

# MOTEL 6 CARLSBAD BEACH

CONFIDENTIAL OFFERING MEMORANDUM



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HOSPITALITY GROUP







ATLAS Hospitality Group has been exclusively retained to offer for sale to qualified principals the fee-simple interest in the Motel 6 in Carlsbad California.

The investment opportunity is in a premier coastal destination. Ideally located just 5 minutes from Carlsbad State Beach and only 4 miles from LEGOLAND California, this well-positioned motel caters to travelers seeking convenience and value, all enhanced by the property's proximity to Interstate 5 and Carlsbad Poinsettia Station.

A short 6-minute drive from McClellan-Palomar Airport further elevates its accessibility. Nestled in a vibrant tourism hub, the Motel 6 Carlsbad CA Beach combines strong brand recognition with an unbeatable setting, making it an attractive asset for investors looking to capitalize on Carlsbad's thriving hospitality market.



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## INVESTMENT HIGHLIGHTS

1

**PRIME COASTAL LOCATION:** 5 minute walk to South Carlsbad State Beach, 1.7 miles from the Poinsettia Train Station, and just 4 miles to LEGOLAND and the McClellan-Palomar Airport.

2

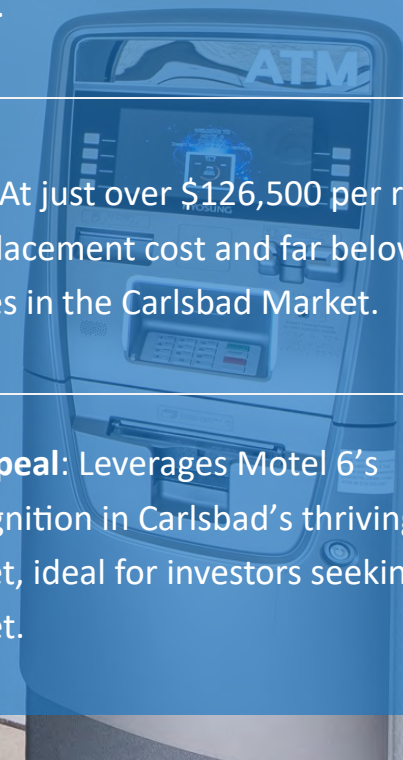
**EXCEPTIONAL ACCESSABILITY:** 162 Rooms sprawled over 2.9 acres with excellent visibility and access from interstate 5.

3

**PRICED TO SELL:** At just over \$126,500 per room, it is well below replacement cost and far below recent sales comparables in the Carlsbad Market.

4

**Strong Brand Appeal:** Leverages Motel 6's established recognition in Carlsbad's thriving hospitality market, ideal for investors seeking a value-driven asset.



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## IMPROVEMENTS OVERVIEW

ADDRESS	750 Raintree Drive Carlsbad, CA 92011
INTEREST	Fee Simple
ROOMS	162
BUILT	1987
BUILDINGS	One
FLOORS	Two
SITE AREA	127,195 Sq. Ft. (Approx.)
BUILDING AREA	41,000 Sq. Ft. (Approx.)
PARKING	160 Spaces
APN	214-450-23-00
ZONING	Commercial
TAX RATE	1.21%
ROOF	Flat Built-Up Composition Roof
FOUNDATION	Concrete Pad
CONSTRUCTION	Wood Frame, stucco



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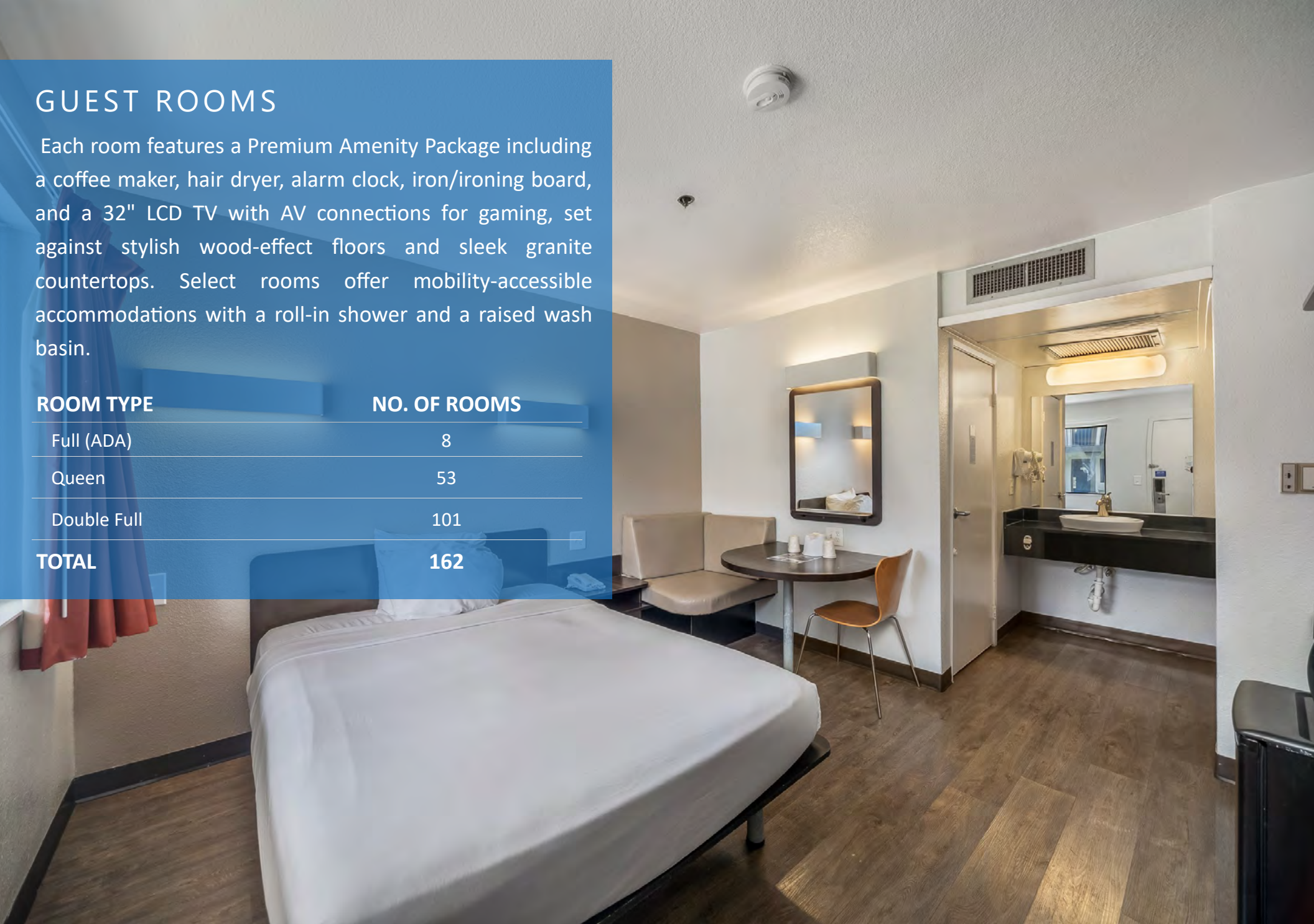
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## GUEST ROOMS

Each room features a Premium Amenity Package including a coffee maker, hair dryer, alarm clock, iron/ironing board, and a 32" LCD TV with AV connections for gaming, set against stylish wood-effect floors and sleek granite countertops. Select rooms offer mobility-accessible accommodations with a roll-in shower and a raised wash basin.

ROOM TYPE	NO. OF ROOMS
Full (ADA)	8
Queen	53
Double Full	101
<b>TOTAL</b>	<b>162</b>



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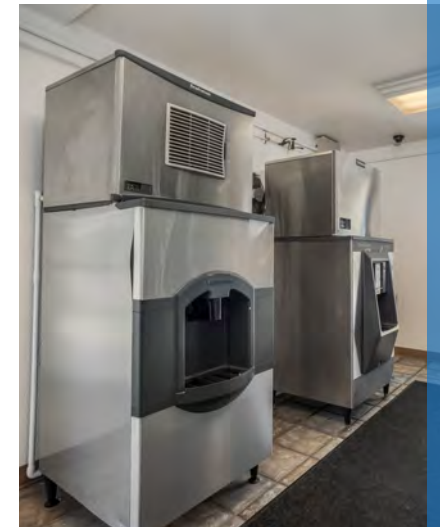






## AMENITIES

Along with standard amenities the Motel 6 Carlsbad offers an outdoor pool, guest laundry, and ample free parking.









## CARLSBAD

Carlsbad, California, a coastal city in North County San Diego, traces its origins to the late 19th century when Captain John Frazier discovered mineral-rich spring water in 1882. This led to the founding of the Carlsbad Land and Mineral Water Company by Gerhard Schutte and partners, naming the town after the famous Karlsbad spa in Bohemia (now Karlovy Vary, Czech Republic) due to the water's similar properties. Incorporated in 1952 to avoid annexation by Oceanside, Carlsbad evolved from a small community into a thriving city, bolstered by its beaches and the arrival of the Santa Fe Railway in 1885.

In recent decades, Carlsbad has seen significant developments. The opening of LEGOLAND California in 1999 marked a major milestone, drawing millions of visitors annually and cementing its status as a family-friendly destination. Additionally, the revitalization of Carlsbad Village has enhanced its historic charm, fostering a vibrant hub of shops, dining, and cultural events. Today, with a population of over 114,000, Carlsbad blends its rich history with modern innovation, thriving in tourism, technology, and golf manufacturing industries.



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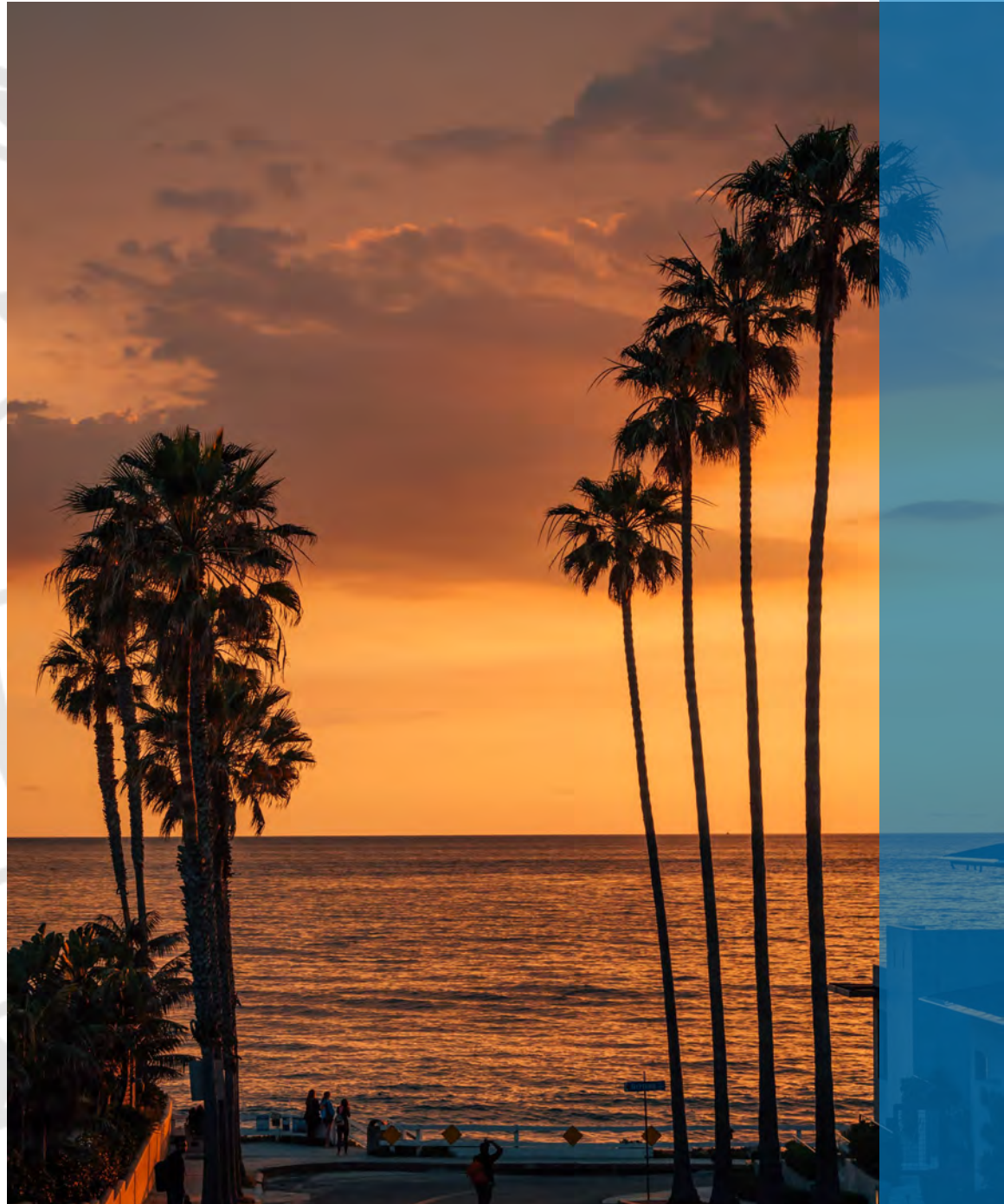
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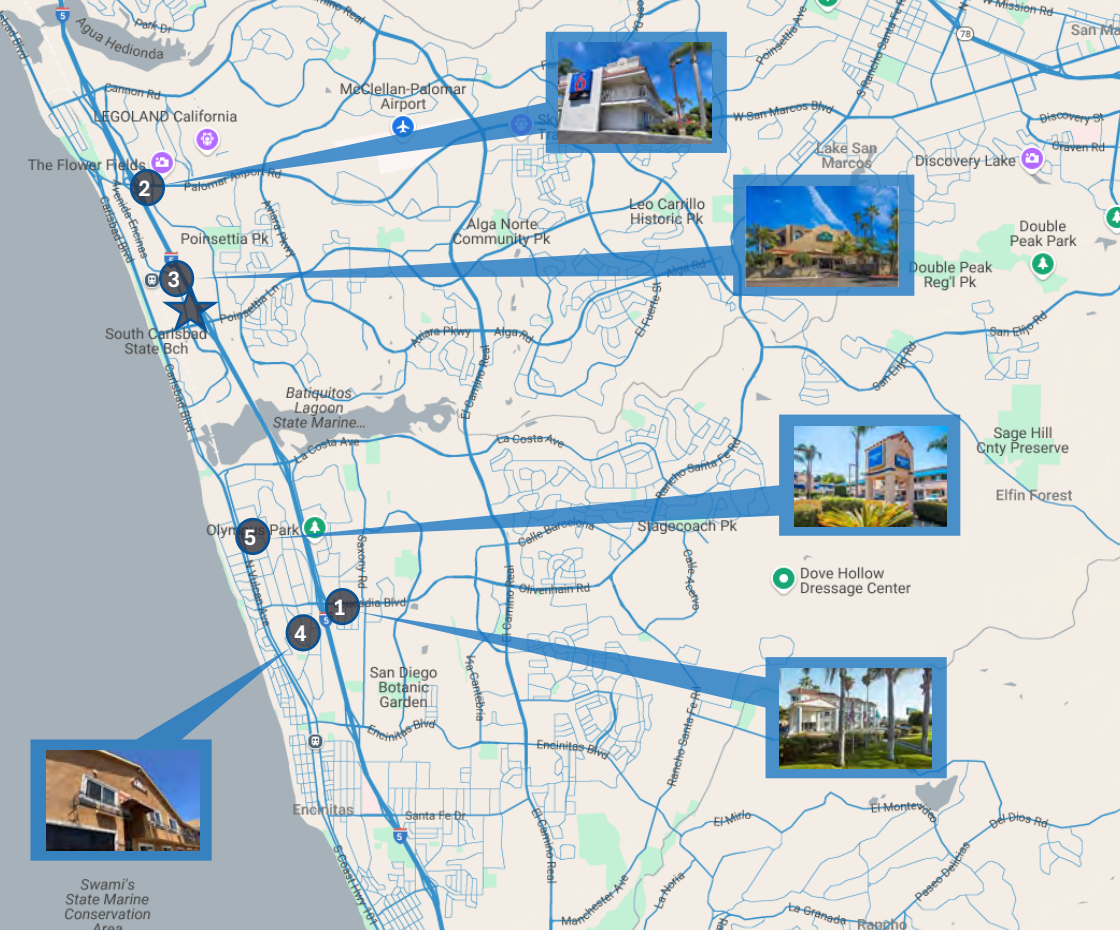
## SAN DIEGO COUNTY

San Diego County's history began in 1542 when Juan Rodríguez Cabrillo sailed into San Diego Bay, claiming the area for Spain. Permanent settlement took root in 1769 with the establishment of the Presidio of San Diego and Mission San Diego de Alcalá by Gaspar de Portolá and Junípero Serra, marking the beginning of California's colonial era. After Mexican independence in 1821, the region became part of Mexico until the 1848 Treaty of Guadalupe Hidalgo ceded it to the United States.

In recent years, San Diego County has seen notable developments. The Cross Border Xpress (CBX) terminal, opened in 2015, connects San Diego directly to Tijuana International Airport, boosting regional travel and trade. Additionally, the San Diego County Regional Airport Authority has pursued expansions at San Diego International Airport, including the New Terminal 1 project, set to enhance capacity and modernize facilities by 2028. With over 3.3 million residents today, San Diego County thrives on its diverse heritage and forward-looking initiatives.







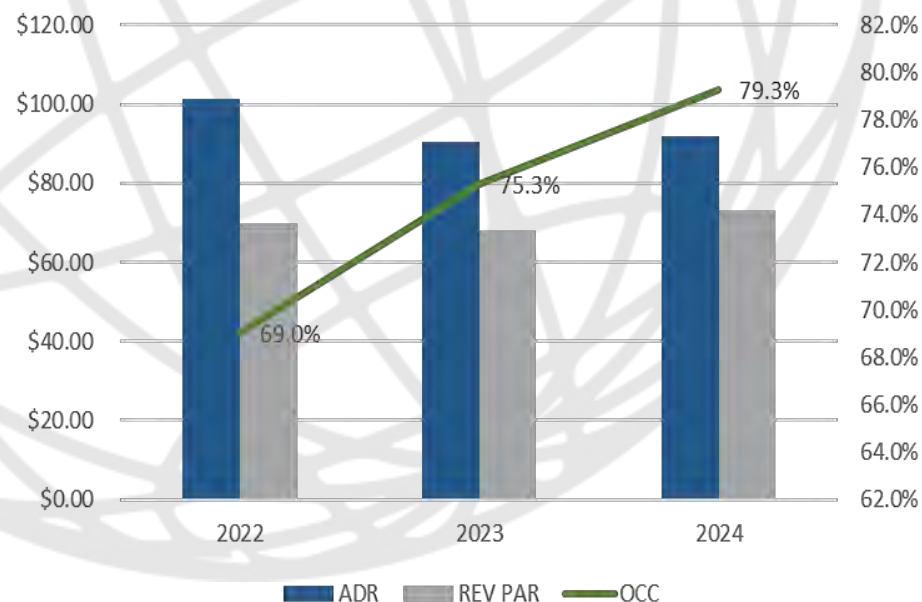
## COMPETITIVE MARKET INFORMATION

SUBJECT	OCC	ADR	REV PAR
2022	78.4	\$84.23	\$66.01
2023	76.7%	\$80.18	\$61.48
2024	77.2%	\$72.59	\$56.07

COMP SET	OCC	ADR	REV PAR
2022	69.0%	\$101.26	\$69.90
2023	75.3%	\$90.38	\$68.03
2024	79.3%	\$92.04	\$72.95

## COMPETITIVE SET PERFORMANCE



### COMPETITIVE PROPERTIES

	CITY	OPEN	ROOMS
* Motel 6 Carlsbad Beach	Carlsbad, CA	1988	162
1. Comfort Inn Encinitas	Encinitas, CA	1985	102
2. Motel 6 Carlsbad Legoland	Carlsbad, CA	1978	140
3. La Quinta Inns & Suites	Carlsbad, CA	1987	110
4. Brisa Pacifica Hotel Encinitas	Encinitas, CA	1988	30
5. Rodeway Inn Encinitas North	Encinitas, CA	1990	51

**TOTAL 595**

Source: Smith Travel Research



## SALES COMPARABLES

PROPERTY	LOCATION	ROOMS	SALES PRICE	PRICE PER ROOM	SALE DATE
Motel 6 National City	1125 E Plaza Blvd., National City, CA	39	\$5,000,000	\$128,205	09/2024
Mission Bay Inn San Diego	2575 Clairemont Dr San Diego, CA	101	\$15,500,000	\$153,465	09/2024
Motel 6 San Diego Downtown	1546 Second Ave San Diego, CA	105	\$13,325,000	\$126,905	11/2024
SpringHill Suites Oceanside	110 N Myers St Oceanside, CA	149	\$43,750,000	\$293,624	06/2024
Hyatt Place Vista	2645 S Melrose Dr Vista, CA	150	\$23,030,000	\$153,533	05/2024
AVERAGE:			\$20,121,000	\$171,146	





## 2024 PROFIT & LOSS STATEMENT SUMMARY

### INCOME

2024

Hotel Revenue	\$3,598,568
Laundry Commission	\$3,184
ATM, Gift Shop & Vending Machines	\$7,698
Maintenance	\$715.00

### TOTAL INCOME

**\$3,610,166**

### EXPENSE

Leasing & Marketing	\$390,175
Insurance	\$50,940
Repairs & Maintenance	\$86,500
Taxes	\$208,863
Utilities	\$256,421
Admin & General	\$97,670
Payroll & Employee Benefits	\$759,608
Amenities	\$46,294

### TOTAL EXPENSE

**\$1,896,475**

### NET OPERATING INCOME

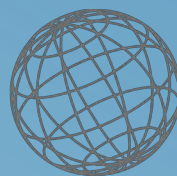
**\$1,713,691**



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# ATLAS

HOSPITALITY GROUP

4695 MacArthur Court #780

Newport Beach, CA 92660

Phone: (949) 622-3400

E-mail: [info@atlashospitality.com](mailto:info@atlashospitality.com)

Web Site: [atlashospitality.com](http://atlashospitality.com)

CalBRE: 01216856

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