

# INVESTMENT OFFERING MEMORANDUM

**94% ESSOC!**



## WoodSpring Suites Rochester Greece – Rochester, New York

**Renita Sommers**  
Vice President  
rsommers@hrec.com  
804-363-7712

**Sally Cremer**  
Senior Associate  
scremer@hrec.com  
317-690-1635

**Mark von Dwingelo**  
Correspondent Broker  
New York Broker #:  
10491206329

**HREC** Investment  
Advisors®  
■ HOSPITALITY REAL ESTATE COUNSELORS® ■

## Opportunity Overview

HREC Investment Advisors (“HREC IA”) is pleased to present qualified investors the opportunity to acquire the fee-simple interest in the 122-guestroom WoodSpring Suites Rochester Greece (hereinafter “Hotel” or “Property”) located in Rochester, NY.

The WoodSpring Suites Rochester Greece represents the opportunity to acquire a highly-stable, recession-resistant asset surrounded by both diverse and stable demand generators, including the Canal Ponds Business and Industrial Park (less than a mile), the 471-bed Unity Hospital (two miles), the Mall at Greece Ridge (two miles), Rochester Airport (five miles), University of Rochester (six miles), and more.

WoodSpring Suites is the nation’s fastest-growing economy, extended stay hotel brand. The WoodSpring prototype is built for lower operating costs, fixed labor expenses, and amenity upkeep. The WoodSpring Suites Rochester Greece was the first WoodSpring to open in the entire State of New York. As such, the newly built Hotel meets the brand’s gold standard for design efficiency, guest experience, and operational simplicity.

The Hotel’s current performance indicates hopeful upside on top of existing cashflows. Despite being the newest asset in its competitive set, the Property is ranked 7 of 7 in ADR, indicating the capacity to charge higher rates within its market. Importantly, the Hotel is operating at an impressive 94% ESSOC (Extended Stay Segment Occupancy Contribution) for both 2024 and 2025, further underscoring its strength in capturing long-term demand. This performance gap, combined with the Hotel’s modern build, operational efficiencies, and strategic location, presents a compelling value-add opportunity for an investor to drive RevPAR growth through targeted revenue management, brand-level marketing, and improved sales execution. As extended-stay demand continues to outpace traditional transient segments, the Property is well-positioned to achieve stronger market penetration and deliver enhanced returns over the hold period.

## Investment Highlights

- 1<sup>st</sup> WoodSpring Built in the Entire NY State.
- Highly Efficient, Purpose-Built Design.
- Significant Room for Top-Line Growth Within Market.
- Strong Visibility off I-390.
- Offered at a Discount to Replacement Cost.
- Minimal Change-of-Ownership PIP.
- Offered Unencumbered by Management.
- Fee Simple Interest.



### Property Overview

<b>Address</b>	145 Bellwood Dr. Rochester, NY 14606
<b>Location</b>	<b>Market:</b> Rochester, <b>Submarket:</b> City of Rochester
<b>Ownership Interest</b>	Fee Simple
<b>Franchise</b>	WoodSpring Suites
<b>Guestrooms</b>	122
<b>Stories</b>	4
<b>Year Built</b>	2023
<b>Facilities &amp; Amenities</b>	Fully-Equipped Kitchens, Public Access Wifi, Fitness Center, Pet-Friendly, Laundry

### Guestroom Breakdown

<b>Queen Suite</b>	67	<b>Accessible Double Queen Suite</b>	2
<b>Accessible Queen Suite</b>	4	<b>King Suite</b>	10
<b>Double Queen Suite</b>	38	<b>Accessible Queen Suite</b>	1
<b>Total</b>	122		



## Confidentiality & Conditions

This is a **confidential** Investment Offering Memorandum ("Memorandum"), which is intended solely for your limited use and benefit in determining whether you desire to express any further interest in participating in the acquisition of the **WoodSpring Suites Rochester Greece (the "Property") located in Rochester, NY**. You are bound by the Confidentiality Agreement executed in connection with your receipt of this Memorandum. This Memorandum was prepared by HREC Investment Advisors and has been reviewed by the Owner. It contains select information pertaining to the Property and does not purport to be all-inclusive or to contain all the information which prospective investors may desire. It should be noted that all the market analysis projections are provided for general reference purposes and are based on assumptions relating to the general economy, competition, and other factors beyond our control and, therefore, are subject to material variation. Additional information and an opportunity to inspect material related to the Property will be made available to interested and qualified prospective investors. Neither the Owner nor HREC Investment Advisors nor any of their respective officers have made any representation or warranty, expressed or implied, as to the accuracy or completeness of this Memorandum or any of its contents, and no legal commitments or obligations shall arise by reason of this Memorandum or its contents. It is essential that all parties to real estate transactions be aware of the health, liability and economic impact of environmental factors on real estate. HREC Investment Advisors does not conduct investigations or analyses of environmental matters and, accordingly, urges interested parties to retain qualified environmental professionals to determine whether hazardous or toxic wastes or substances (such as asbestos, PCBs and other contaminants or petrochemical products stored in underground tanks) or other undesirable materials or conditions are present at the Property and if so, whether any health danger or other liability exists. Various laws and regulations have been enacted at the federal, state and local levels dealing with the use, storage, handling, removal, transport and disposal of toxic or hazardous wastes and substances. Depending on past, current and proposed uses of the Property, it may be prudent to retain an environmental expert to conduct a site investigation and/or building inspection. If such substances exist or are contemplated to be used at the Property, special governmental approvals or permits may be required. Consequently, legal counsel and technical experts should be consulted where these substances are or may be present. In this Memorandum, certain documents are described in summary form. The summaries do not purport to be complete descriptions of the full agreements involved, nor do they purport to constitute any legal analysis of the provisions of the documents. This brochure shall not be deemed an indication of the state of affairs of the Owner nor constitute an indication that there has been no change in the business or affairs of the Owner since the date of preparation of this Memorandum. **Photocopying or other duplication of the Investment Offering Memorandum in part or entirety is not authorized.**



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