



# COMFORT INN & SUITES

60-Key Investment Opportunity

215 North Commercial Street  
Morgan, Utah



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# OVERVIEW AND OPPORTUNITY

Cushman & Wakefield, as exclusive advisor, is pleased to present the opportunity to acquire the Comfort Inn & Suites in Morgan, Utah. This 60-key hotel is positioned just off I-84 and serves a steady mix of highway travelers, regional business demand, and leisure guests. Morgan Valley's small-town setting and outdoor lifestyle, highlighted by nearby hiking trails, golf, and four-season recreation, supports consistent drive-to visitation and repeat stays. The property offers a comfortable, limited-service experience with a strong amenity package and convenient regional access.

## INVESTMENT HIGHLIGHTS

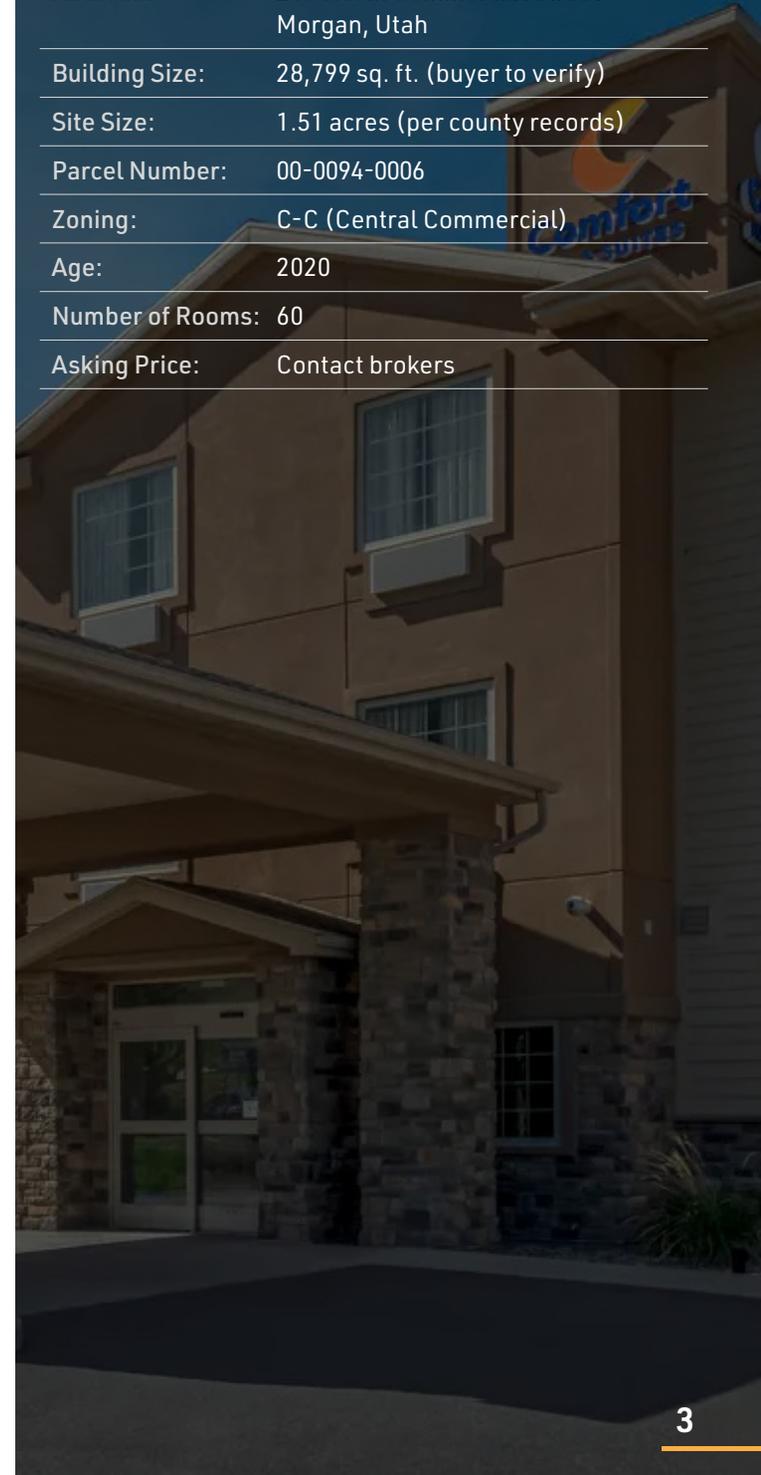
- Choice-branded affiliated 60-key, three-story, limited-service hotel
- Interstate-adjacent positioning just off I-84, supporting consistent drive-to demand and convenient access to the area's year-round outdoor recreation
- Abundant on-site amenities: indoor pool, fitness center, and business center
- Approximately a 25-minute drive to Snowbasin Resort, recently ranked No. 1 "Best Ski Resort" by USA TODAY 10BEST
- Only nationally branded hotel in Morgan, benefiting from limited direct branded competition
- The property benefits from an RDA agreement providing for a tax rebate of up to \$150,000 in 2027 and \$125,000 in 2028



**COMFORT INN & SUITES** | Investment  
**MORGAN, UT** | Opportunity

## ASSET SUMMARY

Address:	215 North Commercial Street Morgan, Utah
Building Size:	28,799 sq. ft. (buyer to verify)
Site Size:	1.51 acres (per county records)
Parcel Number:	00-0094-0006
Zoning:	C-C (Central Commercial)
Age:	2020
Number of Rooms:	60
Asking Price:	Contact brokers



# FINANCIAL PERFORMANCE

	In-Place	% In-Place	Days in Year Year-Ending % Year 1	365 4/30/27 Year 1	366 4/30/28 Year 2	365 4/30/29 Year 3	365 4/30/30 Year 4	365 4/30/31 Year 5	366 4/30/32 Year 6
Rooms Available:	21,900			21,900	21,960	21,900	21,900	21,900	21,960
Rooms Sold:	6,882			7,008	7,686	7,665	7,665	7,665	7,686
Occupancy:	31.43%			32.00%	35.00%	35.00%	35.00%	35.00%	35.00%
ADR:	\$95.44			\$95.44	\$98.31	\$101.26	\$104.29	\$107.42	\$110.64
Rooms RevPAR:	\$29.99			\$30.54	\$34.41	\$35.44	\$36.50	\$37.60	\$38.73
<b>Operating Revenue</b>									
Rooms	\$656,871	97.71%	97.75%	\$668,862	\$755,579	\$776,120	\$799,403	\$823,385	\$850,411
Miscellaneous Income	\$15,385	2.29%	2.25%	\$15,385	\$15,846	\$16,322	\$16,811	\$17,316	\$17,835
<b>Total Operating Revenue</b>	<b>\$672,256</b>	<b>100.00%</b>	<b>100.00%</b>	<b>\$684,246</b>	<b>\$771,425</b>	<b>\$792,442</b>	<b>\$816,215</b>	<b>\$840,701</b>	<b>\$868,246</b>
<b>Departmental Expenses</b>									
Rooms	\$67,659	10.30%	10.12%	\$67,659	\$69,689	\$71,780	\$73,933	\$76,151	\$78,436
<b>Total Departmental Expenses</b>	<b>\$67,659</b>	<b>10.06%</b>	<b>9.89%</b>	<b>\$67,659</b>	<b>\$69,689</b>	<b>\$71,780</b>	<b>\$73,933</b>	<b>\$76,151</b>	<b>\$78,436</b>
<b>Departmental Profit</b>									
Rooms	\$589,212	89.70%	89.88%	\$601,202	\$685,890	\$704,340	\$725,470	\$747,234	\$771,975
Miscellaneous Income	\$15,385	100.00%	100.00%	\$15,385	\$15,846	\$16,322	\$16,811	\$17,316	\$17,835
<b>Total Departmental Profit</b>	<b>\$604,597</b>	<b>89.94%</b>	<b>90.11%</b>	<b>\$616,587</b>	<b>\$701,736</b>	<b>\$720,662</b>	<b>\$742,282</b>	<b>\$764,550</b>	<b>\$789,810</b>
<b>Undistributed Operating Expenses</b>									
Administrative and General	\$20,108	2.99%	2.94%	\$20,108	\$20,712	\$21,333	\$21,973	\$22,632	\$23,311
Payroll	\$197,701	29.41%	28.89%	\$197,701	\$203,632	\$209,741	\$216,033	\$222,514	\$229,189
Information and Telecommunications Systems	\$10,385	1.54%	1.52%	\$10,385	\$10,697	\$11,018	\$11,348	\$11,689	\$12,040
Franchise Fees	\$22,662	3.37%	3.31%	\$22,662	\$23,342	\$24,043	\$24,764	\$25,507	\$26,272
Sales and Marketing	\$0	0.00%	0.00%	\$0	\$0	\$0	\$0	\$0	\$0
Property Operation and Maintenance	\$22,796	3.39%	3.33%	\$22,796	\$23,480	\$24,185	\$24,910	\$25,657	\$26,427
Utilities	\$65,872	9.80%	9.63%	\$65,872	\$67,848	\$69,883	\$71,980	\$74,139	\$76,363
<b>Total Undistributed Expenses</b>	<b>\$339,525</b>	<b>50.51%</b>	<b>49.62%</b>	<b>\$339,525</b>	<b>\$349,711</b>	<b>\$360,202</b>	<b>\$371,008</b>	<b>\$382,138</b>	<b>\$393,602</b>
<b>Gross Operating Profit</b>	<b>\$265,072</b>	<b>39.43%</b>	<b>40.49%</b>	<b>\$277,062</b>	<b>\$352,026</b>	<b>\$360,460</b>	<b>\$371,274</b>	<b>\$382,412</b>	<b>\$396,208</b>
Management Fees	\$26,890	4.00%	4.00%	\$27,370	\$30,857	\$31,698	\$32,649	\$33,628	\$34,730
<b>Income Before Non-Operating Income &amp; Expenses</b>	<b>\$238,181</b>	<b>35.43%</b>	<b>36.49%</b>	<b>\$249,692</b>	<b>\$321,169</b>	<b>\$328,762</b>	<b>\$338,625</b>	<b>\$348,784</b>	<b>\$361,478</b>
<b>Non-Operating Income &amp; Expenses</b>									
Property Tax	\$17,898	2.66%	2.62%	\$17,898	\$18,435	\$18,988	\$19,558	\$20,145	\$20,749
Insurance	\$12,055	1.79%	1.76%	\$12,055	\$12,416	\$12,789	\$13,173	\$13,568	\$13,975
Other	\$0	0.00%	0.00%	\$0	\$0	\$0	\$0	\$0	\$0
<b>Total Non-Operating Income and Expenses</b>	<b>\$29,953</b>	<b>4.46%</b>	<b>4.38%</b>	<b>\$29,953</b>	<b>\$30,852</b>	<b>\$31,777</b>	<b>\$32,731</b>	<b>\$33,712</b>	<b>\$34,724</b>
<b>EBITDA</b>	<b>\$208,228</b>	<b>30.97%</b>	<b>32.11%</b>	<b>\$219,739</b>	<b>\$290,317</b>	<b>\$296,985</b>	<b>\$305,895</b>	<b>\$315,071</b>	<b>\$326,754</b>
Replacement Reserve	\$0	0.00%	3.00%	\$20,527	\$21,143	\$21,778	\$22,431	\$23,104	\$23,797
<b>EBITDA Less Replacement Reserve</b>	<b>\$208,228</b>	<b>30.97%</b>	<b>29.11%</b>	<b>\$199,212</b>	<b>\$269,174</b>	<b>\$275,208</b>	<b>\$283,464</b>	<b>\$291,968</b>	<b>\$302,957</b>

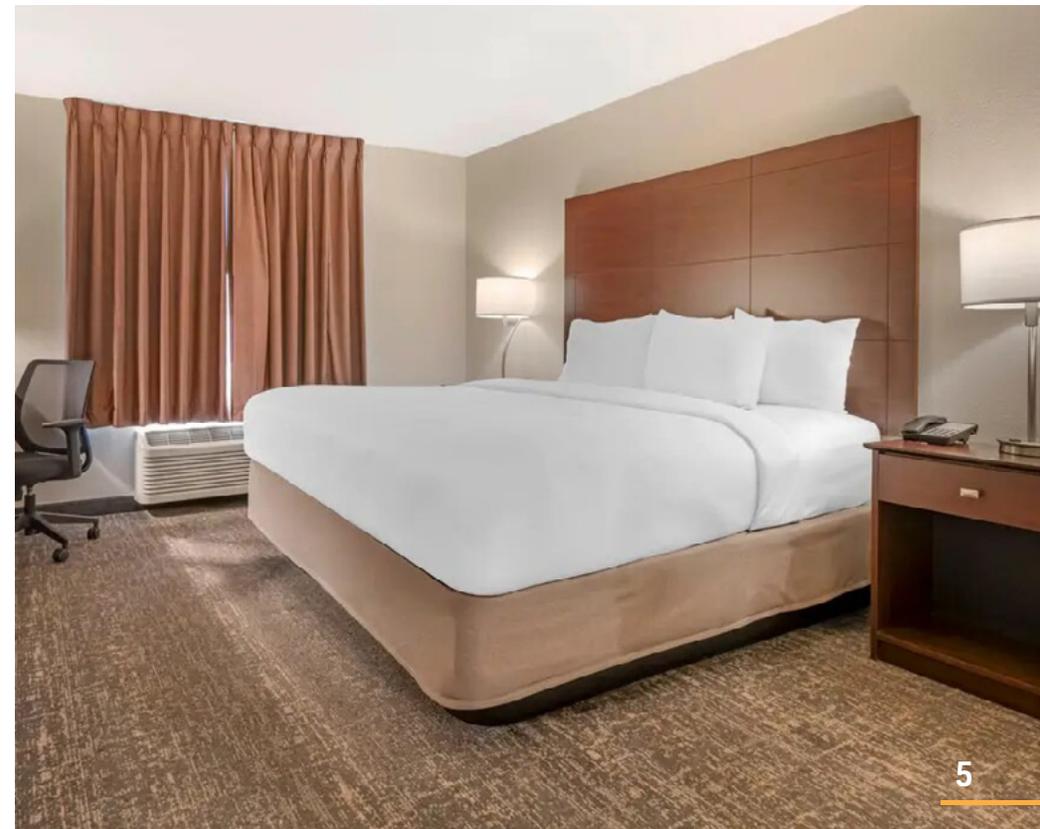
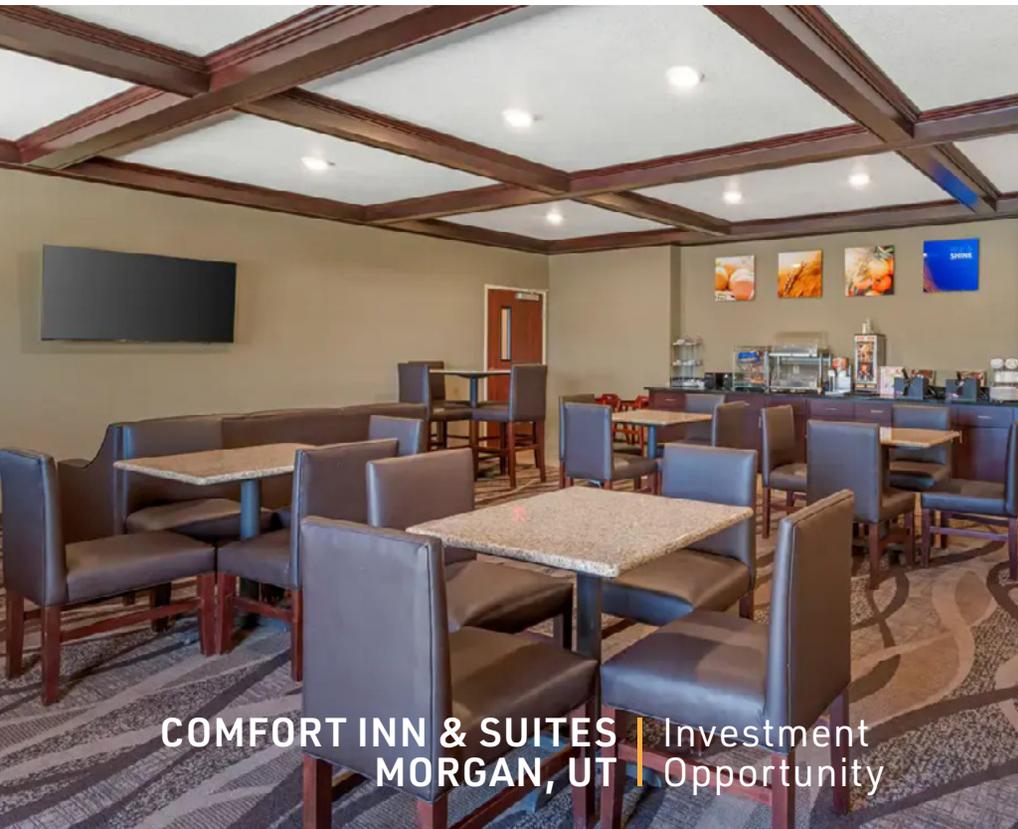
# STR REPORT

AS OF NOVEMBER 2025

Occupancy								
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Comfort Inn & Suites Morgan, UT	23.5	-	31.4	-	35.4	-	31.4	-
Competitive Set	58.1	-8.5	70.3	-4.1	68.8	-5.1	69.0	-3.9

Average Daily Rate								
	Current Month	% Chg	Year to Date	% Chg	Running 3 Month	% Chg	Running 12 Month	% Chg
Comfort Inn & Suites Morgan, UT	\$85.85	-	\$102.55	-	\$96.17	-	\$102.55	-
Competitive Set	\$109.11	2.3	\$125.07	0.6	\$122.82	2.9	\$123.22	0.4



# LOCATION HIGHLIGHTS

Morgan Valley offers a strong four-season draw, combining a classic small-town setting with an active outdoor lifestyle that consistently pulls drive-to visitors. The hotel's interstate-adjacent location just off I-84 also appeals to business travelers and pass-through commercial demand, providing convenient regional access for both short-stay and longer-stay visits. The property benefits from easy access to the Weber River recreation corridor and nearby state parks, including East Canyon and Echo State Park, which support warm season demand for boating, fishing, and camping. Winter visitation is also supported by the area's proximity to world-class skiing at Snowbasin. Demand is further bolstered by the Morgan County Fairgrounds' robust events calendar, anchored by the annual Morgan County Fair and Rodeo, along with seasonal community programming such as the Morgan Farmers Market series.



## NEARBY RETAIL & AMENITIES



**COMFORT INN & SUITES** | Investment Opportunity  
**MORGAN, UT**



# DATA ROOM

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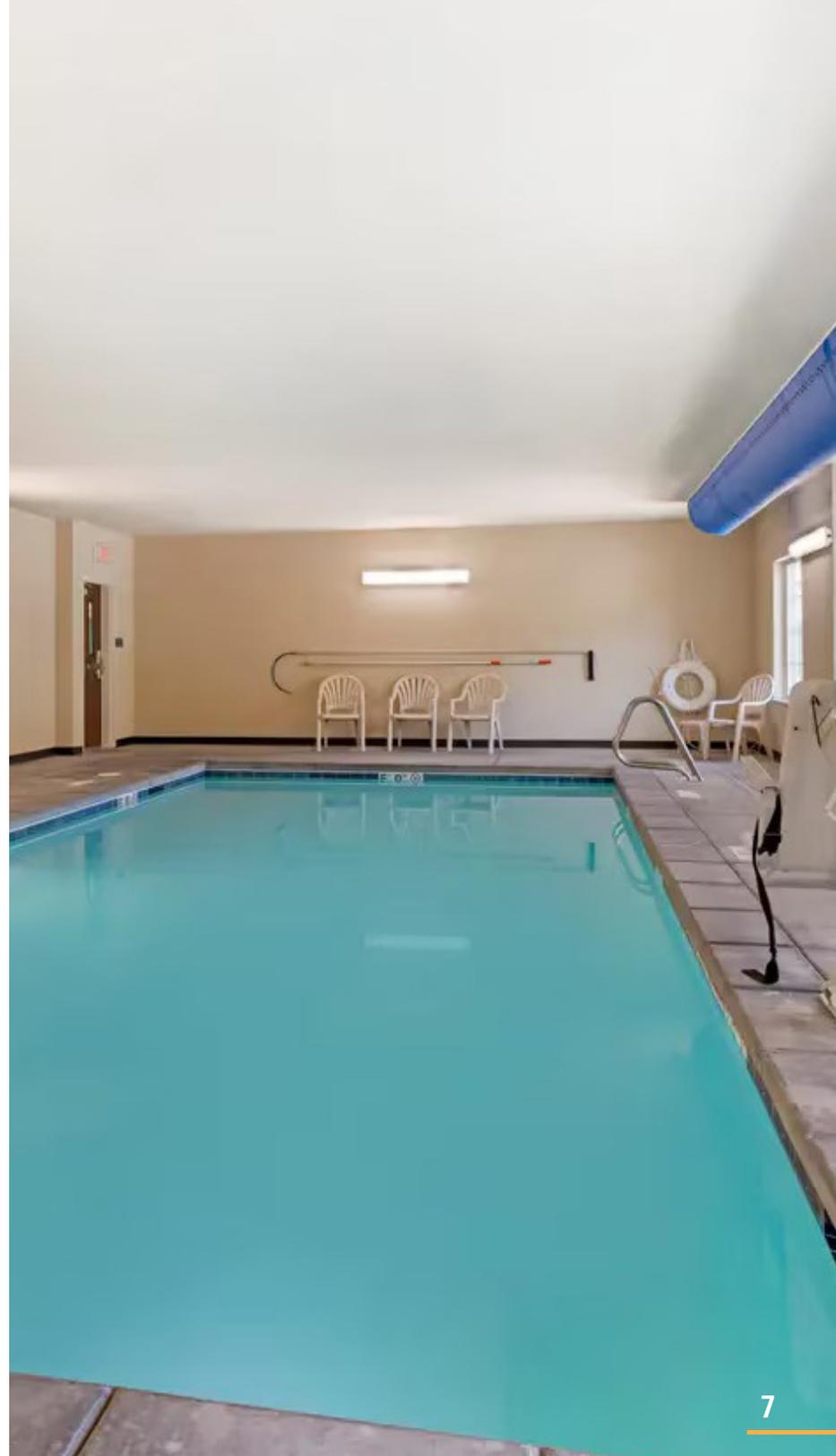
[Click Here](#) to view and download the following:

Area Demographics

County Tax Data

Financials

Full STR Report



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