

Investment Opportunity | Offering Memorandum  
**For Sale - \$11,595,000**

**BEST WESTERN PLUS MAIN STREET INN**  
1562 East Main Street,  
Brawley, CA 92227





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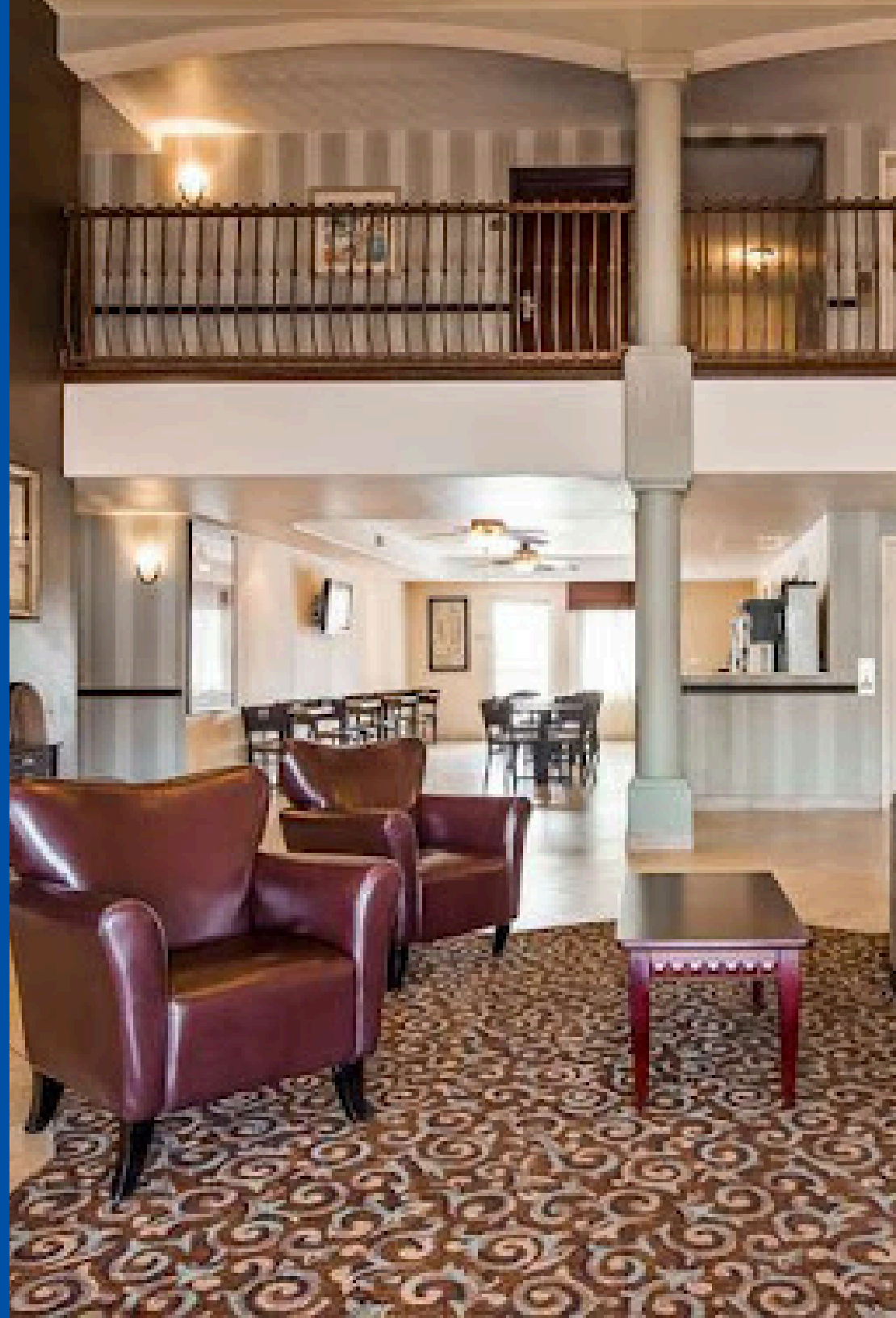
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# INVESTMENT SUMMARY



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# Investment Highlights



*Strategic Positioning of the Property at 1562 East Main Street, Brawley, CA 92227:*

**CONVENIENT ACCESS** to California's Imperial Valley, positioning the property as an excellent lodging option for visitors exploring the region's agricultural charm, recreational activities, and business opportunities.

**SWIFT PROXIMITY** to major routes such as Highway 78 and Highway 86, providing seamless travel to regional attractions like the Imperial Sand Dunes, Salton Sea, and Anza-Borrego Desert State Park, drawing adventure seekers and nature enthusiasts.

**CLOSE TO LOCAL HUBS** and amenities in Brawley, offering guests access to a variety of dining, shopping, and entertainment options, including authentic local eateries and the Brawley Main Street area.

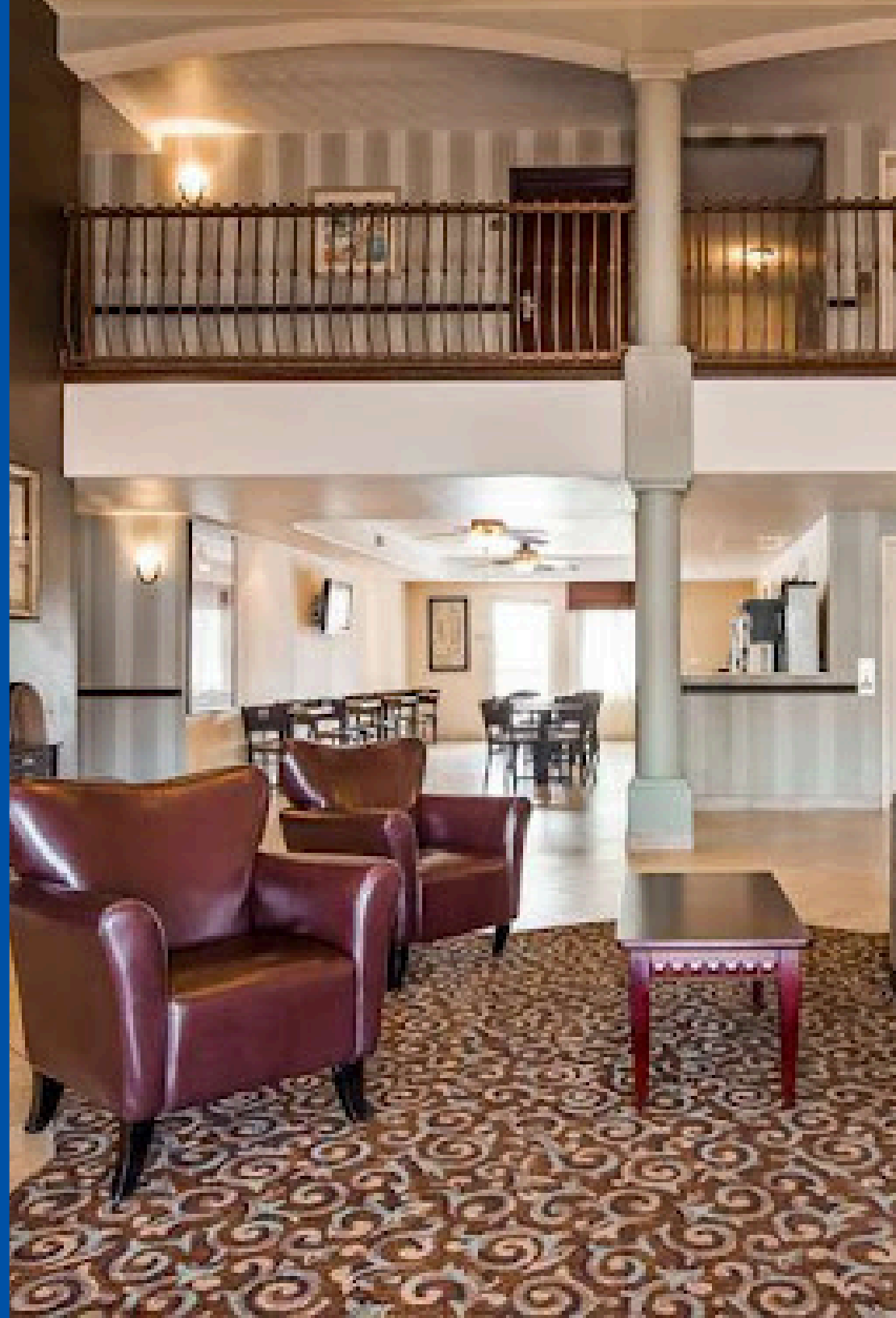
**IDEALLY LOCATED** near major events and agricultural centers, including the Cattle Call Rodeo Grounds and the Imperial Valley Expo, making it a convenient choice for visitors attending events or working in the region's thriving farming and livestock industries.

**NEAR OUTDOOR RECREATION** opportunities like the Alamo River and nearby hiking trails, providing guests with options for relaxation and scenic exploration during their stay.

# PROPERTY SUMMARY



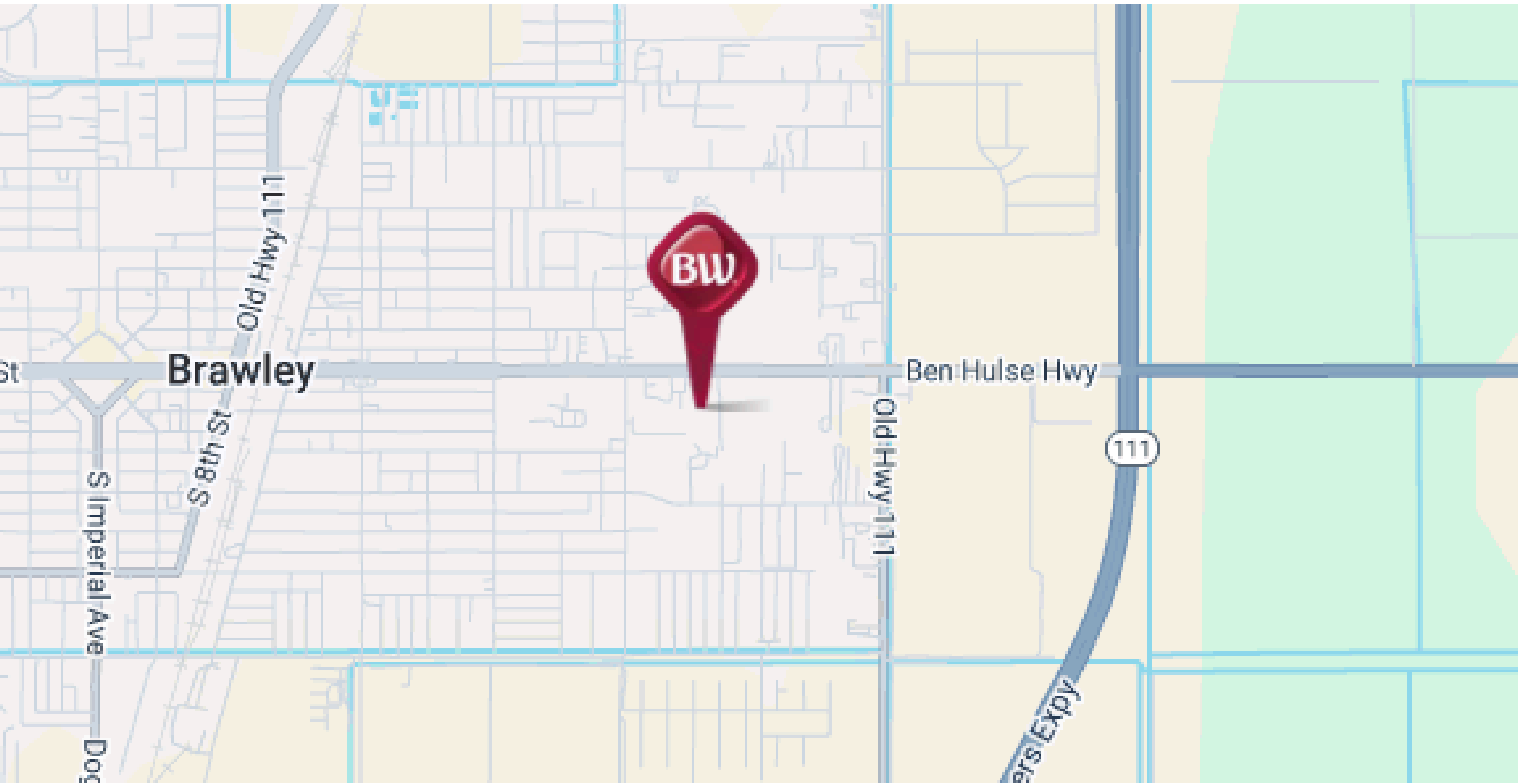
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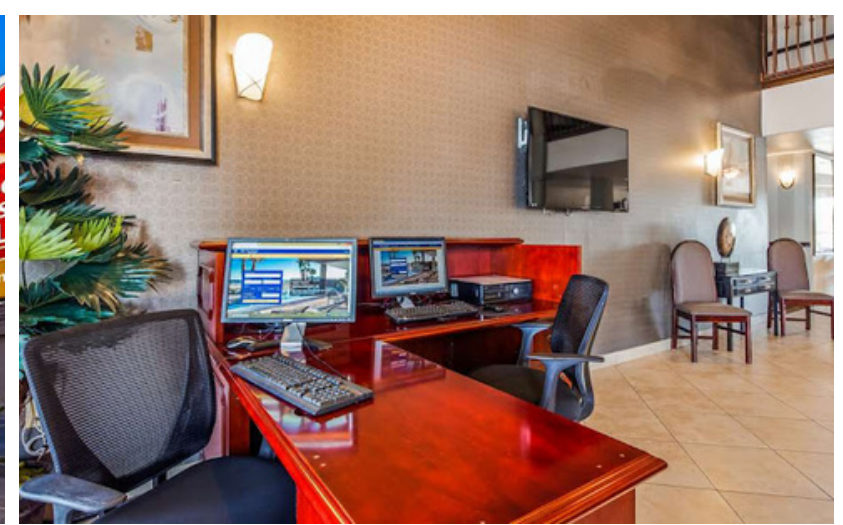
# Executive Summary

<b>Price</b>	<b>\$11,595,000</b>
<b>Land Size</b>	<b>116,741 SF (2.68 ACRES)</b>
<b>Building stories</b>	<b>2</b>
<b>Number of Rooms</b>	<b>66</b>
<b>Parking Space</b>	<b>123</b>
<b>Year Built</b>	<b>1969</b>
<b>Other Facilities</b>	<b>Whirlpool Fitness Room Market Pantry Laundry Swimming Pool Outdoor Patio &amp; Barbeque Area</b>

# Aerial Map

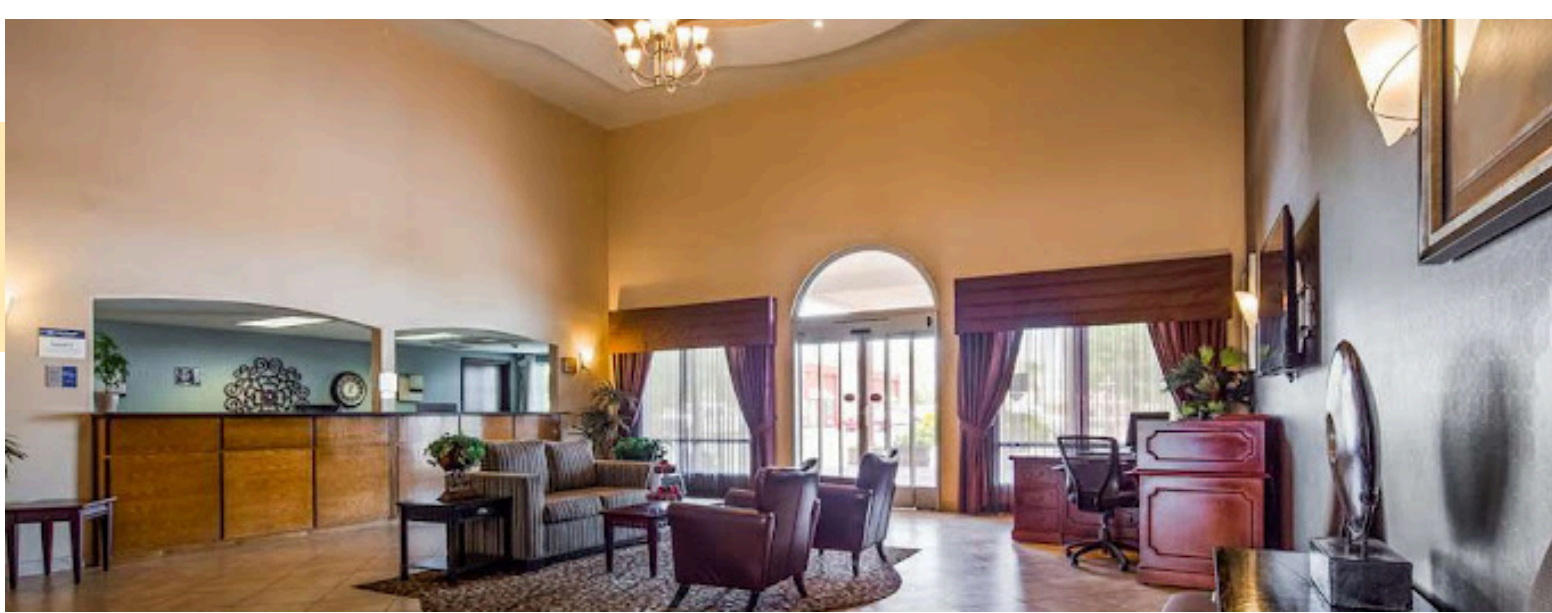


# Property Photos

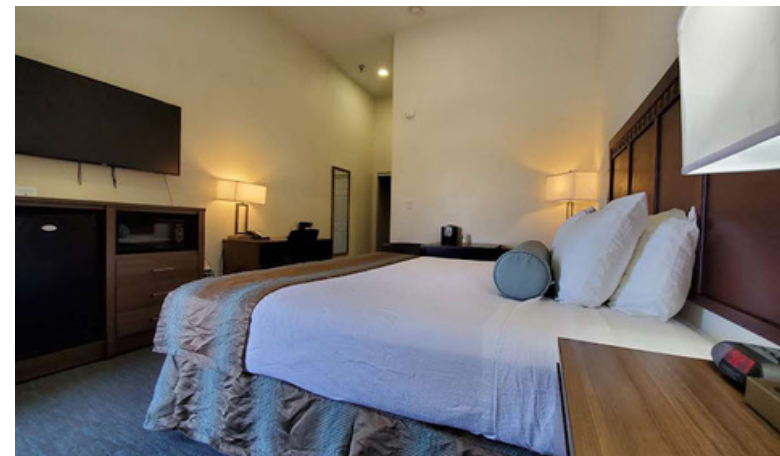




# Property Photos



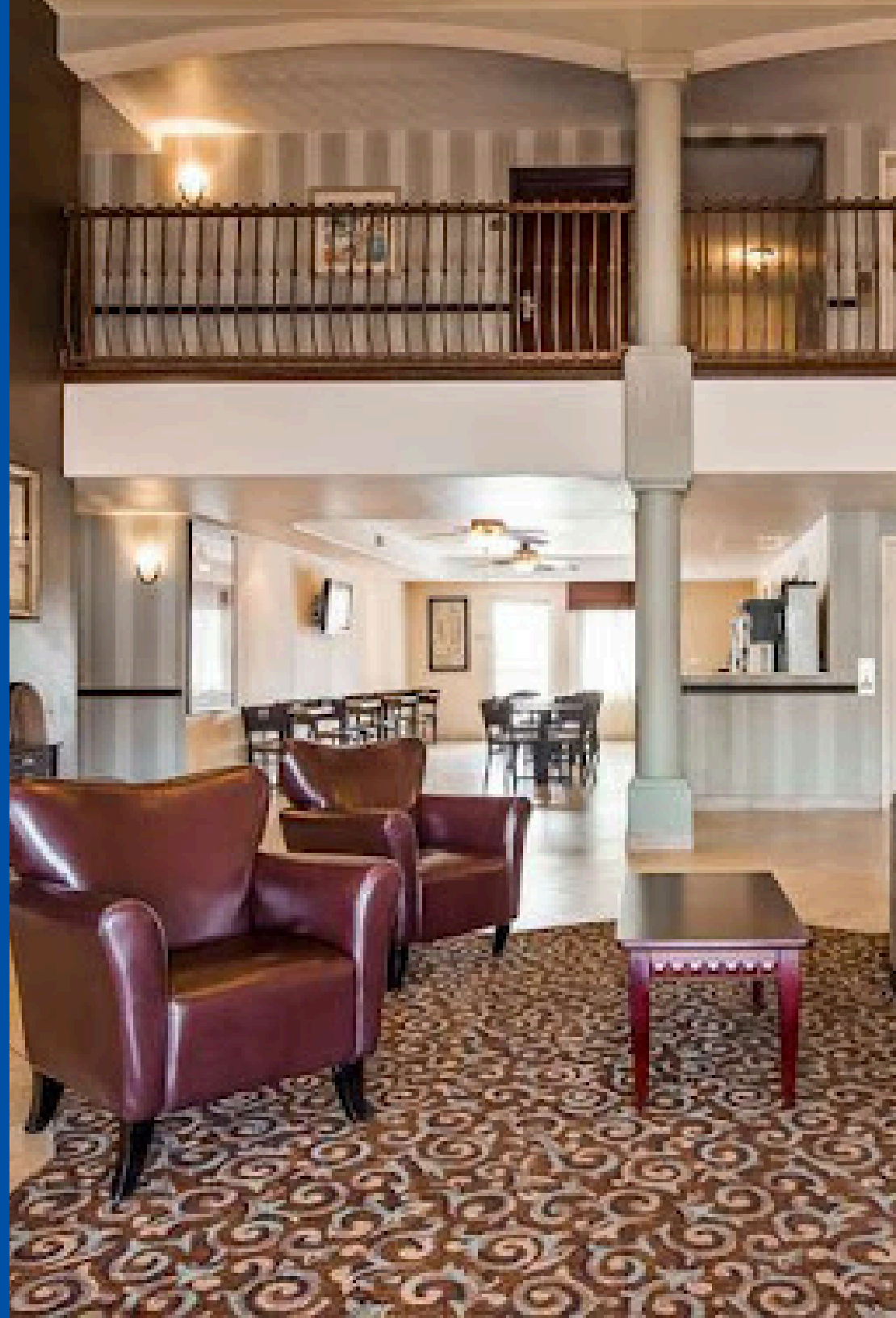
# Property Photos



# MARKET OVERVIEW



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# Top Area Attractions



- **Imperial Sand Dunes Recreation Area (Glamis Dunes)**

A stunning natural wonder, these massive dunes are perfect for off-road adventures, sandboarding, and camping.

- **Salton Sea**

One of California's largest inland seas, offering bird-watching, photography opportunities, and unique desert landscapes.

- **Anza-Borrego Desert State Park**

The largest state park in California, featuring spectacular desert scenery, hiking trails, and seasonal wildflower blooms.

- **Cattle Call Rodeo Grounds**

A historic venue hosting the annual Cattle Call Rodeo, a beloved event showcasing professional rodeo performances.

- **Pioneers Museum and Cultural Center**

A museum dedicated to the history and culture of Imperial Valley, featuring fascinating exhibits about the area's agriculture and heritage.

- **Sonny Bono Salton Sea National Wildlife Refuge**

A haven for birdwatchers and nature lovers, offering trails and opportunities to see a variety of bird species.

- **Imperial Valley Expo**

A bustling event space that hosts fairs, concerts, and other community events throughout the year.

# Market Overview - Brawley, California

Brawley is a charming city located in Imperial County, California, at the heart of the agriculturally rich Imperial Valley. Known for its welcoming small-town feel and vibrant agricultural heritage, Brawley serves as a hub for commerce and recreation in the region.

## Population and Demographics

As of the 2020 census, Brawley had a population of approximately **26,000 residents**, with around **7,800 households**. The average household size is **approximately 3.3 people**, reflecting its family-oriented community. The city's affordable housing options attract those seeking a quiet lifestyle amidst a thriving agricultural backdrop.

## Economy and Key Industries

*Brawley's economy is centered on agriculture, complemented by growth in other key sectors:*

- **Agriculture and Agribusiness:** Brawley is a leading producer of crops and livestock in the Imperial Valley, with its economy deeply tied to the region's farming and cattle industries. The city hosts one of California's largest feedlots and processing plants.
- **Renewable Energy:** The region benefits from geothermal energy resources, with renewable energy projects contributing to the local economy.
- **Tourism and Recreation:** Proximity to popular attractions like the Imperial Sand Dunes and the Salton Sea boosts the city's appeal to visitors seeking outdoor adventure.

## Culture and Recreation

*Brawley offers a variety of cultural and recreational activities that showcase its unique charm and heritage:*

- **Cattle Call Rodeo Grounds:** Home to the annual Cattle Call Rodeo, a major event that celebrates the city's Western heritage with rodeo competitions, parades, and festivities.
- **Pioneers Museum and Cultural Center:** A local museum highlighting the history and agricultural legacy of the Imperial Valley.
- **Imperial Sand Dunes Recreation Area (Glamis):** Located just a short drive away, this is a favorite spot for off-road enthusiasts and outdoor adventurers.

## Neighborhoods and Housing

*Brawley's neighborhoods offer a range of housing options to meet diverse preferences:*

- **Downtown Brawley:** The city's historic core, featuring charming older homes, local shops, and cultural landmarks.
- **Eastern Brawley:** A growing area with newer residential developments and easy access to schools and parks.
- **Country Estates:** A desirable neighborhood offering spacious homes, larger lots, and a suburban feel.
- **Agri-Community Areas:** For those drawn to rural living, the outskirts of Brawley provide ranch-style homes amidst farmland and open spaces.



[Hospitalityfunding@yahoo.com](mailto:Hospitalityfunding@yahoo.com)

(650) 740-9875

156 S Spruce Ave Suite 201

South San Francisco, CA 94080

*Pramukh Swami Inc CALBRE # 01527500*

**Neville Parujanwala**

[www.hospitalitylisting.com](http://www.hospitalitylisting.com)