

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

PROPERTY SUMMARY

BUSINESS OPERATIONS

SALE DETAILS

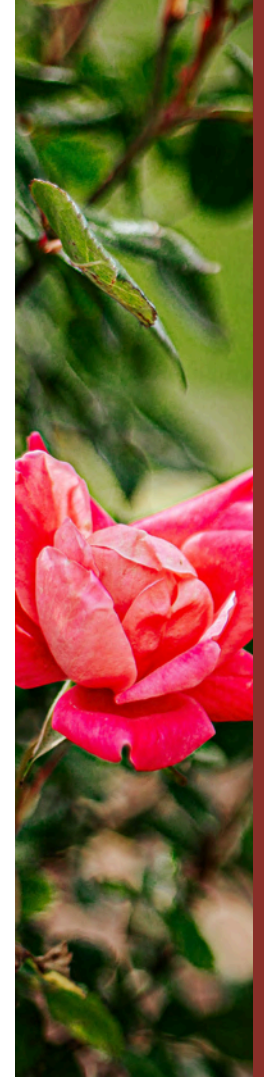
SURVEY



# 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.

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	\$2,790,000





## 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 bottom line, this gorgeous property is a dream investment with multiple income streams.

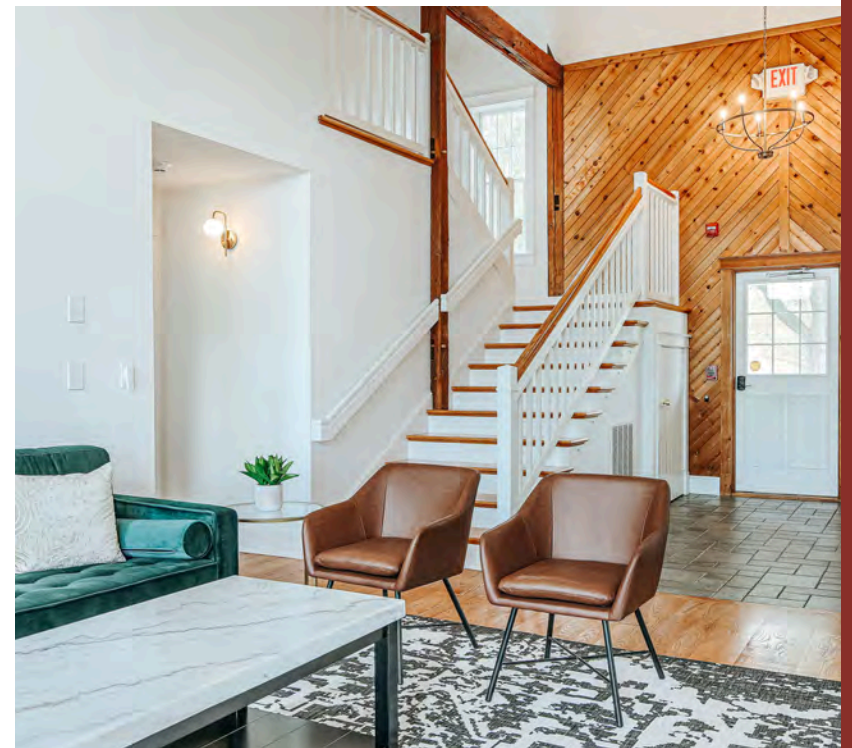
Operations were designed with automation and ease of management in mind, making Batten Green the perfect addition to an existing hospitality portfolio or a turn-key business for an owner-operator.

## HIGHLIGHTS

- ON-SITE LODGING FOR 34 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
- REVENUE \$346K (2024) / \$400K (2025 PROJ.)
- **~45% NOI INCLUDING MANAGEMENT COSTS**

# 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 4*)
  - Studio-style King Suite
  - Queen sleeper sofa
  - Attached to Manor House but with private entrance, fenced lawn, and parking
- **GUEST SUITES** (*sleeps 20*)
  - Separate building with 8 units
  - 4 Comfort King Suites
  - 4 Deluxe King Suites (larger with more amenities), 2 with Queen sleeper sofas
  - 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 the large gum tree
  - Back hill with pastoral and mountain background
  - 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
- **Dedicated Bridal Suite & Groomsman Areas**
  - Featuring LED Mirrors and lounge seating
- **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

165+ Reviews, Avg 4.8 ★

### Airbnb

185+ Reviews, Avg 4.93 ★

### Expedia

210+ Reviews, Avg 9.8/10

### Instagram

1350+ Followers





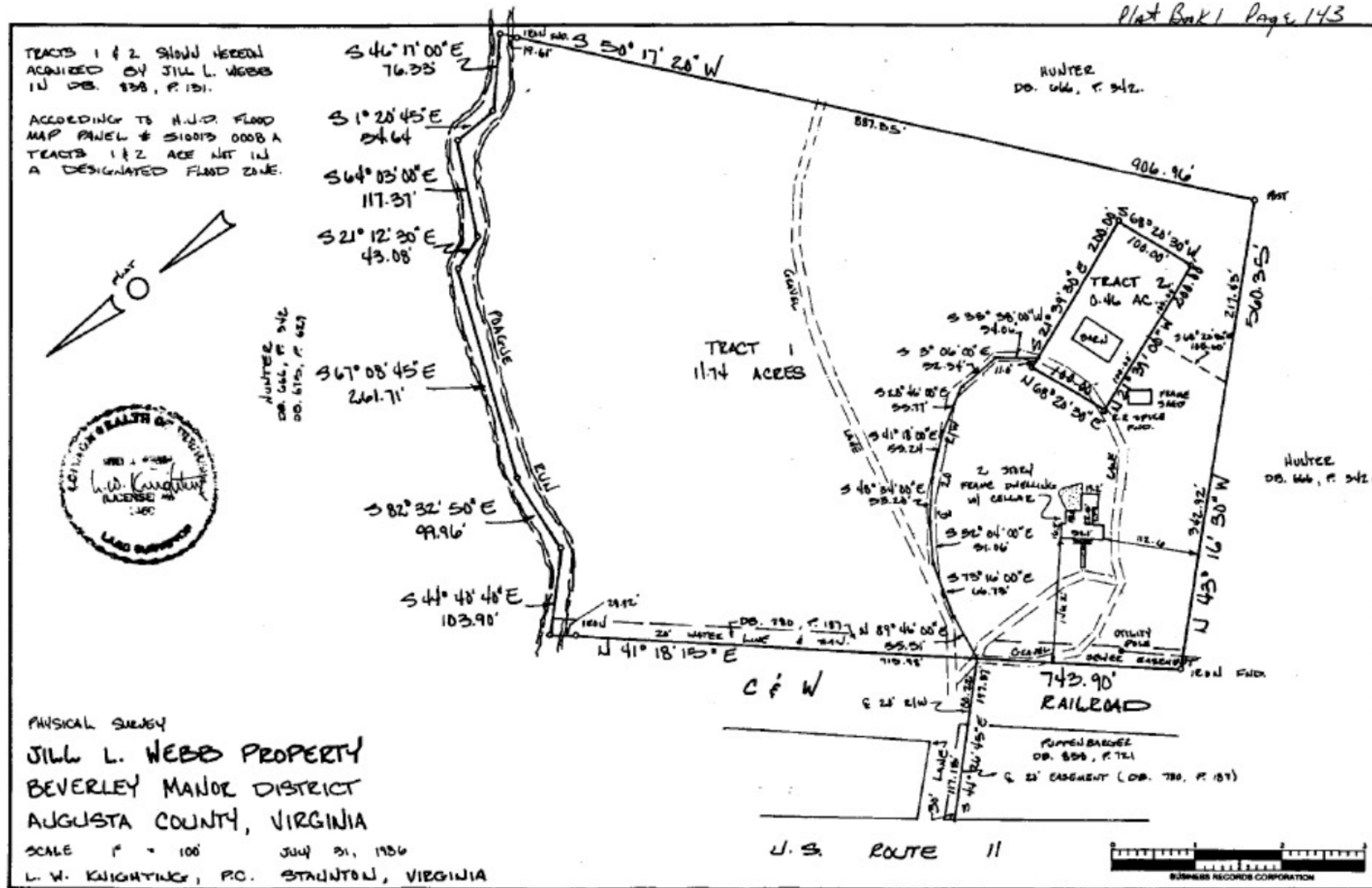
## INCLUDED IN SALE

- 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 2+ years of solid financial statements and year-over-year growth, this is the perfect opportunity for a qualified buyer.

# SURVEY



# 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
- Add features to increase nightly rates and demand - food & beverage, anniversary packages, gift baskets, local partnerships
- Utilize the commercial kitchen for an on-site restaurant and/or catering business



# 03

## FINANCIAL OVERVIEW



# FINANCIAL SUMMARY

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

## REVENUE

	2024	2025 PROJECTED
Lodging	\$220,918	\$250,000
Events	\$125,427	\$150,000
<b>Subtotal Revenue</b>	<b>\$346,345</b>	<b>\$400,000</b>

## OPERATING EXPENSES

	2024	2025 PROJECTED
Property & Operations Expenses	\$102,209	\$110,000 *
Taxes, Insurance, Admin Expenses	\$87,126	\$95,000
Utilities, Other Expenses	\$20,557	\$23,000
<b>Subtotal Operating Expenses</b>	<b>\$209,892</b>	<b>\$228,000</b>

\*Includes 15% commission for management/sales that can be saved by an owner-operator (approx \$60,000).

## NOTES

2023 was the first year of selling weddings for 2024 season. To date, there is already over \$100k of wedding & lodging income booked for the 2026 season with more new inquiries coming in weekly.

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

## LODGING STATISTICS

### AUG 2024 - JULY 2025 (TRAILING 12 MO.)

Occupancy	32.8% *
Avg Nightly Rate	\$196.73
Avg Length of Stay	2 nights

\*Mostly weekend bookings - great opportunity for new owner to market for and capitalize on weekday retreats and bookings.

## WEDDING FIGURES

### 2024-2026

Weekend Pacakge Base Rate	\$10,900 *
On-Site Lodging (Guest Suites)	~ \$5,000
# Weddings 2024	10
# Weddings 2025	15
# Weddings 2026 (to date)	9 (projected 16-18)

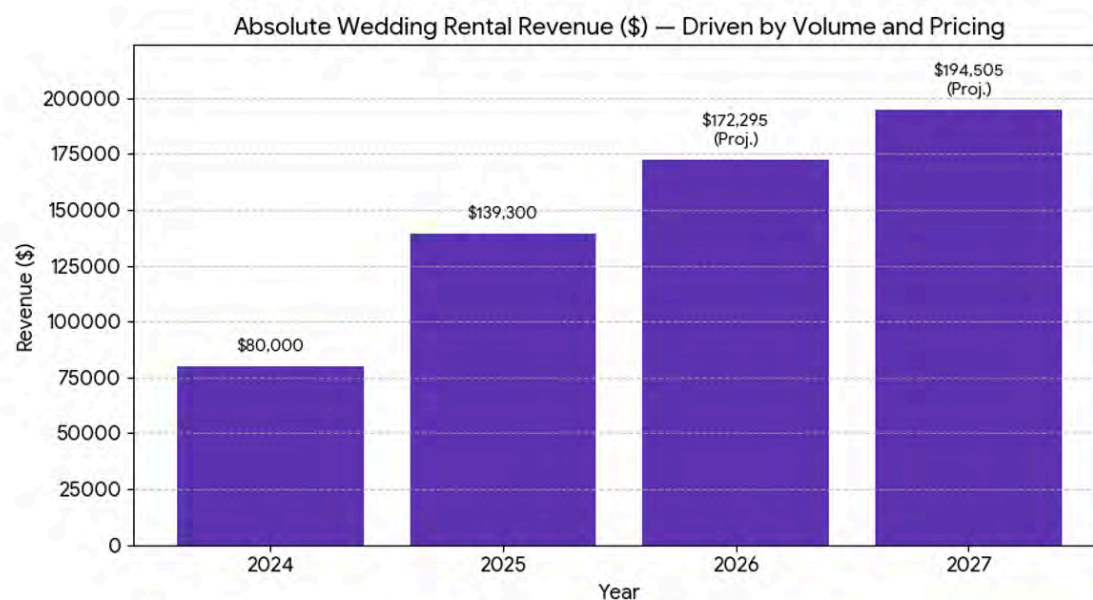
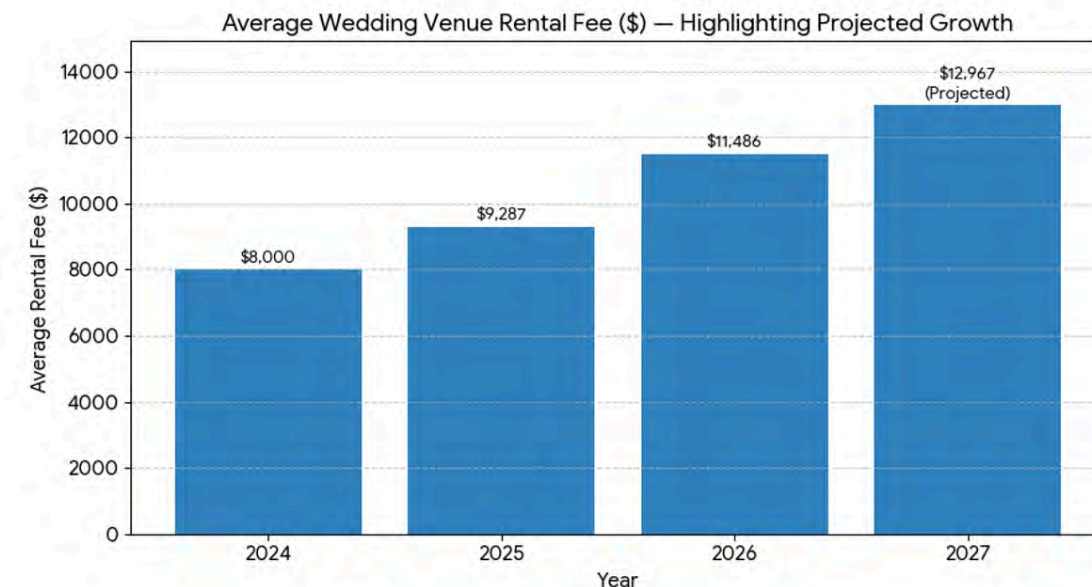
\*We often offer promotions and specials, ranging from \$1000 off to a 3rd night free.



## REVENUE GROWTH

Projected amount for 2027 is conservatively based on booking the same amount of weddings as 2025 (15) at the price we have been quoting, which seems very attainable.

For 2026 we have \$126,350 already booked and the projected amount is based on booking 15 total weddings to match 2025's amount. 2027's projection is also based on us booking 15 weddings at the price we have been quoting. Both projections are conservative and are likely to be exceeded due to the recent demand.



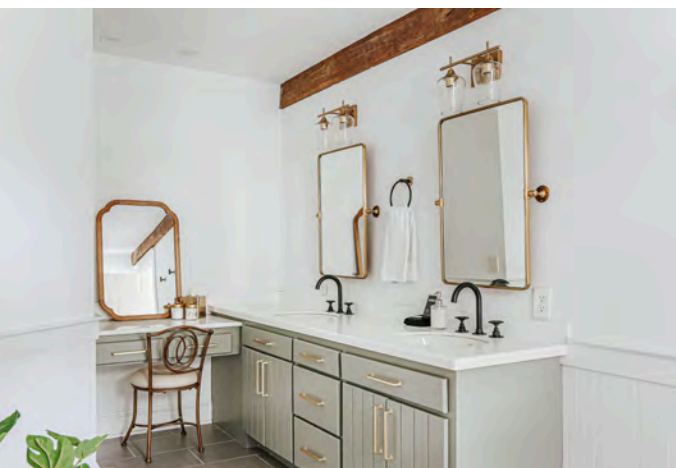
**Total Revenue Growth 2024 to 2027 = 143%**

*Achieved mostly organically with very little marketing spend. A new owner with a marketing background has an opportunity to significantly boost revenue.*

# 04

## PROPERTY PHOTOS









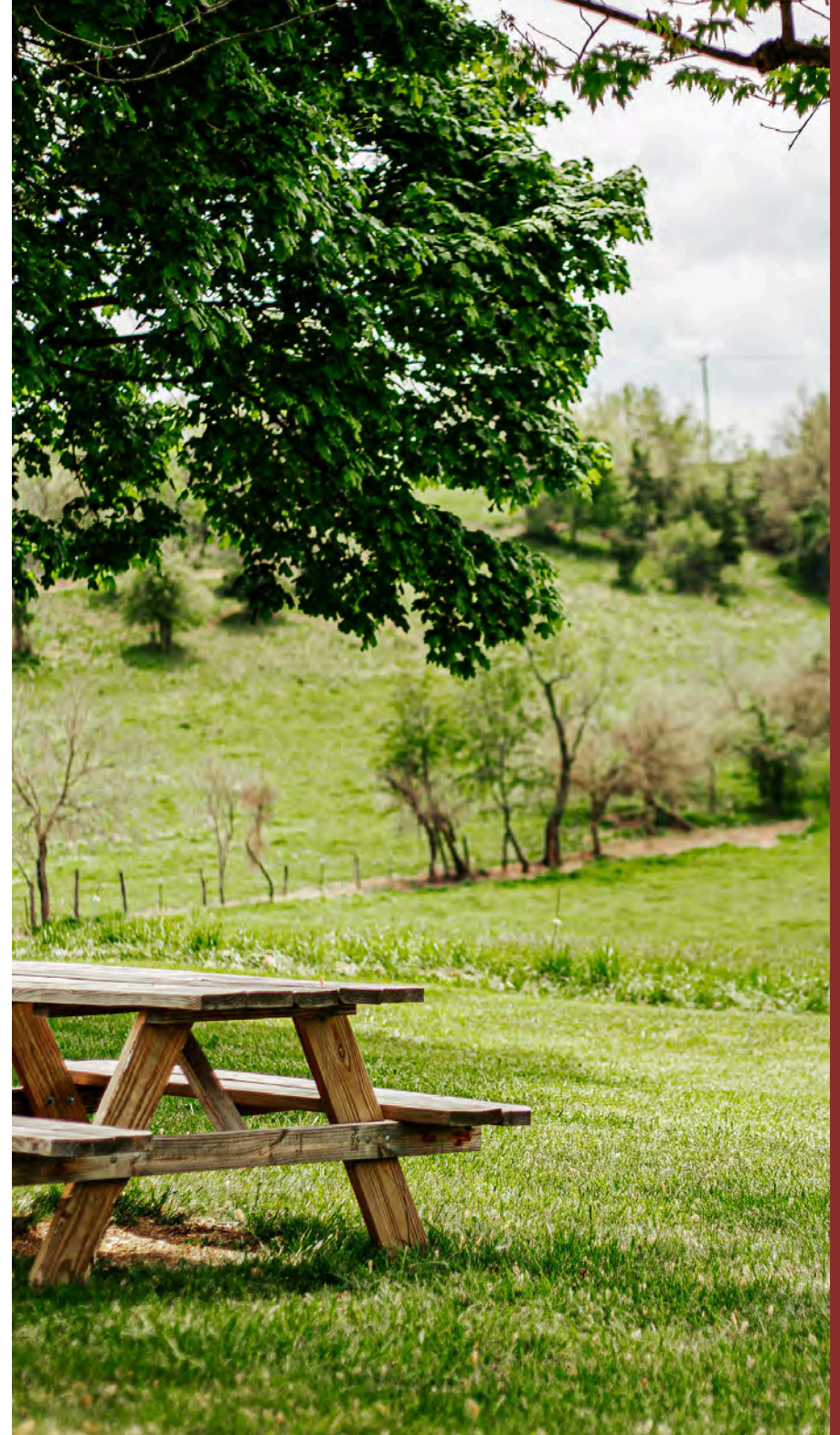
# 05

## 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.

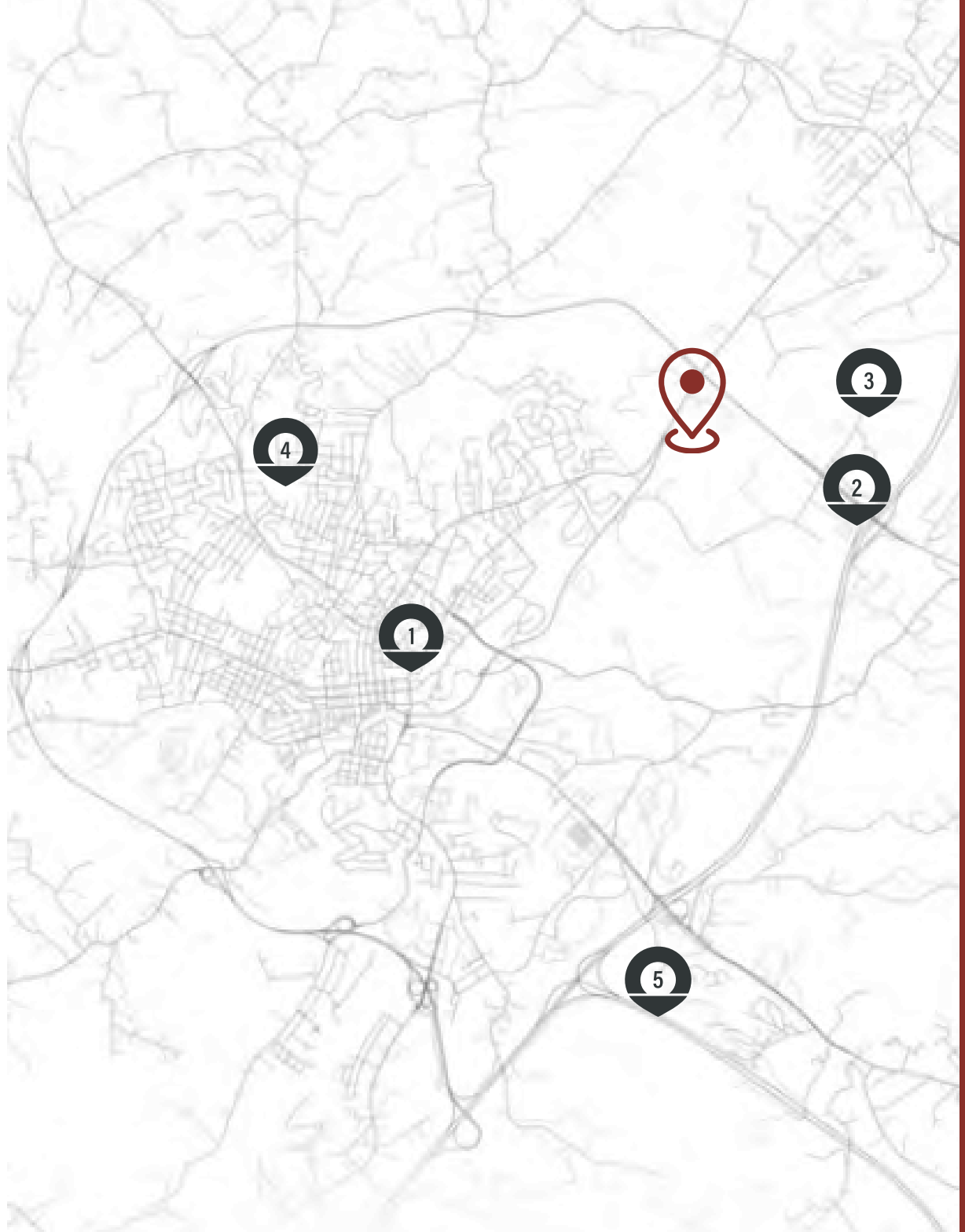


## NEARBY ATTRACTIONS

- 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





battengreen  
VENUE & LODGING

MANOR HOUSE ➤  
GUEST SUITES ➤  
SOLARIUM ➤  
GUEST COTTAGE ▲  
EVENT PARKING ◀



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