

### **OFFERING SUMMARY**

## SURESTAY PLUS BY BEST WESTERN POINT RICHMOND

915 W. Cutting Boulevard | Richmond, CA 94804

#### INDUSTRIAL AND TOURIST SYNERGY

The nearby port and industrial presence ensures a reliable stream of business travelers, while proximity to local attractions—such as the Rosie the Riveter/WWII Home Front National Historical Park, Richmond Marina, and Point Isabel Regional Shoreline—attracts leisure guests, thereby balancing occupancy throughout the year.

#### PROXIMITY TO MAJOR CITIES

Richmond offers proximity to major cities like San Francisco (18 miles), Oakland (12 miles), and Berkeley (9 miles), providing access to a vast population and economic activity. Richmond's integration of BART, Amtrak, AC Transit, and major highways facilitates seamless travel.

## ATTRACTIVE COST BASIS WITH STRONG MARKET ACCESS

The asset benefits from a favorable cost structure relative

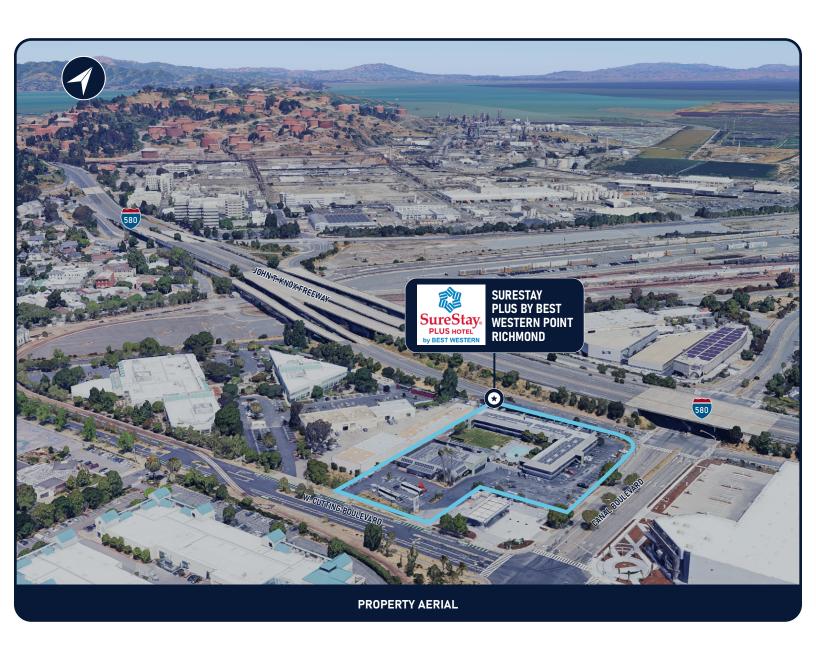
to neighboring Bay Area markets, offering lower acquisition and operating expenses while leveraging demand from the greater San Francisco-Oakland-Berkeley corridor.

## ESTABLISHED FRANCHISE WITH SCALABLE SUPPORT

Affiliated with the SureStay Plus by Best Western brand, the property gains access to a global reservation system, marketing infrastructure, and flexible franchise terms—providing operational efficiency and brand recognition.

# OPPORTUNITY TO IMPROVE REVENUE MARKET SHARE

A trailing 12-month (TTM) RevPAR Index Penetration of 88.1 signals a clear opportunity for a new owner-operator to boost revenue by elevating property performance to align more closely with market benchmarks.



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