

# BEST WESTERN HARTLAND



10087 Highland Road, Hartland, MI 48353



**OFFERING  
MEMORANDUM**

**ASKING PRICE - \$ 3,995,000**

**CAP RATE - 11.3%**

\*Based on 2024 NOI



Best  
Western

Hartland, MI



Exclusively Listed By:

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REAL ESTATE

# INVESTMENT HIGHLIGHTS



## Subject Offering

OnQ Commercial Real Estate, LLC is exclusively listing the Best Western in Hartland, Michigan. This property is a 60 room, branded hotel situated at the signalized intersection of Highland Road (M-59) and U.S. 23, providing excellent visibility and direct access within a primary commercial corridor of Livingston County. The property is eligible for Best Western's Auto Transfer Program, allowing for a streamlined ownership transition and immediate continuation of brand affiliation.

## Address

10087 Highland Road  
Hartland, MI 48353

## Offering Price

\$3,995,000

## Features

- Eligible for Auto Transfer Program
- Land Area: 2.74 Acres
- Built in 1985
- Zoning: GC - (General Commercial)
- Located at two major highways ( US-23 & M-59)

## Traffic Counts

Highland Road (M-59) - 32,813+ cpd  
US 23 North/South - 50,746+ cpd  
Old US 23 - 13,559+ cpd

## CAP Rate

11.3%

\* Based on 2024 NOI

## Demographics

	3 MILE	5 MILES	7 MILES
POPULATION:	13,147	30,884	66,217
HOUSEHOLDS:	4,865	11,563	25,630
AVG. HOUSEHOLD INCOME:	\$144,004	\$149,720	\$149,274
DAYTIME POPULATION:	6,997	14,226	38,536

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# MICRO AERIAL



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# MACRO AERIAL



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# Best Western Hartland, MI

EXPRESS  
CHECK-OUT

CHECK IN  
3:00 PM  
CHECK OUT  
11:00 AM

Best Western  
Chairman's Award  
Top 100 for Quality Association

The Party is Over!  
Now it's Time  
to Clean, Refresh and  
Make Ready.

THESE WILL BE  
UP TO  
STAYERS  
FOR ROOMS  
IN GUEST ROOMS

REWARD  
Welcome & Thank You  
For Staying  
A Local Hero

Best Western  
Hartland Hospitality, Inc.

Best Western  
Award

Our service  
promise  
is to provide you with  
the highest quality service  
possible in every way.  
We want to  
make it right.

Best Western  
Hartland Hospitality, Inc.

## EXECUTIVE SUMMARY

# EXECUTIVE SUMMARY



OnQ Commercial Real Estate LLC is pleased to present the exclusive opportunity to acquire the Best Western located at 10087 Highland Road, Hartland, MI. This 60-room, branded hotel is strategically positioned along the high-traffic Highland Road (M-59) corridor and US-23, offering excellent visibility, convenient access, and strong exposure within a desirable and rapidly growing Livingston County market.

This property serves a broad mix of business travelers, leisure guests, and regional visitors, benefiting from proximity to nearby retail, dining, medical services, and recreational amenities. Its location provides efficient connectivity to major thoroughfares serving the greater Metro-Detroit area, making it a preferred lodging option within the submarket.

This offering represents a compelling opportunity to acquire a nationally recognized hotel brand with established operations and consistent demand drivers. The asset is well-suited for both owner-operators and investors seeking stable cash flow, brand affiliation, and long-term upside in a resilient suburban hospitality market.





Best  
Western

Hartland, MI

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**PROPERTY OVERVIEW**

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# PROPERTY OVERVIEW



- **BUILDING SF:** 25,540 SF
- **LOT SIZE:** 2.74 Acres
- **YEAR BUILT:** 1985
- **ZONING:** GC - General Commercial
- **COUNTY:** Livingston
- **FLOORS:** 2
- **ROOMS:** 60
- **CORRIDORS:** All Rooms have Exterior Hallways
- **2024 OCCUPANCY:** 62.2%
- **2024 ADR:** \$105.14
- **2024 REV PAR:** \$65.45
- **ROOM WINDOWS:** Windows Open
- **SUITES:** One & Two Beds
- **DINING FACILITIES:** Free Breakfast
- **POOL:** Indoor



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# RECENT IMPROVEMENTS



<u>CAPITAL IMPROVEMENTS</u>	<u>DATE</u>	<u>AMOUNT SPENT</u>
<i>Shower Replacements</i>	5/11/23	\$40,500
<i>Case Goods</i>	7/20/23	\$30,500
<i>LED Parking Lot Pole Lights</i>	11/12/23	\$5,850
<i>Mattresses</i>	4/22/24	\$8,800
<i>Asphalt Repair</i>	8/15/24	\$28,000
<i>2 New Water Heaters</i>	9/7/24	\$19,000
<i>Roof Repair</i>	9/23/24	\$53,970
<i>Front Door Replacement</i>	10/16/24	\$5,000
<i>New Window Screens</i>	10/22/24	\$2,000
<i>Stamped Concrete Repairs</i>	10/24/24	\$8,000
<i>Pool Water Softener Addition</i>	12/11/24	\$7,000
<i>50" &amp; 55" Smart TV Purchases &amp; Upgrades</i>	1/1/25	\$35,000
<i>Pool Heater</i>	2/18/25	\$7,000
<i>Electrical Panel Upgrade</i>	12/11/25	\$10,000
<i>60 PTAC Unit Replacements</i>	2023-2026	\$30,500
<b>TOTAL</b>		<b>\$291,120</b>

\*\$300K+ Improvements over past 3 years when factoring items not listed above.



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# LOAN QUOTE



<b>USES</b>			
Land & Building	\$3,995,000		
Construction	\$0		
Professional Fees	\$10,000		
Contingency (15%)	\$0		
<b>Total</b>	<b>\$4,005,000</b>		
<b>SOURCES</b>			
Third Party Lender	\$2,002,500	50%	
SBA 504	\$1,401,750	35%	
Injection - cash	\$600,750	15%	
<b>Total</b>	<b>\$4,005,000</b>	<b>100%</b>	
	TPL	SBA 504	Total
Loan Amount	\$2,002,500	\$1,401,750	\$3,404,250
Interest Rate****	7.00%	5.85%	
Loan Term	10	25	
Loan Amortization	20	25	
TPL Fee**	\$10,013		
SBA Guarantee Fee*		\$12,000	
Processing Fee		\$21,026	
Closing Fee		\$7,000	
Funding Fee		\$3,504	
Underwriter Fee		\$5,808	
<b>Total Fees***</b>	<b>\$10,013</b>	<b>\$49,339</b>	<b>\$59,351</b>
<b>Total Loan Amount</b>	<b>\$2,002,500</b>	<b>\$1,452,000</b>	<b>\$3,454,500</b>
<b>Monthly Payment</b>	<b>\$15,525.36</b>	<b>\$9,222.57</b>	<b>\$24,747.93</b>

*\*The above is our best estimate with the information currently available. This form provides purely estimated costs. Final rates and fees will not be locked in until the financing is secured. This is not a commitment to lend.*



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# LOBBY & BREAKFAST AREA



BREAKFAST AREA & VENDING MACHINE  
**BEST WESTERN**



SUITE PHOTOS

# BEST WESTERN





Best  
Western

Hartland, MI

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MARKET OVERVIEW

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# MARKET OVERVIEW



## HARTLAND TOWNSHIP, MICHIGAN



Located in the heart of Livingston County, Hartland Township is a highly desirable suburban community positioned along the Highland Road (M-59) corridor, one of Southeast Michigan's most heavily traveled east-west routes. The Best Western benefits from immediate access to M-59, providing direct connectivity to US-23, I-96, Oakland County, and the greater Metro Detroit region.

Hartland is known for its strong residential base, above-average household incomes, and a steady influx of visitors drawn by year-round recreation, healthcare services, corporate travel, and regional events. The area is surrounded by numerous lakes, parks, and outdoor destinations, making it a popular hub for leisure travelers, wedding groups, sports teams, and seasonal visitors.

Key demand drivers include proximity to GM - Milford Proving Grounds, local and regional medical facilities, destination retail along M-59, and well-known recreational attractions such as Kensington Metropark, Island Recreation Area, and Lake Chemung. These attractions generate consistent lodging demand from outdoor enthusiasts, family travelers, and regional visitors throughout the year.

The property is also strategically positioned near multiple golf courses, wedding venues, banquet facilities, and corporate offices, further supporting a diversified guest base. Livingston County continues to experience controlled growth, strong employment fundamentals, and limited new hotel supply, enhancing the long-term stability of hospitality assets within the submarket.

This location offers investors exposure to a resilient suburban market with consistent demand drivers, strong accessibility, and a favorable balance of leisure and business travel, making the Best Western Hartland a compelling hospitality investment opportunity.

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