

THE BONNIE INN

Boutique 8-Key Motel | California Foothills | Offering Memorandum

Reopened, already active — your turnkey hybrid investment in Northern California's Gold Country

306 WEST SAINT CHARLES ST. SAN ANDREAS CA. 95249

\$600,000



**Seller
Financing
Available**



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Seasoned Commercial Broker | Hospitality & Investment Specialist –
Serving Central California

Where History Meets Hospitality



The Bonnie Inn is a boutique 8-key motel positioned in the heart of the Gold Country California Foothills hospitality market, offering both stable income and impressive value-add upside. Located along Highway 49, this asset captures steady year-round demand from travelers visiting Murphys, Angels Camp, wineries, lakes, casinos, concerts at Ironstone Amphitheater and seasonal tourism destinations throughout Calaveras County. Reestablished after years of closure, the Inn has quickly built operational momentum, achieving \$51,000 in gross income YTD & attracting both nightly guests & long-term residents. Guests enjoy the Inn's warm vintage appeal, updated interiors, & proximity to the historic downtown, wineries, & Sierra foothill recreation. The Inn was originally built in the 1940s by local craftsman Mr. Moore using hand-cast cement blocks from the nearby Calaveras Cement Plant. Decades later, it was lovingly operated by longtime owner Bonnie Janssen, whose welcoming style & personal touches became a hallmark for travelers along CA's scenic Hwy 49.

Unit Descriptions & Interior Features



Units 1–3, 5 & 6

These five units are well-appointed single-room suites, each featuring a full private bathroom, in-room coffee maker, mini refrigerator, microwave, television, dinette seating for two, closet storage, and individual heating and air conditioning. These units are ideal for travelers seeking clean, comfortable accommodations with convenient in-room amenities.

Unit 4 – Premium Suite / Owners Unit

Unit 4 is the property's largest and most versatile suite, featuring a full kitchen, dedicated dining area, separate private bedroom, full bathroom, and a loft-style bunk sleeping space above the kitchen. This suite also includes a private back deck with table seating and a BBQ grill—perfect for larger groups, extended stays, or a potential owner's unit.

Units 7 & 8 – Long-Term Rental Units

Located at the rear of the property, Units 7 and 8 provide stable, long-term rental income.

- Unit 7 includes a full bedroom, a combined living room and kitchen area, and a private full bathroom.
- Unit 8 is a spacious studio-style layout with a full bathroom, kitchenette (microwave + refrigerator), and an open living/sleeping area.

These leased units contribute more than \$24,000 per year in reliable baseline income.

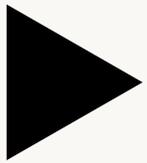
Revenue | Seasonal Pricing | Value Add



The Bonnie Inn is a boutique 8-key motel located along California's desirable Highway 49 tourism corridor. The property offers a strong foundation of stable income paired with significant upside through dynamic seasonal pricing and strategic revenue management. The inn includes two fully leased units at the rear of the property—Unit 7 at \$1,000/mo (since Nov 1, 2025, previously leased for \$1650/mo. and Unit 8 at \$1,400/mo (now vacant)—providing more than \$24,000/year in income. The remaining six units operate as nightly rooms, currently priced at \$140 per night for Units 1–3, 5 and 6, and \$225 per night for the larger premium suite or possible owners unit (Unit 4). These rates have been in place year-round and do not yet reflect the pricing variation used by most comparable boutique and foothill lodging properties.

Although the Inn is still early in its relaunch phase, it has already regained momentum and is operating at positive cash flow, even with a low occupancy rate of approximately 25%. This makes the asset highly attractive for operators seeking immediate income with easy-to-execute upside potential.

By adopting a market-supported seasonal pricing strategy, new ownership can accelerate occupancy growth and improve average daily rate (ADR). Competitive foothill lodging benchmarks support \$109–\$159 midweek, \$139–\$229 on weekends, and \$159–\$279 during event and holiday periods. With these proven rates, there is significant upside in both occupancy and nightly revenue once dynamic pricing is implemented.



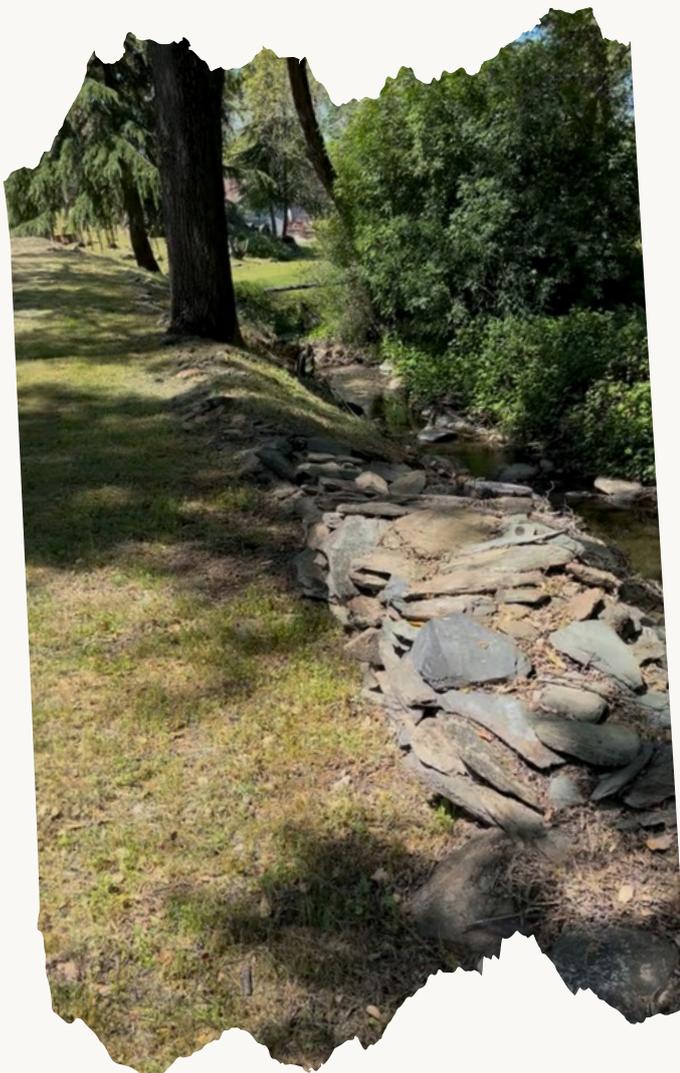
SEASONAL PRICING | VALUE ADD

Seasonal Pricing

- Midweek: \$109–\$125
- Weekend: \$139–\$159
- Premium Room: \$199–\$229
- Off-Season: \$99–\$119 midweek
- Event Weekends: \$159–\$199 standard, \$229–\$279 premium

Value-Add Strategy

- Lower midweek rates
- Maintain strong weekend ADR
- Build reviews
- Improve OTA visibility
- Add event-weekend pricing
- Extend stay discounts midweek



FINANCIAL SUMMARY

- **Asking Price: \$600,000**
- **2025 Gross Income: \$51,000**
- Long-Term Rental Income: \$2,400/mo (\$28,800/yr)
- Current Occupancy: ~25%+/-
- **2025 Annual Expenses : \$29,618**
 1. Liability Insurance: \$1063
 2. Property Insurance: \$4645
 3. Property Tax: \$4910
 4. Utilities: \$15,000
 5. Housekeeping & Maintenance \$4000
- **2025 NOI: \$21,382**
- **Stabilized Gross Income: \$135,000–\$165,000**
- Projected Stabilized Occupancy: 50–60%
- **Projected Stabilized NOI: \$70,000–\$95,000**
- **Projected Cap Rate: 10%–14%**

SELLER FINANCING TERMS

- Purchase price: \$600,000
- Down payment: \$350,000
- Seller-financed loan: \$250,000
- Interest rate: 6% fixed
- Term: 7 years (84 months)
- Balloon: None – paid off in full

🏠 Monthly Payment (Principal & Interest)

≈ \$3,655 per month



Property Photos

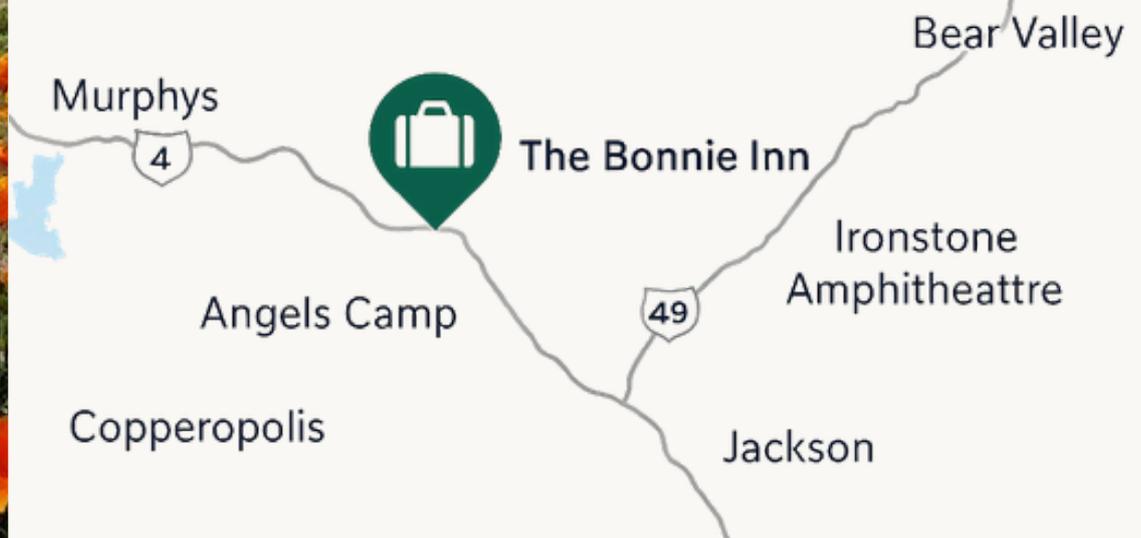


Prime Location

Discover The Bonnie Inn's ideal location and accessibility.

LOCATION SUMMARY

The Bonnie Inn is Ideally located in San Andreas, CA, along historic Highway 49, minutes from Murphys, Angels Camp, and Copperopolis. This ideal positioning in Calaveras County's Gold Country offering easy access to local wineries, Ironstone Amphitheatre, and nearby attractions like Bear Valley Ski Resort and Jackson Rancheria Casino.



Central location provides strong year-round tourism potential, appealing to both leisure and event travelers. Surrounded by natural beauty, history, and a welcoming community. The Bonnie Inn is perfectly positioned for a lasting guest appeal and investment growth.





TOURISM ACTIVITY MAP

75%

The tourism activity in San Andreas shows a 75% increase in visitors, reflecting the growing popularity of its attractions and natural beauty among travelers.

**“Explore, discover, and
enjoy nature”**

– Unknown

San Andreas, with its rich array of natural parks and historical sites, has become a cornerstone for tourism in California's Central Sierra region. The increase in visitors highlights a community benefiting from its attractions, promoting local businesses and enhancing the visitor experience through outdoor activities and events.

2500

Daily visitors to Murphys

150

Popular camping spots near
Lake Camanche

500

Average annual concerts at
Ironstone Amphitheatre

300

Wineries operating in the
region



The surge in tourism not only boosts the local economy but also emphasizes the importance of preserving natural resources. With careful management, these areas can thrive and continue to attract visitors year after year, benefiting both the environment and the community.

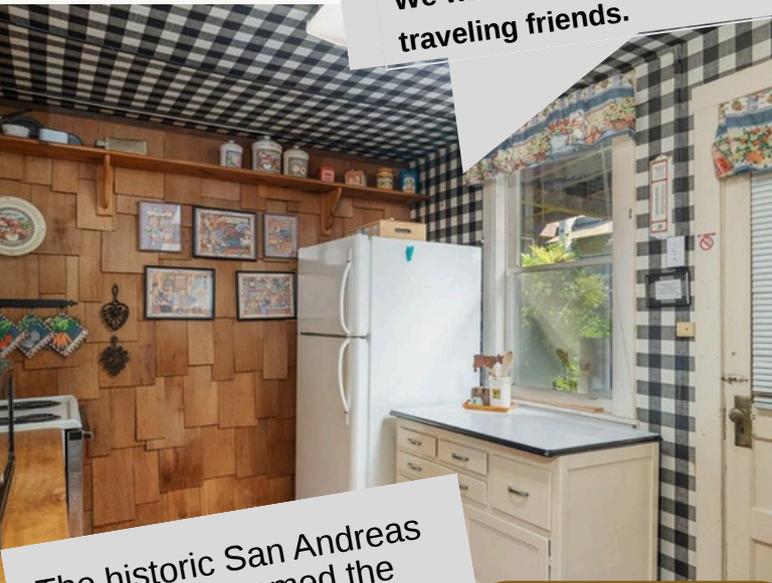
Elevating Our Digital Strategy



4.8/5 Google Reviews |
Booking.com 9/10, Airbnb 4.6/5



Bonnie Inn was better than expected. Accommodations were easy to find, quick check in and had lots of amenities. The bed was comfortable and she provided a beverage bar and menu for local restaurant. The bathroom had everything. We will recommend it to traveling friends.



The historic San Andreas hotel now named the Bonnie. Best hotel in the area and i've been to many. Our host advised us that there are more restorations ahead. Can't wait to go back.

Great spot with walkable restaurants and close by stores!



At The Bonnie Inn, we are committed to creating a strong **digital presence** that resonates with our target audience. Our marketing strategy includes a comprehensive SEO campaign, optimized Google Business listings, and engaging content across social media platforms to attract potential guests. By utilizing influencer outreach, we aim to enhance brand visibility and drive bookings, ensuring our reimagined boutique inn captures the attention it deserves.

Our marketing efforts focus not just on attracting visitors but also on building an **authentic community** around The Bonnie Inn. Through engaging social media interactions and strategic partnerships, we aim to foster loyalty and inspire guests to share their experiences. This digital momentum will ultimately contribute to a sustainable growth trajectory and position The Bonnie Inn as a **premier destination** in San Andreas, CA.





Target Market

Demographics – San Andreas & Surrounding Area (5–15 Mile Radius)

| Category | Statistic | Insight / Marketing Note |
|-----------------------------|--|--|
| Population (15-mile radius) | ~22,000 | Strong small-town and regional tourism base. |
| Median Age | 47.6 years | Mature travelers & retirees seeking leisure stays. |
| Average Household Income | \$86,000 | Mid-to-upper income visitors with discretionary spending. |
| Visitor Demographics | 58% couples / 25% families / 17% solo travelers | Opportunity for room mix (family suites & long stays). |
| Primary Visitor Origins | Bay Area (43%), Central Valley (29%), Sacramento (18%) | High weekend getaway and drive-in travel demand. |
| Average Stay Duration | 2.3 nights | Aligns with short-term leisure & concert tourism. |
| Top Attractions | Ironstone Amphitheatre, Bear Valley Resort, Local Wineries, Gold Rush Towns, Casinos, Lake Recreation, Caverns, Outdoor Tourism, Festivals | Year-round traffic drivers. |
| Tourism Seasonality | Peak Season: May-August Strong Shoulder Season: April-May & Sept-Oct. Off Peak: Nov-March (excluding holidays) | Summer drives peak revenue, spring and fall stabilize cash flow, and winter offers extended-stay upside. |

Priced 30% below replacement cost with 200% upside potential

| Property | City / County | Type | Rooms | Sale Date | Sale Price | Price / Room | Year Built / Renovated |
|----------------------------|---------------------------|-------|-------|------------|--------------------|------------------|------------------------|
| Arnold Timberline | Arnold, Calaveras | Hotel | 20 | 9/22/20... | \$1,200,000 | \$60,000 | 1951 |
| The Rusty Spurs Inn | Valley Springs, | Hotel | 10 | 11/6/20... | \$950,000 | \$95,000 | 1988 |
| The Foxie | Sutter Creek, | B&B | 7 | 11/21/2... | \$1,150,000 | \$164,286 | 1857 |
| Amador Hotel | Pioneer, Amador Co. | Hotel | 25 | 8/5/2024 | \$1,626,000 | \$65,040 | 1985 / 2006 |
| Christmas Tree Inn | Mi Wuk Village, | Hotel | 16 | 5/7/2024 | \$720,000 | \$45,000 | 1986 |
| Westhaven Inn | Camino, El Dorado Co. | Hotel | 21 | 7/21/20... | \$900,000 | \$42,857 | 1999 |
| Amador Springs | Amador City, | B&B | 3 | 5/8/2024 | \$829,000 | \$276,333 | 2000 |
| Silver Maple Inn | Bridgeport, Mono Co. | Hotel | 20 | 2/3/2025 | \$1,200,000 | \$60,000 | 1880 |
| Rock Creek Inn | Georgetown, El Dorado Co. | B&B | 6 | 2/20/20... | \$910,000 | \$151,667 | 1959 / 2009 |

Market Summary

Average Sale Price: \$1,053,889

Median Sale Price: \$950,000

Avg. Price / Room: \$74,102

Cap Rate (Avg): 9.8%

Hotel Class Range: Economy → Upper Midscale

Rooms Range: 3–25



💡 Insight for Bonnie's Inn

At a price-per-room average of \$74,102, and strong buyer demand in the Calaveras/Amador micro-markets, The Bonnie Inn's repositioned boutique model and event income potential place it competitively within the upper-midscale regional set.

Recent sales like The Rusty Spurs Inn and Arnold Timberline Lodge demonstrate sustained investor interest in small, owner-operator hospitality properties along the Hwy 49 tourism corridor.



Schedule Your Visit Today!

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