



MAHONEY
& ASSOCIATES
COMMERCIAL REAL ESTATE

60 Unit Motel in Prime Soledad Location

1013 Front St. | Soledad, CA 93960

TABLE OF CONTENTS

Investment Overview	3
Executive Summary	4
Location Highlights	5
Property Photos	6 - 8
Parcel Map	9
Location Overview	10
About Soledad	11
Monterey County	12
Mahoney & Associates	13
Disclaimer	14

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INVESTMENT OVERVIEW



The Soledad Motel 8 is ideally positioned at 1013 Front Street, directly at the corner of the Highway 101 southbound offramp, giving it exceptional visibility to travelers entering Soledad's rapidly developing southern corridor. The property benefits from steady exposure, supported by an average daily traffic count of 19,282 vehicles along Highway 101.

The motel is also within close reach of Pinnacles National Park, which attracted 354,000 visitors in 2024, many of whom seek convenient lodging options in nearby communities like Soledad. The region's expanding wine industry—including the increasingly recognized Santa Lucia Highlands—continues to draw tourists for tasting rooms, vineyard tours, and events, further reinforcing long-term hospitality demand.

Significant Upside and Redevelopment Opportunity

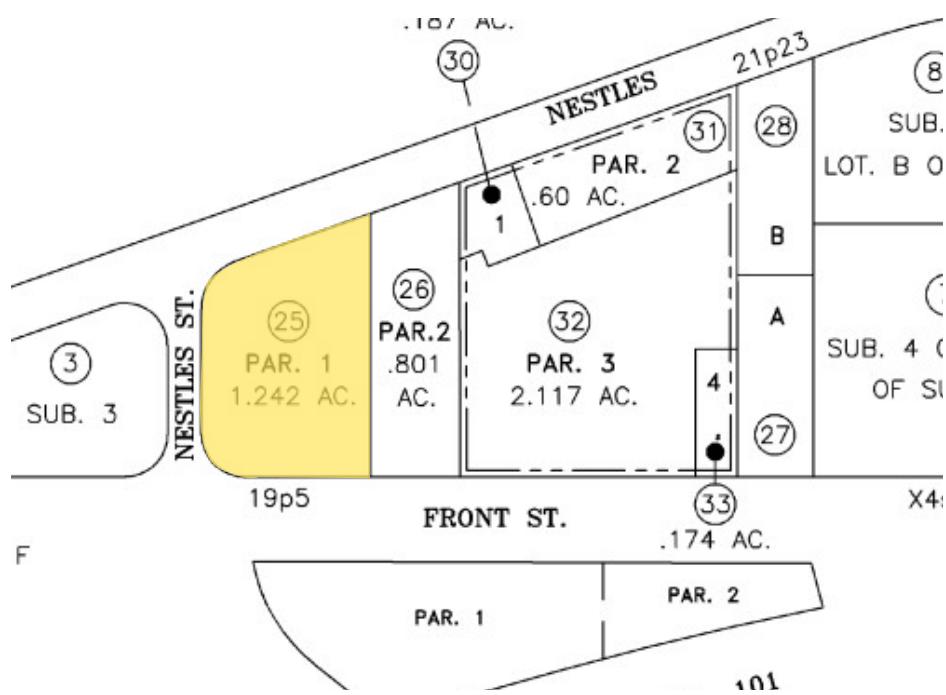
Although the motel is currently closed, its 60-room layout and existing infrastructure offer a strong platform for investors looking to relaunch operations, renovate, or reposition. The closure provides an opportunity to update or rebrand without the complexities of disrupting ongoing business.

The property also includes a 3-bedroom, 2-bath manager's house that adds meaningful flexibility. It can remain as on-site housing, be converted into a modern lobby or administrative space, or be redeployed for other uses such as a café, small restaurant, or guest amenity—creating additional value and enhancing the overall guest experience.

EXECUTIVE SUMMARY

ASKING PRICE

\$6,190,000



PROPERTY OVERVIEW

Address	1013 Front St., Soledad, CA 93960
APN	022-223-025
Year Built	1991
Lot Size	± 54,014 SF
Building Size	± 23,562 SF
Manager's Unit	3 Bedroom, 2 Bath
Zoning	Commercial-Highway
Number of Rooms	60
Stories	2
Parking Stalls	64 Spaces

*As of 10/16/25, the Motel has closed for business. Historical income information should be discussed with Broker.

LOCATION HIGHLIGHTS

- **Exceptional Visibility & Access**

Located directly at the Highway 101 southbound offramp, offering unmatched visibility and effortless access for travelers entering Soledad's fast-growing southern district.

- **Proximity to Pinnacles National Park**

Only a 20-25 minute drive to Pinnacles National Park, which saw 354,000 visitors in 2024, supporting consistent year-round lodging demand.

- **Adjacent to Major New Development**

Near the planned Soledad Container Village—a mixed-use project designed to boost local economic activity, create jobs, and attract new visitors.

- **Growing Retail & Commercial Corridor**

Positioned within Soledad's expanding commercial zone, highlighted by recent additions like Tractor Supply Co., Panda Express, and Dutch Bros. Coffee, increasing traffic and consumer draw to the area.

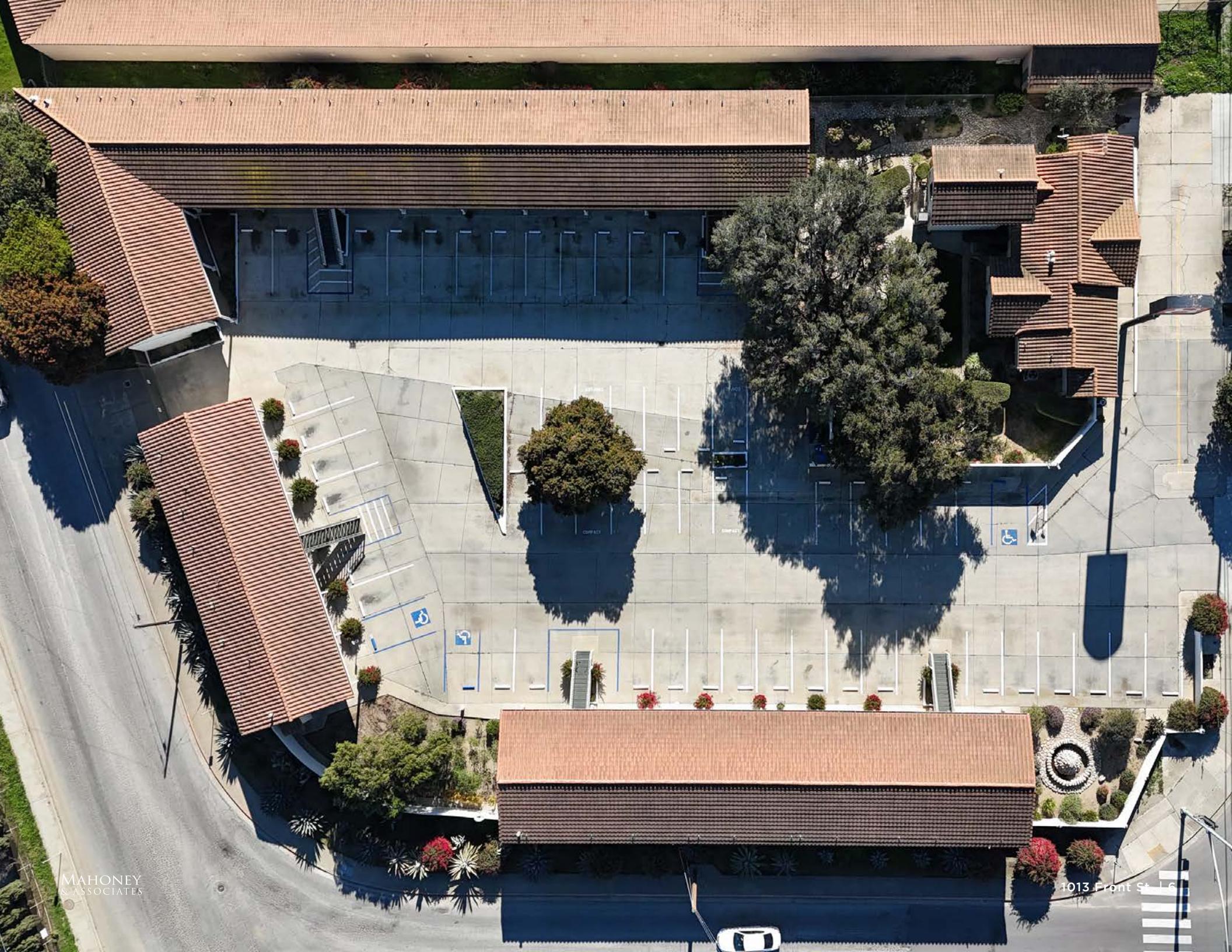
- **Strong Highway Exposure**

Highway 101 delivers 19,282 average daily vehicles, providing meaningful exposure to both local and regional travelers.

- **Central to Wine Country**

Surrounded by the growing Santa Lucia Highlands and nearby tasting rooms, attracting wine tourists and reinforcing long-term hospitality potential.

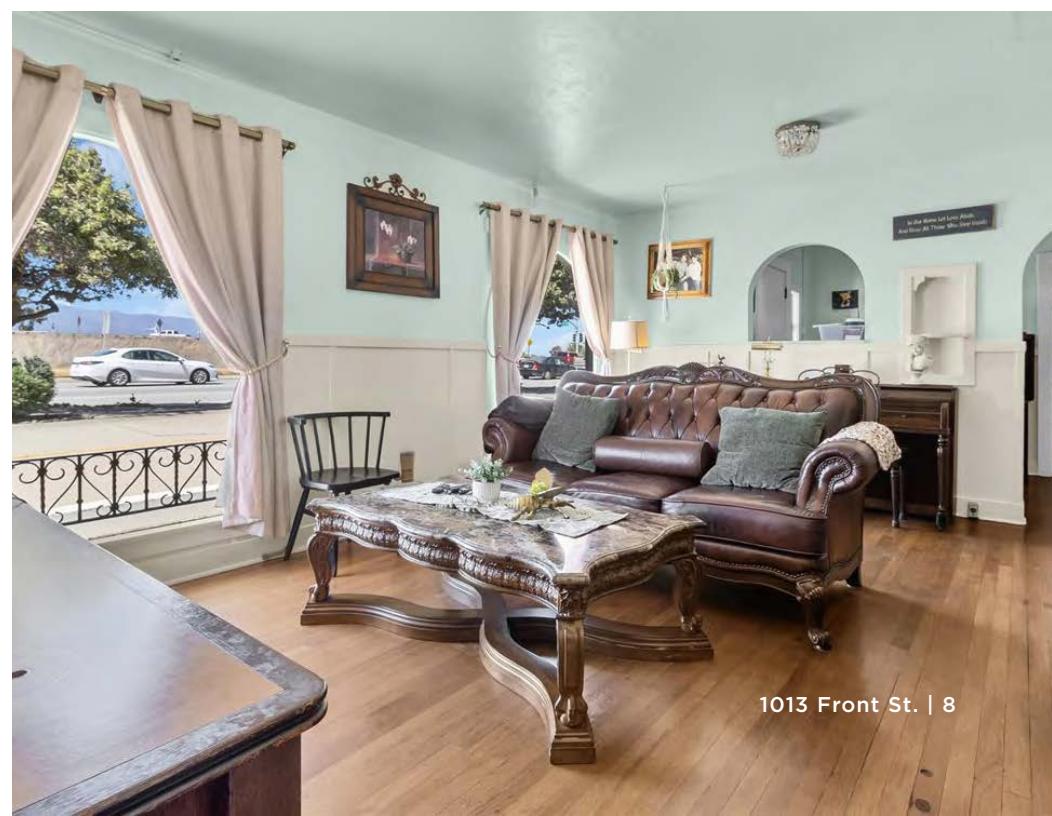
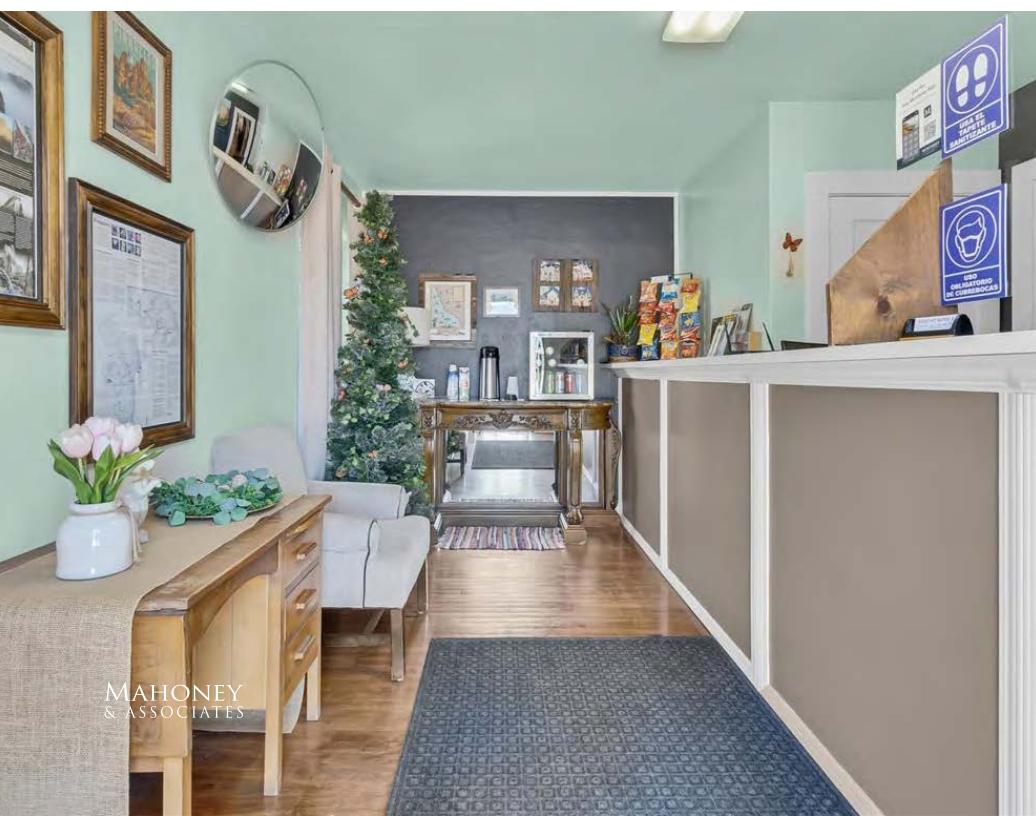




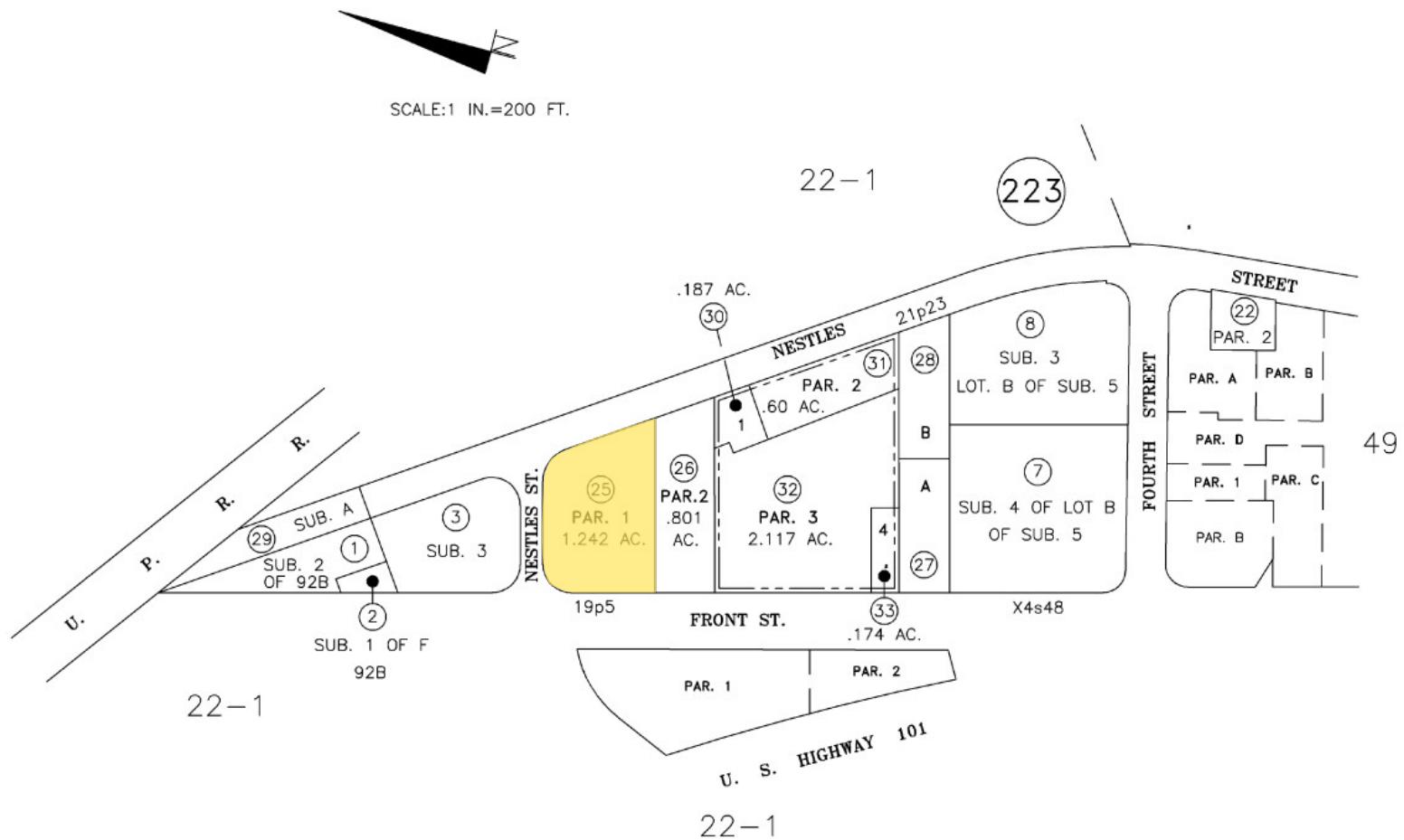
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1013 Front St. | 6





PARCEL MAP



LOCATION OVERVIEW



ABOUT SOLEDAD

Nestled in the heart of the Salinas Valley, Soledad is a growing city known for its rich agricultural heritage, scenic landscapes, and welcoming community. As the gateway to the world-renowned Pinnacles National Park, Soledad attracts visitors from across the region seeking outdoor recreation, wine tasting, and small-town charm.

With a population of approximately 26,000 residents, Soledad offers a balanced blend of rural tranquility and steady growth. The city is surrounded by thriving vineyards, family-owned farms, and major produce operations that play a key role in Monterey County's robust agricultural economy.

Soledad's revitalized downtown, expanding residential neighborhoods, and convenient access to Highway 101 make it a strategic location for businesses and families alike. The community enjoys a variety of local amenities, including parks, schools, and cultural events that celebrate the area's diverse heritage.

Whether as a place to live, work, or invest, Soledad continues to position itself as one of the Salinas Valley's most promising and vibrant communities.



Founded in 1791 with the establishment of Mission Nuestra Señora de la Soledad, the City of Soledad has deep roots in California's early mission and agricultural eras. Originally a small settlement supporting the mission, Soledad grew steadily as farming and ranching flourished throughout the Salinas Valley. By the late 19th and early 20th centuries, the arrival of the Southern Pacific Railroad transformed Soledad into a vital agricultural shipping point. Over time, the community expanded alongside the region's booming produce industry, evolving into a vibrant city known for its hardworking families, fertile farmland, and rich cultural heritage. Today, Soledad blends its historic past with modern growth, serving as both a gateway to Pinnacles National Park and a key community within Monterey County.

2025 Demographics

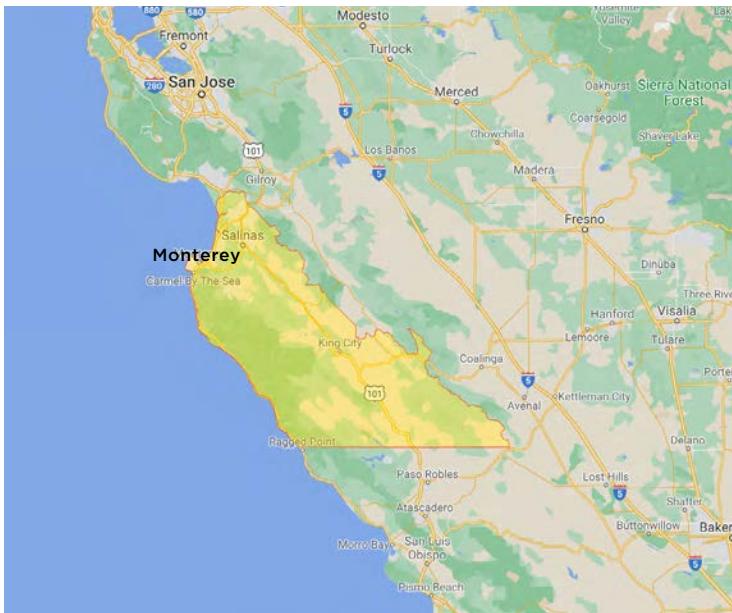
Population	± 26,438
Median Household Income	\$93,204/year
Median Home Value	\$687,500
Per Capita Income	\$21,221/year
Median Age	37.1



MONTEREY COUNTY OVERVIEW

ABOUT MONTEREY COUNTY

Monterey County is located on the central coast of California. It borders the Monterey Bay, Big Sur, State Route 1, and the 17 Mile Drive. The area attracts an estimated 4.6 million visitors a year. The city of Monterey is approximately 100 miles south of San Francisco and 300 miles north of Los Angeles. Monterey County boasts both beautiful coastlines as well as a booming agricultural industry. The city of Salinas is the center of the county's growing Ag industry and also the county's most populous city.



REGIONAL HIGHLIGHTS



Major US Agricultural Hub



Large Tourism Sector



Military Presence



ECONOMY

- Salinas agriculture brings ±\$8 billion into the local economy.
- Tourism in the area makes up a large part of the local economy with sites such as Big Sur, the 17 Mile Drive, Pebble Beach Golf Links, numerous state and national parks and wineries.
- There are three regional airports in the county: Monterey, Salinas, and Marina Municipal.



2024 DEMOGRAPHICS

436,251

Population

132,170

Households

35.3

Median Age

\$88,035

Median Household Income

MAHONEY & ASSOCIATES

UNEQUALED COMMITMENT TO OUR CLIENTS' NEEDS AND SATISFACTION...
MAHONEY & ASSOCIATES WORKS TIRELESSLY ON MAXIMIZING REAL ESTATE VALUES.

With our Collaborative Team of Real Estate Professionals and Consultants, Mahoney & Associates works to maximize your property's potential, whether for selling, leasing or trading. In everything we do, there is just one driving principle: client satisfaction.

For over 40 years, Mahoney & Associates has been known as a local and regional trusted industry leader, founded by John Mahoney. Our clients span every industry, so we serve them with broad, creative and diverse expertise and a market knowledge that touches every facet of commercial real estate, from raw land development to sophisticated 1031 Single-and Multi-Tenant Net Leased exchanges in other states. In every transaction we enter, beyond the beams and masonry or ROI, one mission alone drives us all and that is representing your interests as if they were our own.

We would be honored to sit down with you—listen to your story, understand your goals, learn about your property, and explore the challenges and opportunities you face. Every property has its own unique potential, and we've found that no single solution fits all. That's why we're committed to creating customized strategies that reflect your vision and respect the interests of all stakeholders involved.

There's nothing more rewarding to us than driving past a property where we've partnered with an owner and seeing the transformation—a thriving new business, a revitalized income stream, a heartfelt tribute to a loved one, or a once-forgotten landmark brought back to life. These outcomes remind us that our work is about more than just real estate—it's about legacy, impact, and community.

We look forward to working with you to bring that vision to life.

SOLD PROPERTY HIGHLIGHTS

40+ Years of Commercial Real Estate Represented

\$4 BILLION
IN TRANSACTION VOLUME

2,000+
ASSETS SOLD

6,000,000
SQUARE FEET LEASED

1,750+
LEASE TRANSACTIONS

DISCLAIMER

Mahoney & Associates (M&A) hereby advises all prospective purchasers of property as follows: All materials and information received or derived from M&A and 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 M&A and 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. M&A 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. M&A makes no warranties and/or representations regarding the veracity, completeness, or relevance of any financial data or assumptions. M&A 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 M&A and in compliance with all applicable fair housing and equal opportunity laws.

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