



# WILDFLOWER LODGE

OFFERING MEMORANDUM

702 W Wallace St,  
San Saba, TX 76877

*Presented by:*



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GROUP

Keller Williams  
Commercial | National  
Hospitality Division

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# Wildflower Lodge

702 W Wallace St, San Saba, TX 76877

## TABLE OF CONTENTS

- 01** EXECUTIVE SUMMARY
- 02** FINANCIAL SUMMARY
- 03** COMPETITIVE SUMMARY
- 04** PROPERTY OVERVIEW
- 05** LOCATION OVERVIEW









# EXECUTIVE SUMMARY



# OPPORTUNITY OVERVIEW

Wildflower Lodge is a rare investment opportunity in the heart of the Texas Hill Country. Located in San Saba, this well-maintained property offers both charm and potential for strong returns. The lodge includes multiple guest rooms and common areas, ideal for operating a boutique hospitality business or transforming it into a private retreat, event space, or extended-stay rental. The property is fully operational and generates consistent income, with opportunity to expand services or upgrade features to increase revenue.

Situated on a generous lot in a peaceful setting, Wildflower Lodge is just minutes from downtown San Saba. The property benefits from local tourism, with visitors drawn to the area's natural beauty, wineries, hunting, and historical attractions. Its location also makes it attractive for weekend getaways from larger Texas cities such as Austin and San Antonio.

The lodge includes updated amenities, on-site parking, and a welcoming layout that caters to both short-term guests and larger group rentals. With strong demand in the local short-term rental market and a limited number of similar properties in the area, this is a strategic opportunity for investors looking to enter or expand in the hospitality sector. The existing business model is turnkey, with immediate income potential.





## INVESTMENT HIGHLIGHTS

- Hotel Purchase Price **\$350,000**
- Down Payment (30%) \$105,000
- Cash On Cash Return 22.90%
- CAP Rate 12.65%
- Price Per Room \$58,333
- ADR \$60.00
- Occupancy 65.00%
- RevPar \$39.00

## PROPERTY DETAILS

702 W Wallace St, San Saba, TX 76877

- **Number of floors:** 2
- **Number of rooms:** 6
- **Year Built:** 1940
- **Renovated:** 2015
- **Lot Size:** 0.3 Acres
- **GBA:** 2,240 SF



# MARKETING DESCRIPTION

Wildflower Lodge, located at 702 W Wallace St in San Saba, Texas, offers a rare opportunity to acquire a charming, independently operated hospitality asset in the heart of the Texas Hill Country. This boutique-style lodge combines rustic elegance with modern comfort, making it a popular destination for leisure travelers, outdoor enthusiasts, and small groups seeking a peaceful and authentic Texas experience.

Nestled near the banks of the San Saba River and surrounded by local attractions—including wineries, historic downtown San Saba, and numerous outdoor recreation areas—the property is ideally positioned to benefit from growing regional tourism. With tastefully designed guest rooms, beautifully landscaped grounds, and a cozy, welcoming atmosphere, Wildflower Lodge stands out as a unique investment in a supply-constrained, high-potential market.

Whether operated as-is or repositioned as a higher-end boutique or retreat venue, the Wildflower Lodge represents a flexible and value-driven opportunity for investors seeking a foothold in Central Texas.







# INVESTMENT HIGHLIGHTS

- **Prime Hill Country Location** – Located in scenic San Saba, a growing destination known for its wineries, pecan orchards, and small-town charm.
- **Independently Branded Boutique Lodge** – Offers operational flexibility and the potential for repositioning or rebranding.
- **6 Well-Appointed Guest Rooms** – Thoughtfully furnished accommodations that appeal to leisure travelers, couples, and small groups.
- **Appealing Property Aesthetic** – Features landscaped outdoor areas, cozy communal spaces, and rustic-chic design elements.
- **Access to Regional Attractions** – Minutes from the San Saba River, local parks, vineyards, and historic town square.
- **Tourism Growth Potential** – Benefits from rising travel interest in Texas Hill Country as a weekend escape and nature-based retreat.
- **Turnkey Operational Opportunity** – Ideal for owner-operators or boutique hotel investors seeking a manageable, high-character asset.



# MARKET SUMMARY

San Saba is a growing market known for its small-town atmosphere, outdoor recreation, and increasing tourism activity. As the self-proclaimed “Pecan Capital of the World,” San Saba attracts steady visitor traffic for seasonal festivals, hunting, fishing, and Hill Country exploration. The area has seen rising interest from both travelers and second-home buyers in recent years.

The local real estate market remains competitive but affordable compared to larger Texas metros, offering strong value for investors. Demand for vacation rentals and unique lodging options continues to grow, particularly for properties that provide an authentic Texas experience with modern conveniences. With its strategic location and proven income potential, Wildflower Lodge is well-positioned for long-term growth and stable returns.





# SPECIAL EVENTS

Wildflower Lodge offers a versatile venue for private and group events in a quiet Hill Country setting. With comfortable accommodations and open gathering spaces, it's ideal for:

- **Weddings & Elopements:** Intimate ceremonies and small receptions, indoors or outdoors.
- **Family Reunions:** Spacious layout for multi-generational stays and group meals.
- **Corporate Retreats:** A quiet, productive space for team-building and meetings.
- **Wellness Retreats:** Peaceful environment for yoga, workshops, and relaxation.
- **Private Celebrations:** Birthdays, anniversaries, and other personal milestones.





# FINANCIAL SUMMARY





# WILDFLOWER LODGE

<b>Hotel Purchase Price</b>	<b>\$350,000</b>
<b>Down Payment (30%)</b>	<b>\$105,000</b>

**Proposed Financing-New First**

New First	\$245,000
Interest Rate	7.00%
Amortization	27
Monthly Principal & Interest	-\$1,685

**Operating Summary**                      **2024**

Rooms	6
Available Rentable Rooms	2,190
Rooms Sold	1,424
Occupancy	65.00%
ADR	\$60.00
RevPar	\$39.00

Room Revenue	\$80,824	100.00%
Gross Revenue	<b>\$80,824</b>	100.00%
Operating Expenses	\$55,925	69.19%
Minus Mortgage	\$19,367	23.96%
NOI	<b>\$44,266</b>	54.77%
Less Debt Services	-\$20,222	
Pre-Tax Cash Flow	<b>\$24,044</b>	
Debt Coverage Ratio	-2.19	

**Investment Summary**

Cash On Cash Return	<b>22.90%</b>
CAP Rate	<b>12.65%</b>
Room Revenue Multiplier	<b>4.33</b>
Price Per Room	<b>\$58,333</b>





# COMPETITIVE PROPERTIES



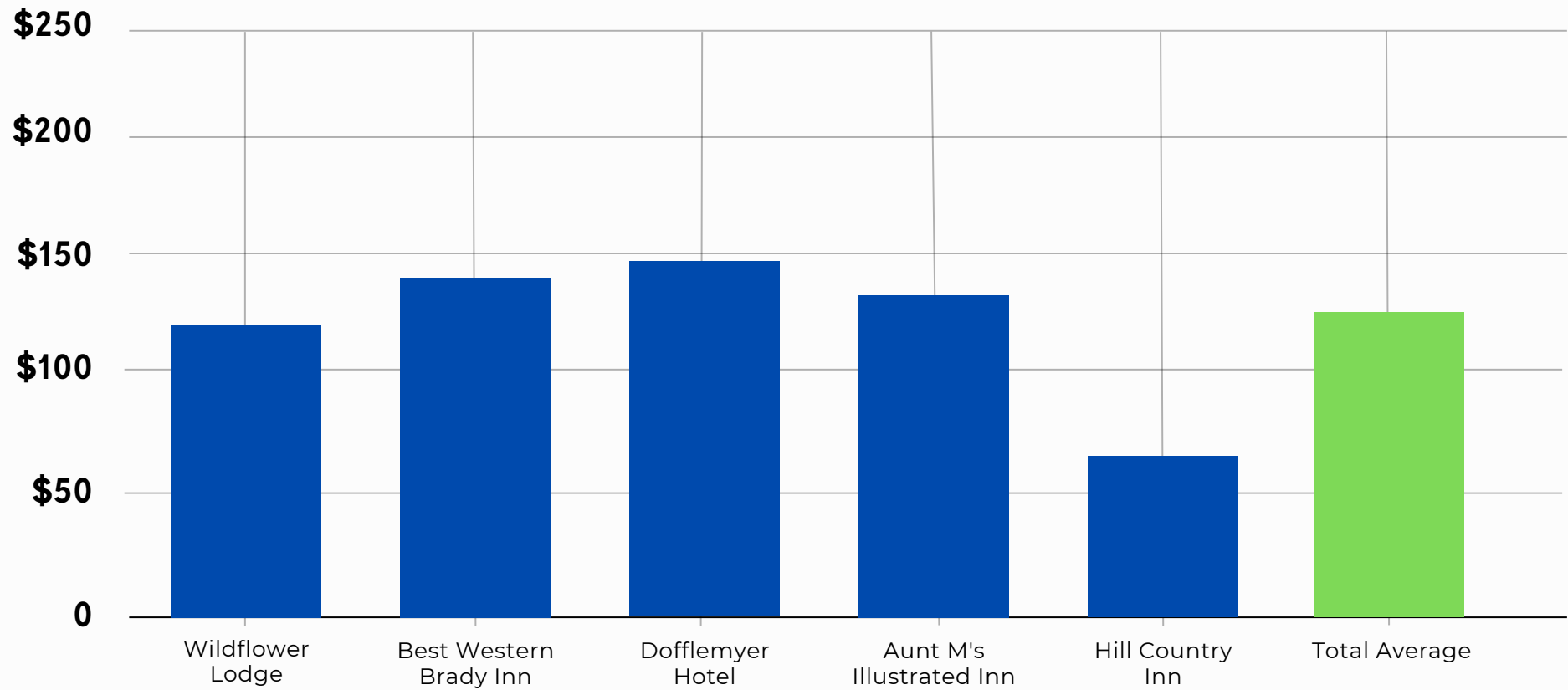


# RANKING OF PROPERTIES IN WILDFLOWER LODGE

Hotel Name	Rack Rate Min	Rack Rate Max	Hotel Name	Rack Rate Avg
Wildflower Lodge	\$89	\$132	Wildflower Lodge	\$110
Best Western Brady Inn	\$129	\$152	Best Western Brady Inn	\$140
Dofflemyer Hotel	\$130	\$160	Dofflemyer Hotel	\$145
Aunt M's Illustrated Inn	\$109	\$129	Aunt M's Illustrated Inn	\$119
Hill Country Inn	\$60	\$67	Hill Country Inn	\$63

**Total Average** **\$115**

# RACK RATE





# COMPETITIVE PROPERTIES



**Wildflower Lodge**



**Best Western Brady Inn**



**Dofflemyer Hotel**



**Aunt M's Illustrated Inn**



**Hill Country Inn**

# PROPERTY OVERVIEW



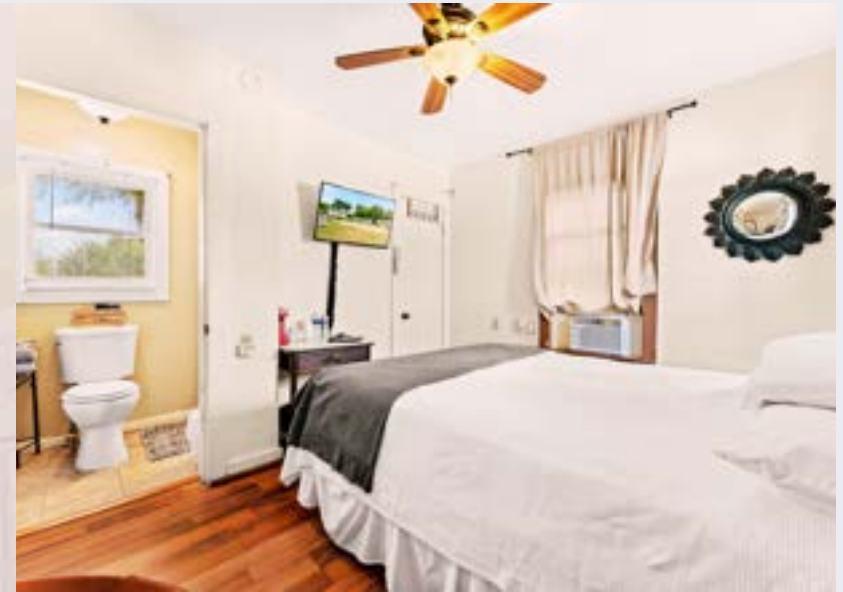


# DINING AREA





# ROOMS





# ROOMS





# ROOMS





# LOCATION OVERVIEW



Wildflower Lodge

ace St

7th St



San Saba, TX

W Brown St

W Brown St

Wildflower Lodge

190

190

San Saba Senior High School

S 7th St

8th St







# SAN SABA

Santa Rosa is the largest city in Sonoma County and serves as a central location for tourism, business, and transportation in Northern California. It is located approximately 55 miles north of San Francisco and is easily accessible via U.S. Highway 101 and the Charles M. Schulz–Sonoma County Airport. The area attracts a steady flow of visitors due to its proximity to over 400 wineries, regional parks, and cultural attractions.

In addition to strong tourism, Santa Rosa has a diverse local economy supported by healthcare, education, technology, and agriculture. Major employers include Kaiser Permanente, Sutter Health, and Medtronic. These sectors contribute to consistent demand for hotel accommodations from both leisure and corporate travelers. The city's stable economy, growing population, and limited hotel supply create a favorable environment for long-term hotel investment.







# TEXAS

Texas is one of the most dynamic and resilient hospitality markets in the United States. As the second most populous state and a top-ranking economy globally, Texas offers robust demand fueled by both domestic and international travelers. Major industries such as energy, technology, aerospace, healthcare, and finance drive consistent business travel, while a wide range of attractions—including cultural landmarks, music festivals, sporting events, and natural parks—support strong leisure visitation.

The state benefits from extensive and modern transportation infrastructure, with numerous international airports, a comprehensive highway system, and rapidly expanding metropolitan transit networks. Texas's pro-business environment, ongoing population growth, and relatively favorable development climate create significant opportunities for both new construction and strategic acquisitions. These factors, combined with the state's economic diversification and low cost of living, make Texas a compelling and stable market for long-term investment in the hospitality sector.





SAN SABA COUNTY  
COURTHOUSE



SAN SABA RIVERWALK PARK

## POPULAR SITES IN SAN SABA



LIGHTHOUSE MUSIC HALL



SAN SABA FARMERS MARKET



GREENLEAF NURSERY AND  
GARDEN CENTER



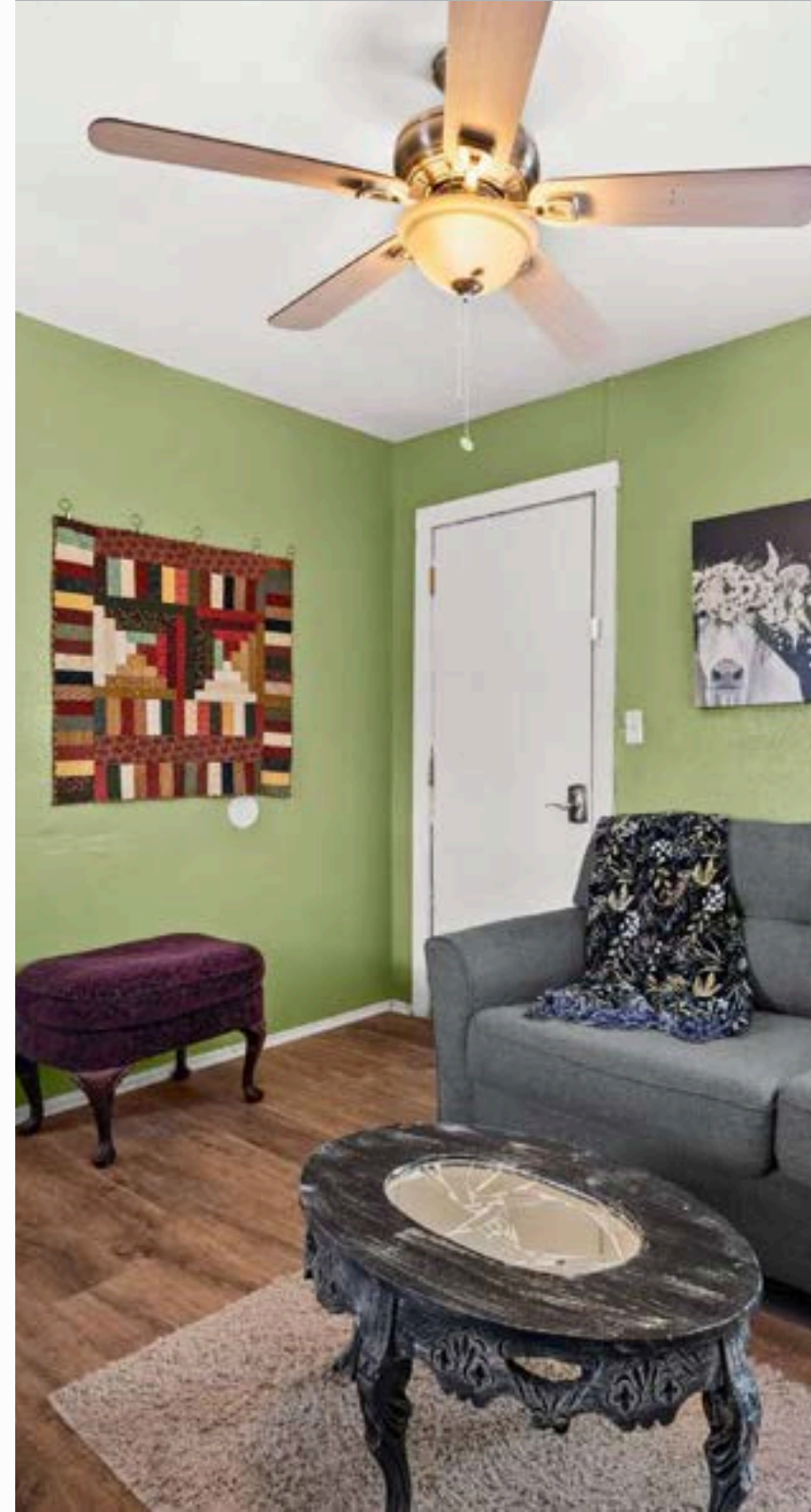
SAN SABA HISTORICAL MUSEUM



# TO CONCLUDE

Wildflower Lodge is a standout investment in the heart of San Saba, TX. Fully operational and uniquely styled, it offers 5-star guest experiences, themed suites, and strong local brand presence. Its location near top attractions and limited local competition positions it well for continued occupancy and revenue growth.

This boutique property is ideal for investors seeking a profitable, low-maintenance asset with expansion potential—whether through special events, group bookings, or added amenities. Wildflower Lodge is ready to deliver both lifestyle and financial returns in a growing Texas destination.



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