



# OFFERING MEMORANDUM



**20 SOUTHLAND DRIVE**  
WHITE HALL, WV 26554

**HOSPITALITY INVESTMENT**



WALMART SUPERCENTER

MIDDLETOWN COMMONS

 20 SOUTHLAND DRIVE

MON POWER

I-79, EXIT 132

I-79 TECHNOLOGY PARK



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# CONFIDENTIALITY & DISCLOSURE STATEMENT

This Offering Memorandum is submitted to you on a confidential basis solely in connection with your consideration of purchase of **20 Southland Drive, White Hall, WV** ("Property"). This Memorandum was prepared by Black Diamond Realty ("BDR") based on information supplied by Seller, BDR, and other sources believed to be reputable. It contains selected information about the Property and the real estate market, but does not contain all the information necessary to evaluate the acquisition of the Property. The financial projections contained herein (or in any other confidential information) are for general reference only. The projections are based on assumptions relating to the general economy and local competition, among other factors. Accordingly, actual results may vary materially from such projections. Various documents have been summarized herein to facilitate your review; these summaries are not intended to be comprehensive statements of the terms or legal analysis of such documents.

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 Broker. Neither Seller nor BDR, nor their owners, employees, or associates make any representation or warranty, expressed or implied, as to the accuracy or completeness of this Offering Memorandum or any of its contents and no legal liability is assumed or implied with respect hereto. While the information contained in the Memorandum and any other confidential information is believed to be reliable, neither Broker nor Owner guarantees the accuracy or completeness. Due to the foregoing and since the Property will be sold on an "As-Is, Where-Is" basis, a prospective purchaser must make its own independent investigations, projections and conclusions regarding the acquisition of the Property without reliance on this Memorandum or any other confidential information. Prospective purchasers should seek advice from their own attorneys, accountants, tax advisors, engineers, environmental consultants and other experts.

By acknowledging your receipt of this Offering Memorandum from Black Diamond Realty, you agree:

- 1) The Offering Memorandum and its contents are confidential.
- 2) You will hold the Memorandum and treat it in the strictest of confidence.
- 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 detrimental to the interest of the Seller.
- 4) You will not solicit or contact any current or former tenants, managers, or associates of the property.

Seller and Black Diamond Realty expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed and delivered. 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 Seller or Black Diamond Realty or any of their affiliates or any of their respective owners, directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to the solicitation process or the marketing or sale of the Property.

**All property showings are by appointment only. Please do not contact current or former property employees, managers, agents, or guests. Consult a Black Diamond Realty Associate for more information.**



SONESTA  
essential

SONESTA  
essential

# INVESTMENT OVERVIEW

## 20 SOUTHLAND DRIVE

WHITE HALL, WV 26554

**SALE PRICE / \$4,500,000**

**GROSS BUILDING SIZE / 27,293 SQ FT**

**GROSS LOT SIZE / 1.5 ACRES**

**FRANCHISE / Sonesta Essential**

**PROPERTY TYPE / Hospitality**

**NUMBER OF RENTABLE SLEEPING ROOMS / 62**

**ACCESS / 0.5 Mile from Interstate 79, Exit 132**

This hospitality investment opportunity at 20 Southland Drive in White Hall, WV features a Sonesta Essential hotel totaling approximately 27,293 (+/-) square feet with 62 guest rooms. The room mix includes 17 singles, 30 doubles and 15 suites. The property includes a breakfast area, fitness room, and a large parking lot to accommodate guests.

Ideally located adjacent to Middletown Commons and just 0.5 mile from I-79, Exit 132, the hotel benefits from strong visibility and convenient access within a growing area of Marion County—making it a compelling opportunity for investors seeking a well-positioned, branded asset.



## FEATURES AND AMENITIES

- 27,293 (+/-) Gross Square Feet
  - 9,383 (+/-) Square Feet on the First Level
  - 8,955 (+/-) Square Feet on the Second and Third Levels
- 62 Sleeping Rooms (Including Microwave and Mini-Fridge)
- The room mix includes 17 singles, 30 doubles and 15 suites
- Fitness Room
- Breakfast Area
- Lobby & Reception Areas
- Business Center/Conference Room
- Staff Offices/Break Room
- Guest Laundry Room
- Elevator
- Automatic sliding front-entry doors
- Paved Parking Lot with 72 Spaces
- Covered Entry for Vehicles (Porte Cochère)

## LOCATION APPEAL

- Situated Adjacent to the Middletown Commons and the I-79 Technology Campus, home to ISR, NASA, The National White Collar Crime Headquarters, the Alan Mollohan Office Complex and Several National and International Research and Development Companies
- 0.5 Mile from I-79, Exit 132
- I-79 Offers Easy Access to the North and South with the Northern Direction Connecting to I-68 and the Pennsylvania Turnpike
- 1.5 Miles North of the Fairmont Airport
- 10 Mile South of the Harrison-Marion County Airport

## UTILITIES

All public utilities are available to the site. Electric is three-phase.

| UTILITY        | PROVIDER         |
|----------------|------------------|
| Electric       | Mon Power        |
| Natural Gas    | Hope Gas         |
| Water/Sewer    | City of Fairmont |
| Trash          | Waste Management |
| Cable/Internet | Comcast/Xfinity  |

## LEGAL DESCRIPTION / ZONING / PARCEL MAP

- Located inside city limits within the Grant District of Marion County.
- Property consists of one rectangular parcel totaling approximately 1.5 acres.
- Identified as Grant District, Tax Map 21, Parcel 15.5.
- Recorded in Deed Book 1120, Page 235.
- Property is not restricted by zoning regulations.



# FRANCHISE / BRAND OVERVIEW



## SONESTA ESSENTIAL HOTELS

Sonesta Essential Hotels are for the doers. For those who travel but don't stay in one place too long. For those who need a place to rest along the way, or for the big day—a game, a meeting, or a celebration. Sonesta Essential Hotels are carefully designed and operated to offer guests hospitality essentials – a clean, comfortable room and a friendly, helpful staff. That way they can focus on what brought them here in the first place.

## KEY HOTEL ATTRIBUTES

- New brand focusing on what guests and owners are really looking for, the essentials
- Limited food and beverage requirements
- Reasonable brand standards
- Simplified conversion process



## BRAND PILLARS

### Focus on your Journey

Sonesta Essential Hotels believe guests should prioritize the thrill of travel, allowing Sonesta Essential Hotels to provide guests essential comforts to fully embrace the journey. Sonesta Essential Hotels are all about clean and comfortable rooms, essential amenities, minimal distractions, and a focus on the travel experience.

### Essential Comfort

We deliver the ultimate comfort with a focus on quality over quantity. Sonesta Essential Hotels ensures that guests have everything they need for a comfortable stay, without unnecessary extras, so they can rest and rejuvenate after a day of travel.

### Genuine Hospitality

People value connections, especially when they're on the road in unfamiliar places. Staff members are warm and friendly, making guests feel personally welcomed from the moment they walk through the door. Whether it's a comforting smile at check-in or recommendations on where to find the best local eats, our guests know that at Sonesta Essential Hotels, it's all about them.



## STAR REPORT

The January 2026 STAR report indicates that Sonesta Essential Fairmont is competing effectively for room demand within its market, highlighted by a strong current month occupancy of **69.6%** versus 49.5% for the competitive set, generating a **140.5 MPI** and demonstrating the property's ability to capture oversized room-night share.

On a trailing 12-month basis, the hotel maintained occupancy of **69.2%**, essentially in line with the peer set's 69.6%, while materially outperforming the comp set in occupancy growth, increasing 29.6% versus 14.8% for competitors.

These results point to a property with proven demand, strong recent momentum, and growing market relevance. The hotel is capturing market share from the Upper Midscale through the Economy segments.



Lobby/Reception Area.



Lobby/Reception Area.



Lobby/Waiting Area.



Guest Breakfast Area.





Elevator Access.



Guest Vending Machine Room.



Guest Fitness Room



Guest Business Center/Conference Room.



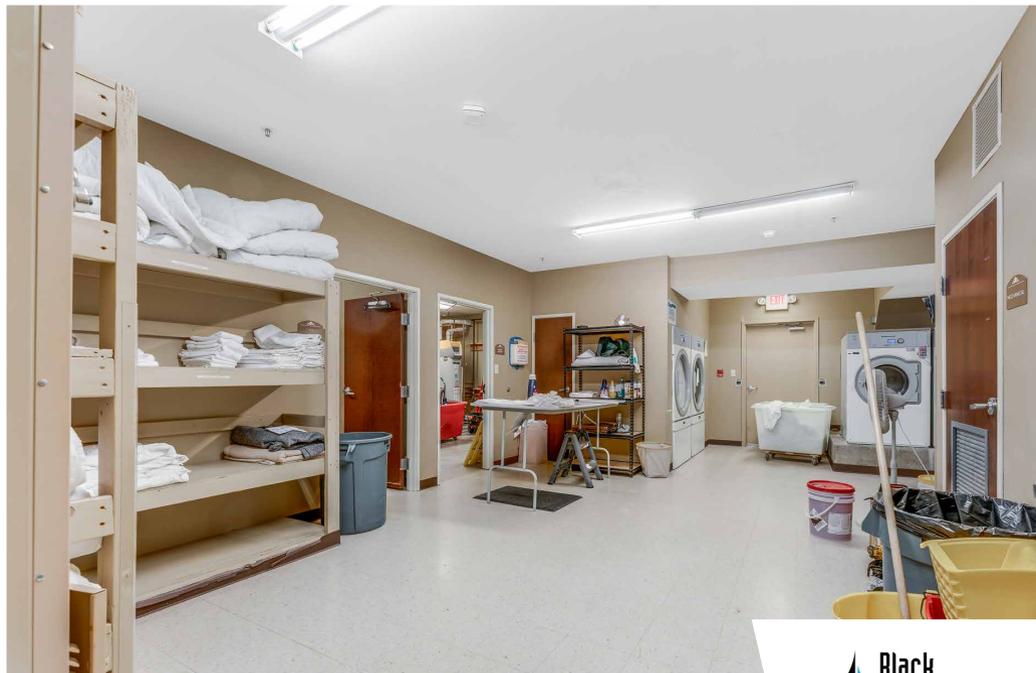
Reception Desk.



Utility Room.



Storage Room.



Staff Laundry Room.





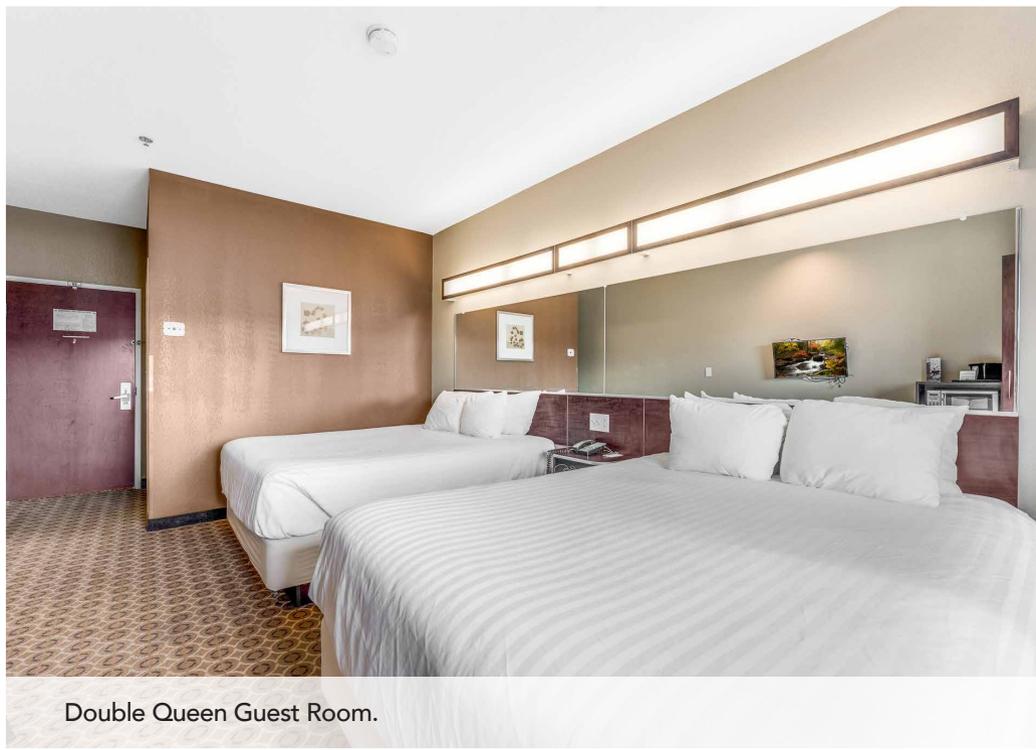
Double Queen Guest Room.



Double Queen Guest Room.



Double Queen Guest Room.



Double Queen Guest Room.



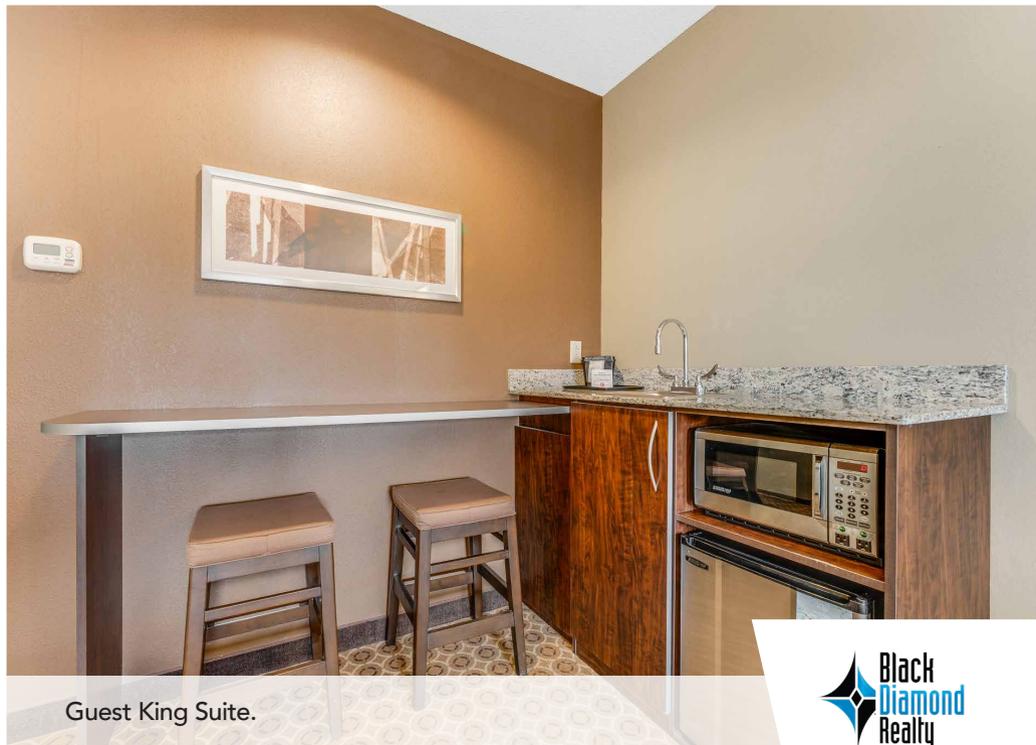
Guest King Suite.



Guest King Suite.



Guest King Suite.



Guest King Suite.

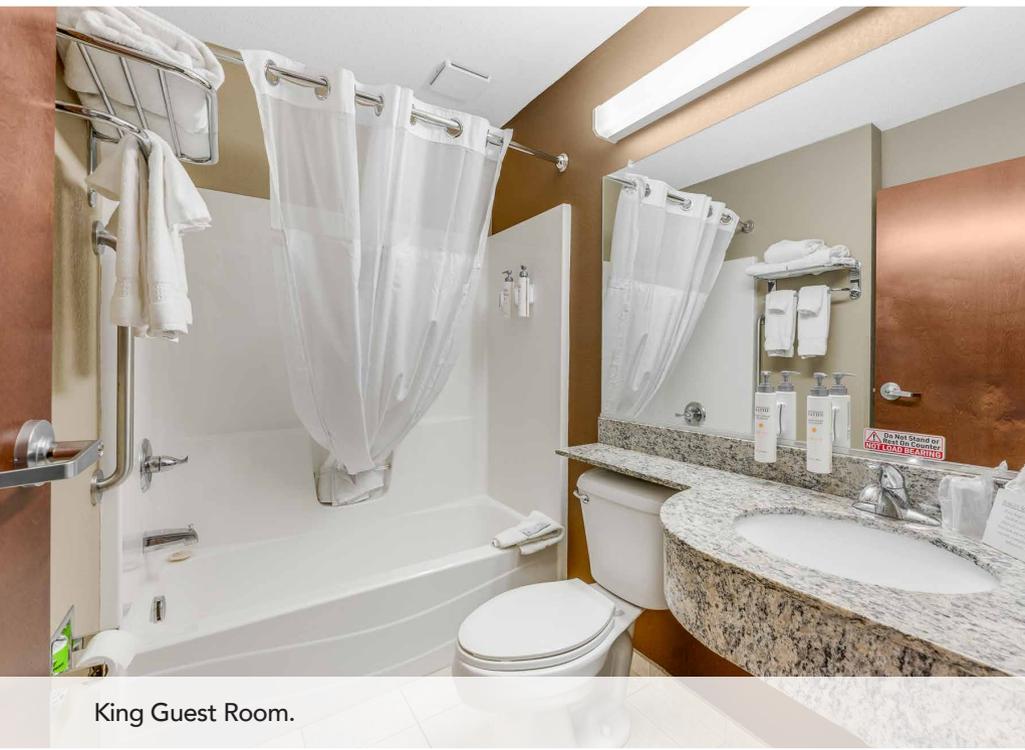




King Guest Room.



King Guest Room.



King Guest Room.



Upper Floor Vending/Ice Machine Area.



Exterior/Signage.



Main Entrance.



Exterior/Parking Lot.



Exterior/Parking Lot.





Parking Lot and Main Entrance.

# LOCATION OVERVIEW

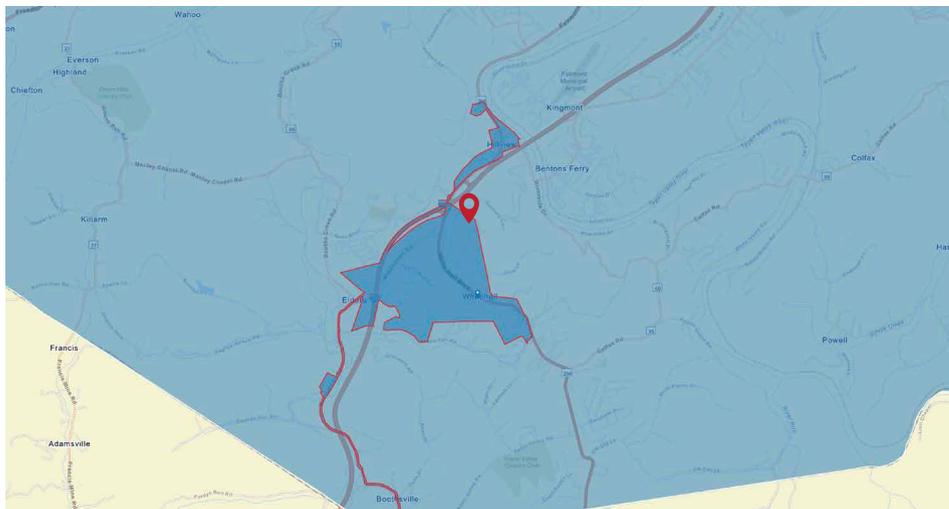
## MARION COUNTY

Marion County has eight flagged hotels serving a 2026 population of 55,018, equating to approximately 14.5 hotels per 100,000 residents. That level remains below the U.S. benchmark of 18.7, supporting the view that the county has a comparatively limited branded lodging inventory. The hotel's trailing twelve-month occupancy is above the U.S. national average.

**Marion County** has a total population of 55,018 and a median household income of \$64,873. Total number of businesses is 1,701.

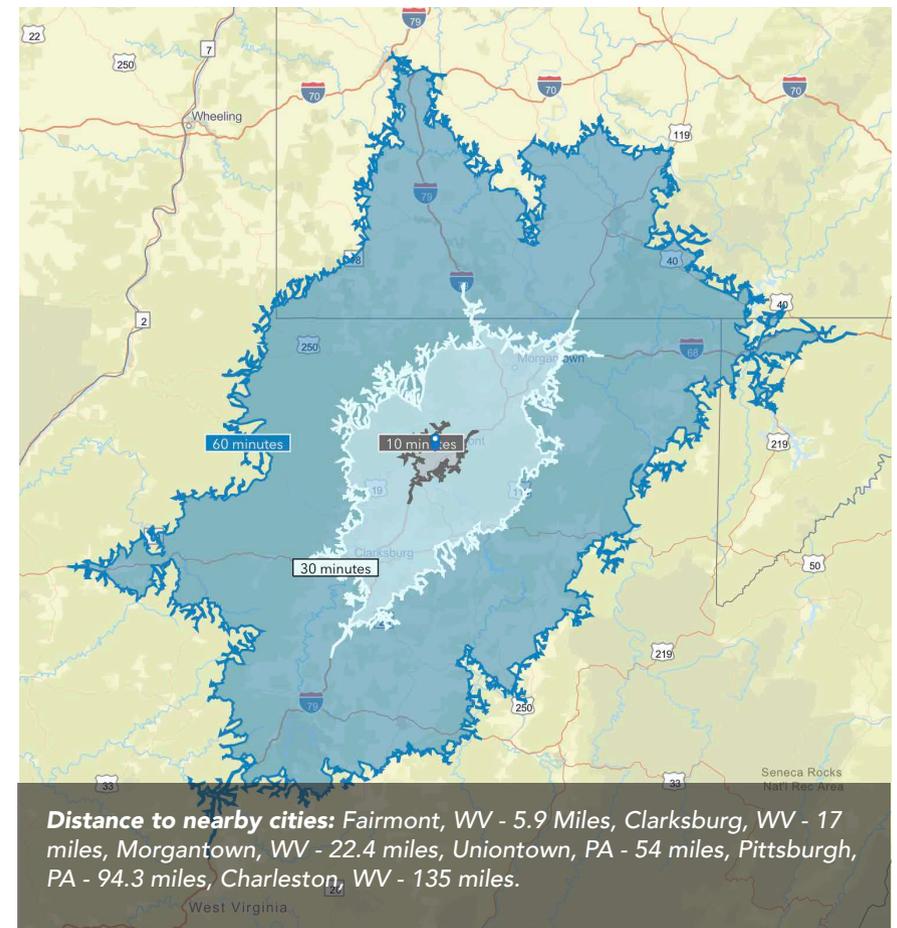
The **City of White Hall** has a total population of 691 and a median household income of \$77,352. Total number of businesses is 215.

*Data/map provided by Esri, Esri and Bureau of Labor Statistics, Esri and Data Axle, 2025.*



■ Marion County, WV   ■ White Hall City Limits   📍 Subject Location

## DRIVE TIME





The aerial above was taken facing west. Several of the most popular surrounding locations have been highlighted. Referenced with a yellow star, 20 Southland Drive is located approximately 0.5 mile from I-79 (Exit 132).

- |  |   |
|--|---|
| 1 MPE Rentals                          | 16 Middletown Mall                        |
| 2 Mon Health Equipment & Supplies      | 17 Applebee's                             |
| 3 WCO Flooring America                 | 18 Fairfield Inn & Suites                 |
| 4 UPS Worldwide Express Freight Center | 19 Dan Cava Toyota World                  |
| 5 White Hall Pharmacy                  | 20 Robert H. Mollohan Research Center     |
| 6 Pickup City Inc                      | 21 Pierpont Community & Technical College |
| 7 Walmart Supercenter                  | 22 Alan B. Mollohan Innovation Center     |
| 8 McDonald's                           | 23 NASA IV&V Facility                     |
| 9 Urse Dodge Chrysler Jeep Ram         | 24 Mon Power                              |
| 10 Cummins Sales and Service           | 25 Fairmont Tool                          |
| 11 Jarco Enterprises                   | 26 Architectural Interior Products        |
| 12 Sherwin-Williams Paint Store        | 27 Pepsi-Cola                             |
| 13 Hardee's                            | 28 Applied Industrial Technologies        |
| 14 DQ Grill & Chill Restaurant         | 29 Capital Doors                          |
| 15 Firehouse Subs                      | 30 Lyon Conklin & Co Inc                  |

# DEMOGRAPHICS / KEY FACTS

## 3 MILE RADIUS



**12,803**

Total Population



**658**

Businesses



**14,953**

Daytime Population



**\$225,000**

Median Home Value



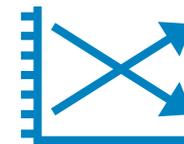
**\$41,109**

Per Capita Income



**\$74,434**

Median Household Income



**-0.3%**

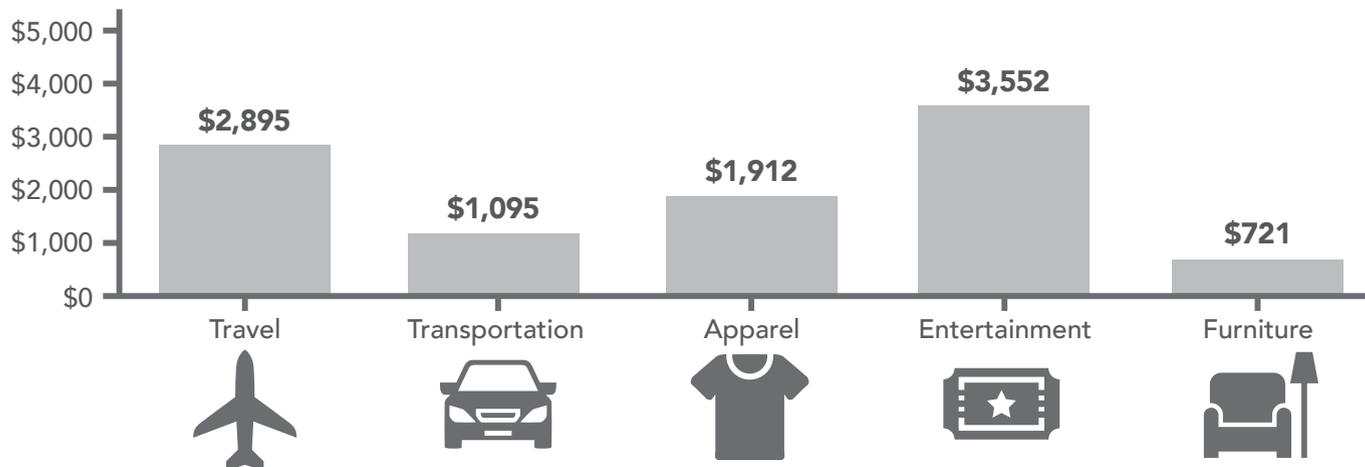
2025-2030 Pop Growth Rate



**6,087**

Housing Units (2020)

### KEY SPENDING FACTS

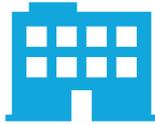


## 5 MILE RADIUS



34,374

Total Population



1,360

Businesses



35,129

Daytime Population



\$185,613

Median Home Value



\$35,076

Per Capita Income



\$63,664

Median Household Income



-0.2%

2025-2030 Pop Growth Rate



16,330

Housing Units (2020)



69,824

Total Population



2,287

Businesses



69,870

Daytime Population



\$181,538

Median Home Value



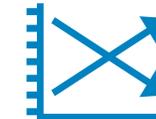
\$35,669

Per Capita Income



\$64,996

Median Household Income



-0.3%

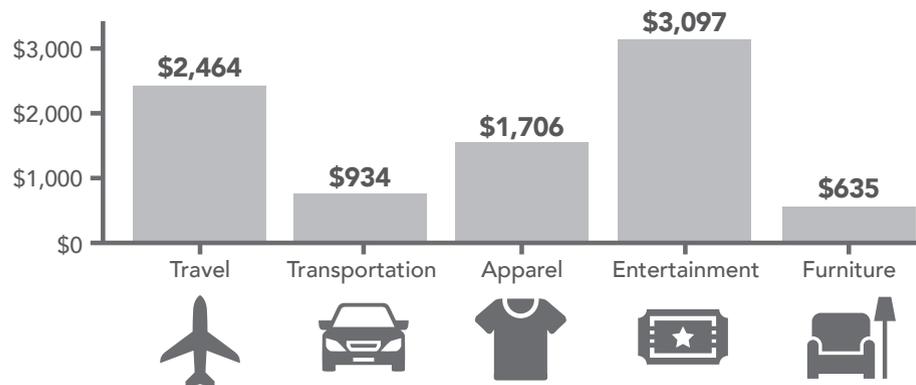
2025-2030 Pop Growth Rate



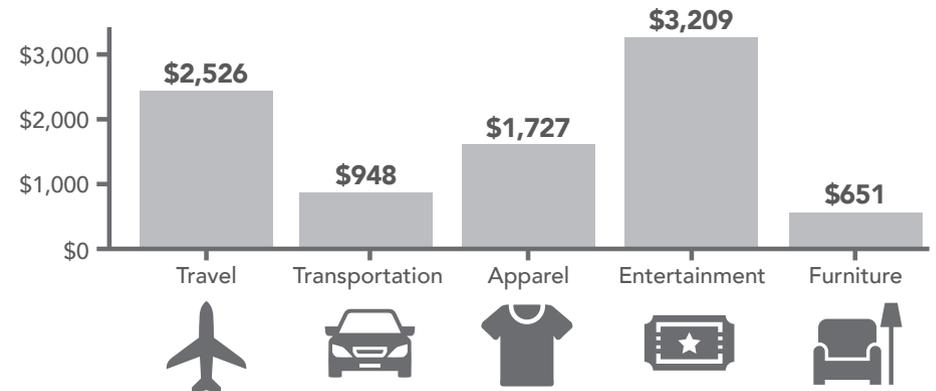
32,738

Housing Units (2020)

### KEY SPENDING FACTS



### KEY SPENDING FACTS





WALMART SUPERCENTER

MON POWER

I-79 TECHNOLOGY PARK

MIDDLETOWN COMMONS

INTERSTATE  
79

EXIT 132

20 SOUTHLAND DRIVE

TRACTOR SUPPLY

Aerial Facing West.





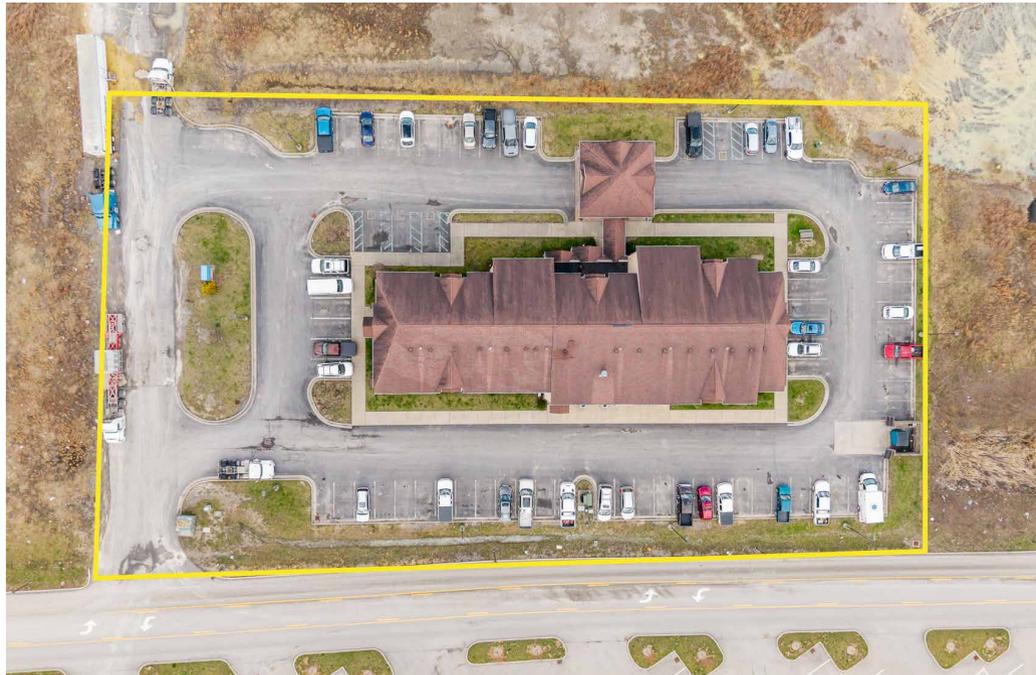
Aerial Facing Northeast.



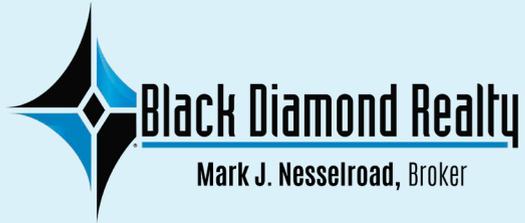
Aerial Facing North.



Aerial Facing South.



Aerial From Above.



## FINANCIAL INFORMATION

Financial information is available upon request and receipt of a signed Confidentiality & Non-Disclosure Agreement.

# CONTACT

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*\* All information is believed to be accurate but not guaranteed. More information is available upon request.*