



Accelerating success.



Investment Opportunity | Offering Memorandum

SureStay by Best Western

2127 Inyo St | Fresno, CA

Contact Us:

Garret Tuckness, CLS
Senior Vice President | Principal
License No. 01323185
+1 661 631 3811
garret.tuckness@colliers.com

Paul Stansen
Attorney/Broker
+1 818 512 1715
pesapc@stansen.com

Colliers International
10000 Stockdale Hwy, Suite 102
Bakersfield, CA 93311
+1 661 631 3800
www.colliers.com/bakersfield



Accelerating success.

This document has been prepared by Colliers International for advertising and general information only. Colliers International makes no guarantees, representations or warranties of any kind, expressed or implied, regarding the information including, but not limited to, warranties of content, accuracy and reliability. Any interested party should undertake their own inquiries as to the accuracy of the information. Colliers International excludes unequivocally all inferred or implied terms, conditions and warranties arising out of this document and excludes all liability for loss and damages arising there from. This publication is the copyrighted property of Colliers International and/or its licensor(s). ©2026. All rights reserved.



Table of Contents

04 Offering Summary

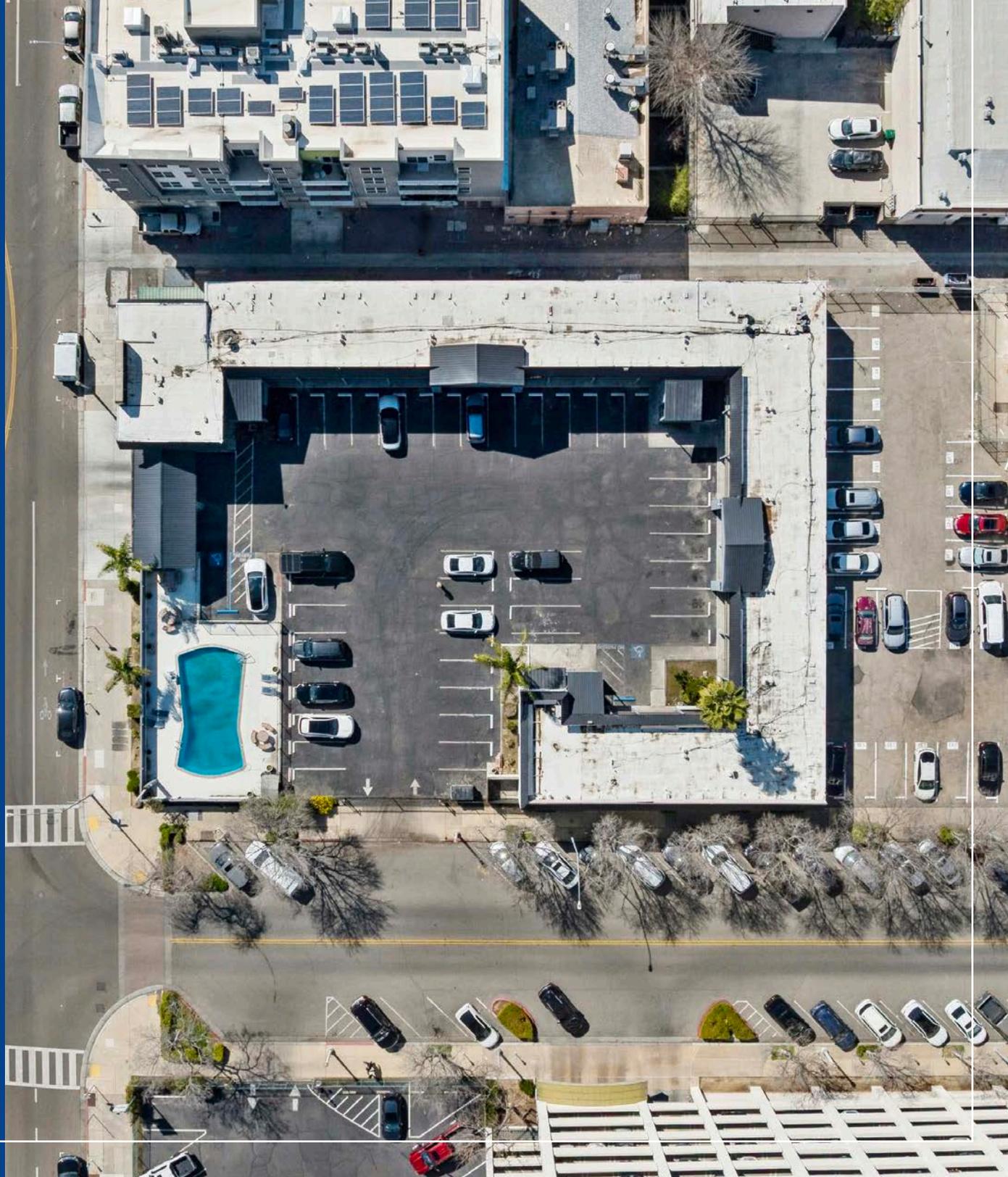
09 Property Information

11 STR Report

14 Market Overview

Offering Summary

Offering Memorandum
SureStay by Best Western



Investment Highlights

Institutional Brand Affiliation

The property operates under the SureStay by Best Western flag, providing access to one of the largest global hotel distribution and loyalty platforms. This affiliation supports strong booking channels, brand recognition, and operational support.

Value-Add Investment Opportunity

The asset is currently absentee operated, presenting an opportunity for a hands-on owner-operator to improve operational efficiencies, optimize expenses, and increase revenue performance.

Minimal PIP Requirements

Recent improvements and the completed PIP reduce near-term capital expenditure requirements and allow a new owner to focus primarily on operational upside.

Strong Central Valley Demand Drivers

The property benefits from proximity to several major demand generators including:

- Downtown Fresno business district
- Community Regional Medical Center
- California State University, Fresno
- Fresno Convention & Entertainment venues
- Fresno Yosemite International Airport

Discount to Replacement Cost

At \$122,549 per key, the offering represents a significant discount to the cost of developing a new branded hotel in the Fresno market.

Attractive Small-Asset Entry Point

With 51 rooms, the property offers an accessible investment opportunity for private investors or owner-operators seeking entry into the Central Valley hospitality market.

Accessible Financing Options

SBA-eligible financing may be available, allowing qualified buyers to acquire the property with approximately 15% down payment.



The property presents a strong opportunity for a hands-on owner-operator to improve operational efficiency and unlock additional revenue potential. Currently absentee operated, the hotel offers immediate upside through improved management and tighter expense controls. With minimal near-term capital requirements, a new owner can focus on maximizing performance while benefiting from the global distribution and loyalty network of the SureStay by Best Western brand.

Offering Summary



Listing Price
\$6,250,000



New Financing
SBA Available



Lot Size
0.70 AC



of Rooms
51 Rooms

Financials

Listing Price	\$6,250,000
Price/Room	\$122,549
Rev/PAR (May 2025)	\$51.58
ADR (May 2025)	\$90.35
Occupancy (May 2025)	65%
# of Rooms	51
Lot Size	0.70 AC
Year Built	1962, Remodel 1996, 2009 PIP complete
New Financing - SBA	\$937,500 (Down 15%)

Rooms Mix Breakdown

Room Type	# of Rooms
NQ1 (One Bed)	17
NK1 Rooms (King Bed)	3
WQ1 Room (ADA Room)	1
WQQ1 Room (ADA Two Beds)	1
NQQ1 Rooms (Two Beds)	26
NQQ2 Room (Suite Rooms)	3
Total	51



2024 Rebranding:

For more information about rebranding opportunities

SureStay Inc, an Arizona Corporation

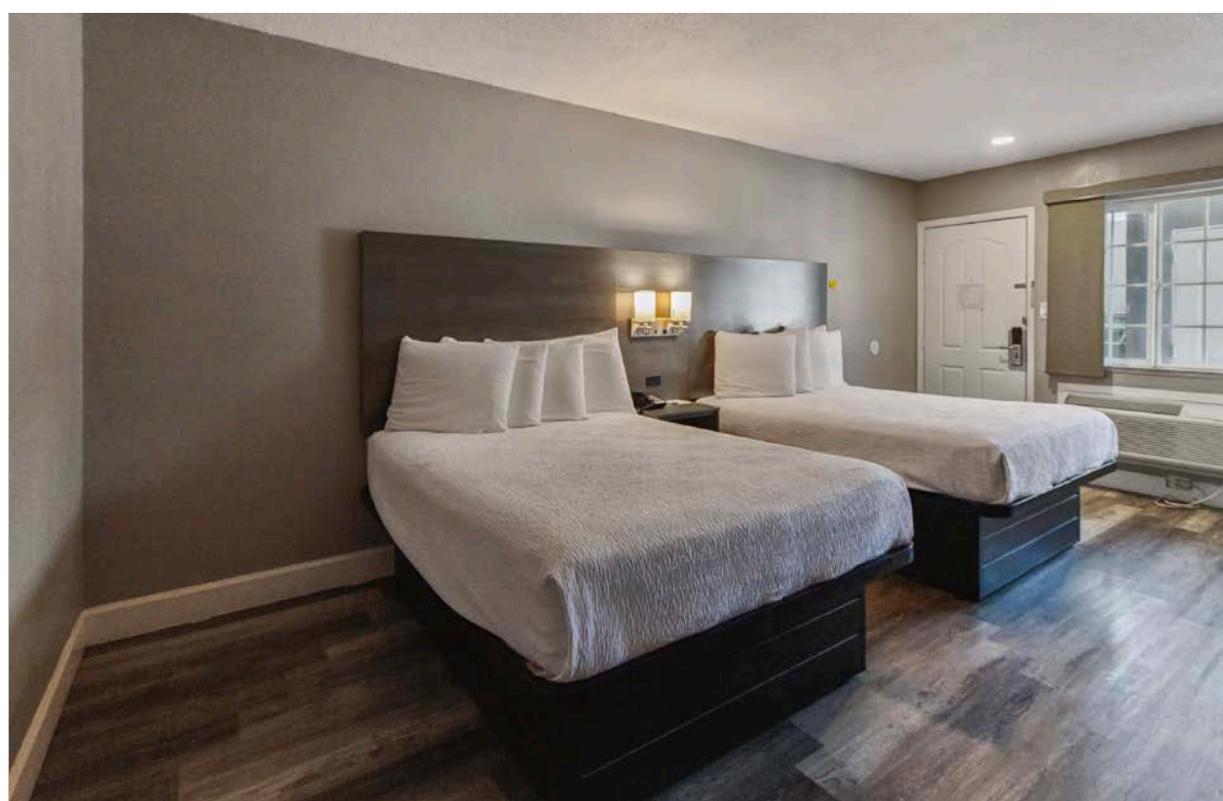
Surestay by Best Western

Effective Date 2/17/2023

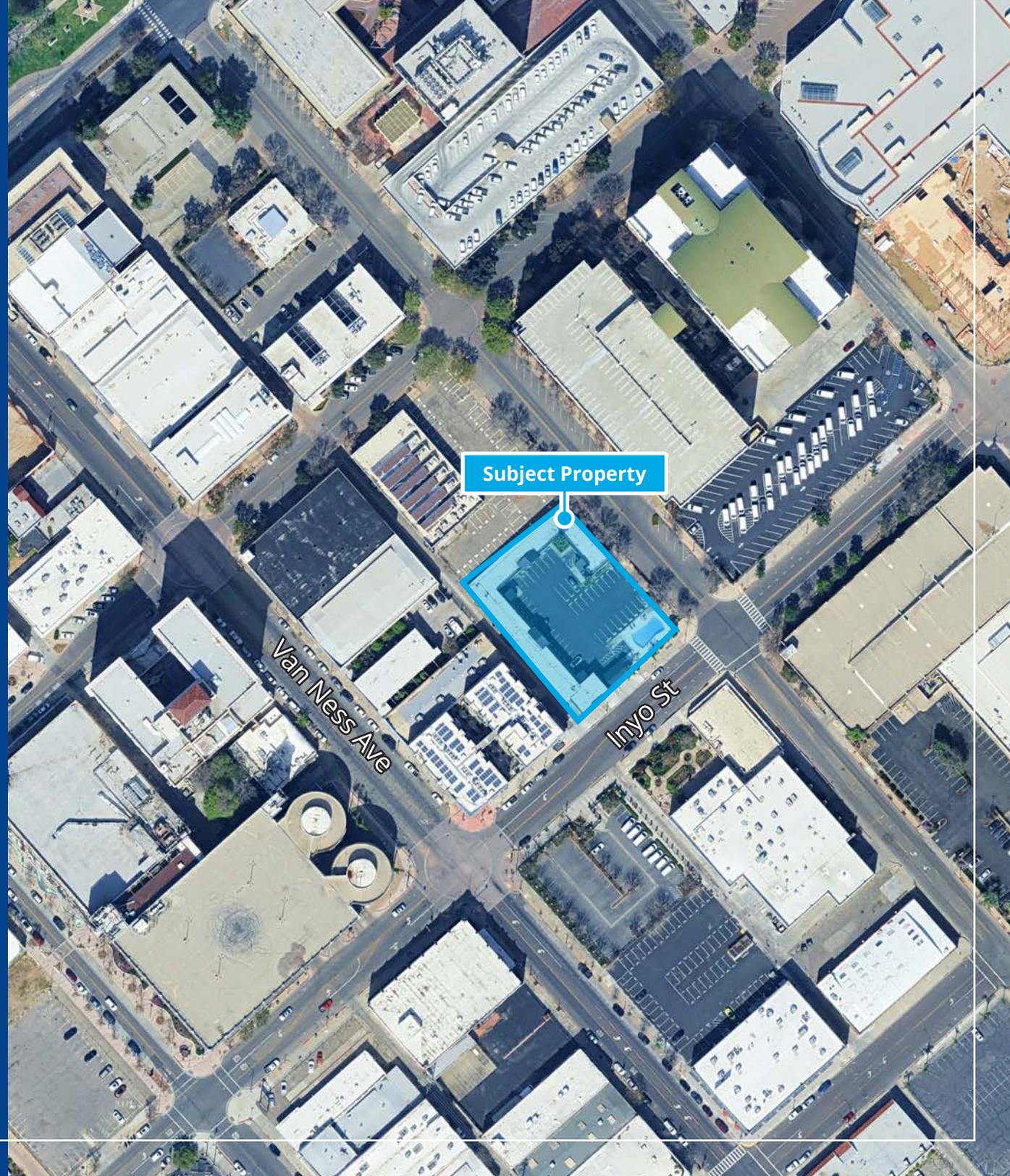
Expiration: 15 years from opening.

Term to be provided





Property Information



Offering Memorandum
SureStay by Best Western

Physical Description

The SureStay by Best Western at 2127 Inyo Street in Fresno, CA offers strong freeway access near Highway 99 and downtown Fresno. With limited PIP requirements and absentee ownership, the property presents a compelling value-add opportunity. Its central location near Fresno Yosemite International Airport, Fresno State, and major medical and employment centers supports steady demand. Amenities include complimentary breakfast, on-site parking, guest laundry, and pet-friendly accommodations, serving both business and leisure travelers.

Property Address:

2127 Inyo St, Fresno, CA

Number of Rooms:

51

Year Built:

1962

Renovated in 1996 & 2024
PIP Complete

19 rooms have new
showers

Ownership Types:

Fee Simple

Lot Size:

0.70 AC

Gross Building Area:

17,486 SF

Number of Stairs:

Two

Parking:

Asphalt

Roof:

Gabled

HVAC System:

PTAC Unit in rooms

Central HVAC - Common Areas

Fire Protection:

Hardwire Smoke Detectors

Zone:

DTG (Downtown General)

Guest Room Amenities:

- Flat-Screen Television
- Work Desk with Electrical Outlet
- Mini-Refrigerator & Microwave
- Coffee Maker
- Complimentary Wi-Fi
- Climate Control (PTAC Units)
- Separate Living Area (select rooms)
- ADA-Compliant Rooms

Hotel Amenities:

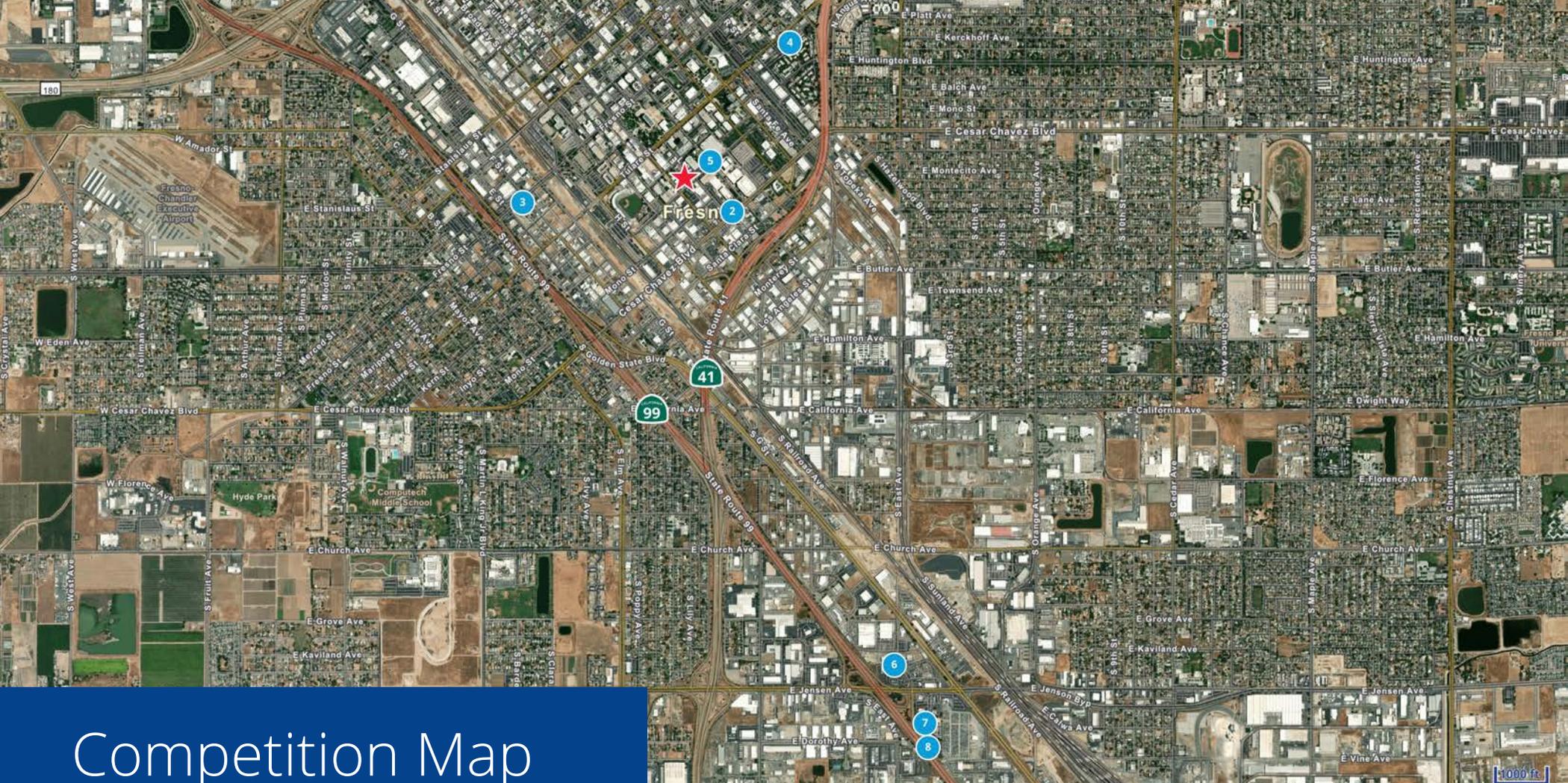
- Outdoor Swimming Pool
- Complimentary Breakfast Buffet
- 24-Hour Front Desk
- Pet-Friendly Accommodations
- Surface Parking



STR Report

Offering Memorandum
SureStay by Best Western





Competition Map

Hotel Name	City, State	Zip
1 2127 Inyo St	Fresno, CA	93721
2 Double Tree by Hilton Hotel - 2233 Ceasar Chavez Blvd	Fresno, CA	93721
2 Hotel D'Italia - 1474 Fresno St	Fresno, CA	93706
3 La Quinta Inn by Wyndham - 2926 Tulare St	Fresno, CA	93721
4 Courtyard by Marriot - 808 M St	Fresno, CA	93721
5 Fresno Inn - 2570 East Ave	Fresno, CA	93706
6 Days Inn by Wyndham - 2640 S 2nd St	Fresno, CA	93706
7 Holiday Inn Express & Suites - 2660 S 2nd St	Fresno, CA	93706

December 2025 STR Report

December 2025

	Occupancy (%)			ADR			RevPAR		
	MyProp	Comp Set	Index (MPI)	MyProp	Comp Set	Index (ARI)	MyProp	Comp Set	Index (RGI)
Current Month	49.3	41.8	118.1	73.92	71.74	103.0	36.47	29.97	121.7
Year To Date	43.7	50.3	86.9	87.97	74.81	117.6	38.45	37.61	102.2
Running 3 Month	47.4	45.8	103.5	79.62	74.27	107.2	37.72	33.99	111.0
Running 12 Month	43.7	50.3	86.9	87.97	74.81	117.6	38.45	37.61	102.2

December 2025 vs. 2024 Percent Change (%)

	Occupancy			ADR			RevPAR		
	MyProp	Comp Set	Index (MPI)	MyProp	Comp Set	Index (ARI)	MyProp	Comp Set	Index (RGI)
Current Month	77.0	-19.9	121.1	-12.3	-0.3	-12.1	55.2	-20.2	94.4
Year To Date	18.8	-0.7	19.6	-2.1	-1.1	-1.0	16.3	-1.8	18.4
Running 3 Month	27.0	-14.3	48.1	-12.7	0.0	-12.7	10.8	-14.3	29.3
Running 12 Month	18.8	-0.7	19.6	-2.1	-1.1	-1.0	16.3	-1.8	18.4

Market Overview

Offering Memorandum
SureStay by Best Western



Location Overview

Fresno, California

Fresno is the largest city in California's Central Valley and serves as the economic and cultural hub of Fresno County. Centrally located between Los Angeles and San Francisco, Fresno plays a critical role in the region's growth and connectivity. With a population exceeding 540,000, the city is known for its diverse community, strong regional influence, and proximity to Yosemite National Park.

Fresno's economy is anchored by agriculture, healthcare, education, logistics, and government services. Surrounded by some of the most productive farmland in the world, the city is a cornerstone of California's agricultural industry, producing almonds, grapes, citrus, and other high-value crops. Healthcare systems, higher education institutions, and distribution centers further support employment and economic stability.

Fresno's steady population growth, comparatively affordable cost of living, and ongoing infrastructure and downtown redevelopment efforts position it as a key and dynamic market within the Central Valley, attractive to residents, businesses, and investors alike.

Kings County

Kings County is a predominantly agricultural county located in the south-central portion of California's Central Valley. Established in 1893, it spans approximately 1,390 square miles, making it smaller than many neighboring counties but highly productive. The county seat and largest city is Hanford, which serves as the primary center for government, commerce, and regional services.

Kings County's economy is anchored by agriculture, food processing, and government-related employment. It is one of California's leading producers of dairy products and is also known for crops such as cotton, alfalfa, tomatoes, and pistachios. The presence of Naval Air Station Lemoore, one of the largest naval aviation installations in the world, plays a significant role in the local economy, providing stable employment and supporting related housing and service demand.

Current
Population
540,000

Projected
Population
550,000

Average
Household
Income
\$74,000

Median Age
34

Demographics



Population
1 Mile: 13,951
3 Mile: 138,420
5 Mile: 289,831



Total Employees
1 Mile: 31,945
3 Mile: 71,164
5 Mile: 124,280



Businesses
1 Mile: 1,747
3 Mile: 5,106
5 Mile: 9,337



Median Age
1 Mile: 33.2
3 Mile: 31.3
5 Mile: 31.9



Households
1 Mile: 3,977
3 Mile: 41,412
5 Mile: 89,492



Average HH Income
1 Mile: \$52,785
3 Mile: \$61,001
5 Mile: \$69,820

Population

In 2025, the population of Fresno is estimated at approximately 545,000, reflecting steady growth of about 15% since 2010. Fresno has a relatively young population, with a median age of roughly 32.5 years, compared to the national average of about 39.0. The city is one of California's most diverse large inland cities, with a strong Hispanic/Latino majority alongside significant Asian, Black, and other multicultural communities. Fresno's population density is approximately 4,600 people per square mile, creating a distinctly urban environment while still offering access to surrounding suburban and agricultural areas.

Households

The Fresno metro area is home to an estimated 340,000 households, a figure that has grown consistently over the past decade due to regional job growth, educational expansion, and comparatively attainable housing. The average household size is about 3.0 people, reflecting the city's family-oriented demographics. Homeownership stands at approximately 53%, slightly below the national average but stable for a major Central Valley market. The median home value in 2025 is estimated at \$365,000, remaining significantly more affordable than coastal California markets and continuing to draw residents seeking value and space.

Housing

The median household income in Fresno for 2025 is estimated at \$75,800, showing steady year-over-year growth. Per capita income is approximately \$44,200, supported by employment in healthcare, education, logistics, agriculture, and government services. While incomes trail statewide averages, Fresno's lower cost of living and housing affordability help offset this gap, making the market attractive for working families and first-time homebuyers.

Employment

Fresno serves as the economic hub of the Central Valley, with major employment sectors including healthcare, education, agriculture, food processing, logistics, and public administration. The city benefits from its central location along key transportation corridors, supporting warehousing and distribution growth. Public and private investment in infrastructure and downtown redevelopment continues to strengthen employment stability and long-term economic outlook.

Education

Educational attainment in Fresno aligns with many large Central Valley cities. Approximately 24% of residents aged 25 and older hold a bachelor's degree or higher, with strong participation in associate degree and vocational training programs. The presence of California State University, Fresno (Fresno State) and Fresno City College anchors the local education system, contributes to workforce development, and supports consistent demand for student, faculty, and visiting professional housing.



For Sale | Investment Opportunity

SureStay by Best Western

2127 Inyo St | Fresno, CA 93721



Contact Us:

Garret Tuckness, CLS

Senior Vice President | Principal
License No. 01323185
+1 661 631 3811
garret.tuckness@colliers.com

Paul Stansen

Attorney/Broker
818 512 1715
pesapc@stansen.com

Colliers International

10000 Stockdale Hwy, Suite 102
Bakersfield, CA 93311
+1 661 631 3800
www.colliers.com/bakersfield



Accelerating success.

Disclaimer

This document has been prepared by Colliers International for advertising and general information only. Colliers International makes no guarantees, representations or warranties of any kind, expressed or implied, regarding the information including, but not limited to, warranties of content, accuracy and reliability. Any interested party should undertake their own inquiries as to the accuracy of the information. Colliers International excludes unequivocally all inferred or implied terms, conditions and warranties arising out of this document and excludes all liability for loss and damages arising there from. This publication is the copyrighted property of Colliers International and/or its licensor(s). ©2026. All rights reserved.