



NewGenAdv.com

EXCLUSIVE LISTING:

Hobbs Inn Hotel Simply Stay

722 Marland Blvd.
Hobbs, NM 88240

Jigar "Jay" Desai
Senior Vice President
AZ#SA675144000

Ryan J Bodine
Senior Vice President
AZ#BR661940000

Dinesh "Dan" Rama
NewGen Advisory NM, LLC
DESIGNATED BROKER
NM #20316



INVESTMENT PROFILE	3
PROPERTY IMPRESSIONS	6
LOCATION INFORMATION	15
ADVISOR BIOS	24

EXCLUSIVELY LISTED BY:

Jigar “Jay” Desai
Senior Vice President
(520) 664-4091
jigar.desai@newgenadv.com
AZ#SA675144000

Ryan J Bodine
Senior Vice President
(480) 236-9918
ryan.bodine@newgenadv.com
AZ#BR661940000



NewGenAdv.com

INVESTMENT PROFILE

EXCLUSIVELY LISTED BY:

Jigar "Jay" Desai

Senior Vice President
AZ#SA675144000

Ryan J Bodine

Senior Vice President
AZ#BR661940000

Dinesh "Dan" Rama
NewGen Advisory NM, LLC
DESIGNATED BROKER
NM #20316





Jigar “Jay” Desai and Ryan Bodine of NewGen Advisory are proud to present the sale of the Hobbs Inn / Hotel Simply Stay, located in Hobbs, NM. Positioned in the heart of New Mexico’s oil and gas region, this fully remodeled, 62-room interior corridor hotel offers approximately 18,600 square feet of turnkey space on high-visibility Marland Blvd. With \$2.6M in recent renovations, the property blends modern accommodations with strategic proximity to schools, shopping centers, and medical facilities—making it ideal for travelers, long-term guests, or brand conversion opportunities. The hotel is absentee-managed by out-of-state owners, presenting operational upside for hands-on investors. Hobbs’ steady economic growth and demand for hospitality and residential space offer strong long-term appreciation and revenue potential. Flexible investment terms, including seller financing and lease-to-purchase options, are available, and ownership is eager to entertain all serious offers.



PROPERTY HIGHLIGHTS

- Motivated seller - bring all offers
- Seller financing available
- Lease to purchase options available
- Multiple brand options available
- Absentee managed from out of state owners
- \$2.6M in renovations recently completed
- Significant upside for owner/operators
- Potential use change to address housing shortage

OFFERING SUMMARY

	Sale Price:	Contact Brokers
	Number of Rooms:	62
	Price Per Key:	\$51,613
	Building Size:	24,781 SF
	Lot Size:	4.43 AC
	Year Built:	1983
	Stories:	3
	Zoning:	Commercial
	Hotel Type:	Economy/Extended Stay



NewGenAdv.com

PROPERTY IMPRESSIONS

EXCLUSIVELY LISTED BY:

Jigar "Jay" Desai

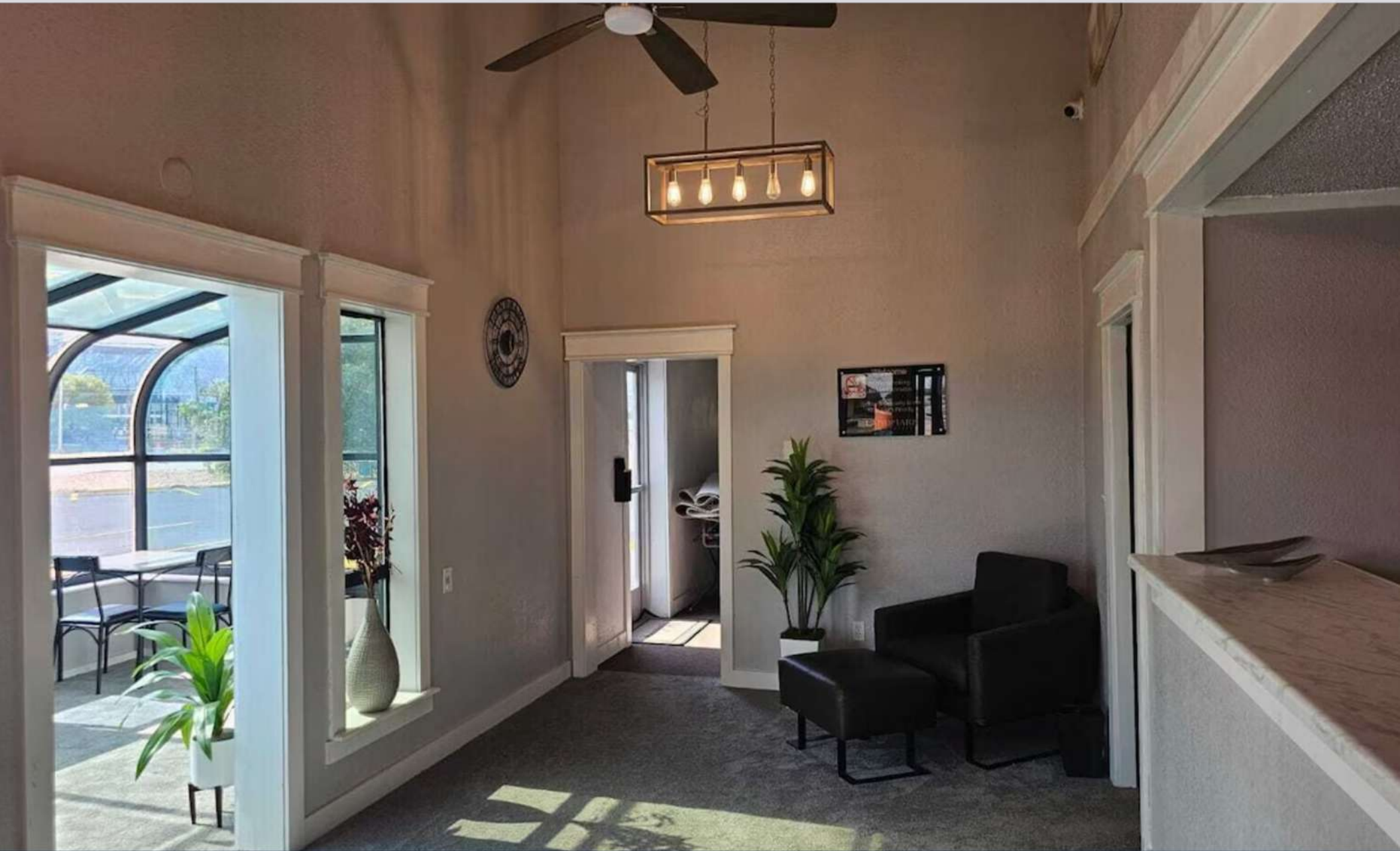
Senior Vice President
AZ#SA675144000

Ryan J Bodine

Senior Vice President
AZ#BR661940000

Dinesh "Dan" Rama
NewGen Advisory NM, LLC
DESIGNATED BROKER
NM #20316



















NewGenAdv.com

LOCATION INFORMATION

EXCLUSIVELY LISTED BY:

Jigar "Jay" Desai

Senior Vice President
AZ#SA675144000

Ryan J Bodine

Senior Vice President
AZ#BR661940000

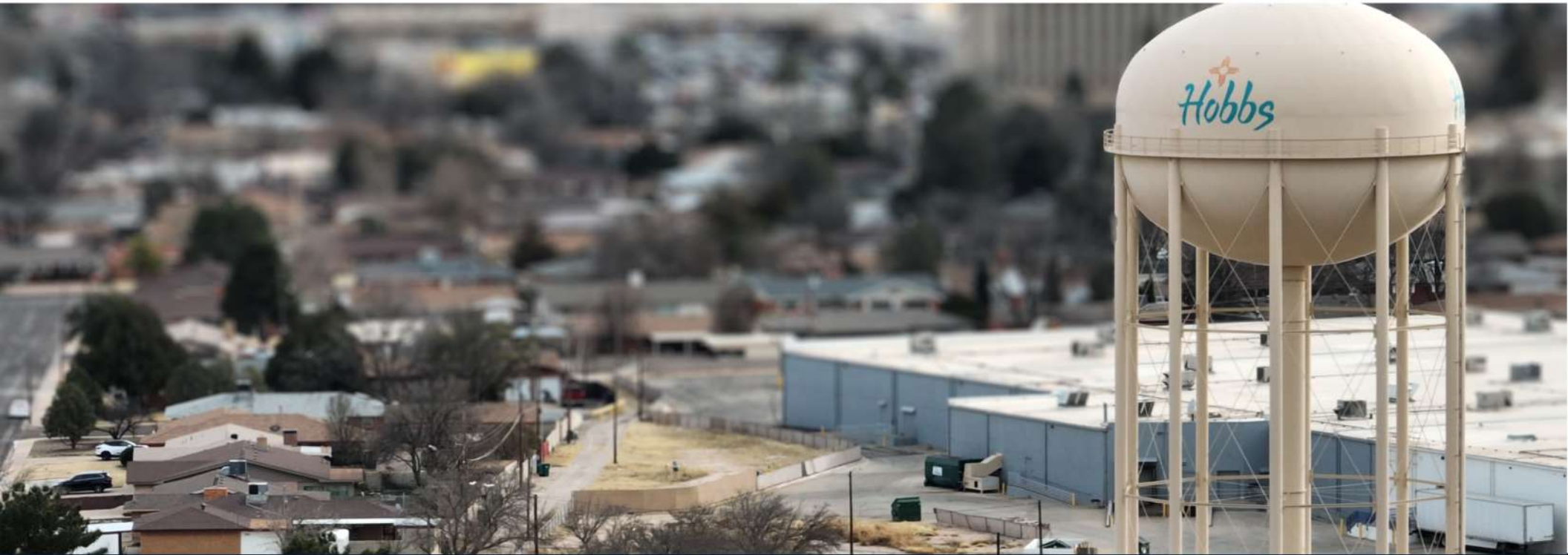
Dinesh "Dan" Rama
NewGen Advisory NM, LLC
DESIGNATED BROKER
NM #20316



HOBBS. NEW MEXICO

Hobbs is a fast-growing city in southeastern New Mexico, located just four miles from the Texas border in Lea County. Known as the heart of the state's "EnergyPlex," Hobbs plays a central role in the oil and gas industry while also diversifying into healthcare, education, and retail. The city has made strategic investments of over \$150 million in quality-of-life projects, including the CORE (Center of Recreational Excellence), which features New Mexico's tallest indoor water slide and extensive recreational facilities. Hobbs is also home to New Mexico Junior College, the University of the Southwest, and Lea County Regional Medical Center, creating a vibrant, youthful community supported by strong educational and healthcare infrastructure.

Beyond its economic strengths, Hobbs is rich in culture and recreation. Visitors and residents alike enjoy the award-winning Rockwind Community Links golf course, the Western Heritage Museum, arts centers, and a local symphony orchestra. Convenient air access via Lea County Regional Airport - offering direct flights to Houston and Denver - further enhances the city's connectivity, making Hobbs a dynamic small-market destination primed for sustained growth and investment.





While not a traditional leisure destination, Hobbs sees substantial tourism volume fueled by a dynamic mix of energy-related business travel, gaming, sports tourism, and regional events. One of the city's biggest tourism anchors is the Zia Park Casino, Hotel & Racetrack, which offers year-round gaming and seasonal live horse racing. This entertainment venue draws thousands of guests annually from surrounding regions, including West Texas. Major events like the Lea County Fair & PRCA Rodeo consistently attract 60,000–70,000 attendees, significantly boosting hotel occupancy every August and solidifying Hobbs as a regional event capital.

Hobbs also benefits from youth and collegiate sports tourism, particularly golf, rodeo, and basketball tournaments held at top-tier facilities like Rockwind Community Links and the Lea County Event Center. Cultural festivals, air shows, glider events, and art exhibitions attract additional visitors throughout the year. College graduations, visiting teams, and academic conferences from NMJC and USW contribute further to room-night demand. Importantly, Hobbs' business-leisure hybrid profile helps keep occupancy stable: weekdays bring corporate and energy-sector guests, while weekends attract event-goers, tourists, and families. As a result, hotels enjoy consistent demand with less seasonal volatility than pure leisure markets.





ZIA PARK CASINO HOTEL & RACETRACK

Zia Park is Hobbs' leading entertainment hub, featuring a casino, seasonal live horse racing, and an on-site hotel. It draws thousands of visitors annually, particularly during the fall racing season and weekend gaming events. With over 700 slot machines, multiple restaurants, and dedicated event space, it serves as a top driver of hotel demand. Operated by Penn Entertainment and supported by more than 200 employees, Zia Park also hosts concerts and group tours, helping maintain steady foot traffic year-round.



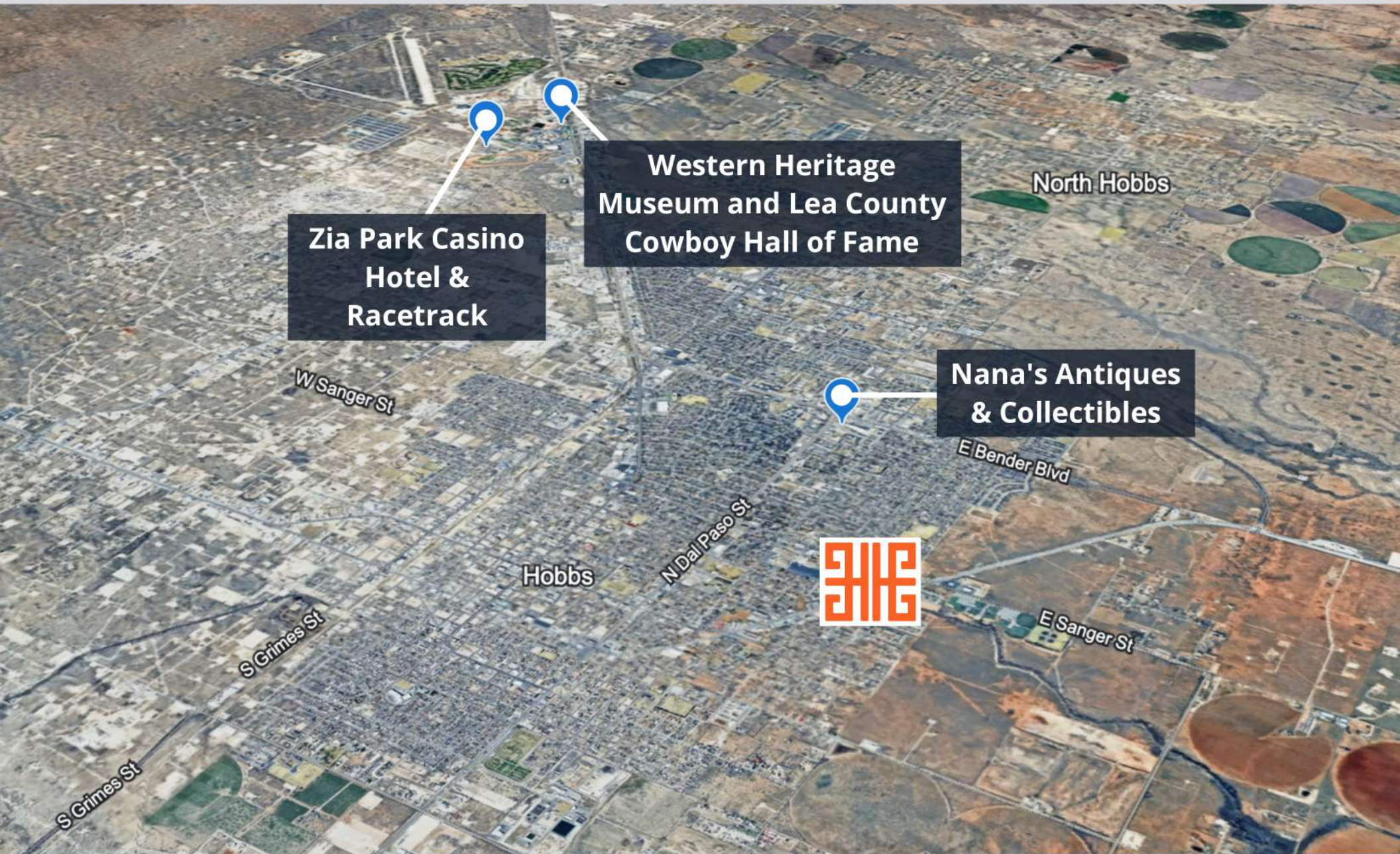
WESTERN HERITAGE MUSEUM AND LEA COUNTY COWBOY HALL OF FAME

Located on the NMJC campus, this museum honors the region's cowboy and ranching heritage through permanent exhibits and rotating displays. It welcomes 25,000–30,000 visitors annually, including students, families, and tourists. Frequent events, lectures, and art shows support year-round activity. Its proximity to other community attractions makes it a key part of Hobbs' cultural tourism network.



NANA'S ANTIQUES & COLLECTIBLES

Nana's is a charming antique and vintage retail space known for its one-of-a-kind finds and curated vendor booths. It draws an estimated 5,000–7,000 visitors annually, particularly on weekends and during seasonal markets. Though small in staff, it maintains a loyal following and often serves as a destination stop that encourages exploration of nearby businesses. Its appeal to collectors and day-trippers makes it a distinctive contributor to Hobbs' retail tourism scene.



Hobbs is one of New Mexico's most economically vibrant cities, boasting steady population growth, a young median age of 31, and a robust workforce pipeline. From approximately 29,000 residents in 2000 to a peak of over 40,600 in 2020, the population has grown consistently, with a current estimate of 39,386 as of 2023 - reflecting an average annual growth rate of 1.56%. Over the past decade alone, the city has expanded by nearly 20%, with future projections remaining strong due to continued job creation across multiple sectors. While energy leads the way, other major employers - healthcare, education, retail, construction, and hospitality - contribute to Hobbs' economic diversity and resilience. A median household income exceeding \$65,000 and a below-average unemployment rate further underscore its economic strength.

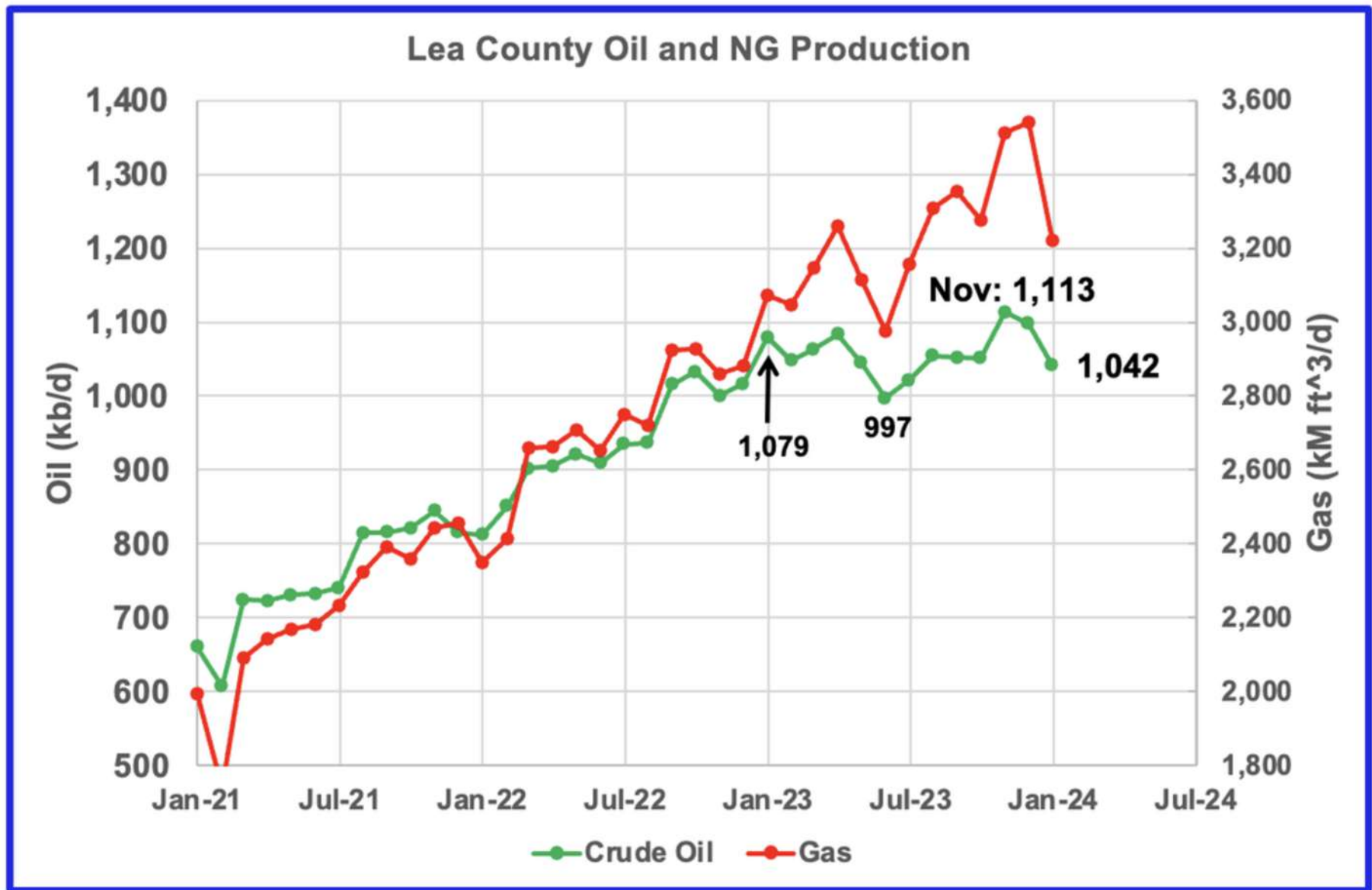
The city is undergoing transformative infrastructure development. In just the past three years, Hobbs has welcomed a \$75 million hospital, a \$46 million vocational high school, and widespread road, utility, and airport upgrades. These investments not only attract talent and capital but also enhance quality of life, encouraging long-term population retention. The Lea County Regional Airport has expanded connectivity with direct flights to Houston and Denver, serving both corporate and leisure travelers. Ongoing runway and terminal improvements aim to accommodate larger aircraft and future routes. Collectively, these trends highlight a resilient and scalable economy - well-positioned to support hotel development, extended-stay lodging, and broader hospitality services.





Lea County, where Hobbs is located, has emerged as the #1 oil-producing county in the United States, surpassing one million barrels of oil per day - a historic milestone. As part of the larger Permian Basin, the area attracts global energy giants such as Chevron, ConocoPhillips, and Occidental, along with more than 400 oilfield service companies. This energy boom has created thousands of high-paying jobs, with oil and gas workers averaging salaries above \$100,000 - driving substantial local spending and sustained demand for long-term hotel accommodations.

The oil and gas sector is the driving force behind Hobbs' economy. In 2024 alone, it generated over \$13 billion in state and local revenues, funding much of the city's infrastructure and education initiatives. The steady influx of oilfield workers - many on rotating shifts - creates constant lodging demand, particularly during peak drilling seasons. Hotels frequently accommodate corporate crews, engineers, and contractors for extended stays, often at premium rates. Despite the cyclical nature of oil prices, Hobbs benefits from long-term drilling potential, stable demand from the energy sector, and ongoing midstream infrastructure investments - ensuring the region remains a cornerstone of U.S. energy production and a strong market for hospitality investment.



Source: Seeking Alpha

HOUSING SHORTAGE & EXTENDED-STAY DEMAND

Hobbs is currently experiencing a pronounced housing shortage as rapid economic and population growth continue to outpace the development of new homes and apartments. The influx of oilfield workers and other professionals has driven vacancy rates in the local housing market to historic lows, with available units in extremely limited supply. As a result, both home prices and rental rates have surged, making affordability a growing concern. Local employers frequently report difficulties relocating staff due to the lack of suitable housing options. While several residential projects are underway, city officials acknowledge that the current pace of construction remains insufficient to meet demand.

This persistent housing deficit has significantly increased demand for extended-stay hotels and other temporary lodging options. Many incoming workers and contractors in Hobbs depend on hotels for long-term accommodations, effectively using them as transitional housing. Extended-stay properties benefit especially from this dynamic—frequently achieving high occupancy rates fueled by workforce lodgers and relocating families, even during slower travel periods. Corporate clients in the energy and construction sectors often reserve blocks of rooms for months at a time, ensuring a reliable and consistent revenue stream. In this context, Hobbs' housing constraints have elevated extended-stay hotels as essential infrastructure, providing investors with a compelling opportunity in a high-demand hospitality market.





NewGenAdv.com

ADVISOR BIOS

EXCLUSIVELY LISTED BY:

Jigar "Jay" Desai

Senior Vice President
AZ#SA675144000

Ryan J Bodine

Senior Vice President
AZ#BR661940000

Dinesh "Dan" Rama
NewGen Advisory NM, LLC
DESIGNATED BROKER
NM #20316



JIGAR "JAY" DESAI

SENIOR VICE PRESIDENT

jigar.desai@newgenadv.com

DIRECT: 520.664.4091

PROFESSIONAL BACKGROUND

Jigar "Jay" Desai joined the NewGen Advisory team of Arizona in 2017. He is focused throughout the Southwestern regions of Texas to California assisting our clients with all their hotel and lodging transactional needs. Jay has a unique ability to connect prospective buyers with sellers while focusing on and balancing the critical financial needs of both making him a true asset to any team and every client. Jay's extensive background in the hotel industry has given him the insight to better understand the critical needs of his clients. Having grown up in the hotel industry, Jay's ability to relate and understand the rigorous demands of hotel operations has provided the insight which has led to facilitate successful transactions. Furthermore, prior to joining the NewGen team, Jay was immersed into the financing and lending world with a large national bank which gave him the unique view into the lending world and provided the connections which allow his clients to seek out financing for even the most challenging assets.

EDUCATION

Jigar graduated from the U of A in 2011 attaining a dual degree from Eller College of Management in Finance and Real Estate.

MEMBERSHIPS

Jigar is a member and ambassador for the Asian American Hotel Owners Association (AAHOA) and holds certifications for Choice Hotels and Best Western.



RYAN J. BODINE

Senior Vice President

ryan.bodine@newgenadv.com

DIRECT: 480.236.9918

PROFESSIONAL BACKGROUND

Ryan Bodine is an Associate for NewGen Advisory, a hospitality brokerage firm. Ryan's primary focus is on representing and identifying hospitality investment opportunities from around the country for his domestic and international partners. Ryan has extensive experience in owning his own company and raising foreign direct investment. This unique hybrid has allowed him to approach each deal with an ownership mentality while leveraging his extensive network of high net worth investors to realize profitable returns for his clients.

Prior to NewGen, Ryan sourced foreign direct investment for Green Card Fund, an EB-5 Invest to Immigrate Regional Center, worked as an Executive Consultant for an education reform organization, and owned an international promotional product company.

He is a member of the Asian American Hotel Owners Association, Arizona Lodging Tourism Association, Urban Land Institute, Arizona Association of Economic Development, the Greater Phoenix Economic Council, the Phoenix Committee on Foreign Relations, and the Global Shapers Phoenix HUB Community.

EDUCATION

University of Hawaii at Manoa - Business

Roehampton University London, England- International Business

Arizona State University- International Business, Summa Cum Laude

All materials and information received or derived from NewGen Advisory, LLC its directors, officers, agents, advisors, affiliates and/or any third party sources are provided without representation or warranty as to completeness, veracity, or accuracy, condition of the property, compliance or lack of compliance with applicable governmental requirements, developability or suitability, financial performance of the property, projected financial performance of the property for any party's intended use or any and all other matters.

Neither NewGen Advisory, LLC its directors, officers, agents, advisors, or affiliates makes any representation or warranty, express or implied, as to accuracy or completeness of the any materials or information provided, derived, or received. Materials and information from any source, whether written or verbal, that may be furnished for review are not a substitute for a party's active conduct of its own due diligence to determine these and other matters of significance to such party. NewGen Advisory, LLC will not investigate or verify any such matters or conduct due diligence for a party unless otherwise agreed in writing.

EACH PARTY SHALL CONDUCT ITS OWN INDEPENDENT INVESTIGATION AND DUE DILIGENCE.

Any party contemplating or under contract or in escrow for a transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third party independent professionals selected by such party. All financial data should be verified by the party including by obtaining and reading applicable documents and reports and consulting appropriate independent professionals. NewGen Advisory, LLC makes no warranties and/or representations regarding the veracity, completeness, or relevance of any financial data or assumptions. NewGen Advisory, LLC does not serve as a financial advisor to any party regarding any proposed transaction. All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions, vacancy factors and other issues in order to determine rents from or for the property.

Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants and governmental agencies. All properties and services are marketed by NewGen Advisory, LLC in compliance with all applicable fair housing and equal opportunity laws.



Arizona

1747 E Morten Avenue
Suite 202
Phoenix, AZ 85020

California

31225 La Baya Dr
Suite 103
Westlake Village, CA 91362

Colorado

7900 E Union Ave
Suite 1100
Denver, CO 80237

Georgia

3348 Peachtree Rd NE
Ste 700
Atlanta, GA 30326

Idaho

950 Bannock St
Ste 1100
Boise, ID 83702

Illinois

7318 E South St
Newton, IL 62448

Indiana

9465 Counselors Row
Suite 200
Indianapolis, IN 46240

Iowa

4620 E. 53rd St
Ste 200
Davenport, IA 52807

Kansas

801 E Douglas Ave
2nd Floor
Wichita, KS 67202

Maryland

16701 Melford Blvd
Suite 400
Bowie, MD 20715

Minnesota

2355 Hwy 36W
Suite 400
Roseville, MN 55113

Missouri

107 W 9th St
2nd Floor
Kansas City, MO 64105

Nebraska

233 S 13th St
Ste 1100
Lincoln, NE 68508

North Carolina

3540 Toringdon Way
Suite 200 #189
Charlotte, NC 28277

New Mexico

500 Marquette Ave
Suite 1200
Albuquerque, NM 87102

Oklahoma

8211 East Regal Pl, Bridle Trails
Suite 100
Tulsa, OK 74133

Oregon

5305 River Rd N
Ste B
Keizer, OR 97303

Pennsylvania

5362 Steubenville Pike
McKees Rocks, PA 15136

Texas

1701 E. Lamar Blvd
Suite 175
Arlington, TX 76006

Utah

2150 South 1300 East
Suite 500
Salt Lake City, UT 84106

Washington

1400 112th Ave SE
Suite 100
Bellevue, WA 98004