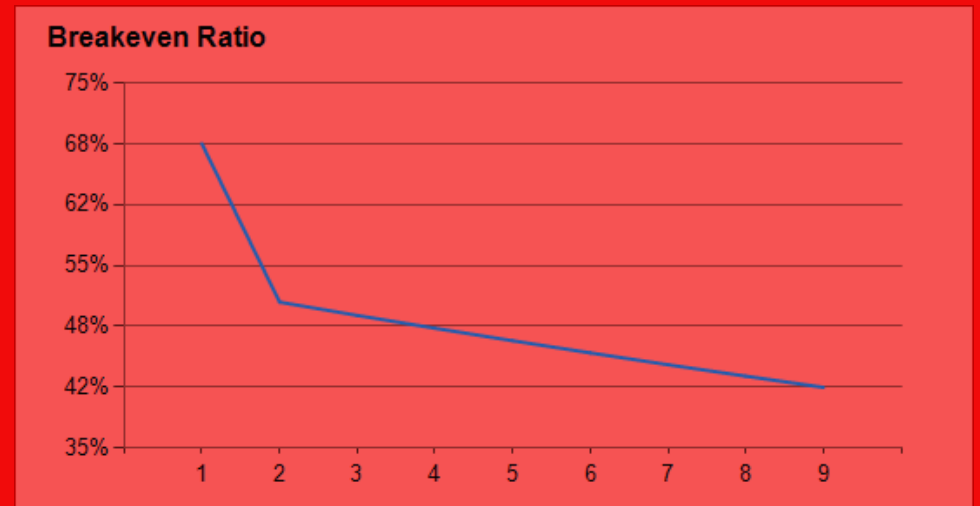
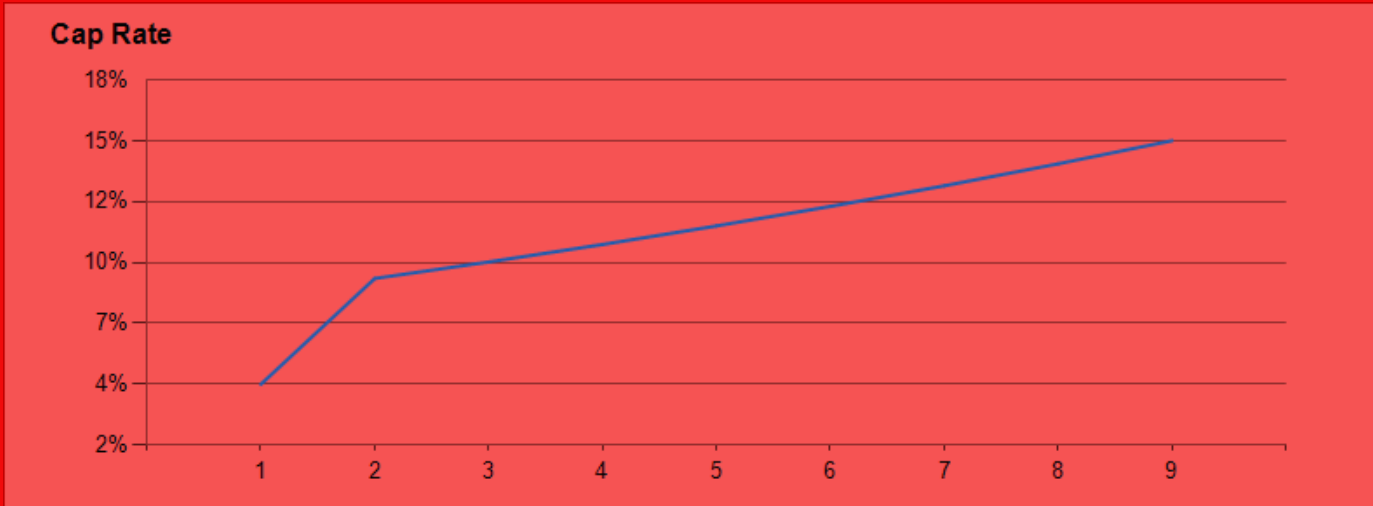
Real Estate Taxes	2.00%
Insurance	2.00%
Supplies	2.00%
General business expenses	2.00%
Salaries	2.00%
Repairs & Maintenance	2.00%
Property Management	2.00%
Vehicle gas & fuel	2.00%
Utilities	2.00%
Marketing	2.00%
Legal and Accounting	2.00%
Commissions and Fees	2.00%
Meals	2.00%

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Calendar Year	Actual	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
<b>Operating Revenue</b>										
Room Revenue	\$238,365	\$320,000	\$336,000	\$352,800	\$370,440	\$388,962	\$408,410	\$428,831	\$450,272	\$472,786
<b>Total Operating Revenue</b>	<b>\$238,365</b>	<b>\$320,000</b>	<b>\$336,000</b>	<b>\$352,800</b>	<b>\$370,440</b>	<b>\$388,962</b>	<b>\$408,410</b>	<b>\$428,831</b>	<b>\$450,272</b>	<b>\$472,786</b>
<b>Operating Expenses</b>										
Real Estate Taxes	\$5,347	\$5,347	\$5,454	\$5,563	\$5,675	\$5,788	\$5,904	\$6,022	\$6,142	\$6,265
Insurance	\$7,684	\$7,684	\$7,838	\$7,994	\$8,154	\$8,317	\$8,484	\$8,653	\$8,827	\$9,003
Supplies	\$34,910	\$34,910	\$35,608	\$36,320	\$37,047	\$37,788	\$38,543	\$39,314	\$40,101	\$40,903
General business expenses	\$6,133	\$6,256	\$6,381	\$6,508	\$6,639	\$6,771	\$6,907	\$7,045	\$7,186	\$7,330
Salaries	\$67,558	\$67,558	\$68,909	\$70,287	\$71,693	\$73,127	\$74,589	\$76,081	\$77,603	\$79,155
Repairs & Maintenance	\$1,950	\$1,950	\$1,989	\$2,029	\$2,069	\$2,111	\$2,153	\$2,196	\$2,240	\$2,285
Property Management	\$179	\$179	\$183	\$186	\$190	\$194	\$198	\$202	\$206	\$210
Vehicle gas & fuel	\$1,149	\$1,149	\$1,172	\$1,195	\$1,219	\$1,244	\$1,269	\$1,294	\$1,320	\$1,346
Utilities	\$22,538	\$22,538	\$22,989	\$23,449	\$23,918	\$24,396	\$24,884	\$25,381	\$25,889	\$26,407
Marketing	\$3,883	\$3,883	\$3,961	\$4,040	\$4,121	\$4,203	\$4,287	\$4,373	\$4,460	\$4,550
Legal and Accounting	\$2,125	\$2,125	\$2,168	\$2,211	\$2,255	\$2,300	\$2,346	\$2,393	\$2,441	\$2,490
Commissions and Fees	\$9,159	\$9,159	\$9,342	\$9,529	\$9,720	\$9,914	\$10,112	\$10,315	\$10,521	\$10,731
Meals	\$71	\$71	\$72	\$74	\$75	\$77	\$78	\$80	\$82	\$83
<b>Total Operating Expense</b>	<b>\$162,686</b>	<b>\$162,809</b>	<b>\$166,065</b>	<b>\$169,387</b>	<b>\$172,774</b>	<b>\$176,230</b>	<b>\$179,754</b>	<b>\$183,349</b>	<b>\$187,016</b>	<b>\$190,757</b>
<b>Net Operating Income</b>	<b>\$75,679</b>	<b>\$157,191</b>	<b>\$169,935</b>	<b>\$183,413</b>	<b>\$197,666</b>	<b>\$212,732</b>	<b>\$228,656</b>	<b>\$245,481</b>	<b>\$263,256</b>	<b>\$282,029</b>



Calendar Year	Actual	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
CAP Rate	4.34%	9.01%	9.74%	10.51%	11.33%	12.19%	13.10%	14.07%	15.09%	16.16%
Operating Expense Ratio	68.25%	50.87%	49.42%	48.01%	46.64%	45.30%	44.01%	42.75%	41.53%	40.34%
RRM	7.32	5.45	5.19	4.95	4.71	4.49	4.27	4.07	3.88	3.69
Breakeven Ratio	68.25%	50.88%	49.42%	48.01%	46.64%	45.31%	44.01%	42.76%	41.53%	40.35%
Price / SF	\$459.21	\$459.21	\$459.21	\$459.21	\$459.21	\$459.21	\$459.21	\$459.21	\$459.21	\$459.21
Income / SF	\$62.72	\$84.21	\$88.42	\$92.84	\$97.48	\$102.35	\$107.47	\$112.85	\$118.49	\$124.41
Expense / SF	\$42.81	\$42.84	\$43.70	\$44.57	\$45.46	\$46.37	\$47.30	\$48.24	\$49.21	\$50.19



## 5 YEAR SENSITIVITY ANALYSIS

EXIT CAP RATE	PROJECTED SALES PRICE	SALES PRICE/KEY	UNLEVERED IRR
6.00%	\$3,294,429	\$126,709	20.26%
6.25%	\$3,162,652	\$121,640	19.45%
6.50%	\$3,041,011	\$116,962	18.68%
6.75%	\$2,928,381	\$112,630	17.95%
7.00%	\$2,823,796	\$108,608	17.25%
7.25%	\$2,726,424	\$104,862	16.58%
7.50%	\$2,635,543	\$101,367	15.94%
7.75%	\$2,550,526	\$98,097	15.33%
8.00%	\$2,470,822	\$95,032	14.75%

# The Postcard Motel LLC

## Profit and Loss

January - December 2024

	TOTAL
Income	<b>\$238,364.64</b>
<b>GROSS PROFIT</b>	<b>\$238,364.64</b>
Expenses	
Payroll expenses	67,557.63
Supplies	34,909.65
Utilities	22,538.21
Contract labor	22,329.29
Office expenses	10,894.56
Commissions & fees	9,158.89
Insurance	7,683.71
General business expenses	6,133.32
Advertising & marketing	3,883.14
Legal & accounting services	2,125.00
Repairs & maintenance	1,950.00
Vehicle gas & fuel	1,149.38
Property Management	149.00
Meals	70.70
<b>Total Expenses</b>	<b>\$190,532.48</b>
<b>NET OPERATING INCOME</b>	<b>\$47,832.16</b>
Other Income	
Grant Income	24,386.96
<b>Total Other Income</b>	<b>\$24,386.96</b>
Other Expenses	
Interest Expense	41,666.20
<b>Total Other Expenses</b>	<b>\$41,666.20</b>
<b>NET OTHER INCOME</b>	<b>\$ -17,279.24</b>
<b>NET INCOME</b>	<b>\$30,552.92</b>

### Note

No assurances provided.  
2024 depreciation not recorded.



06

Demographics

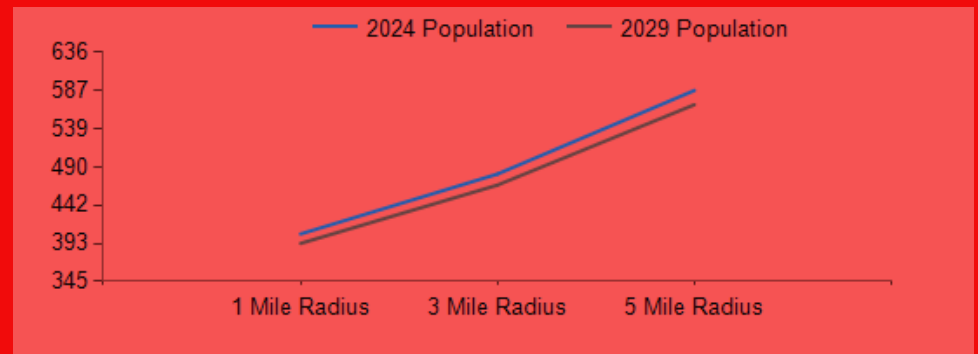
Demographics



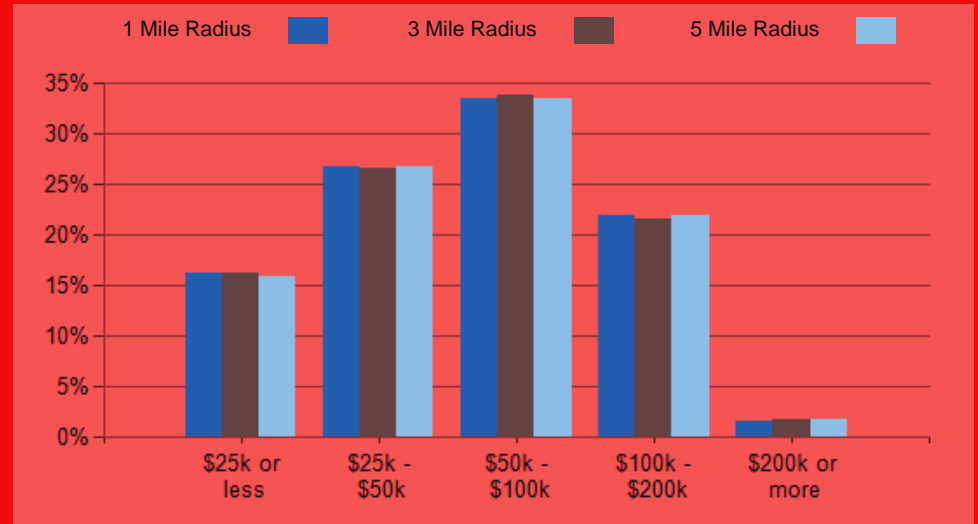
POPULATION	1 MILE	3 MILE	5 MILE
2000 Population	334	403	484
2010 Population	367	442	531
2024 Population	405	481	587
2029 Population	393	467	569
2024-2029: Population: Growth Rate	-3.00%	-2.95%	-3.10%

2024 HOUSEHOLD INCOME	1 MILE	3 MILE	5 MILE
less than \$15,000	24	28	35
\$15,000-\$24,999	7	8	10
\$25,000-\$34,999	39	45	58
\$35,000-\$49,999	12	14	18
\$50,000-\$74,999	37	43	55
\$75,000-\$99,999	27	32	40
\$100,000-\$149,999	33	38	49
\$150,000-\$199,999	9	10	13
\$200,000 or greater	3	4	5
Median HH Income	\$56,901	\$57,060	\$57,070
Average HH Income	\$70,156	\$70,156	\$70,156

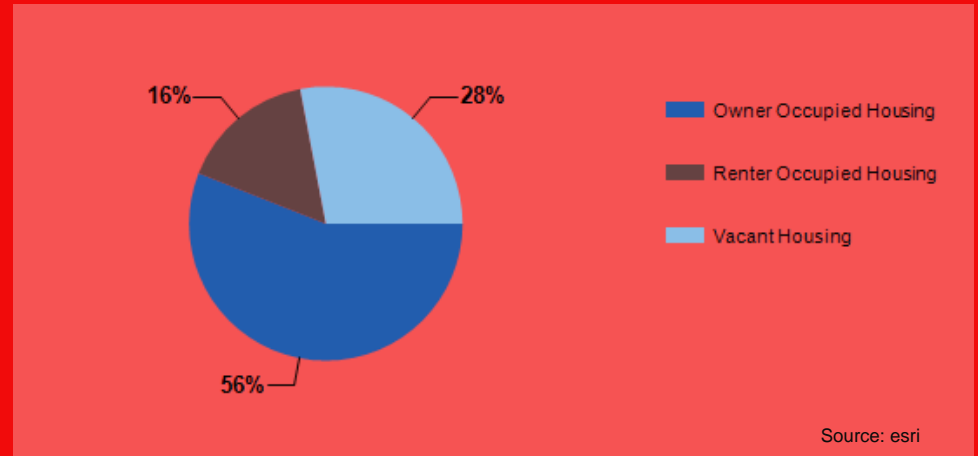
HOUSEHOLDS	1 MILE	3 MILE	5 MILE
2000 Total Housing	223	260	334
2010 Total Households	175	203	260
2024 Total Households	192	222	283
2029 Total Households	189	219	279
2024 Average Household Size	2.11	2.17	2.07
2024-2029: Households: Growth Rate	-1.55%	-1.35%	-1.40%



2024 Household Income



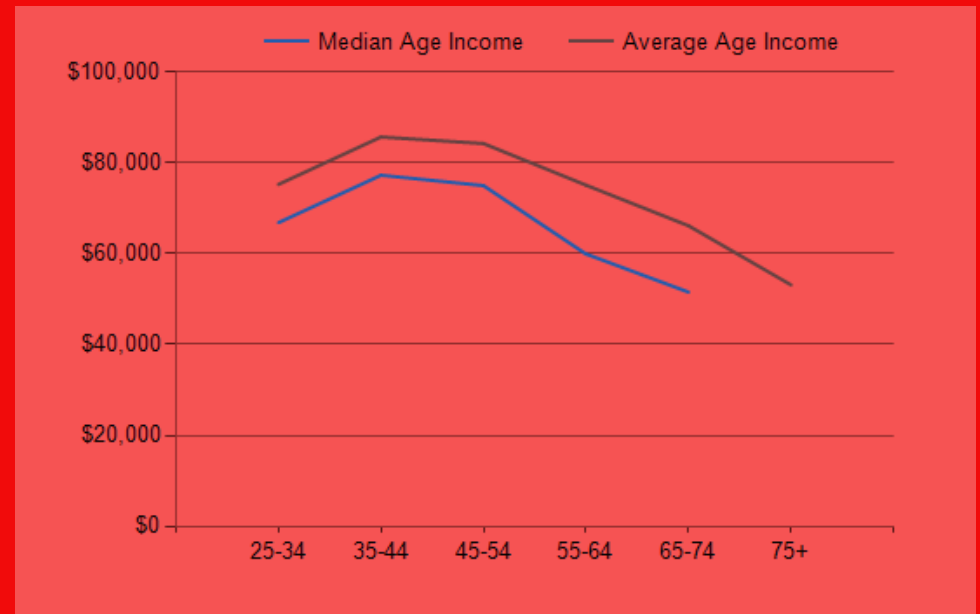
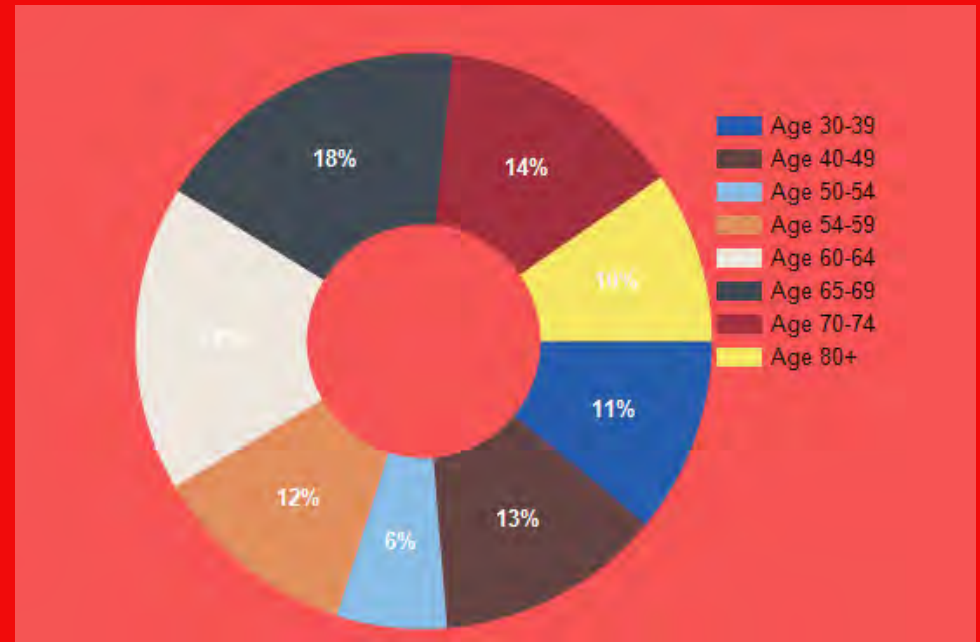
2024 Own vs. Rent - 1 Mile Radius



Source: esri

2024 POPULATION BY AGE	1 MILE	3 MILE	5 MILE
2024 Population Age 30-34	13	16	19
2024 Population Age 35-39	19	23	28
2024 Population Age 40-44	21	25	31
2024 Population Age 45-49	16	19	24
2024 Population Age 50-54	18	22	27
2024 Population Age 55-59	34	40	49
2024 Population Age 60-64	50	59	73
2024 Population Age 65-69	52	62	76
2024 Population Age 70-74	40	48	58
2024 Population Age 75-79	28	33	40
2024 Population Age 80-84	15	18	21
2024 Population Age 85+	6	8	9
2024 Population Age 18+	352	418	510
2024 Median Age	58	58	58
2029 Median Age	61	61	62

2024 INCOME BY AGE	1 MILE	3 MILE	5 MILE
Median Household Income 25-34	\$66,862	\$66,862	\$69,231
Average Household Income 25-34	\$75,283	\$78,341	\$76,821
Median Household Income 35-44	\$77,299	\$77,337	\$76,851
Average Household Income 35-44	\$85,720	\$86,724	\$85,590
Median Household Income 45-54	\$75,000	\$75,000	\$70,088
Average Household Income 45-54	\$84,271	\$82,448	\$82,808
Median Household Income 55-64	\$59,942	\$59,948	\$60,897
Average Household Income 55-64	\$75,118	\$75,998	\$75,004
Median Household Income 65-74	\$51,552	\$51,976	\$53,098
Average Household Income 65-74	\$66,164	\$65,877	\$65,722
Average Household Income 75+	\$53,142	\$52,454	\$52,722



**Company Profile**

Company Bio

Advisor Profile

07

At Gerchick Real Estate, we pride ourselves on having the experience and know-how to handle any number of Real Estate Investment products and transactions. Whether you're looking for your first-time Investment or are ready to increase your Portfolio-Gerchick Real Estate's seasoned Advisors will guide you through the decision-making process and ensure your transaction closes quickly and efficiently.

- Investment Planning

As with all successes-it takes considerable planning. Your Goals, Your NEEDS and Your Wants are all elements to success.

- Market Analysis

It is important to understand not only where the Market has been; but where it is going. This takes time and the ability to be connected. We are your feet on the ground.

- Type of Properties

There are many Asset Classes in Real Estate. We are adept at helping you define which type of Investment is right for your needs.

- Portfolio Management

First, we need a clear understanding of your Goals. We will review your entire Portfolio with you to achieve success.

- Repositioning Assets

We are experts in sourcing Value Add Opportunities. We stay in the game – from the acquisition to the rehab. Our role is to assist you in achieving your Goals.



Linda Gerchick  
CCIM

Linda is a Broker and a CCIM. A good combination. This would be comparable to a Real Estate Ph.D! And it shows up in everything she does. “Professional and “highly qualified” are two things you will always hear about Linda from those who have worked with her.

And following right behind are the words “Truly dedicated.” This is what everyone declares when they meet Linda. The next thing that is clear and has been said throughout her more than 25 years of experience is that they want to be on Linda’s side of the table, not across from her when she negotiates.

In addition, she is an acclaimed author. Her seminars draw hundreds of attendees. She has spent countless hours preparing a Video Seminar Series for you as an investor!

Her clients become Raving Fans. This happens over and over again because she cares and will work tirelessly to achieve your goals.

And on top of all of this, Linda is a loving Mother, dedicated Partner and a good Friend. We should also mention, she’s now a Grandmother of 2 boys—Will and Dre.

Take a moment and give her a call. As dedicated and busy as she is, she really does answer her phone! And she will call you back, a rare thing in today’s world.

# The Postcard Motel-Historical RT 66

*Exclusively Marketed by:*

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