




# HOTEL HARDWARE 4-STAR BOUTIQUE HOTEL

\$1,999,999

- 15 STATELY SUITES WITH WOOD FLOORS, BRASS FIXTURES, HIGH CEILINGS, AND PRIVATE BATHS
- COCKTAIL LOUNGE W COLD KITCHEN
- SPECIALTY COFFEE SHOP
- BOTTLE SHOP
- EXPANSIVE ROOFTOP DECK
- ON-SITE PARKING
- DAYTON, WA - WALLA WALLA VALLEY



DITCH THE HOUSING PAYMENT AND  
TRADE CITY LIFE FOR BRICK WALLS,  
ROAMING WILDLIFE, WINE FROM  
THE SOURCE, AND NEON SUNSETS  
FROM THE ROOFTOP.

VALUE ADD OPPORTUNITY WITH MILLION-DOLLAR  
UPSIDE.

AWARD WINNING HISTORIC RENOVATION OFFERED AT A  
SIGNIFICANT DISCOUNT TO DEVELOPER COST (\$2.4  
MILLION) AND APPRAISAL VALUE (\$3 MILLION).

REPOSITION THROUGH OPERATIONS. NO PHYSICAL  
RENOVATION OR FF&E INVESTMENT REQUIRED.

IDEAL FOR OWNER OPERATOR TO LIVE ON-SITE.

CASH OUT ONLY. NOT OFFERING SELLER FINANCING.

# PROPERTY DESCRIPTION

<b>Year Built:</b>	<b>1890</b>
<b>Land SQFT</b>	<b>10,640</b>
<b>Building SQFT</b>	<b>10,014</b>
<b>Construction</b>	<b>Reinforced Masonry</b>
<b>County</b>	<b>Columbia</b>
<b>Roof</b>	<b>TPO</b>
<b>Plumbing</b>	<b>Copper/Pex</b>
<b>Electrical</b>	<b>Updated to code</b>
<b>HVAC</b>	<b>Mini Split/Forced</b>
<b>Renovated</b>	<b>1995/2024</b>
<b>Parking</b>	<b>10 Stalls</b>
<b>Environmental</b>	<b>Clean Phase 1</b>
<b>Inspection Repot</b>	<b>Available for review</b>



# \$1 MILLION + RENOVATION

- New TPO roof and flashing
- Skylight
- New HVAC system
- Parapet wall bracing
- Updated plumbing (copper)
- Updated electrical
- New commercial water heaters
- New paint throughout – Exterior + interior
- New oak floors throughout
- New designer grade fixtures throughout
- New tiled shower and vanities
- Custom glass shower panels
- Refinished cast iron bathtubs
- Zellige tile and marble countertop reception desk
- New exterior awnings





# AWARD WINNING HISTORIC RENOVATION

2025 Washington Trust for Historic  
Preservation Main Street Award for best  
Brick and Mortar Renovation



# HISTORIC BUILDING

- Nationally landmarked building
- Originally built in 1890 by Jacob Weinhard that housed his famous saloon, a drug store and a hardware store along Main Street.
- Italianate architecture featuring classic brick and stained-glass arched windows.
- Reinforced masonry. Does not require seismic retrofit. Parapet wall is reinforced.
- Reported to be haunted

# FF&E + INTELLECTUAL PROPERTY INCLUDED IN THE SALE

- Custom King size mattresses from Ortho
- Organic bath products from Handmade La Conner
- Area rugs from Ruggable
- Lighting fixtures from Schoolhouse Electric
- Custom brass plumbing fixtures from Kingston Brass
- Digital lock system throughout
- Sonos sound system throughout
- Lobby leather furniture sourced from Restoration Hardware.
- Scotsman ice machine and ample refrigeration
- Slyer LP espresso machine and Melkonig GBW coffee grinder
- Hotel Hardware is federally trademarked brand name.
- Website + Domain + Facebook/Instagram accounts. Over 1k organic followers on IG.
- Natural wine/beer and all inventory in the bottle shop

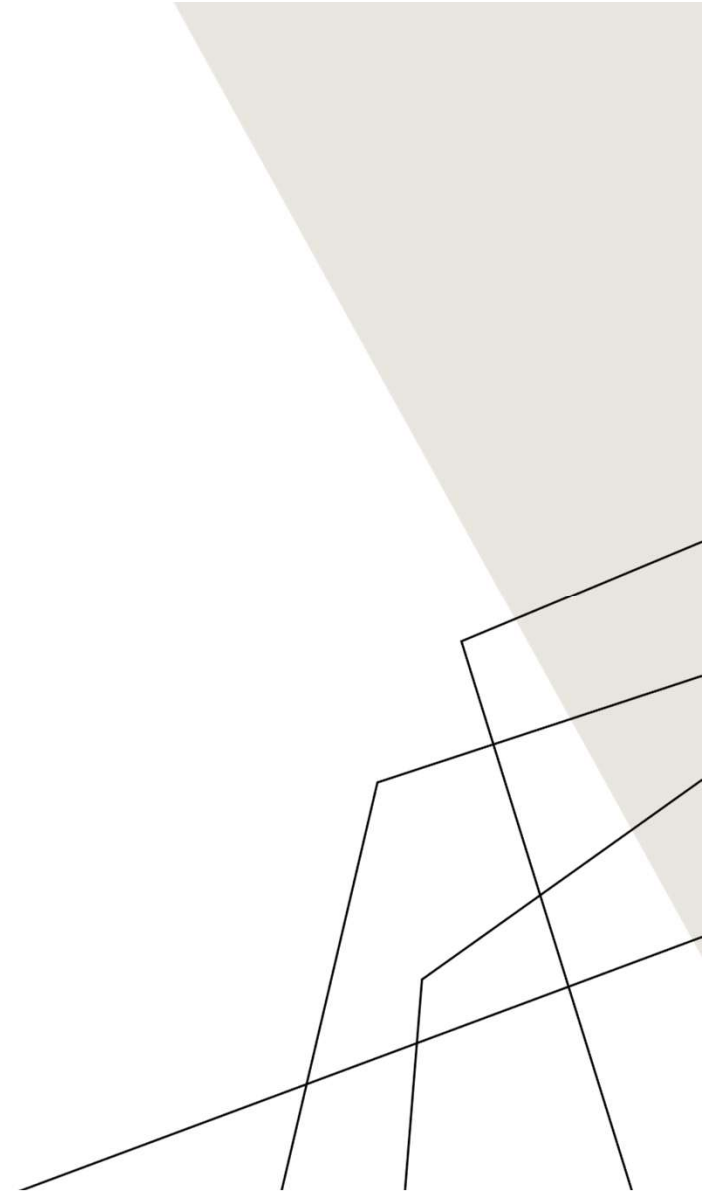


# SUITES

## THERE ARE FOUR DIFFERENT ROOM CLASSIFICATIONS

- **Landmark Kings:** Seven (7) all located on the first floor
- **Historic Kings:** Six (6) all located on the top (second) floor
- **Double Historic King:** One (1) on the top floor
- **Weinhard Suite:** One (1) on the top floor

Hotel rooms are meticulously restored to reflect their 1890's origin. They are Wi-Fi enabled, USB outlet, air conditioned and located on the top floor appointed with hand sanded and stained oak floors, dramatic windows, Cortez navy blue casing, soaring ceilings, custom mattress made by Ortho, hypoallergenic bedding, bath products procured by Handmade La Conner, smart TVs, tiled bathrooms, frameless glass shower panels, custom lighting from Schoolhouse Electric, Kingston Brass plumbing fixtures, Kohler toilets with bidet feature, mini fridges, locally sourced vintage wall art, and safety boxes.



## ON-SITE COCKTAIL LOUNGE



- Currently operating 5-9pm as The Bobact Room only on Friday and Saturday which is a craft cocktail bar (no wine). 16 seats.
- High end build out featuring House of Hackney Wallpaper, vintage wood bar, hexagon tile floors, brass lighting, zellige tile backsplash, and Italian leather bar chairs.
- Scotsman ice machine
- Dishwasher with three compartment sink
- Dedicated discard and handwash sinks
- Ample refrigeration and overflow freezer
- Commercial cold kitchen

## ROOFTOP DECK

- Polywood outdoor furniture
- Corten steel and metal planters with drought tolerant landscaping
- Water spigot and electrical outlet
- Designer umbrella and stand
- String lights
- Astro turf carpeting
- Custom steel fire pit
- Gorgeous brick walls
- The only rooftop deck in the Walla Walla Valley





## COFFEE SHOP (NOT IN SERVICE)

- Slayer LP Espresso Machine
- Malkenig GBW Grinder
- Puq Press auto tamper
- Rinser and handwash sink
- Two insulated ice bins
- Wholesale coffee account with Indaba
- Undercounter refrigeration



## BOTTLE/RETAIL SHOP (NOT IN SERVICE)

- Opportunity to sell hotel merchandise and/or create a boutique retail store/wine tastings/art gallery
- Commercial refrigeration and shelving
- Overflow closet with refrigerator
- Lathe board ceiling
- Schoolhouse electric lighting
- Oak floors, roller shades and high ceilings
- Only open on Friday and Saturday

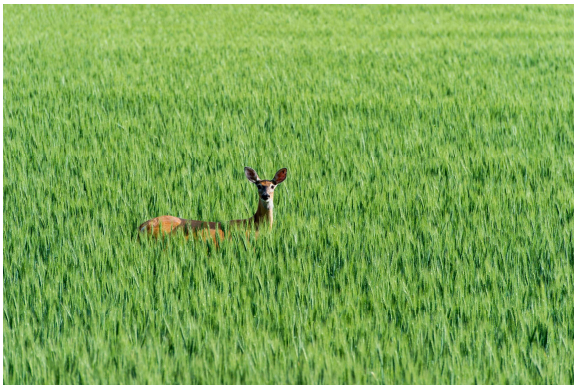


# INTEGRATIONS

- WebRezPro (PMS) and WebRezPay (Hotel POS)
- Clover (Retail POS)
- Sonos wireless speakers
- Remote Lock – digital locks
- Expedia.com
- Booking.com
- Sojern
- Guest Book
- Sitefinder



# CURRENT OPERATIONS



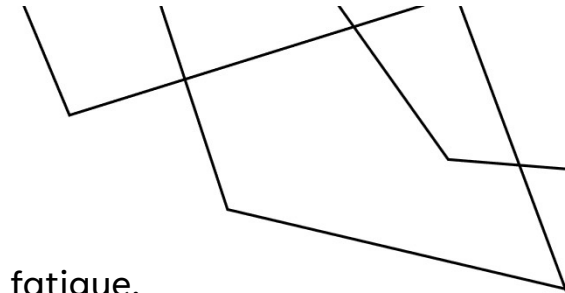
- The hotel currently operates as a contactless hotel with no staff on-site except on Friday and Saturday night during bar service. The owners have moved out of market and operate on a best effort basis given their time constraints and other commitments. The market is craving more than a hands-off guest experience which the owners cannot deliver. Not taking walk-in business or same day reservations.
- The hotel needs a staffed hotel to optimize performance and stabilize occupancy. The bar needs consistent hours couple with a basic food program.
- The hotel is also operating in a dismal capacity because of a lack of food offering and extremely limited bar hours. Historical occupancy for the hotel has been on average 45% since 1995.
- The Coffee and Bottle Shops are also noncontributing as they in a dormant state.
- The rooftop has yet to be monetized. It would be an ideal venue to market wine/beer in the evening.



# MGT UPSIDE

- Activate hotel by adopting a lifestyle approach to hospitality which will drive ADR and return hotel to historical occupancy levels.
- Offer promotions to encourage multiple night stays
- Develop marketing/advertising strategy
- Optimize OTA's/website SEO/Google visibility
- Introduce modest food program
- Reengineer bar program with a focus on local wines
- Activate rooftop deck
- Open the coffee and bottle shop

# Financial Projections



Hotel stabilization rates for Eastern Washington are on average 60%. The hotel is underperforming due to the lack of staff, marketing plan, online presence, owner fatigue, absent manager, and guest experience. First year ADR was \$170 with 15% occupancy.

Assumptions are based on running the hotel with 3 part time employees. Financing is based on a new SBA 504 loan with a 15% down payment (\$300k), 6.25%- and 25-year amortization.

Pro Forma	Year 1	Year 2	Year 3
ADR	\$180	\$190	\$215
Occupancy	30%	45%	60%
Room Revenue	295,650	468,113	706,275
Net Retail/Bar Revenue	70,000	76,000	88,000
Expenses	135,000	175,000	213,000
Net Operating Income	230,650	369,113	581,275
Debt Service	134,573	134,573	134,573
Free Cash Flow	96,077	234,540	446,702
Estimated Value (10% Cap)	\$2,307,000	\$3,691,000	\$5,813,000



## UPSIDE MGT STRATEGY

- Optimize OTA platforms
- Introduce guest communication platform with quarterly emails showcasing local events, attractions, and activities.
- Create Marketing Program – focus on advertising campaigns/promotions/local collaborations.
- Introduce dynamic pricing model
- Introduce a modest food program
- Activate the rooftop garden/bar
- Activate/monetize coffee shop and bottle shop
- Monetize parking. Add EV charger
- Attract work week market – government and construction work force.
- Digital and print advertising – Spokane, Tri Cities, Pullman, Lewiston, Seattle, Portland, Boise
- Add amenities – wine tours, bikes, events, etc
- Capitalize on Bluewood ski crowd



# MEDIA

- Seattle Times, Sunday Edition, Travel section 4/2026
- Seattle Met Magazine feature 3Q/2025
- DJC 2024 and 2025
- 1889 Magazine feature 1Q/2026
- Fab WA Magazine feature 1Q/2026
- Northwest Travel Magazine feature 3Q/2026
- Tri Cities Herald 2024
- 2025 Washington Trust for Historic Preservation Main Street award for best Brick and Mortar Renovation
- Dayton Business of the Year awarded by the Dayton Chamber of Commerce
- 2000+ Instagram Followers

## ALTERNATIVE USES

- Pivot from contactless into a conventional hotel with a staff and modest food program at a much higher ADR (and occupancy).
- Retreat style, structured sober/wellness living facility. Each room can be rented for \$5-6k/month.
- Office building
- Corporate retreat
- Residence or Family/Communal compound





## DAYTON IS THE GATEWAY TO PALOUSE FALLS, BLUEWOOD MOUNTAIN AND WALLA WALLA WINE COUNTRY

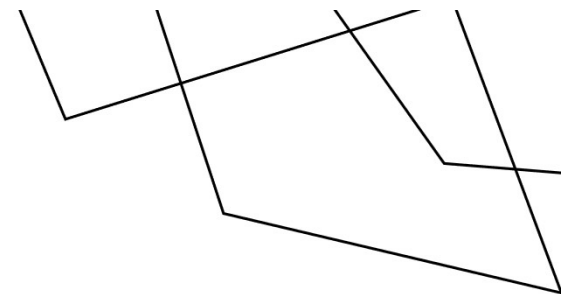
- Four hours drive from Seattle, Portland or Boise
- 2 hours drive from Spokane
- 1.5 hours drive from Pullman, WA/Moscow, ID (80,000 population)
- 1 hour drive the Tri Cities (300,000 population)
- 1 hour drive from Clarkston, WA/Lewiston, ID (80,000 population)
- 35 minutes to Walla Walla (50,000 population)
- 8 minutes to Waitsburg, WA



# DAYTON ATTRactions



- **Bluewood Ski Resort** - rapidly expanding ski resort with a cult following serving the Tri Cities, Lewis and Clark Valley, and the Walla Walla Valley.
- **Liberty Theatre** - Historic Movie Theatre showing independent films, live theatre and film festivals
- **Umatilla National Forest**
- **9-hole Golf Course**
- **Historic Main Street** and the dozens of landmarked homes
- **Oldest functioning courthouse** in WA State
- **Paved River Trail** right off Main Street
- **Blue Mountain Station** – artisan food store
- **Dumas Station Winery**
- **The Scotsman** event venue
- **Jasper Mountain** and several other walking trails
- **Eclectic dining** including Buckwheat Brewing and Locally Nourished



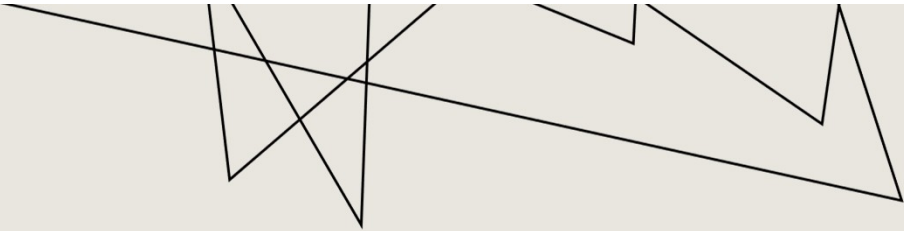
# WHAT'S NEW IN DAYTON

- **Bluewood Mountain ski resort expansion – year around recreation**
- **Scotsman Event Center opened 3Q 2025**
- **Dayton Books opening 3Q 2026**
- **Dayton Quilt opening 2Q 2026**
- **Grain Mill Factory - \$14 million approved funding**
- **General Store opened 2Q/2026.**
- **Massive wind farm expansion starting 3Q 2026**
- **Application filed for WA Certified Arts District 1Q 2026**
- **Monthly Art Walk**
- **Bike Trail between Dayton and Waitsburg is being considered**



# HOTEL HARDWARE FIELD GUIDE TO DAYTON





# FOR INQUIRIES AND PRIVATE SHOWINGS CONTACT

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