

SALE BROCHURE

Super 8 by Wyndham Berlin, WI

227 RIPON RD

Berlin, WI 54923

PRESENTED BY:

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SVN | NORTHCO

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SECTION 1
Property
Information

PROPERTY SUMMARY



OFFERING SUMMARY

LISTING PRICE:	\$875,000
CAP RATE:	14.55%
PRICE/KEY:	\$43,750
BUILDING SIZE:	9,491 SF
ROOMS:	20
BUILT/RENOVATED:	1984/2021
ZONING:	B-2
PID:	206008730000
LISTING WEBSITE:	northco.com

PROPERTY OVERVIEW

SVN | Northco is pleased to present, as exclusive advisor to ownership, the sale of the Super 8 by Wyndham in Berlin, WI, a well-maintained hotel investment opportunity located in the heart of central Wisconsin (“Property”). Positioned just minutes from downtown Berlin and approximately nine miles from Green Lake, the Property offers guests convenient access to one of Wisconsin’s premier recreational destinations known for boating, fishing, swimming, and year-round tourism. Originally built in 1984 and renovated in 2021, the Property consists of 20 guest rooms across two stories under the nationally recognized Super 8 brand. The hotel offers a variety of amenities designed to provide comfort and convenience for guests, including complimentary breakfast and coffee, free wifi, free on-site parking, and pet-friendly accommodations. Berlin and the surrounding area provide numerous attractions and recreational opportunities that continue to drive tourism and visitation throughout the year.

The Property can also be converted to a different flag, or it can be made independent. Details are available upon request.



SALE HIGHLIGHTS

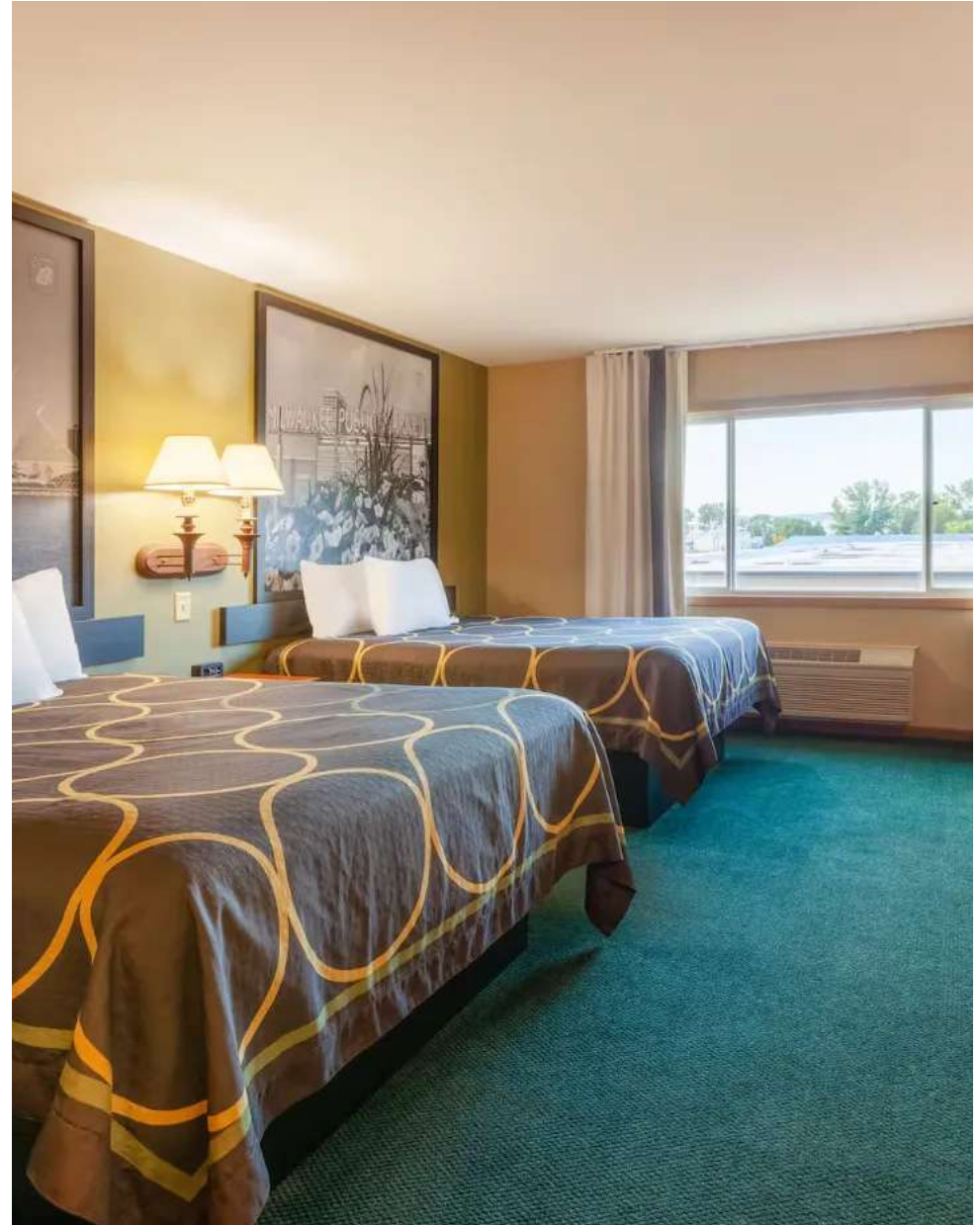
- 14.55% Cap Rate based on 2024-2025 Average EBITDA
- Super 8 by Wyndham Berlin, WI, located in central Wisconsin near Green Lake, one of the state's premier recreational and tourism destinations
- The Property contains 20 guest rooms across two stories under the nationally-recognized Super 8 brand
- Renovated within the past 5 years, offering updated guest accommodations and modernized common areas for an improved guest experience
- Strategically positioned near local tourism drivers including Thrasher Opera House, The Berlin Tannery, and the Green Lake Conference Center
- Amenities include complimentary breakfast, free wifi, free parking, and pet-friendly accommodations
- Located approximately 41 miles from Appleton International Airport, providing convenient regional accessibility for travelers and visitors
- Opportunity to acquire a flagged hospitality asset in an established Wisconsin tourism market with year-round recreational demand. There also exists the opportunity to convert the hotel to a different flag, or into an independent hotel.
- Financials, ADR/Occupancy reports, and more are available in the Document Vault
- Fee-simple ownership.



SUPER 8 FRANCHISE AGREEMENT

CONTRACT TERMS

- The Property completed a renovation in 2021 and is currently operating under the Super 8 by Wyndham brand.
- The Super 8 by Wyndham franchise agreement is in-place through approximately December 2043, providing nearly 18 years of remaining term.
- The franchise agreement provides a protected territory generally encompassing a five-mile radius from the hotel, subject to the terms and conditions of the franchise agreement.
- The current royalty fee is 5.5% of gross room revenue.
- The Property participates in Wyndham's national reservation system, marketing platform, distribution channels, and Wyndham Rewards loyalty program.
- The franchise may be transferred to a qualified purchaser, subject to franchisor approval, applicable transfer fees, and satisfaction of Wyndham's then-current franchise requirements.
- The opportunity exists for a buyer to maintain the Super 8 affiliation or explore alternative branding strategies, subject to franchise obligations and approval requirements.
- The full franchise agreement, fee schedule, and transfer requirements are available in the Due Diligence Vault.



ADDITIONAL PHOTOS



ADDITIONAL PHOTOS CONTINUED





SECTION 2
Location
Information

LOCATION OVERVIEW



BERLIN, WI

Berlin is located in central Wisconsin along the Fox River in Green Lake County, approximately 20 miles west of Oshkosh and 45 miles southwest of Appleton. The community serves as a regional hub for surrounding agricultural, recreational, and tourism-related activity while offering convenient access to major population centers throughout eastern Wisconsin.

The Fox River runs directly through Berlin and has played an important role in the city's development for more than a century. Today, the river supports boating, fishing, kayaking, canoeing, and other outdoor recreation that attracts visitors throughout the year. Public parks, walking trails, and riverfront amenities contribute to the area's appeal for both residents and tourists.

One of the region's primary demand drivers is nearby Green Lake, located less than ten miles from the Property. Green Lake is Wisconsin's deepest natural inland lake and one of the state's most recognized recreational destinations. The lake attracts visitors from across the Midwest for boating, fishing, sailing, golf, weddings, conferences, and seasonal events. The surrounding area includes resorts, campgrounds, golf courses, and other hospitality-oriented businesses that support a consistent flow of leisure travel.

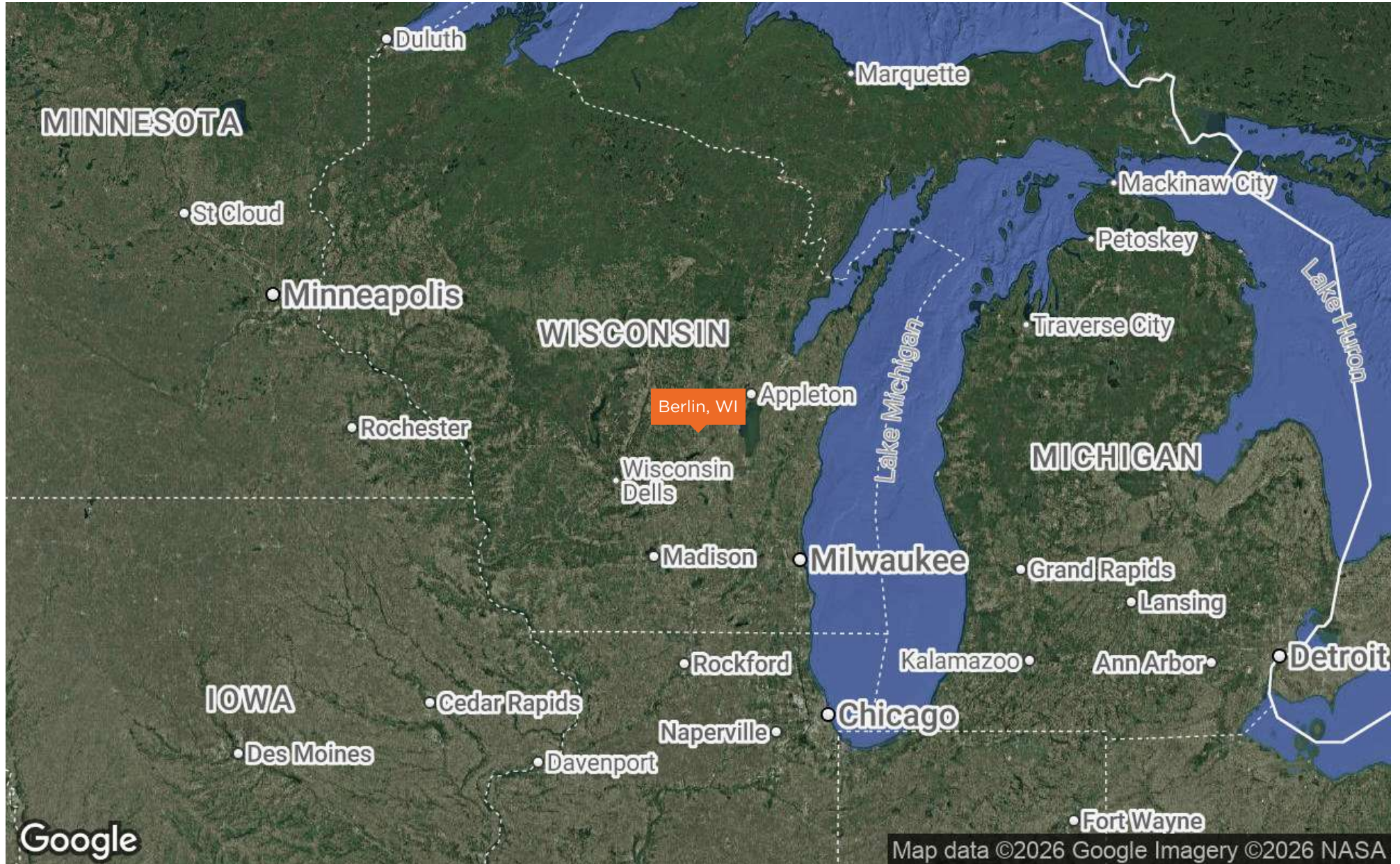
Berlin benefits from its proximity to Green Lake while also providing convenient access to Oshkosh, Appleton, Fond du Lac, and other employment and commercial centers throughout the region. This combination of tourism activity, outdoor recreation, and regional connectivity continues to support visitation and lodging demand in the market.

Proximity to Larger Cities

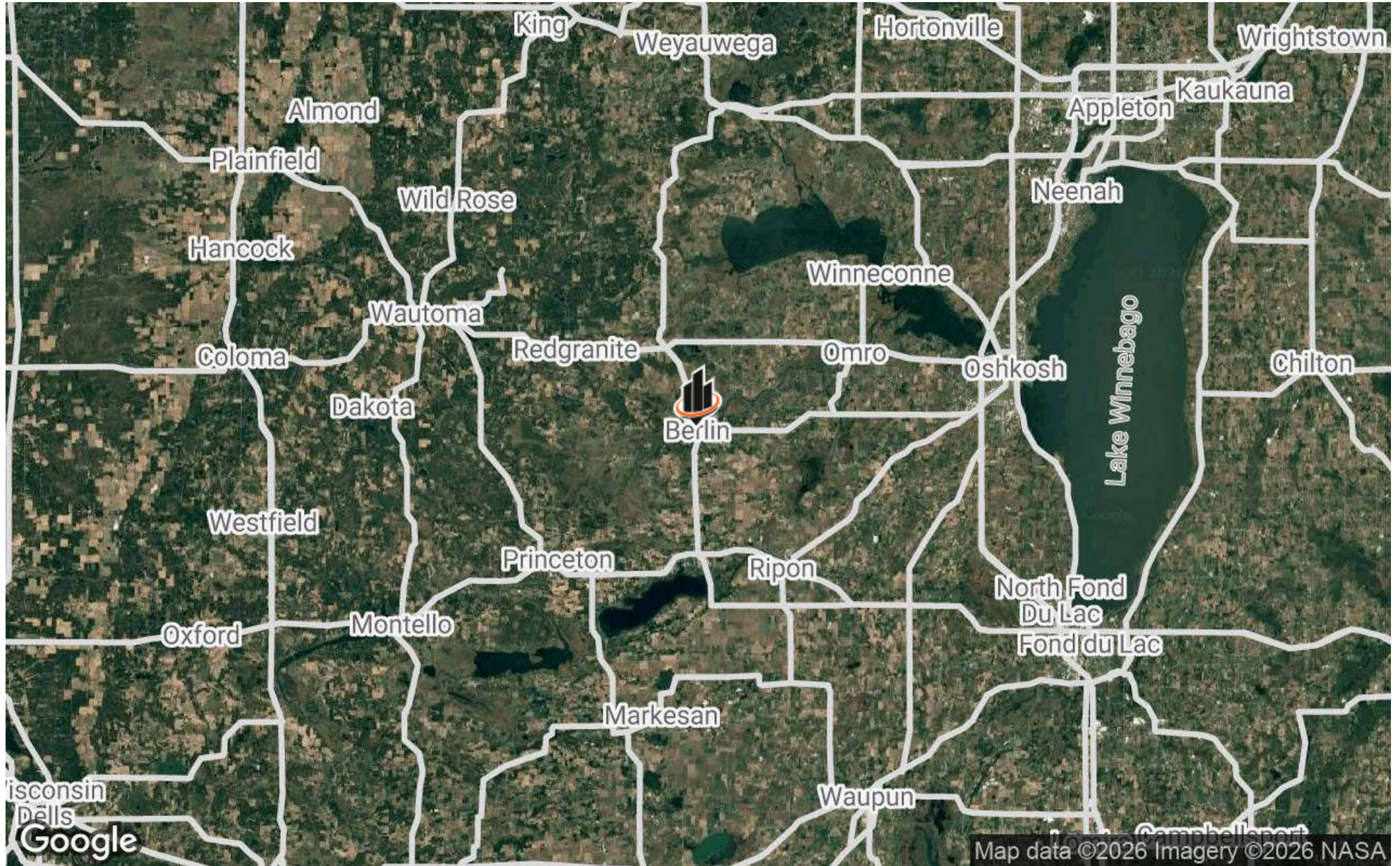
- 20 miles west of Oshkosh, WI
- 45 miles southwest of Appleton, WI
- 70 miles northwest of Milwaukee, WI
- 85 miles northeast of Madison, WI

Airports in close proximity include Wittman Regional Airport (20 miles), Appleton International Airport (50 miles), and Milwaukee Mitchell International Airport (90 miles).

REGIONAL MAP



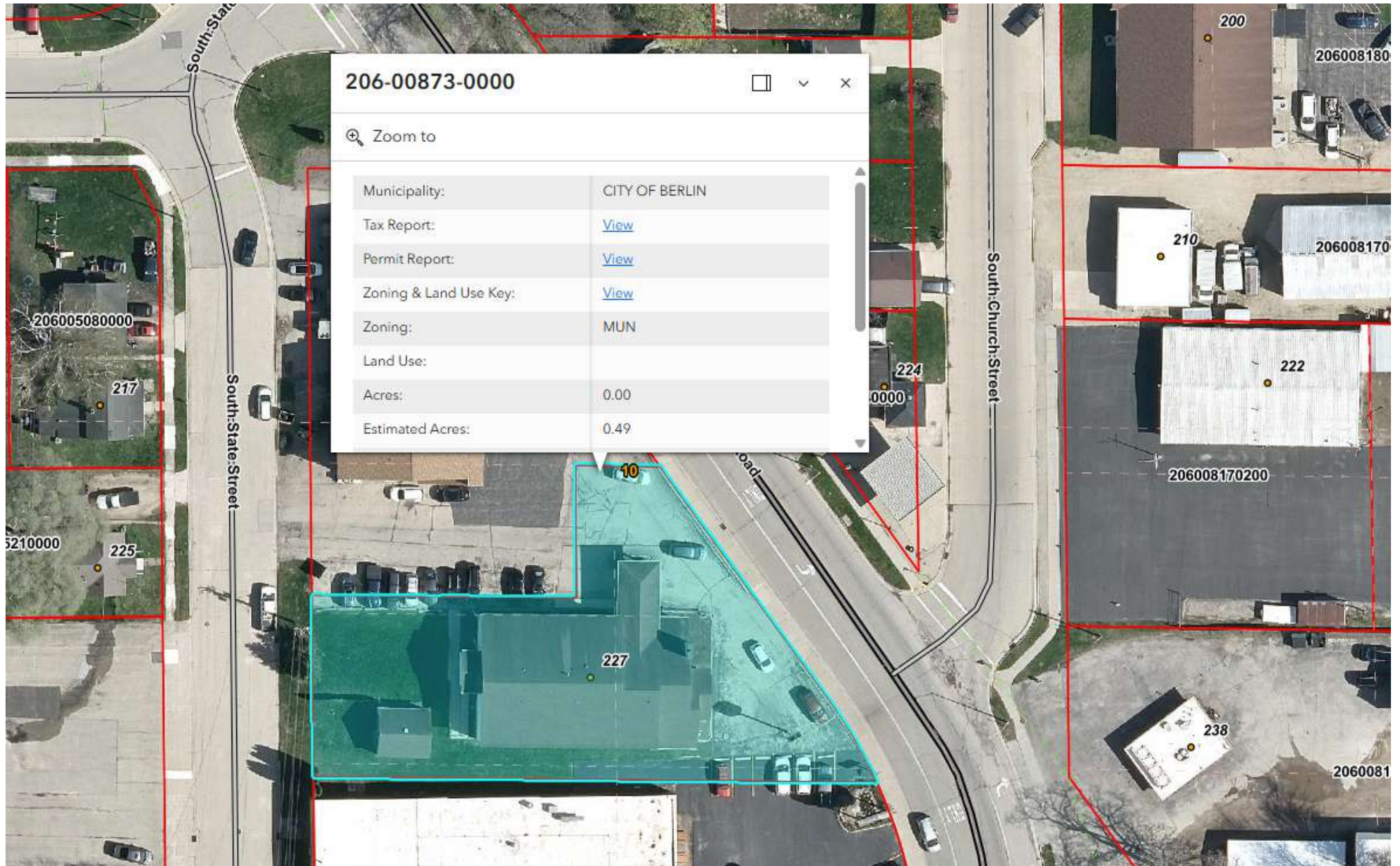
LOCATION MAP



AERIAL MAP



PARCEL MAP



RETAILER MAP





SECTION 3
Demographics

DEMOGRAPHICS MAP & REPORT

POPULATION

5 MILES 25 MILES 100 MILES

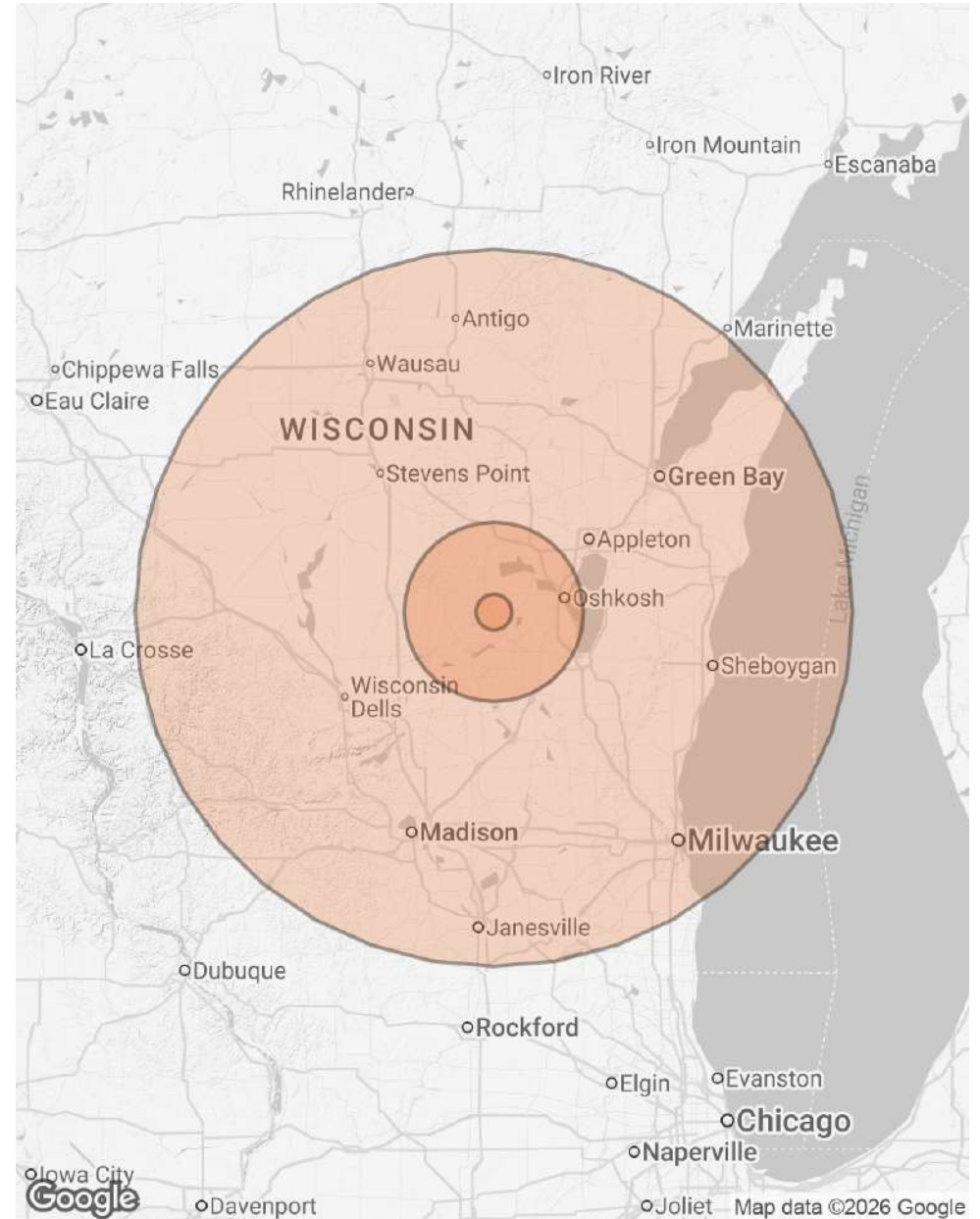
	5 MILES	25 MILES	100 MILES
TOTAL POPULATION	7,714	179,801	4,500,865
AVERAGE AGE	41.8	43.5	40.9
AVERAGE AGE (MALE)	41.1	42.6	39.9
AVERAGE AGE (FEMALE)	43.7	44.7	41.8

HOUSEHOLDS & INCOME

5 MILES 25 MILES 100 MILES

	5 MILES	25 MILES	100 MILES
TOTAL HOUSEHOLDS	3,331	74,037	1,875,295
# OF PERSONS PER HH	2.3	2.4	2.4
AVERAGE HH INCOME	\$74,994	\$91,659	\$101,078
AVERAGE HOUSE VALUE	\$188,025	\$236,971	\$291,483

2023 American Community Survey (ACS)



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