

# Clarion Pointe

200 S Broad St, Winston-Salem, NC 27101

Hospitality  
Investment Opportunity

Offering Memorandum

Auction Date: 11/17/25-11/19/25 | Starting Bid: \$1,200,000 | [Click Here for The Auction Link](#)



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# Property Overview

**Clarion Pointe**

200 S Broad St Winston-Salem, NC 27101





# Investment Highlights

## Property Highlights

- **Proximity to Educational Institutions**

Located near Winston-Salem State University, a public HBCU with several thousand students, driving steady demand for short-term and extended stays.

Also within reach of Wake Forest University and associated medical/graduate programs, supporting academic, guest, visitor, and research travel flows.

- **Downtown Relationship & Culture**

Directly in the heart of downtown Winston-Salem, with two pedestrian bridges allow access to dining, entertainment, nightlife, arts, festivals, and business meetings.

The hotel benefits from the spillover of downtown revitalization, local events, historic districts, and adaptive reuse projects.

- **Corporate & Employment Bases**

Nearby office, commercial, and professional centers in downtown support business travel and transient demand.

Presence of healthcare institutions (e.g. Wake Forest Baptist Medical Center) in the metro area adds a stable source of business (staff, patient, families).

Proximity to regional corporate offices, HQs, and professional services in the Triad area.

- **Healthcare & Medical Facilities**

Access to major healthcare networks in Winston-Salem and Forsyth County supports demand from patients, visiting clinicians, conferences, and families.

Medical tourism and outpatient services in the region further support incremental occupancy.

- **Transportation Access & Visibility**

Convenient access to main thoroughfares and routes into and out of downtown. Visibility to vehicular traffic entering the downtown core, offering ease of wayfinding for guests.

Reasonable access to highways, regional airport, and major routes to neighboring metro areas.

- **Tourism & Recreation Attractions**

Close to local attractions: historic districts (Old Salem Museums & Gardens), museums, cultural venues, art galleries, Truist Stadium and performance venues.

Outdoor and natural amenities: Salem Lake, local parks, greenways, and nearby foothills for day-trip escapes.

The city's ongoing cultural rejuvenation, festivals, and arts programming bring visitor traffic year-round.

- **Stable Population & Economic Growth**

Winston-Salem's population is ~ 174,520+ with continued growth in the Triad region.

Median household income and local economic indicators show moderate disposable income levels and an expanding service economy.

The city is benefiting from broader regional growth as part of the Greensboro-Winston-Salem-High Point combined statistical area.



# Executive Summary

[Click Here For The Auction Link](#)

[Click Here For The Auction Link](#)

**November 17th**  
Starting Bid Date

**\$1,200,000**  
Starting Bid



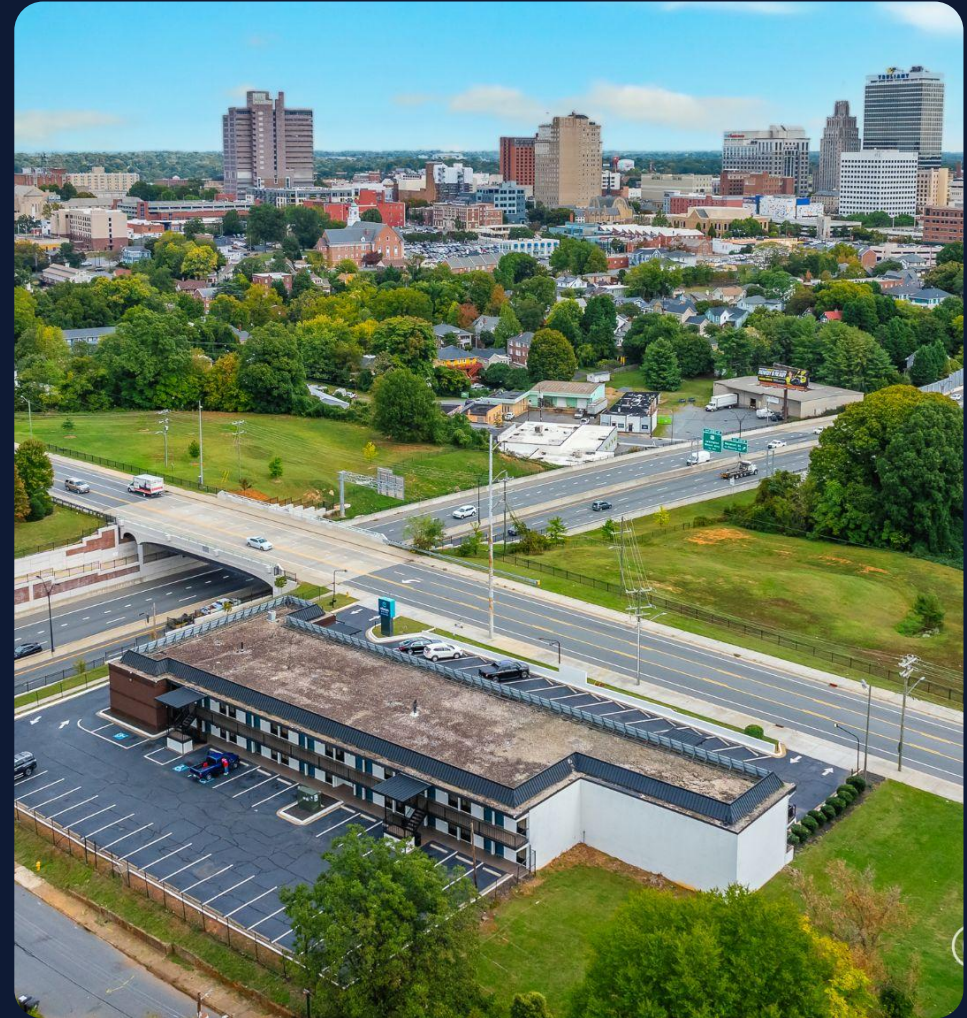
## Property Details

Property Name	Clarion Pointe Winston - Salem Downtown
Total Keys	61
Address	200 S Broad St
City, ST	Winston-Salem, NC
Year Built/Last Renovation	1983/2025
Building Size (SF)	±30,500
Lot Size (AC)	±1.03
NC Hwy 150	±64,434 VPD
5-Mile Population	174,520
5-Mile Household Income	\$72,863



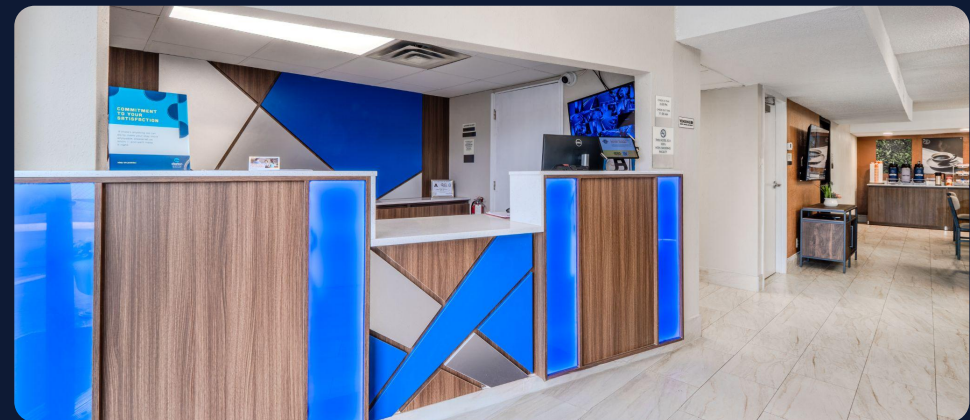
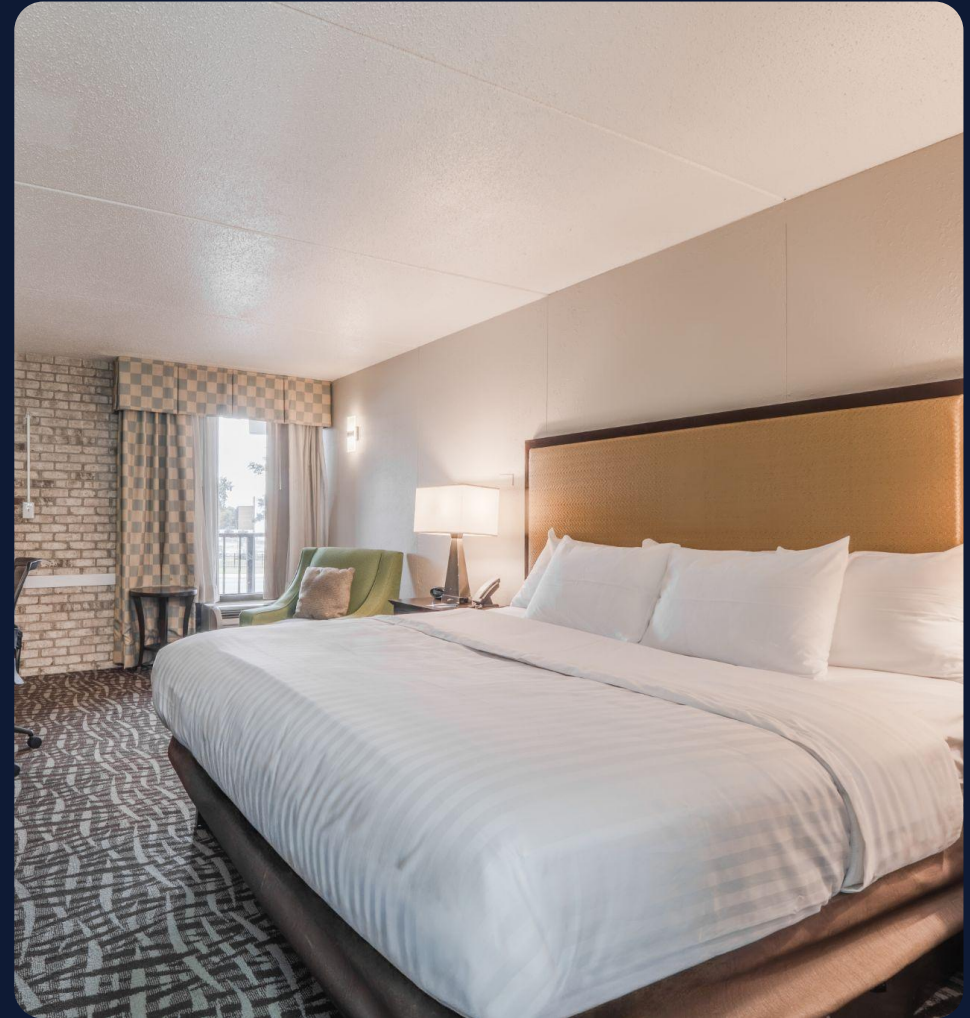


# Property Photos





# Property Photos





# Property Photos







**Wake Forest University**  
±9,121 Students



**Reynolda Gardens**  
Wake Forest

 **Leinbach Park**



**Smith Reynolds Airport**

 **Winston Lake Golf Course**



**421**

±64,000 VPD

**Downtown Winston-Salem**



 **Atrium Health Wake Forest Baptist Medical Center**  
±885 Beds



 **Old Town Club Golf Course**

 **Novant Health Forsyth**  
±927 Beds

**Subject Property**



**Winston-Salem State University**  
±4,244 Students



**Hanes Mall**



 **Salem Medical Center**  
±167 Beds

**40**

±103,000 VPD

Peters Creek Pkwy ±27,000 VPD



# Market Overview

**Clarion Pointe**

200 S Broad St Winston-Salem, NC 27101





# Winston-Salem, NC

## Market Demographics



**250,000**  
Total Population

**\$57,673**  
Median HH Income

**100,278**  
# of Households

**54.6%**  
Homeownership Rate

**115,151**  
Employed Population

**37.2%**  
% Bachelor's Degree

**35.6**  
Median Age

**\$208,200**  
Median Property Value

### Local Market Overview

Downtown Winston-Salem has emerged as a compelling hospitality node, leveraging both business and leisure demand generators such as the Innovation Quarter, Benton Convention Center, Old Salem, and nearby medical and university campuses. Visitor flows benefit from the city's growing reputation as a regional cultural and events hub, with festivals, conferences, and heritage tourism pulling traffic into the core.

The property site gains from connectivity to major corridors—Salem Parkway (US 421), Interstate 40, and key arterials—facilitating direct access for regional drive markets. Through-traffic and commuter flows feed hotel visibility and transient demand. Vehicular counts on adjacent streets are solid for downtown, offering incremental exposure to vehicular traveler segment and supporting ancillary revenue (F&B, meeting, retail) opportunities.

Population	1-Mile	3-Mile	5-Mile
Five-Year Projection	13,181	75,667	175,957
Current Year Estimate	12,478	74,829	174,520
2020 Census	11,832	72,520	168,609
Growth Current Year-Five-Year	5.63%	1.12%	0.82%
Growth 2020-Current Year	5.46%	3.18%	3.51%
Households	1-Mile	3-Mile	5-Mile
Five-Year Projection	7,580	33,173	74,339
Current Year Estimate	6,949	32,239	72,863
2020 Census	5,884	30,344	69,484
Growth Current Year-Five-Year	9.09%	2.90%	2.03%
Growth 2020-Current Year	18.09%	6.25%	4.86%
Income	1-Mile	3-Mile	5-Mile
Average Household Income	\$93,004	\$90,148	\$88,238



# Economic Drivers

**Winston-Salem is leveraging a diversified base of institutional, manufacturing, and health sciences assets to fuel growth.**

**Centrally located in the Piedmont Triad with strong access to I-40, US 421, and regional airports.**

## Economic Drivers

Winston-Salem benefits from anchor institutions such as Wake Forest University, Wake Forest Baptist Medical Center, and Winston-Salem State University, which contribute stable employment and generate demand for housing. Manufacturing, health care, and logistics are major pillars of the local economy, supported by regional connectivity and a pro-business climate.

## Primary Industries

- Health care & life sciences
- Education & research
- Manufacturing & advanced materials
- Logistics, distribution & transportation
- Financial services & corporate operations

## Top Employers

- Wake Forest Baptist Medical Center
- Wake Forest University
- Novant Health
- Reynolds American / R.J. Reynolds (or its successor entities)
- Winston-Salem / Forsyth County Schools system

## Recent Developments

- Multifamily delivery pipeline: ~1,320 units delivered in past year, ~160 units under construction
- Salem Parkway improvements and downtown access upgrades (US 421 / US 158 corridor)
- Proposal & planning for Northern Beltway around Winston-Salem (NC 74 / future NC 452)

**\$40B+**

Regional Gross Domestic Product

**±30 Miles**

Distance to Greensboro, NC





# Valuation Overview

**Clarion Pointe**

200 S Broad St Winston-Salem, NC 27101





# Executive Summary

## Hotel Overview

License Term Expiration	Oct-29
Hotel Location Type	Urban
Market Name	Greensboro/Winston Salem - NC USA
Submarket Name	Winston-Salem
Class	Upper Midscale
Corridor	Exterior
Stories	Two
Demand Drivers	Downtown, Restaurants, Breweries, and Truist Park Events

## Year 1 Proforma

Number of Rooms	61
Available Rooms	22,265
Occupancy	61.30%
ADR	\$95.74
RevPAR	\$58.69
Room Revenue	<b>\$1,306,648</b>
Expense Load	60%
Expenses	\$783,989
<b>Net Operating Income</b>	<b>\$522,659</b>

## Winston-Salem Submarket Data (as of 9/30/2025)

12-Month Market Sale Price/Room	\$94,256
12-Month Revenue Growth	3.40%
12-Month ADR	\$119.67
12-Month Occupancy	61.30%
12-Month RevPAR	\$73.36
Winston-Salem Submarket Cap Rate	8.30%
Number of Hotels Submarket	18
Average Rooms Per Hotel	107
Number of Rooms	1,927
Under Construction Hotels	One (1)
Under Construction Rooms	108

## Year 2 Proforma

Number of Rooms	61
Available Rooms	22,265
Occupancy	62.00%
ADR	\$100.52
RevPAR	\$62.32
Room Revenue	<b>\$1,387,647</b>
Expense Load	60%
Expenses	\$832,588
<b>Net Operating Income</b>	<b>\$555,059</b>



## AUCTION PROCESS

Starting Bid	\$1,200,000
Bid Date	11/17/25
Bid Deadline	11/19/25



Bidding will run for a duration of 48-hours and we suggest bidders check in regularly to the Crexi listing page for continued updates. As all auction sales are non-contingent, we encourage bidders to begin reviewing the due diligence items right away and get in touch with the listing broker with any questions regarding the Property.

## GETTING STARTED

- Create your Crexi account by simply going to crexi.com and clicking the “sign up” button on the top right corner of the site.
- Have additional questions? Contact the listing broker, our auction expert or Crexi representative. Contact information for them is provided on the bottom left side of the property page.
- Go to the property page to download the OM and any due diligence documents found in the vault. You will need to Agree to the terms of the Confidentiality Agreement.

## REGISTRATION & AUCTION PARTICIPATION

- Registering to Bid: On the property page, click the “Register to Bid”. Complete the registration steps, including uploading your Proof of Funds which are required to become fully approved to bid. A Crexi representative will be in contact with you during your registration to assist you through this requirement.
- Participation Deposit: Each bidder must place a refundable deposit on their account in order to place bids during the 48-hour auction period. Each bidder will complete this process electronically during the registration process. Please refer to the listing page for exact amount, as it varies for each asset. Please note, if you are not deemed the winning bidder, the Participation Deposit will be refunded to you immediately. Approved to Bid: You will have access to bid directly on the property page using the “Bid Now” button, as soon as the 48-hour auction event window opens. During the auction, monitor the activity of the bidding closely, and place your bids accordingly.

## CLOSING & NEXT STEPS

- Once you are deemed the winning bidder, you will be contacted by a Crexi representative immediately.
- The purchase documents will be sent to you electronically and for execution within 2 hours per the Auction Terms & Conditions.
- Earnest Money Deposit must be received within 24 hours following the close of the Auction or as outlined in the purchase documents.
- The Crexi Closing Portal will be shared with all closing parties and a Crexi representative will assist you throughout the closing process. Bidding will run for a duration of 48-hours and we suggest bidders check in regularly to the Crexi listing page for continued updates. As all auction sales are non-contingent, we encourage bidders to begin reviewing the due diligence items right away and get in touch with the listing broker with any questions regarding the Property.



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This Offering Memorandum contains select information pertaining to the business and affairs of the property owner and its tenant for real property located at 200 S Broad St, Winston-Salem, NC, 27101 ("Property"). The Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in this Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Seller or Matthews Real Estate Investment Services™. The material and information in the Offering Memorandum is unverified. Matthews Real Estate Investment Services™. has not made any investigation, and makes no warranty or representation, with respect to square footage, income and expenses, the future financial performance of the property, future rent, and real estate value market conditions, the condition or financial prospects of any tenant, or the tenants' plans or intentions to continue to occupy space at the property. All prospective purchasers should conduct their own thorough due diligence investigation of each of these areas with the assistance of their accounting, construction, and legal professionals, and seek expert opinions regarding volatile market conditions given the unpredictable changes resulting from the continuing COVID-19 pandemic. The information is based in part upon information supplied by the Owner and in part upon financial information obtained from sources the Owner deems reliable. Neither owner, nor their officers, employees, or real estate agents make any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum, or any of its content, and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein.

By acknowledging your receipt of this Offering Memorandum for the Property, you agree:

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2. You will hold it and treat it in the strictest of confidence; and
3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner.

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If you wish not to pursue negotiations leading to the acquisition of the Property or in the future you discontinue such negotiations, then you agree to purge all materials relating to this Property including this Offering Memorandum.

A prospective purchaser's sole and exclusive rights with respect to this prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Owner or Matthews™. or any of their affiliates or any of their respective officers, directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing or sale of the Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date of this Offering Memorandum.