

OFFERING
MEMORANDUM



battengreen

VENUE & LODGING

1329 COMMERCE ROAD
STAUNTON, VIRGINIA



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Listing Broker, Chase Hoover, is a co-owner of the property.

By accepting this Memorandum, you agree to the above terms and conditions.





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01

INVESTMENT OVERVIEW

THE OFFERING

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SALE DETAILS

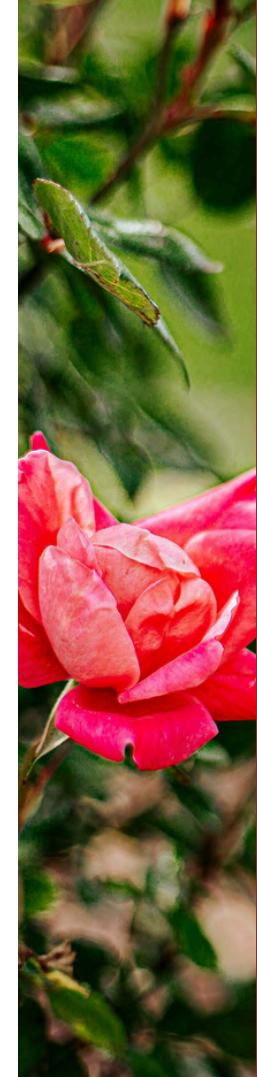
SURVEY



THE OFFERING

TURN-KEY SHENANDOAH VALLEY WEDDING VENUE & INN JUST MINUTES FROM DOWNTOWN STAUNTON AND I-81. 12 PRIVATE GUEST SUITES, WEDDING & EVENT FACILITIES, A COMMERCIAL KITCHEN, AND EXPANSION OPPORTUNITIES.
\$150K+ 2025 INCOME ON THE BOOKS!

PROPERTY ADDRESS	1329 COMMERCE ROAD STAUNTON VA 24401
SQUARE FEET	MANOR HOUSE 4524 SF GUEST HOUSE 4556 SF
LOT SIZE	12.2 ACRES
PARCEL NUMBER	CITY OF STAUNTON 10446 & 10444
ZONING	B-2 (BUSINESS)
LISTING PRICE	\$3,450,000





PROPERTY SUMMARY

Welcome to Batten Green, a luxury venue and inn in picturesque Staunton, Virginia. Fully remodeled in 2023, overflowing with 5-star reviews across all platforms, and boasting a healthy book of events for 2025, this gorgeous property is a dream investment with multiple income streams.

Operations were designed with automation and ease of management in mind, making Batten Green the perfect addition to an existing hospitality portfolio or a turn-key business for an owner-operator.



HIGHLIGHTS

- ON-SITE LODGING FOR 28 GUESTS
- FULLY REMODELED IN 2023
- 12 ACRES ZONED BUSINESS JUST 3 MILES TO DOWNTOWN STAUNTON AND 1 MILE TO I-81
- MULTIPLE INCOME STREAMS: WEDDINGS, RETREATS, NIGHTLY LODGING
- HIGHLY RATED ACROSS ALL PLATFORMS ★★★★★
- VALUE ADD EXPANSION OPPORTUNITIES

BUILDINGS

- **MANOR HOUSE** (*sleeps 10*)
 - 3 bedrooms, 3.5 bathrooms
 - 2 King Suites, one with an additional Queen sleeper sofa, and a Bunk Suite with 4 Twin beds
 - Bridal suite, living room, dining room, commercial kitchen
 - Solarium indoor events space with modular seating for 32 and A/V features
 - Outdoor spaces including covered stone front porch, brick patios, and upper terrace
- **GUEST COTTAGE** (*sleeps 2*)
 - Studio-style King Suite
 - Attached to Manor House but with private entrance, fenced lawn, and parking
- **GUEST SUITES** (*sleeps 16*)
 - Separate building with 8 units
 - 4 Comfort King Suites
 - 4 Deluxe King Suites (larger with more amenities)
 - Common area with coffee bar and lounge seating
 - Housekeeping facilities and storage





EVENTS FACILITIES

- **4800 SF Reception Tent**
 - 60'x80' Pole Tent
 - Overlooks rolling pastures and mountain views
 - Seasonal (April-November)
 - Stamped concrete flooring
 - 30-amp electric & water utility
- **3 Ceremony Site Options**
 - Great lawn under a large gum tree
 - Back hill overlooking pastures
 - Front lawn in front of Manor House
- **Cocktail Patio**
 - Brick patio off of Manor House featuring a reclaimed wood bar, cafe tables, and string lights
- **Solarium Indoor Events Space**
 - Tables and chairs for 32
 - 2 TVs and bluetooth speaker
- **3-Stall Luxury Bathroom Trailer**
 - Hooked into water & sewer for easy maintenance
- **Event Parking**
 - Gravel event parking lot for up to 50 cars
 - Overflow parking in adjoining meadow
- **960 SF Equipment/Storage Barn**

BUSINESS OPERATIONS

INCOME STREAMS

- Weddings: Full weekend package offered in-season from April through November
- Lodging: Nightly rental of the Manor House, Cottage, and Suites through the Batten Green website and platforms like Airbnb and Expedia
- Other Events: Hourly or daily rental of the Solarium and/or grounds for birthdays, showers, meetings
- Reunions & Retreats: Great source of weekday and off-season revenue

MANAGEMENT

- Lodging & events currently managed through a sister company of the ownership group
- All vendors are 1099 partnerships - cleaners, lawncare, maintenance, management
- Automation features for ease of management including WiFi locks and contact-free check-in



GUEST AMENITIES

- Fiber high speed WiFi
- Smart TVs with complimentary YoutubeTV
- Organic high-end toiletries
- Memory foam mattresses and pillows
- Professionally-laundered linens
- Coffee bar with filtered water & ice
- In-room workspace & mini fridge
- Dog-friendly suites available

SCAN THE QR CODE FOR VIRTUAL
3D TOURS OF THE MANOR HOUSE,
COTTAGE, AND GUEST SUITES:



HIGHLY RATED

Google

115+ Reviews, Avg 4.9★

Airbnb

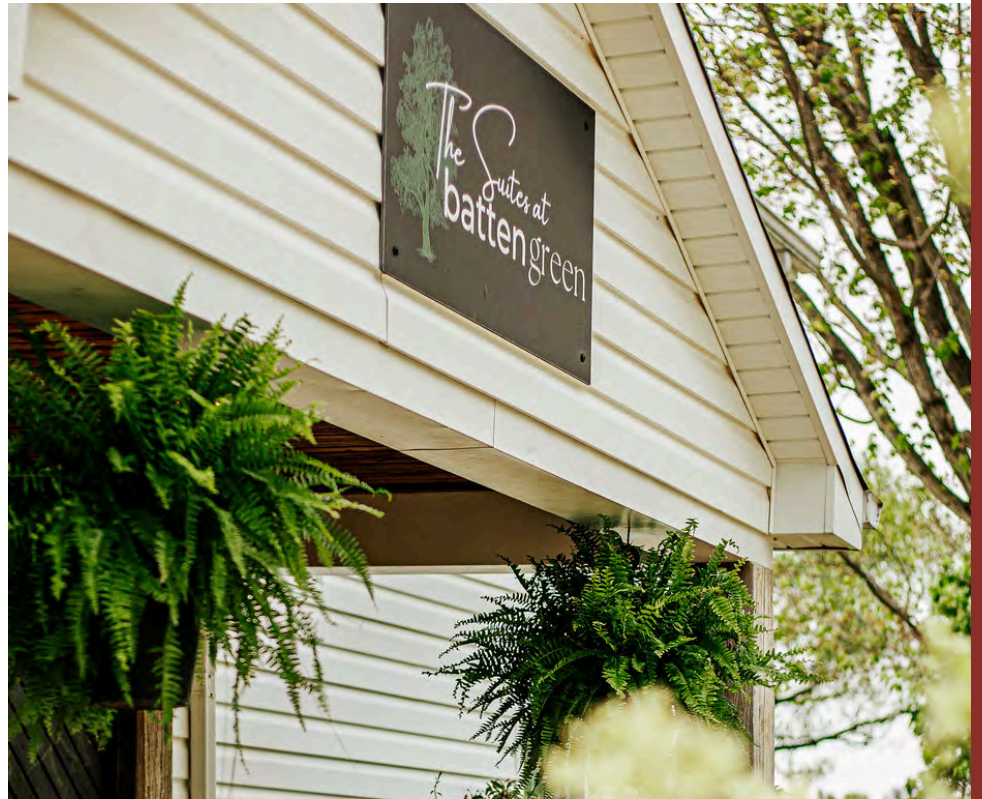
130+ Reviews, Avg 4.92★

Expedia

200+ Reviews, Avg 9.8/10

Instagram

1300+ Followers





INCLUDED IN SALE

- All furniture, decor, appliances
- Website, domain, and email address
- Social media pages
- Airbnb profile with listings and reviews
- Google MyBusiness profile with reviews
- Photography, videos, and all available media
- Brochures and templates
- All future event and lodging reservations
- Database of hundreds of past guests' contact info
- Transition assistance and training as needed

WHY SELL?

The business model for this project involved raising investor capital to acquire, remodel, and stabilize the property. Now that the concept has been tested and proven, the final step in the plan is to sell the turn-key operation to an owner-operator, or a hospitality company with an operations team, that can continue to bring out Batten Green's full potential. With 18 months of solid revenue and \$150k+ already on the books for next year, this is the perfect opportunity for a qualified buyer.

02

EXPANSION OPPORTUNITIES



DEVELOP UNUSED LAND

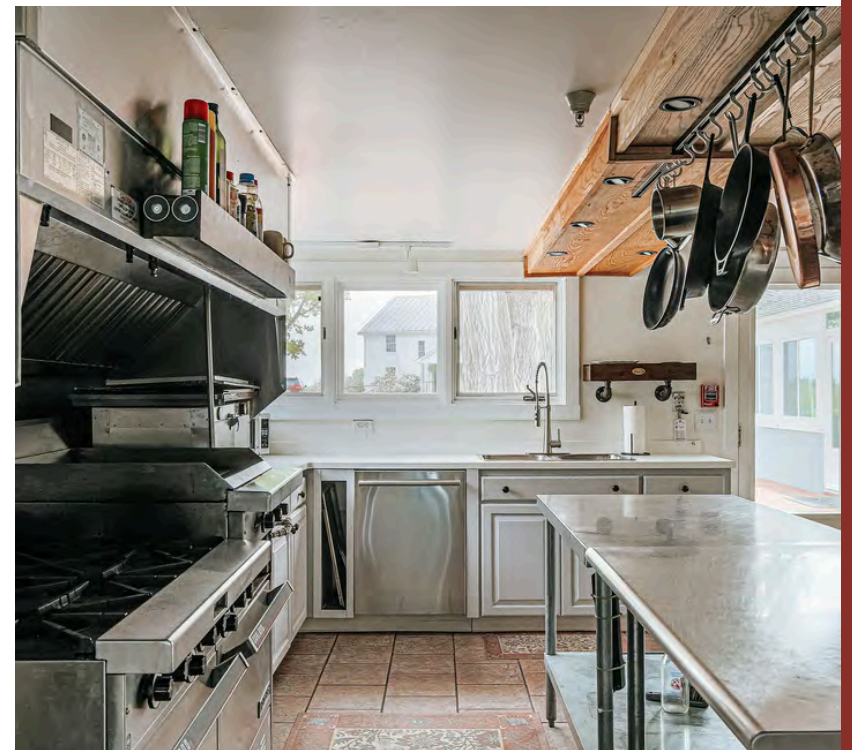
Adjacent to the event parking lot is an open meadow, approximately 3 acres, that is prime for development. Business zoning and public utilities access provide flexibility for your vision.

Adding small cottages to this area would be an ideal utilization of the space, increasing the on-site sleeping capacity for weddings and nightly lodging.

The #1 reason wedding clients choose Batten Green is for the on-site lodging. Expanding this to sleep 60+ on-site would create a very unique offering unlike any other venue in the area.

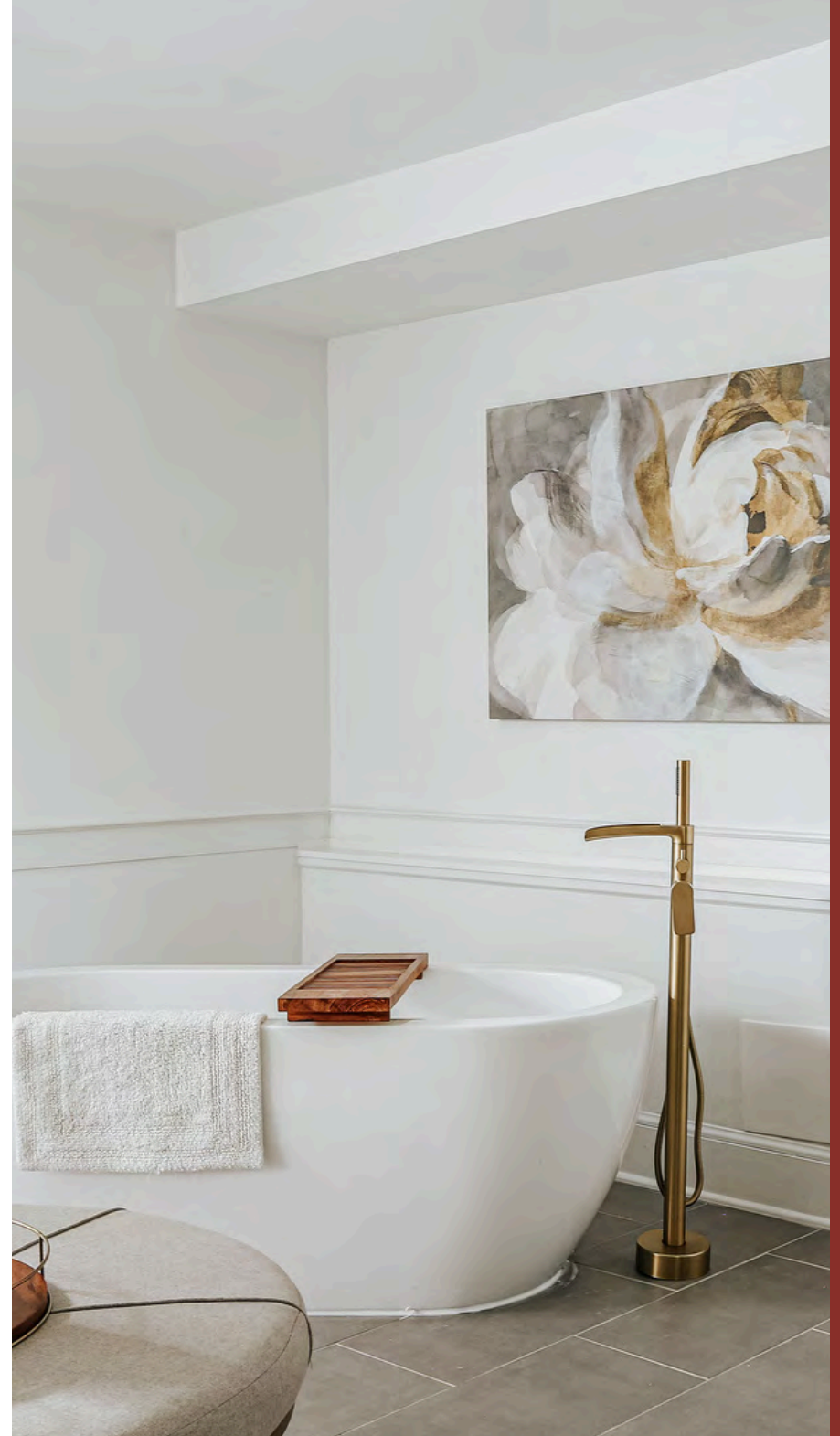
EXPAND OFFERINGS

- Create packages and increase marketing for non-wedding events
- Add micro-wedding and/or mid-week single day wedding packages
- Increase wedding pricing for peak weekends
- Add features to increase nightly rates and demand - food & beverage, anniversary packages, gift baskets, local partnerships



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FINANCIAL OVERVIEW



FINANCIAL SUMMARY

Batten Green is a business experiencing rapid growth since its successful re-launch in Spring 2023.

REVENUE	10/1/23 - 9/30/24 (TRAILING 12 MO.)	+12 MONTHS PROJECTED
Lodging	\$235,462	\$250,000
Events	\$98,664	\$150,000
Subtotal Revenue	\$334,126	\$400,000

OPERATING EXPENSES	10/1/23 - 9/30/24 (TRAILING 12 MO.)	+12 MONTHS PROJECTED
Property & Operations Expenses	\$146,046	\$165,000
Taxes, Insurance	\$39,388	45,000
Utilities, Other	\$16,888	20,000
Subtotal Operating Expenses	\$202,322	\$230,000

NOTES

2023 was the first year of selling weddings for 2024 season. To date, there is already over \$150k of wedding income booked for the 2025 season with more new inquiries coming in weekly.

New management took over mid-2024. Previously management and turnover costs were extremely high. Expenses have been significantly cut with new vendor partnerships.

Expenses include professional management fees and event sales commissions which can be saved by an owner-operator.

LODGING STATISTICS

GUEST SUITES & COTTAGE: APR-SEPT 2024 (TRAILING 6 MO.)	
Occupancy	30%
Avg Nightly Rate	\$188.53
Avg Length of Stay	1.92 nights

WEDDING FIGURES

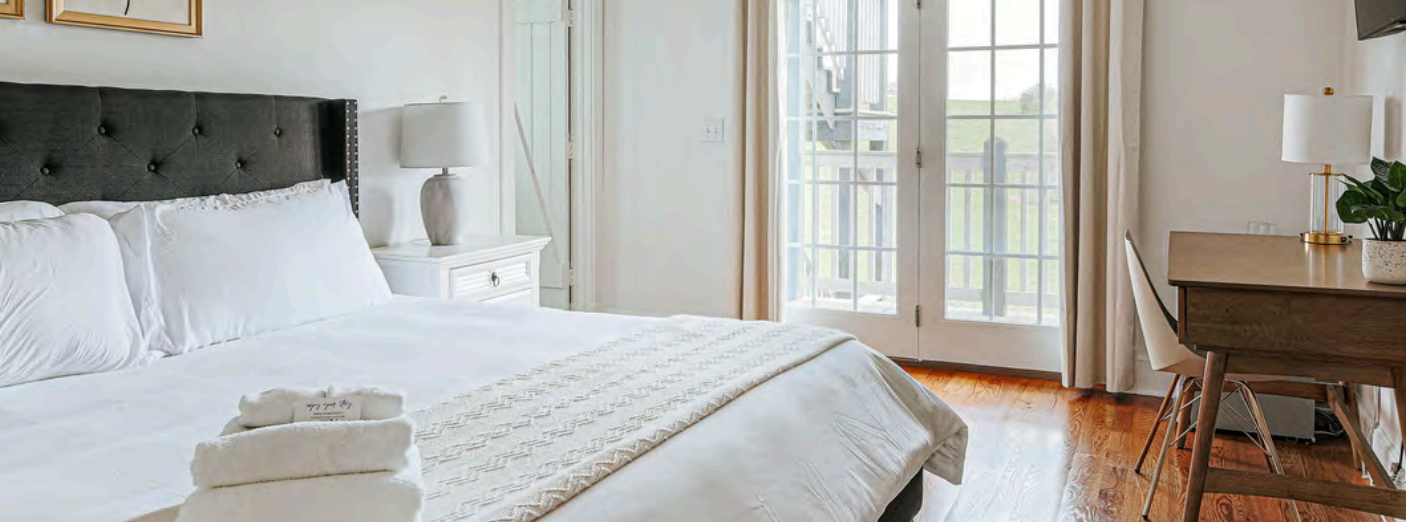
2024-2025	
Weekend Pacakge Base Rate	\$10,900
On-Site Lodging (Guest Suites)	\$4,883
# Weddings 2024	10
# Weddings 2025 (as of 10/04/24)	10



04

PROPERTY PHOTOS









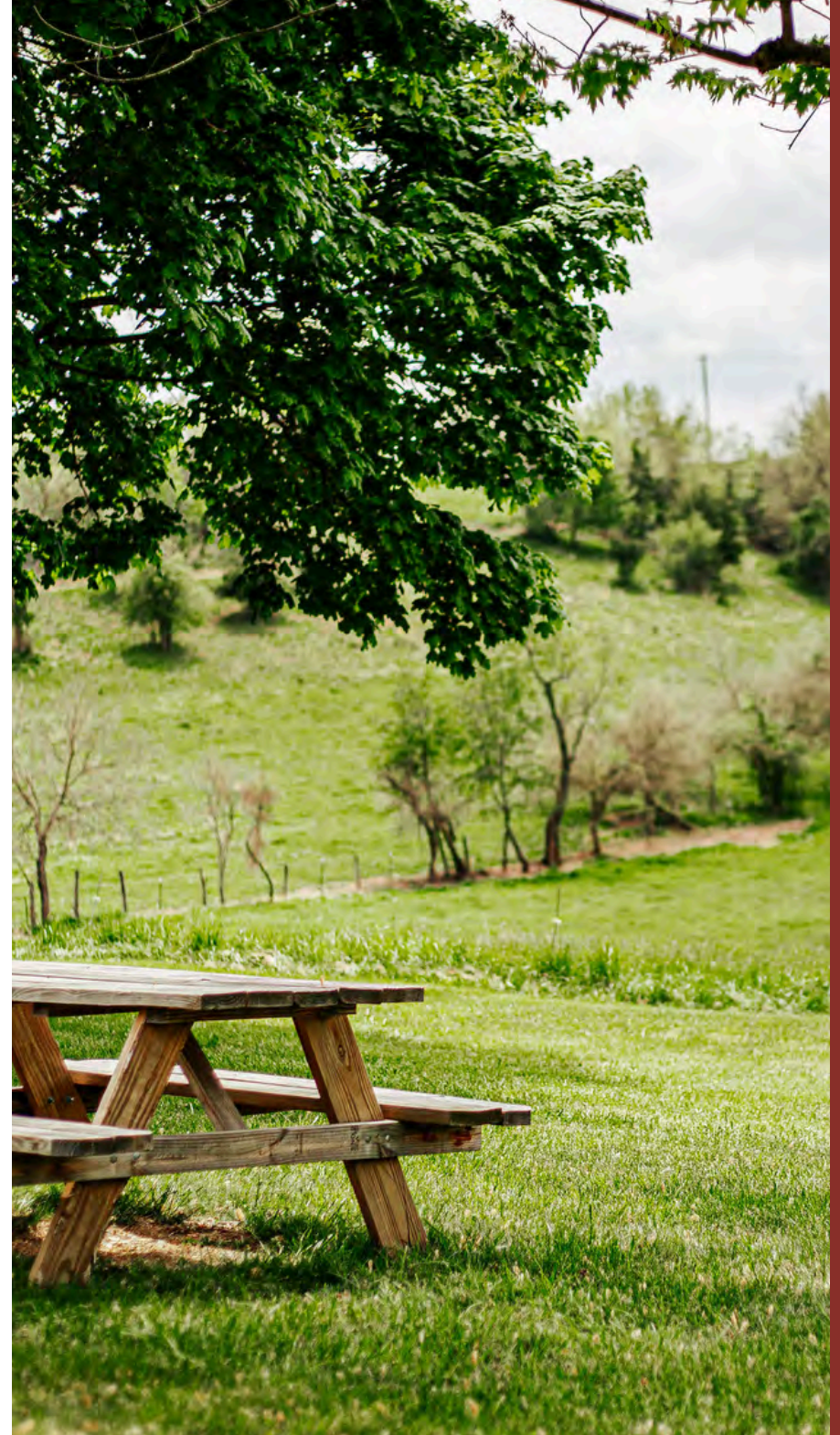
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AREA OVERVIEW

AREA OVERVIEW

NEARBY ATTRACTIONS

METRO AREA DISTANCES





AREA OVERVIEW

STAUNTON, VIRGINIA

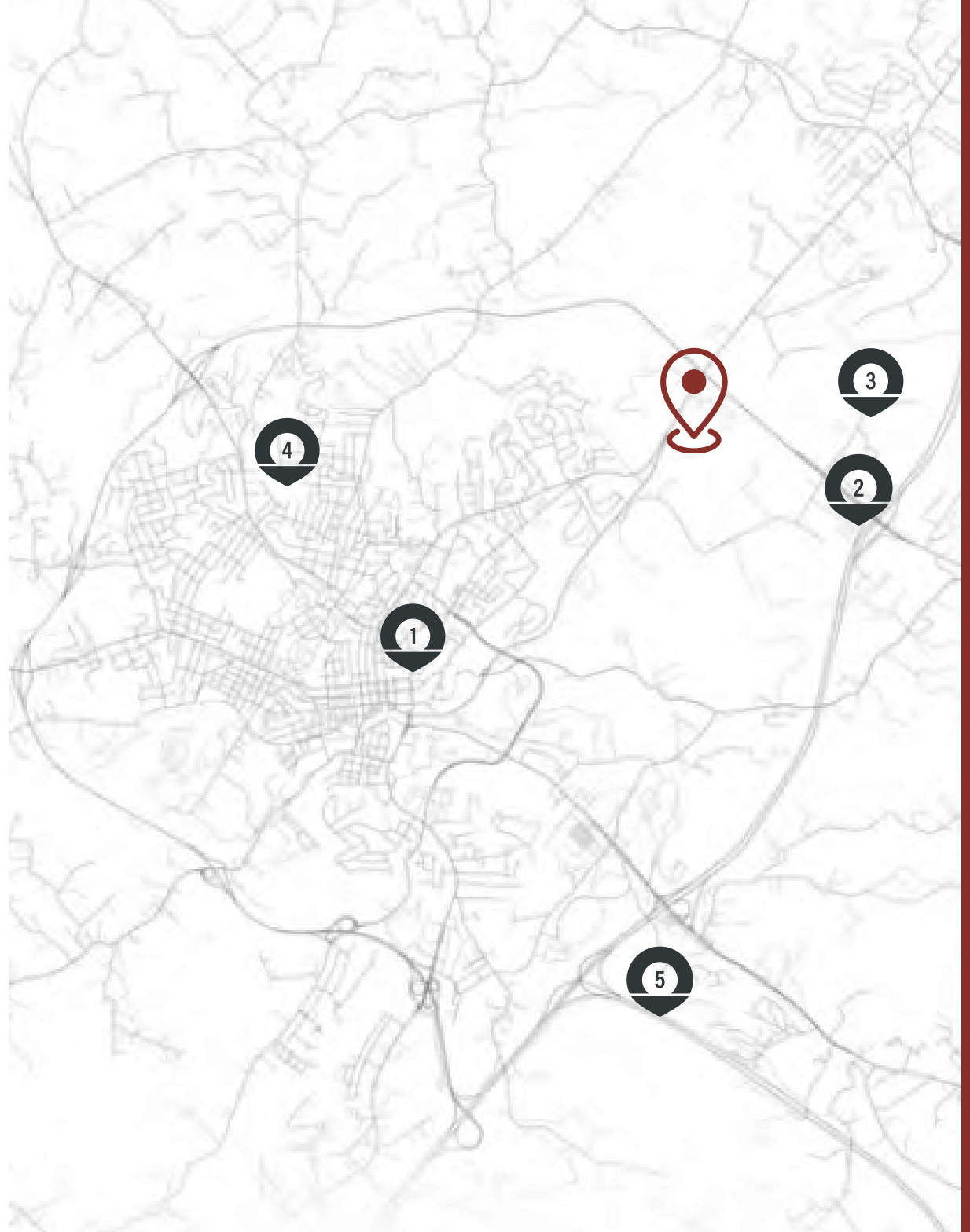
Staunton is more than you might expect. It's a friendly combination of small town USA and a vibrant cultural scene. It's the place you go to stroll red brick sidewalks, admire stunning architecture and shop locally-owned downtown boutiques. It's also the place you go to experience world-class music festivals and intimate theatre performances. It's where you can unwind at trendy breweries, dig into fresh culinary creations and take-in a dose of nature in the nearby Shenandoah National Park.

NEARBY ATTRACTIONS

- 1 Downtown Staunton
- 2 I-81 Exit 225
- 3 Ironwood Golf Course
- 4 Gypsy Hill Park
- 5 I-64E to Charlottesville

DISTANCES

- Harrisonburg - 20 minutes
Charlottesville - 40 minutes
Richmond - 1.5 hours
Northern VA - 2 hours
Washington DC - 2.5 hours
VA Beach - 3.25 hours





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