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Investment Opportunity | Offering Memorandum

Motel 6

Price: \$4,995,000, Price Per Key: \$45,825

5241 Olive Tree Ct | Bakersfield, CA

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Investment Highlights

As the exclusive representative of the seller, Colliers is pleased to present for sale to qualified investors the Motel 6 Airport (the "Hotel" or "Property"), a well-located, 109-key, limited-service hotel in Bakersfield, California. This Motel 6 is being offered at \$4,995,000, or approximately \$45,825 per key, representing a rare value-add opportunity in a growing Central Valley market with solid operating fundamentals and long-term demand drivers.

The Hotel is located at 5241 Olive Tree Ct, just off Highway 99 at Olive Dr, a major north-south California corridor that sees significant daily traffic volume and provides direct access to downtown Bakersfield and surrounding business centers. This two-story asset is only 1 mile away from Meadows Field Airport (BFL), and minutes away major event venues like Rabobank Arena, and key cultural and educational institutions, including California State University, Bakersfield.

Property amenities include an outdoor pool, truck parking, vending machines, coin laundry, pet-friendly accommodations, and free high-speed internet throughout. The guestroom mixes features 49 Queen rooms, 53 double bedrooms, and 7 ADA-compliant rooms.

This property requires no Property Improvement Plan (PIP). The hotel underwent a full renovation in 2022. All guest rooms and common areas have been refreshed for a cleaner look. Buyers can step into a turnkey investment with no immediate capital needs.

Feb STR 2026

- Average Daily Rate (ADR): \$45.00
- Occupancy: 60%
- Revenue per Available Room (RevPAR): \$27.00

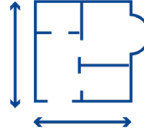
Offering Summary



Listing Price
\$4,995,000



Renovated
2022



Lot Size
2.29 AC



of Rooms
109 Rooms

Financials

Listing Price	\$4,995,000
Price/Room	\$45,825
Rev/PAR (Feb 2026)	\$27.00
ADR (Feb 2026)	\$45.00
Occupancy (May 2025)	60%
# of Rooms	109
Lot Size	2.29 AC
Year Built	1983 Renovated 2022

The Bakersfield market has emerged as a strong secondary hub in California's Central Valley, driven by logistics, agriculture, energy, and education. Employers in the region include Chevron, Dignity Health, Kern Medical Center, and major warehousing and distribution operations. The local economy is supported by a growing population base and consistent visitor traffic, both commercial and leisure.

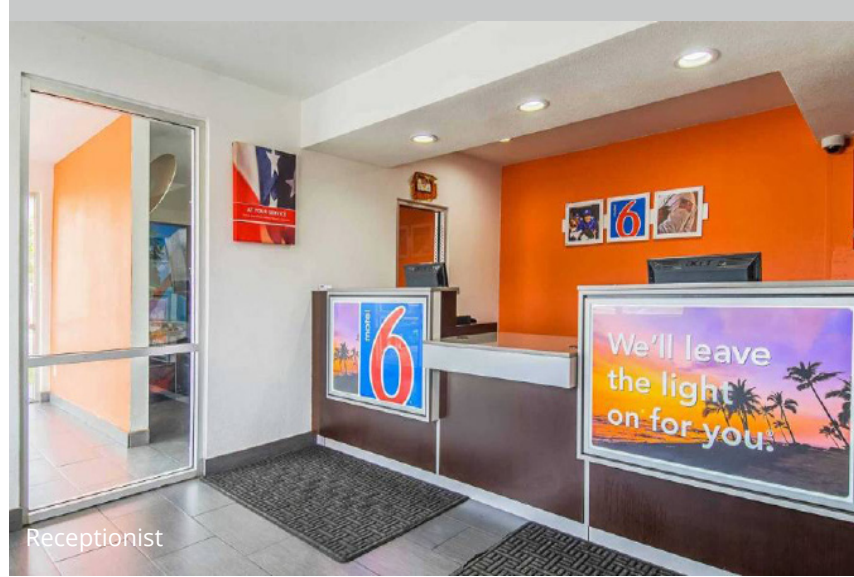
The Hotel is also favorably positioned within a short drive to The Marketplace at Seven Oaks, one of the city's premier shopping and dining destinations, as well as recreational landmarks such as Kern River and Buck Owens' Crystal Palace.

A buyer with a strategic repositioning plan and effective marketing could further grow market share and increase both top-line performance and asset value. This is an excellent opportunity to acquire an economy branded asset with strong upside in a growing California market





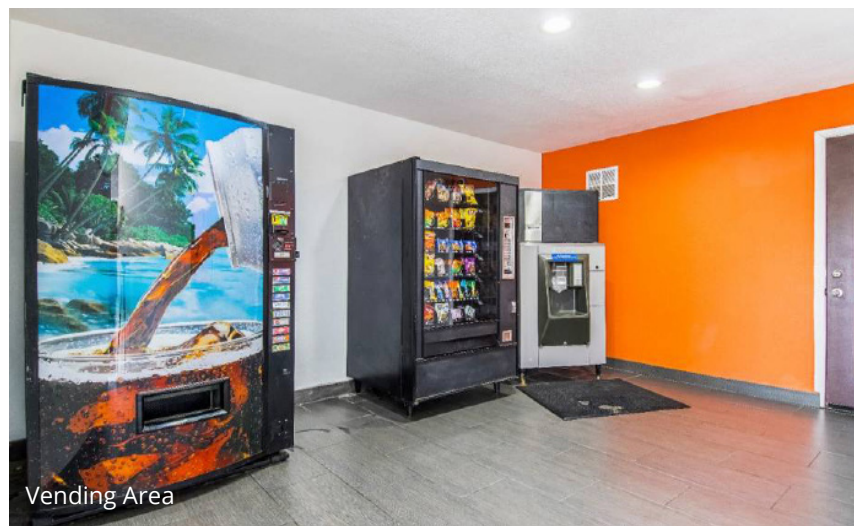
Full Bed



Receptionist



Queen Bed



Vending Area



Lobby



Coffee Station



Entrance



Laundry



Pool



Pool

Property Information

Offering Memorandum
Motel 6



Physical Description

The 109-room, two-story exterior corner hotel and is located at 5241 Olive Tree Ct in Bakersfield, California, just off Highway 99 at Olive DR, a major north-south transportation artery with high daily traffic volume, providing excellent visibility and direct access to the city's business and leisure hubs.

Property Address:

5241 Olive Tree Ct,
Bakersfield, CA 93308

Number of Rooms:

109

Year Built:

1983 (Rennovated 2022)

Ownership Types:

Fee Simple

Lot Size:

2.29 AC

Building Exterior:

Parking:

Asphalt

Roof:

HVAC System:

PTAC Unit in rooms

Fire Protection:

Hardwire Smoke
Detectors

Guest Room Amenities:

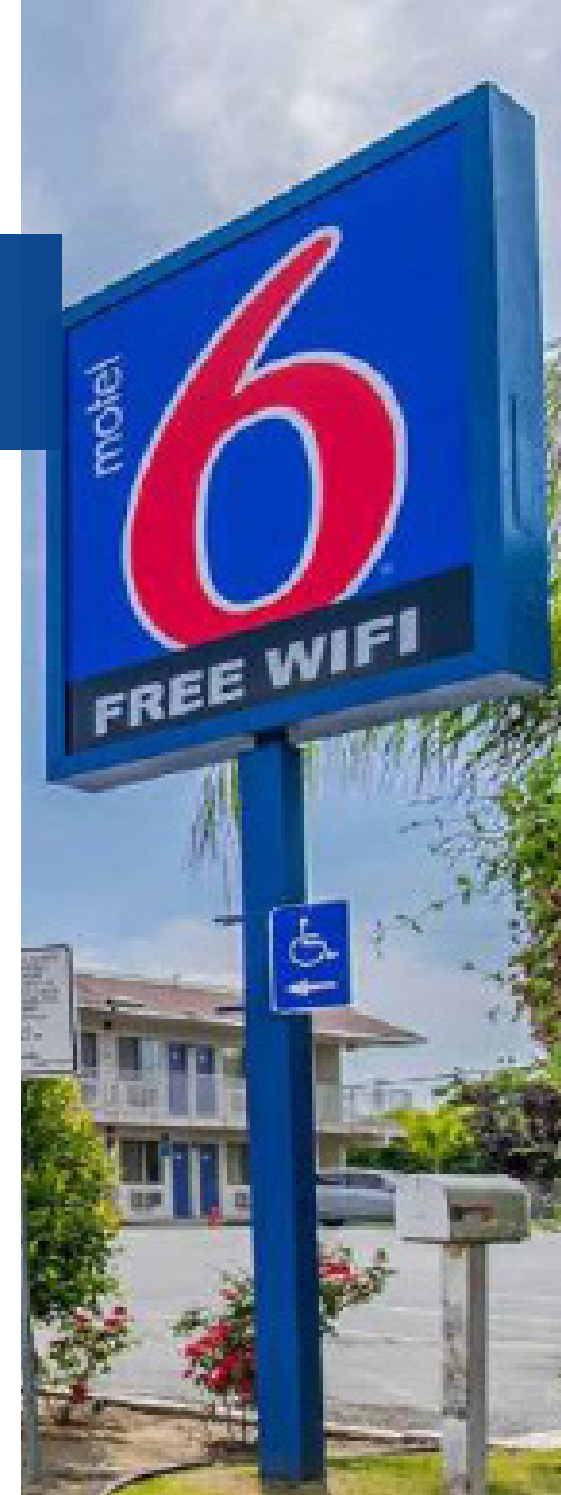
- Flat-Screen Television
- Work Desk
- Complimentary Wi-Fi
- Climate Control (PTAC Units)
- Connecting Rooms Available
- ADA-Compliant Rooms
- Smoke Detectors

Hotel Amenities:

- Outdoor Swimming Pool
- Coin Laundry Facility
- 24-Hour Front Desk
- Pet-Friendly Accommodations
- Surface Parking
- Truck Parking

Rooms Mix Breakdown

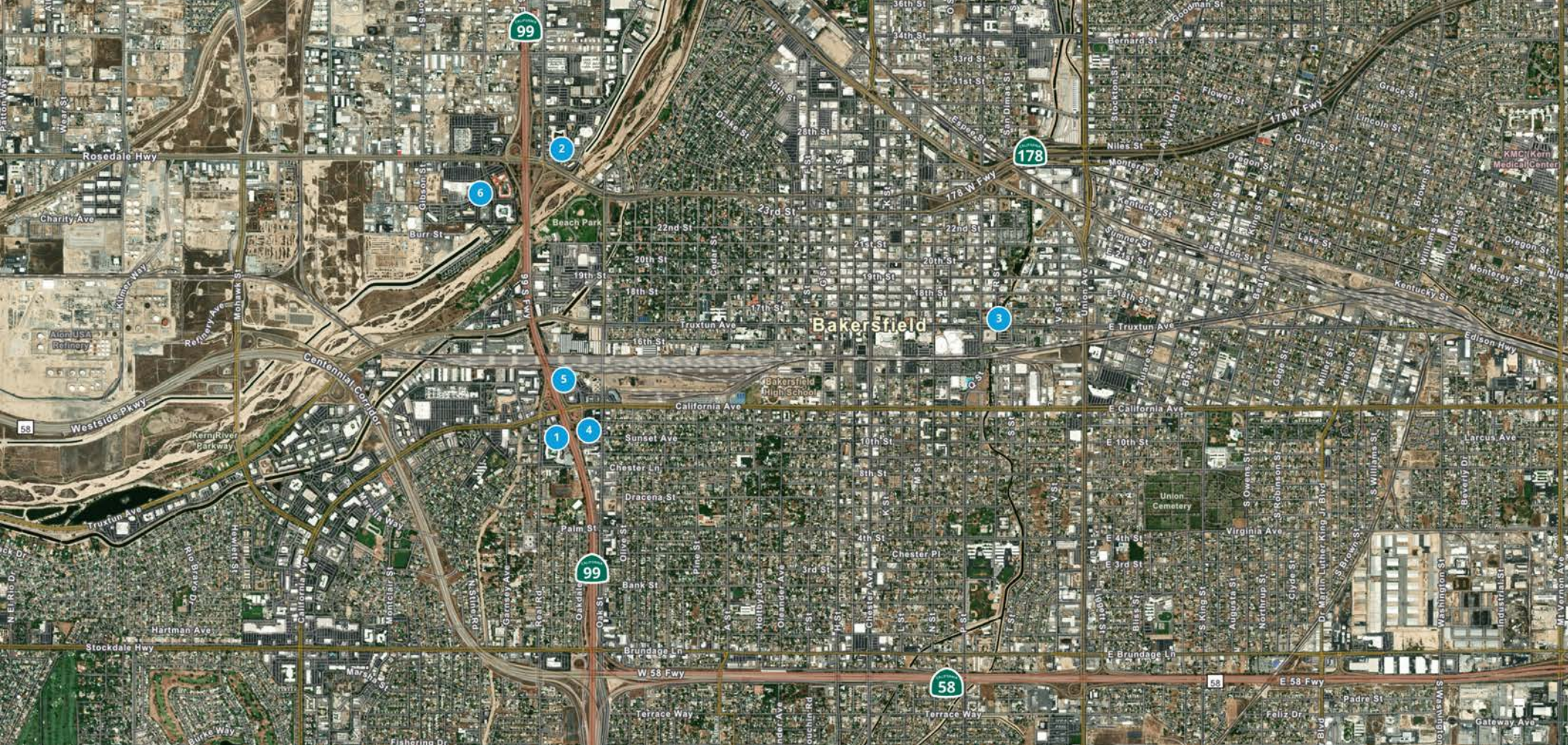
Room Type	# of Rooms	% of Total Rooms
King	N/A	-
Queen (Non-smoking)	43	39%
Queen (Smoking)	6	6%
Double Bed (Smoking)	9	40%
ADA	4	8%
Total	109	100%



STR Report

Offering Memorandum
Motel 6





Competition Map

#	Hotel Name	Address	City, State	Zip	Rooms	Open Date
1	Motel 6 - Subject Site	5241 Olive Tree Ct	Bakersfield, CA	93308	109	06/1983
2	Vagabon Inn Bakersfield North	6100 Knudsen Dr	Bakersfield, CA	93308	153	06/1984
3	Super 8 Bakersfield Central	901 Real Rd	Bakersfield, CA	93309	86	09/1982
4	Motel 6 Bakersfield Central	350 Oak St	Bakersfield, CA	93304	71	06/1970
5	Motel 6 Convention Center	1350 Easton Dr	Bakersfield, CA	93309	106	06/1986
6	Studio 6	6141 Knudsen Dr	Bakersfield, CA	93308	70	11/2009
7	Travelodge Bakersfield	1011 Oak St	Bakersfield, CA	93304	88	06/1972
8	WoodSpring Suites Bakersfield Airport	8311 E Brundage Ln	Bakersfield, CA	93308	123	04/2021

Feb 2026 STR Report

February 2026

	Occupancy (%)			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	60.3	66.8	90.2	44.67	57.34	77.9	26.92	38.29	70.3
Year To Date	58.3	60.3	96.8	45.25	56.82	79.6	26.40	34.23	77.1
Running 3 Month	57.8	58.6	98.7	45.18	56.52	79.9	26.13	33.12	78.9
Running 12 Month	60.4	60.5	99.9	48.23	57.21	84.3	29.12	34.60	84.2

February 2026 vs. 2025 Percent Change (%)

	Occupancy			ADR			RevPAR		
	My Prop	Comp Set	Index (MPI)	My Prop	Comp Set	Index (ARI)	My Prop	Comp Set	Index (RGI)
Current Month	-8.0	14.7	-19.8	-12.3	-3.3	-9.3	-19.3	10.9	-27.3
Year To Date	-1.8	9.9	-10.7	-10.5	-2.5	-8.2	-12.1	7.2	-18.0
Running 3 Month	4.7	9.2	-4.1	-10.6	-2.5	-8.3	-6.4	6.5	-12.1
Running 12 Month	4.1	-2.8	7.2	-5.9	-4.0	-2.0	-2.0	-6.8	5.1

Market Overview

Offering Memorandum
Motel 6



Location Overview

Bakersfield, California

In 2025, the population of Bakersfield is estimated at approximately 415,600, reflecting consistent growth of nearly 20% since 2010. The population is relatively young, with a median age of 31.9 years, compared to the national average of 39.0. Bakersfield is also one of California's most ethnically diverse mid-sized cities, with a large Hispanic/Latino population and growing multicultural representation. The city maintains a population density of approximately 2,700 people per square mile, offering a blend of urban access and suburban character.

There are an estimated 281,000 households in the Bakersfield metro area. The number of households has increased steadily over the past decade, driven by regional economic expansion and housing affordability compared to coastal California. The average household size is 2.9 people, and homeownership rates remain high at roughly 59.8%, reinforcing long-term residential stability. The median home value in 2025 is approximately \$316,000, significantly more affordable than the statewide median, which continues to attract new residents and workforce housing demand.

Employment in Bakersfield is supported by a well-balanced mix of industries, including agriculture, oil and energy, transportation and logistics, healthcare, and education. Key employers include Chevron, Kern Medical, Adventist Health, the Kern High School District, and California State University, Bakersfield. The city's average commute time is about 24.4 minutes, with the majority of workers commuting by personal vehicle. As of 2025, the unemployment rate is trending near pre-pandemic levels, with continued recovery across service sectors.

The median household income in Bakersfield for 2025 is estimated at \$77,397, which marks steady growth over the past several years. The per capita income stands at approximately \$46,145, with ongoing gains supported by public infrastructure investment, small business development, and agricultural export activity. While still below statewide income levels, Bakersfield's cost of living and relative affordability create a favorable balance for working families.

In terms of education, Bakersfield remains on par with many Central Valley communities. Around 22% of residents over age 25 hold a bachelor's degree or higher, with associate degree and vocational program completion rates above the national average. The presence of California State University, Bakersfield and Bakersfield College supports a stable academic base and drives demand from both student and visiting faculty lodging.

Overall, Bakersfield's demographic and economic indicators point to a resilient, steadily growing market with expanding housing development, industrial growth, and strong demand for affordable hospitality options. The city's central location, strong transportation access, and multi-industry employment base make it well-positioned for continued investment in limited-service and midscale lodging assets.



Current
Population
414,451

Projected
Population
419,600

Average
Household
Income
\$77,397

Median Age
33.4

Demographics



Population

1 Mile: 8,190
3 Mile: 69,516
5 Mile: 191,477



Daytime Population

1 Mile: 8,944
3 Mile: 86,938
5 Mile: 242,627



Businesses

1 Mile: 240
3 Mile: 3,512
5 Mile: 10,430



Median Age

1 Mile: 38.0
3 Mile: 36.0
5 Mile: 34.7



Households

1 Mile: 3,093
3 Mile: 25,472
5 Mile: 67,617



Average HH Income

1 Mile: \$96,758
3 Mile: \$96,024
5 Mile: \$93,600

Population

In 2025, the population of Bakersfield is estimated at approximately 415,600, reflecting consistent growth of nearly 20% since 2010. The population is relatively young, with a median age of 31.9 years, compared to the national average of 39.0. Bakersfield is also one of California's most ethnically diverse mid-sized cities, with a large Hispanic/Latino population and growing multicultural representation. The city maintains a population density of approximately 2,700 people per square mile, offering a blend of urban access and suburban character.

Households

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Housing

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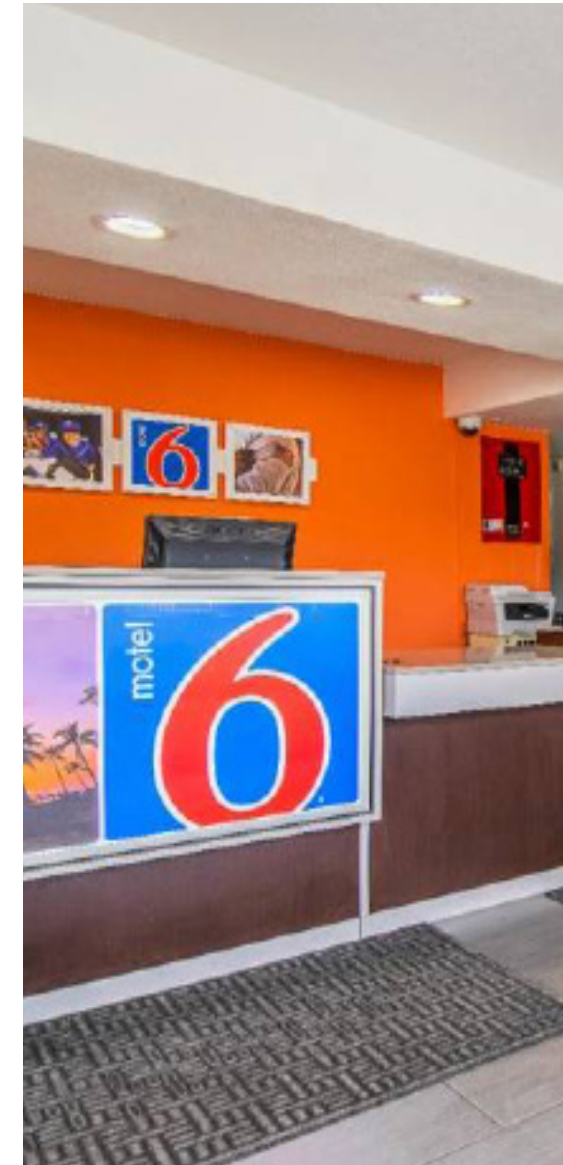
Employment

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Education

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For Sale | Investment Opportunity

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