

COMFORT INN & SUITES WESTON-WAUSAU

5810 SCHOFIELD AVE, WESTON, WI 54476

OFFERING FLYER

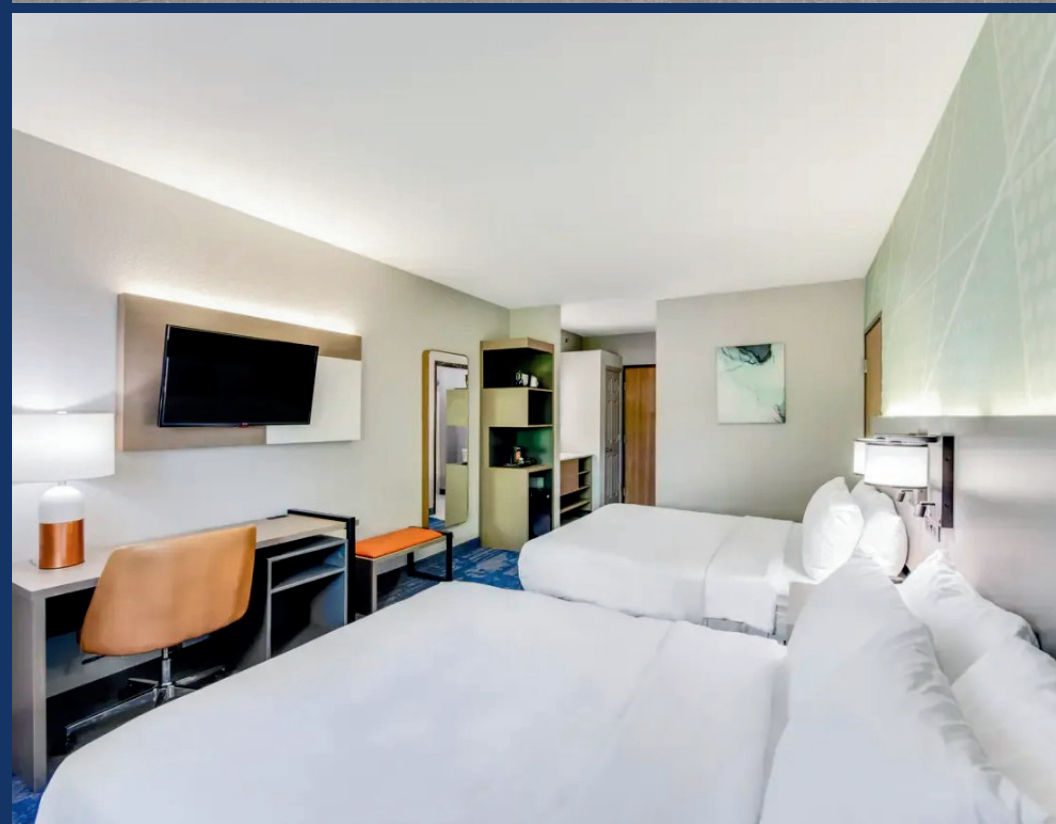
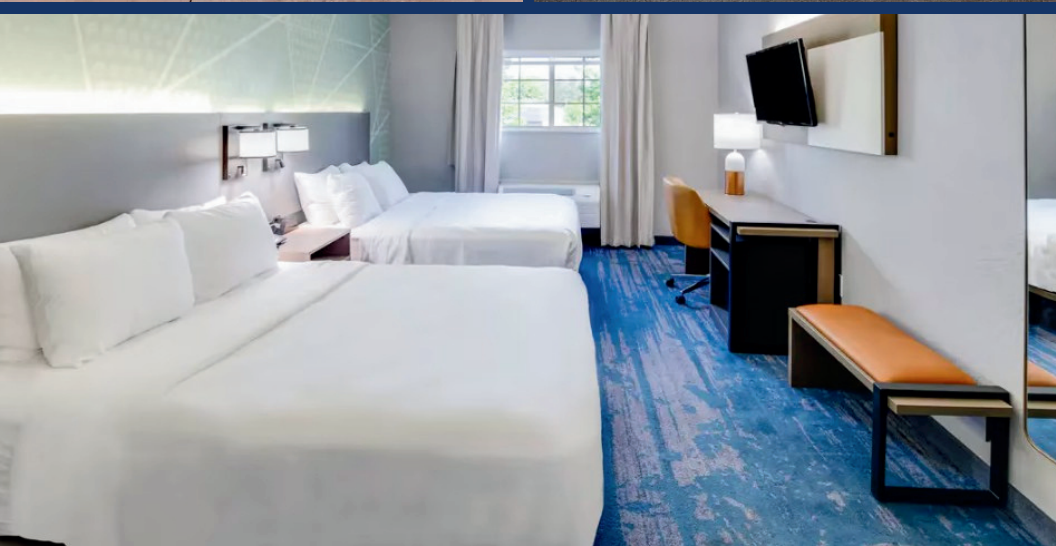
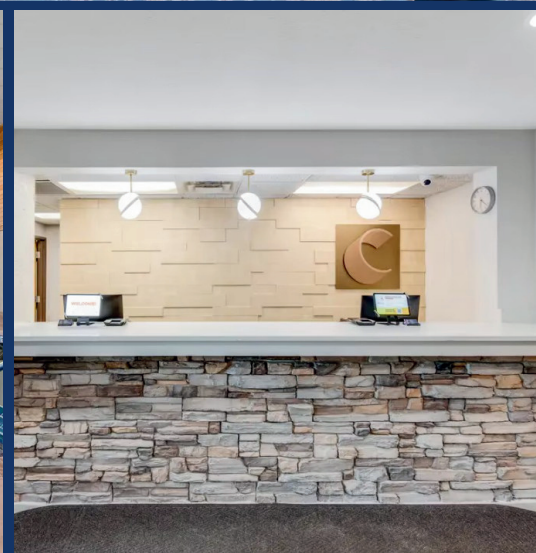


P&E

HOTEL ADVISORS



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REAL ESTATE



Property Overview & Site Detail

Newly-branded upper midscale · Wausau / Stevens Point submarket · Marathon County, WI

CHOICE HOTELS · COMFORT FLAG

QAR 92.7% PASS

3-STAR UPPER MIDSCALE

| | | | | |
|---|--|---|--|--|
| 60 GUEST ROOMS Interior Corridor | 3 STORIES 12,667 SF / floor | ~38,001 BUILDING SF Gross area · ~633 SF/key | 2.06 SITE ACRES 89,734 SF · Not in SFHA | 92 PARKING SPACES 1.53 / room |
|---|--|---|--|--|

BUILDING & SITE

| | | | |
|--|---|---|---|
| YEAR BUILT 2005 Original construction Full renovation: 2025 | BUILDING AREA 38,001 Square feet · 3 stories ~633 SF gross / key | LAND AREA 2.06 Acres 89,734 SF Not in SFHA | CONSTRUCTION Interior Corridor 3-story enclosed Climate controlled |
|--|---|---|---|

PHYSICAL SPECIFICATIONS

| | |
|----------------|--------------------------------------|
| PROPERTY TYPE | Hospitality · Hotel |
| BUILDING CLASS | Class B · 3-Star |
| HOTEL SCALE | Upper Midscale |
| GUEST ROOMS | 60 keys |
| PRODUCT TYPE | Suite-designated |
| STORIES | 3 stories |
| CORRIDOR | Interior · climate-controlled |
| BUILDING SF | ~38,001 SF |
| FLOOR PLATE | ~12,667 SF / floor |
| GROSS SF / KEY | ~633 SF per room |

SITE & PARCEL

| | |
|---------------------|-------------------------------|
| PARCEL | 192-2808-153-0005 |
| SITE AREA | 2.06 acres (89,734 SF) |
| MUNICIPALITY | Village of Weston, WI |
| COUNTY | Marathon County, WI |
| ZIP CODE | 54476 |
| FLOOD ZONE | Not in SFHA |
| APPROX. FAR | ~0.42 |
| PARKING | 92 spaces · 1.53/room |
| PROPERTY TAX (2025) | \$31,181 / yr |
| \$/SF TAX | \$0.35 / SF |

BRAND & OWNERSHIP

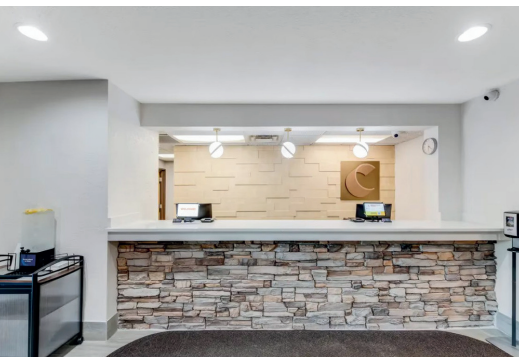
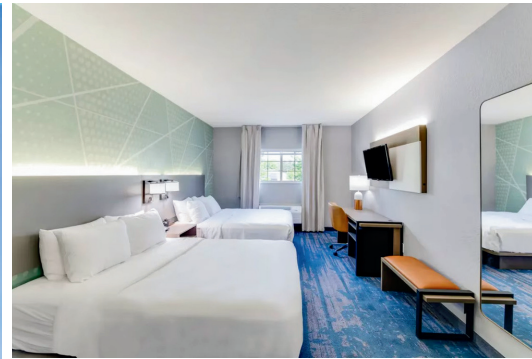
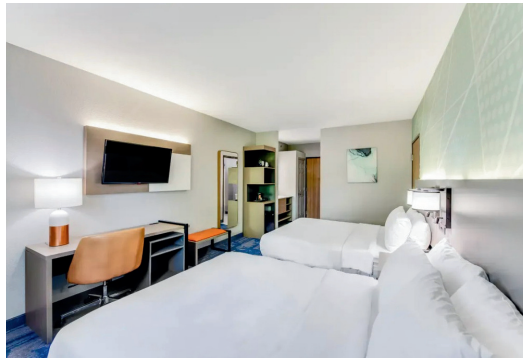
| | |
|------------------|---------------------------------|
| CURRENT BRAND | Comfort Inn & Suites |
| BRAND PARENT | Choice Hotels International |
| FLAG OPENED | November 2025 |
| FA STATUS | Active · Good Standing |
| FA EXPIRATION | Nov 2045 · 19.5 yrs |
| QAR (FEB 2026) | 92.7% PASS · No PIP |
| RECORDED OWNER | MUD Hospitality LLC |
| OPERATOR | MUD Hospitality (3rd-party) |
| EXCLUSIVE BROKER | P&E Hotel Advisors |

AMENITIES

| | | | | |
|-------|------------|---------|-----------|--------------|
| Pool | Hot Tub | Kitchen | Breakfast | Business Ctr |
| Wi-Fi | Smoke-Free | Patio | ADA | |

SURROUNDING PROPERTIES · RECENT FLAG CHANGES & SUPPLY EVENTS (12-24 MO)

| | | | | |
|--|---|---|---|--|
| UPGRADE Country Inn & Suites Wausau Radisson → Marriott City Express . Owner-confirmed. Exits Choice Privileges pool. | LOST AFFILIATION Jefferson Street Inn, Wausau Radisson Individuals → Independent . Weakened distribution position. | REMOVED Former Quality Inn, Wausau Quality Inn → Demolished . ~97 keys permanently out of inventory. | BRAND CHANGE Former Quality Inn, Mosinee Quality Inn (Choice) → AmericInn (Wyndham) . Choice competitor removed. | LOST AFFILIATION Ramada by Wyndham, Stevens Pt. Ramada → Independent . On market · diminished competitive position. |
|--|---|---|---|--|



Investment Opportunity

Choice Hotels Comfort · Wausau/Stevens Point MSA · Newly-branded upper midscale asset · Supply-constrained market

INVESTMENT OPPORTUNITY

Newly-branded Comfort Inn & Suites in a supply-constrained Wisconsin submarket.

A fully renovated 60-key upper-midscale hotel with the Comfort Inn & Suites flag opened November 2025. The property passed QAR with a 92.7% score in February 2026 — no PIP active, no deferred capital required. The Wausau/Stevens Point submarket carries zero rooms under construction, demand growth of +5.9% YoY against only +2.3% supply growth, and multiple competitive properties recently exiting the Choice Privileges distribution ecosystem. Day-1 operational for an owner-operator executing on rate management.

MARKETING PROCESS

OFFERED UNPRICED

Call-for-offers · IOI due Early June 2026
Best & Final due September 1, 2026

SUMMER REVENUE CAPTURED BY BUYER

QUALIFIED PRINCIPALS ONLY

PROPERTY SPECIFICATIONS

| | |
|----------------|--------------------------|
| Room Count | 60 keys |
| Year Built | 2005 |
| Year Renovated | 2025 ← Full Reno |
| Flag Opened | November 2025 |
| Brand / Scale | Comfort · Upper Midscale |
| QAR (Feb 2026) | 92.7% PASS · No PIP |

REVENUE & NOI

| | |
|----------------------------|------------------|
| 2025A Room Revenue | \$1,297,432 |
| 2026E Room Revenue | \$1,452,124 est. |
| 2025A NOI | \$366,746 |
| 2026E NOI (Pro Forma est.) | \$499,606 |

Pro forma figures are estimates only · not guarantees

ROOMS

60

Suburban · Upper Midscale

BRAND & FLAG

Comfort Inn & Suites

Choice · Nov 2025

QAR (FEB 2026)

92.7%

PASS · No PIP active

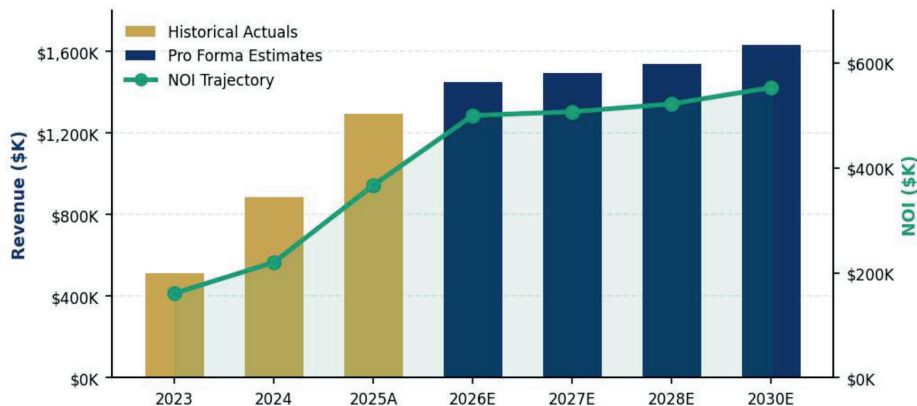
FA TERM REMAINING

19.5 yrs

Through Nov 2045

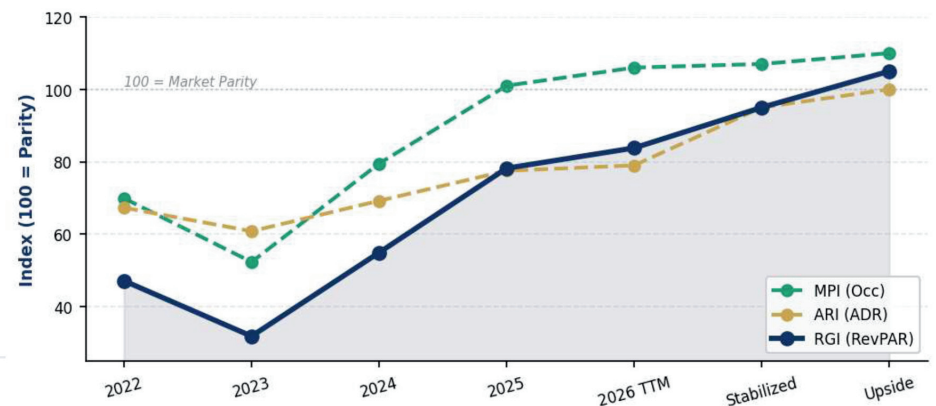
Revenue & NOI Progression · 2023 – 2030E

Gold bars = historical actuals · Navy bars = pro forma estimates · Line = NOI trajectory



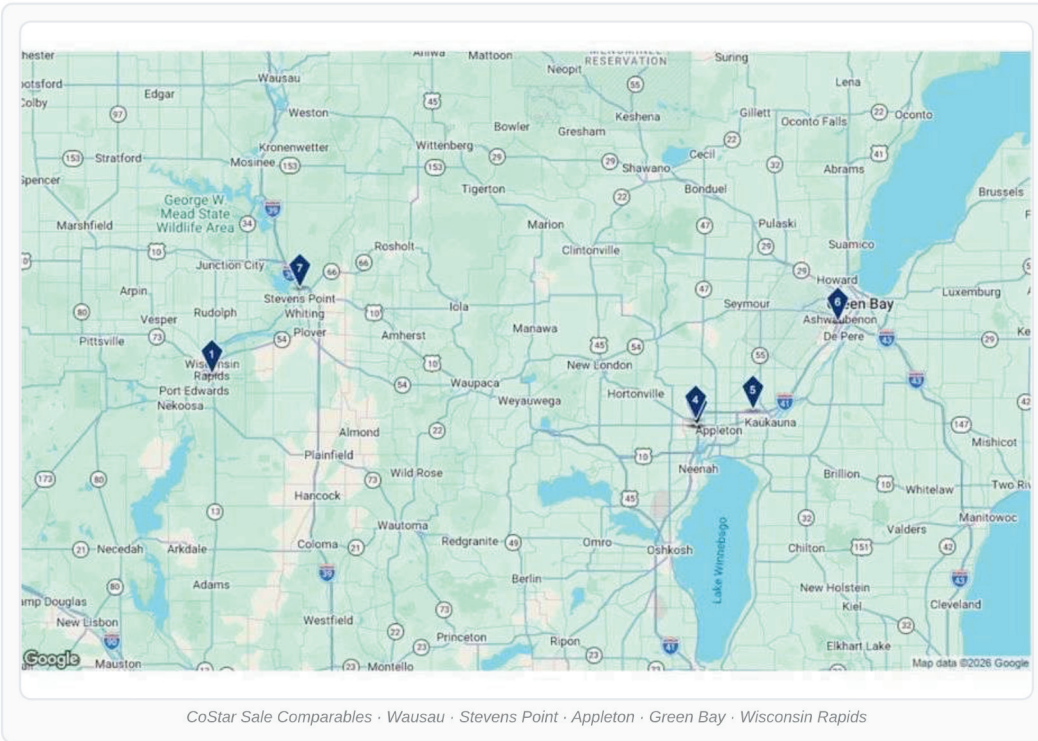
Penetration Indices · MPI / ARI / RGI (100 = Parity)

Occupancy parity achieved (MPI 101+) · Rate runway (ARI 79 vs 95+ target) is the buyer's upside



Regional Sales Comps & Market Velocity

Wausau/Stevens Point + Central Wisconsin / Fox Valley corridor · Source: CoStar April 21, 2026 export



CURRENTLY ON-MARKET · MARKET VELOCITY SNAPSHOT

Multiple comparable hotel listings are active in Wisconsin North at the date of this memorandum — primarily in the **50+ key range** priced near **\$5M**, trading at **standard market cap rates**. Owner-operated, branded, and repositioning assets are all active. **Contact P&E for a current qualified-principal on-market pull & detail sheet.**

Transaction Velocity: 7 verified hospitality sales completed in the subject's trade area 2024-2026 (see right). Current active inventory demonstrates sustained investor appetite for upper-midscale and midscale branded product in secondary Wisconsin markets.

| VERIFIED SALE COMPS · 2024 – 2026 | | | | | | | Central WI / Fox Valley | | | |
|---|----------------------------------|------------------|------------------|--------------------|-----------|----------|-------------------------|-----------------|--------------|--|
| # | Property | City | Class | Built/Reno | Rms | Date | Price | \$/Key | Cap | |
| 1 | Cobblestone Hotel & Suites | Wisconsin Rapids | Upper Mid | 1988 / 2013 | 65 | Mar 2026 | \$3,900,000 | \$60,000 | — | |
| 2 | Four Points by Sheraton | Appleton | Upscale | 1996 / 2021 | 80 | Feb 2026 | \$7,300,000 | \$91,250 | — | |
| 3 | Country Inn & Suites | Stevens Point | Upper Mid | 1999 / 2011 | 72 | Dec 2025 | \$4,400,000 | \$61,111 | 7.60% | |
| 4 | MainStay Suites Appleton Airport | Appleton | Midscale | 1992 / 2012 | 66 | Oct 2025 | \$4,646,000 | \$70,394 | — | |
| 5 | Wyndham Garden Appleton | Appleton | Upper Mid | 2007 / 2024 | 81 | Dec 2024 | \$4,755,000 | \$58,704 | — | |
| 6 | Country Inn & Suites Appleton | Little Chute | Upper Mid | 2006 | 66 | Dec 2024 | \$5,125,000 | \$77,652 | — | |
| 7 | Comfort Inn & Suites Green Bay | Green Bay | Upper Mid | 1995 / 2013 | 61 | Aug 2024 | \$4,100,000 | \$67,213 | — | |
| Average (all 7) | | | | | | | \$4,889K | \$69,475 | 7.60% | |
| ★ SUBJECT — Comfort Inn & Suites Weston - Wausau | | | Upper Mid | 2005 / 2025 | 60 | — | \$5,000,000 | \$83,333 | 9.54% | |

Source: CoStar Apr 21, 2026. Cobblestone Wisconsin Rapids sold March 2026 at \$3,900,000 to Uttam (Tom) Patel (price not publicly disclosed by CoStar — per P&E market intel). Average comp \$69,475/key; subject \$83,333/key premium reflects newer renovation, new Comfort flag, and stronger product position.

Note on Cobblestone Wisconsin Rapids: The comp table is sorted by recency — the most recent transaction leads. Cobblestone Wisconsin Rapids (\$3,900,000 · Mar 2026) is a **2-story, 65-room asset built in 1988** — an older, less-amenitized product in a smaller market. At \$60,000/key for a dated 2-story property, it establishes the **floor** for upper-midscale product in the region. By contrast, the subject is a **3-story interior corridor hotel, fully renovated in 2025, carrying a brand-new Comfort flag**. The \$83,333/key ask represents a **38.9% premium over the Cobblestone floor** — fully justified by the product quality gap, renovation recency, and brand affiliation. Read the comp set bottom-up: Cobblestone sets the minimum; Four Points Sheraton at \$91,250/key (Feb 2026) sets the ceiling. The subject sits in the middle, with the strongest brand trajectory in the set. Source: CoStar Apr 21, 2026.

Summary: Average sale price \$4.89M across 7 transactions · \$\$/key range \$58K-\$91K · Country Inn Stevens Pt traded at **7.60% cap** (comparable upper-midscale, 72 keys, secondary market). Subject at \$5.0M / \$83K key / 9.54% Year 1 cap is **attractively priced relative to verified trades**.

P&E

— HOTEL ADVISORS —

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