

▲ 35-KEY ECONOMY HOTEL  
▲ OKLAHOMA PANHANDLE

ASKING PRICE

**\$750,000**

OFFERING MEMORANDUM

# OYO HOTEL

35 keys on 1.79 acres with a low assessed basis. A value-add economy hotel serving trucking, agriculture and energy demand in the Oklahoma Panhandle.

**GUYMON, OKLAHOMA 73942**

HIGHWAY FRONTAGE • 823 U.S. 54

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SECTION 01

# EXECUTIVE SUMMARY

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35 keys. 1.79 acres. Direct frontage on U.S. 54.

**823 U.S. 54 • GUYMON, OK**

# Property Summary

The OYO Hotel at 823 U.S. 54 is an operating 35-key, two-story economy hotel on 1.79 acres in Guymon, the county seat of Texas County and the largest city in the Oklahoma Panhandle. The property fronts U.S. 54 at its junction with U.S. 64, where the highways carry commercial trucking between the Texas Panhandle, Kansas and points east. Built in 1965 and renovated in 2002, the hotel offers 75 surface parking spaces suited to trucks and contractor vehicles. A low assessed value of \$71,530 keeps holding costs minimal, and the OYO affiliation leaves a buyer free to keep the flag, convert, or run independent.

VALUE-ADD ECONOMY HOTEL • OKLAHOMA PANHANDLE

|                                                     |                                                |                                               |                                                     |
|-----------------------------------------------------|------------------------------------------------|-----------------------------------------------|-----------------------------------------------------|
| <div>\$750,000</div> <div>ASKING PRICE</div>        | <div>\$21,429</div> <div>PER KEY</div>         | <div>35</div> <div>KEYS • 2 FLOORS</div>      | <div>1.79 ac</div> <div>SITE AREA</div>             |
| <div>1965 / 2002</div> <div>BUILT / RENOVATED</div> | <div>Economy</div> <div>CLASS • OYO FLAG</div> | <div>\$71,530</div> <div>ASSESSED VALUE</div> | <div>2.14 / Rm</div> <div>PARKING • 75 SPACES</div> |



# Investment Highlights

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**01**

## Highway frontage on U.S. 54

15,000 to 16,000 vehicles per day recorded 0.06 to 0.08 miles from the site. U.S. 54 and U.S. 64 join at Guymon and carry long-haul trucking between Texas, Kansas and points east.

**02**

## 1.79 acres, 75 parking spaces

A 2.14 spaces-per-room ratio accommodates truckers, contractor crews and drive-up guests, with land for truck striping, RV pads or expansion.

**03**

## 35-room footprint, simple operations

Economy-class, two-story exterior-corridor layout with limited overhead. Manageable for an owner-operator or a contractor-housing model.

**04**

## Low assessed tax basis

Total assessed value of \$71,530, about \$2,043 per room, keeps property-tax holding costs low through repositioning.

**05**

## Flag flexibility

Retain OYO, convert to a different economy brand, or operate independently.

**06**

## Priced below the submarket average per room

\$21,429 per key versus a \$25,910 average across 13 Oklahoma West hotel sales (CoStar). 2022 receipts of \$293,739 show the revenue the property has already produced.

# Value-Add Opportunities

|                                                                                                                                           |                                                                                                                                               |                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <b>Rebrand or convert the flag</b><br>Move from OYO to a stronger economy flag, or run independent, to reset rate and distribution.       | <b>Refresh rooms and exterior</b><br>Updated rooms, signage and lighting visible from U.S. 54 to capture transient highway demand.            | <b>Truck-friendly amenities</b><br>Lot striping for tractor-trailers, lighting, signage, truck or EV hookups on the 1.79-acre site. |
| <b>Extended-stay room types</b><br>Weekly-rate rooms for contractors and industrial workforce tied to Seaboard, energy and pipeline work. | <b>Digital marketing and OTA optimization</b><br>Improved listings, photography and rate management to capture drive-up and highway bookings. | <b>Expand or add RV pads</b><br>Surplus land supports RV pads or additional keys, subject to city approval.                         |

## Who this asset fits

|                                                                                                                                                                                            |                                                                                                                                                                      |                                                                                                                                                                                |                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>Value-add hospitality investors</b><br>Seeking low-basis rural assets with repositioning upside. | <br><b>Owner-operators</b><br>A manageable 35-room property with drive-up demand. | <br><b>Budget-brand franchisees</b><br>Looking for an inexpensive conversion opportunity. | <br><b>Contractor-housing operators</b><br>Leasing room blocks to industrial and agricultural employers. |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

SECTION 02

# PROPERTY PHOTOS

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Exterior, site and guestroom photography

**823 U.S. 54 • GUYMON, OK**

## Exterior, Site & Common Areas

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## Lobby, Breakfast Area & Site



**75**

**SURFACE PARKING SPACES**

**2.14**

**SPACES PER ROOM**

**1.79 ac**

**SITE - ROOM FOR TRUCK STRIPING OR RV  
PADS**

## Guestrooms — King, Queen & Two Queen





## THE PROPERTY

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Located at 823 U.S. 54 on the northeast side of Guymon, the OYO Hotel sits where U.S. 54 and U.S. 64 come together before continuing northeast toward Liberal, Kansas. The 35 guestrooms are split across two exterior-corridor floors in king, queen and two-queen configurations, with smoking and non-smoking inventory. An office with a drive-under porte-cochère anchors the front of the site.

The 1.79-acre parcel is largely paved, giving 75 surface spaces and room for tractor-trailers to enter and turn. Guymon's lodging demand is driven by Seaboard Foods and the region's cattle and pork operations, oil and gas service crews working the Hugoton-Panhandle field, and long-haul trucking on U.S. 54. The property's simple footprint and low tax basis make it a candidate for a room refresh, a flag conversion, or a contractor-housing model with weekly rates.

SECTION 03

# DEMOGRAPHIC AND TRAFFIC COUNT REPORT

---

Guymon and Texas County, Oklahoma

**823 U.S. 54 • GUYMON, OK**

# Demographic Report — Guymon, OK

12,965

Guymon · 2020 Census

21,384

Texas County · 2020

3,902

Households

\$60,075

Median HH Income

30.7

Median Age

2.3%

Unemployment

## POPULATION HISTORY

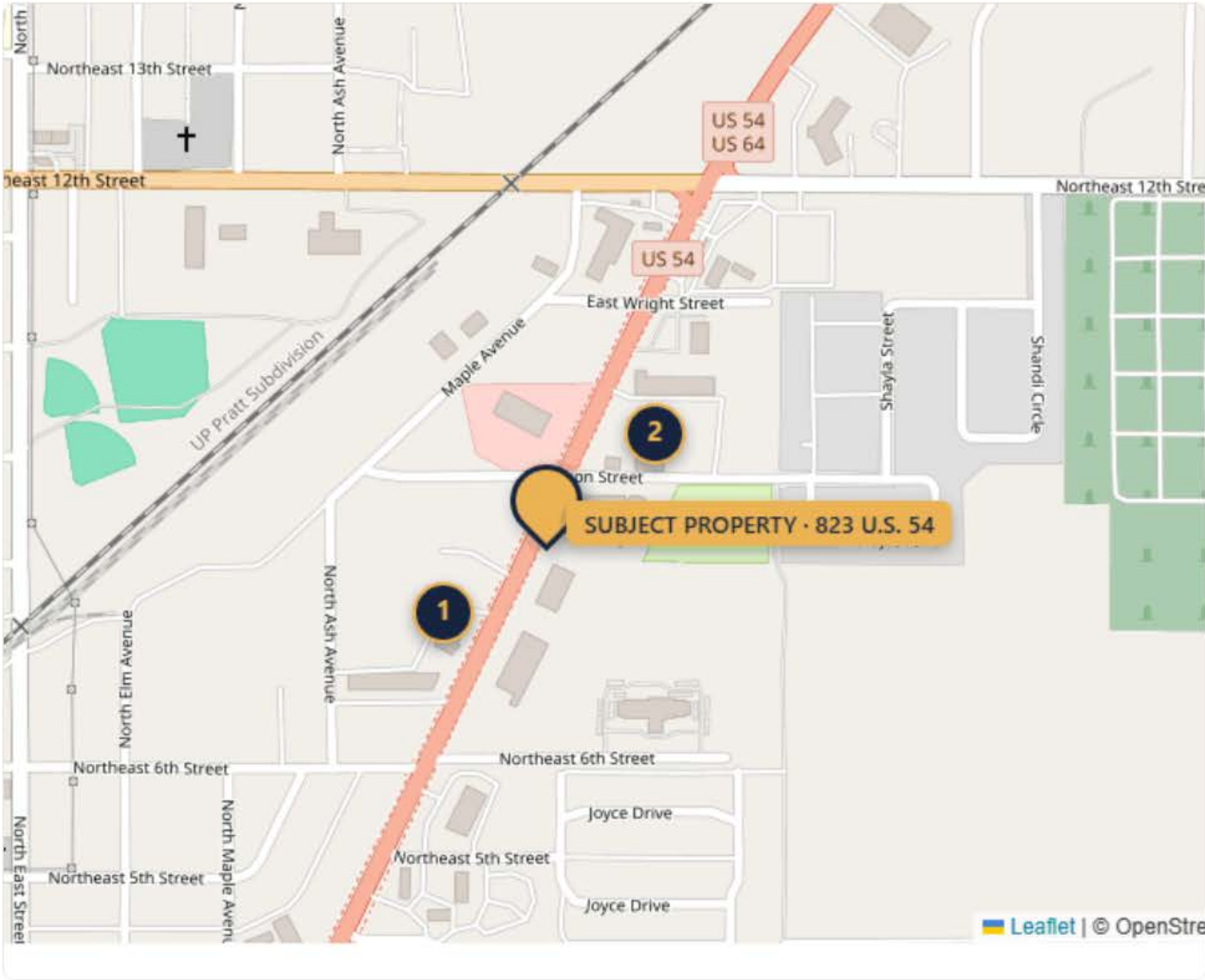
|      |        |
|------|--------|
| 1990 | 7,803  |
| 2000 | 10,472 |
| 2010 | 11,442 |
| 2020 | 12,965 |

## RACE / ETHNICITY

|                      |       |
|----------------------|-------|
| Hispanic or Latino   | 61.3% |
| White (non-Hispanic) | 26.3% |
| Black                | 7.9%  |
| Other / two or more  | 4.5%  |

**Read-through for lodging.** A young, workforce-heavy population (median age 30.7; 116 males per 100 females; labor force 6,040) reflects Guymon's meatpacking, feedlot and energy employment. That labor base is the source of contractor and crew-housing demand for economy lodging. Median home value \$171,800; median rent \$981.

# Traffic Count Report



| NO | STREET                                | AVG DAILY VOL. | MILES |
|----|---------------------------------------|----------------|-------|
| 1  | U.S. 54 — southwest of site           | 15,000         | 0.06  |
| 2  | U.S. 54 / U.S. 64 — northeast of site | 16,000         | 0.08  |

**Highway context.** U.S. 54, U.S. 64, U.S. 412, SH-3 and SH-136 converge in Guymon. U.S. 54 links the Texas Panhandle with Liberal and Wichita, Kansas; U.S. 412 / SH-3 runs east to Woodward and Enid. The site sits on the northeast approach where U.S. 54 and U.S. 64 share one alignment.

SECTION 04

# FINANCIAL ANALYSIS

---

Pricing, submarket performance and sale comparables

**823 U.S. 54 • GUYMON, OK**

# Offering Summary & Market Survey

\$750,000

ASKING PRICE

\$21,429

PER KEY

\$2,043

ASSESSED / ROOM

PRICING VS. OKLAHOMA WEST COMPS (12 MO)

| METRIC                                      | SUBJECT   |                             | COMPS |
|---------------------------------------------|-----------|-----------------------------|-------|
| Price per room                              | \$21,429  | \$25,910 avg · \$23,134 med |       |
| Sale price                                  | \$750,000 | \$500K – \$4.85M            |       |
| Rooms                                       | 35        | 45 – 125 (avg 77)           |       |
| Mid & Econ market price / room (2026 trend) | —         | \$34,442                    |       |

**Operating history** follows on the next slide: 2022 receipts of \$293,739 produced \$67,851 of NOI; 4-year average revenue \$209,692.

OKLAHOMA WEST AREA · MIDSOURCE & ECONOMY (COSTAR)

|                                |                                                                                 |
|--------------------------------|---------------------------------------------------------------------------------|
| Rooms in class / submarket     | 6,445 / 10,089                                                                  |
| 12-mo occupancy · ADR · RevPAR | 40.4% · \$64 · \$26                                                             |
| Market cap rate (all classes)  | 13.8% (OK avg 12.4%)                                                            |
| Under construction             | None                                                                            |
| Sales, past 12 months          | 7 hotels · \$12.0M                                                              |
| Statewide (Oklahoma Area)      | 510 hotels · 27,747 rooms · 50.6% / \$93 / \$47; Mid & Econ 43.4% / \$68 / \$30 |

CLASS PERFORMANCE TREND

| YEAR     | OCC   | ADR     | REVPAR  | CHG     |
|----------|-------|---------|---------|---------|
| 2023     | 40.6% | \$63.91 | \$25.92 | ↓ 1.4%  |
| 2024     | 39.7% | \$62.82 | \$24.95 | ↓ 3.8%  |
| 2025     | 43.1% | \$63.77 | \$27.49 | ↑ 10.2% |
| 2026 YTD | 40.8% | \$65.15 | \$26.59 | ↓ 8.8%  |

# Operating History – Reported Results 2021–2024

| FORM 1065                                    | 2021       | 2022        | 2023        | 2024        |
|----------------------------------------------|------------|-------------|-------------|-------------|
| Gross receipts                               | \$176,649  | \$293,739   | \$172,183   | \$196,197   |
| Salaries & wages                             | (\$8,152)  | (\$44,688)  | (\$43,464)  | (\$15,415)  |
| Repairs & maintenance                        | (\$3,562)  | (\$16,382)  | (\$15,519)  | (\$10,630)  |
| Taxes & licenses                             | (\$39,503) | (\$52,115)  | (\$35,106)  | (\$36,411)  |
| Utilities, insurance, supplies, COGS & other | (\$70,628) | (\$112,703) | (\$107,582) | (\$104,926) |
| NOI (before debt & depreciation)             | \$54,804   | \$67,851    | (\$29,488)  | \$28,815    |
| Interest & depreciation                      | (\$6,036)  | (\$11,703)  | (\$41,537)  | (\$45,218)  |
| Ordinary business income (loss)              | \$48,768   | \$56,148    | (\$71,025)  | (\$16,403)  |

Source: Keval Krupa LLC Form 1065, 2021–2024. NOI is EBITDA; owner labor not imputed. Full returns available under NDA.

## SUBJECT REVPAR VS. CLASS AVERAGE

|      | SUBJECT | CLASS   | %   |
|------|---------|---------|-----|
| 2021 | \$13.83 | \$26.29 | 53% |
| 2022 | \$22.99 | \$25.92 | 89% |
| 2023 | \$13.48 | \$24.95 | 54% |
| 2024 | \$15.36 | \$27.49 | 56% |

\$209,692

4-YR AVG REVENUE

+\$155K

REVENUE GAP TO CLASS

**Read-through.** 2022 shows what the property does when it captures highway and crew demand. Bringing RevPAR to the class average adds roughly \$155,000 of revenue on a largely fixed expense base.

# Sale Comparables – Oklahoma, Past 12 Months

| PROPERTY                                     | CLASS          | BUILT | ROOMS | SALE DATE  | PRICE       | PRICE / ROOM |
|----------------------------------------------|----------------|-------|-------|------------|-------------|--------------|
| OYO Hotel Guymon (subject)                   | Economy        | 1965  | 35    | Asking     | \$750,000   | \$21,429     |
| Holiday Inn Express & Suites, Altus          | Upper Midscale | 2008  | 68    | 1/7/2026   | \$4,853,000 | \$71,368     |
| Northwest Inn                                | Midscale       | 1980  | 125   | 7/14/2026  | \$3,000,000 | \$24,000     |
| AmericInn Lodge & Suites, Sayre              | Midscale       | 2003  | 45    | 10/14/2025 | \$1,875,000 | \$41,667     |
| Microtel Inn & Suites by Wyndham             | Economy        | 2006  | 52    | 10/1/2025  | \$1,647,000 | \$31,673     |
| Sands Inn & Suites                           | Economy        | 2006  | 67    | 10/2/2025  | \$1,550,000 | \$23,134     |
| Super 8 by Wyndham, Woodward                 | Economy        | 1983  | 60    | 10/24/2025 | \$1,000,000 | \$16,667     |
| Inn & Suites, Altus                          | Economy        | 1980  | 99    | 4/13/2026  | \$525,000   | \$5,303      |
| OYO Hotel, 1510 S Main St (statewide)        | Economy        | 1954  | 32    | 12/12/2025 | \$550,500   | \$17,203     |
| Independent, 1900 N Broadway Ave (statewide) | Economy        | 1960  | 22    | 4/24/2026  | \$570,000   | \$25,909     |
| Woodward Inn & Suites                        | Economy        | 1984  | 61    | 3/16/2026  | \$500,000   | \$8,197      |

|                                                 |                                                    |                                              |                                                               |
|-------------------------------------------------|----------------------------------------------------|----------------------------------------------|---------------------------------------------------------------|
| <div>\$25,910</div> <div>AVG PRICE / ROOM</div> | <div>\$23,134</div> <div>MEDIAN PRICE / ROOM</div> | <div>\$1.87M</div> <div>AVG SALE PRICE</div> | <div>\$23,293</div> <div>2025 MID &amp; ECON AVG / ROOM</div> |
|-------------------------------------------------|----------------------------------------------------|----------------------------------------------|---------------------------------------------------------------|

SECTION 05

# LOCATION OVERVIEW

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Guymon, Texas County and the Oklahoma Panhandle

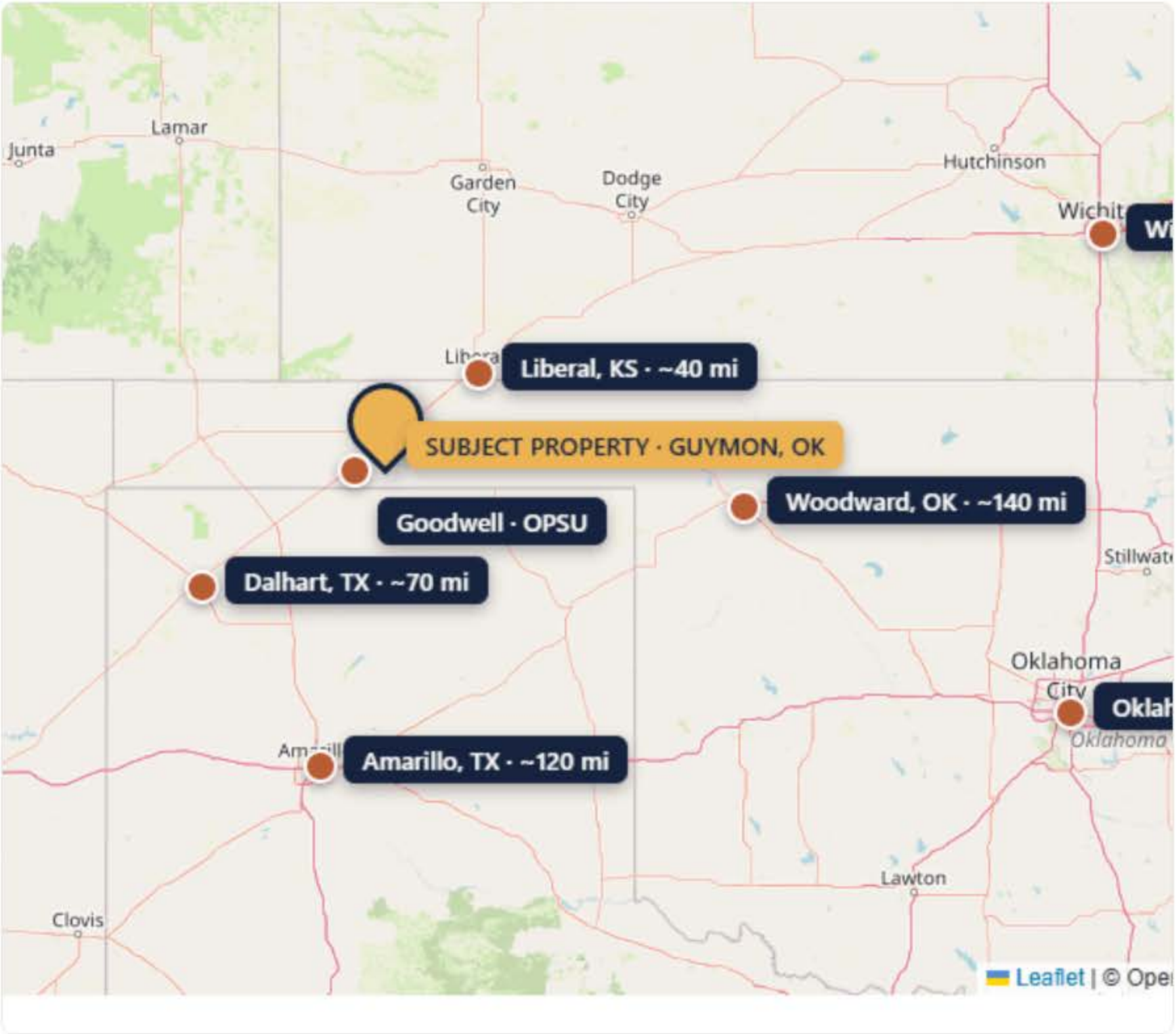
**823 U.S. 54 • GUYMON, OK**

# Guymon, Oklahoma

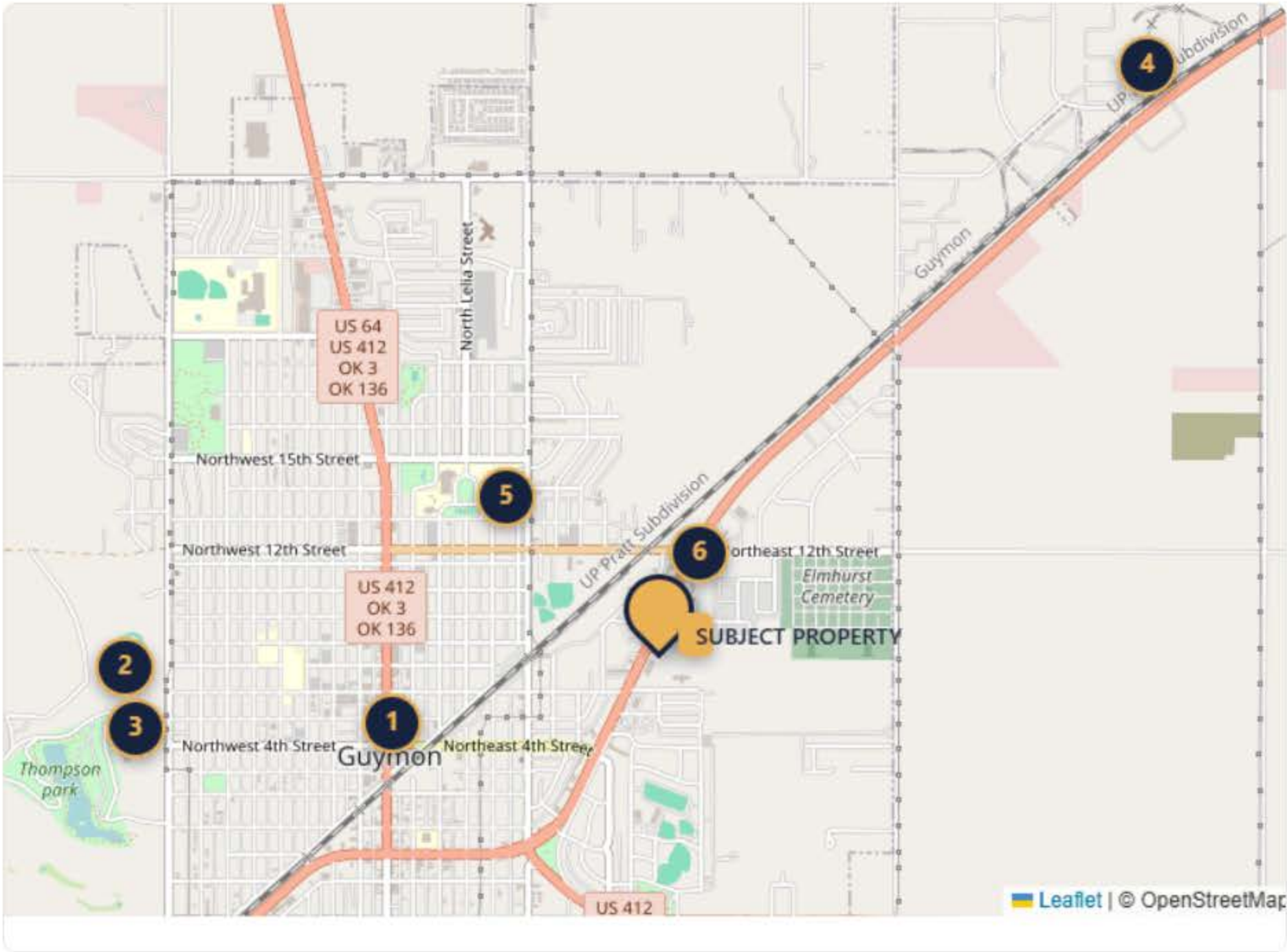
Guymon is the county seat of Texas County and the largest city in the Oklahoma Panhandle, with 12,965 residents at the 2020 Census and a county population of about 21,000. It sits at 3,124 feet on the High Plains, roughly 40 miles from Liberal, Kansas, 70 miles from Dalhart, Texas and 120 miles north of Amarillo, whose television market the city falls within.

The economy is built on agriculture and food processing. Seaboard Foods operates one of the country's largest pork processing plants here and has been the area's largest employer since the 1990s; Hitch Enterprises runs cattle feedlots that trace to the region's pioneer ranch. Texas County is Oklahoma's leading producer of both hogs and cattle. Natural gas from the Hugoton-Panhandle field has supported oil and gas service work since the 1920s, and wind development is expanding, including Invenergy's proposed 750 MW States Edge project between Guymon and Boise City.

|                                               |                                                  |                                           |
|-----------------------------------------------|--------------------------------------------------|-------------------------------------------|
| <div>12,965</div> <div>CITY POP. (2020)</div> | <div>21,384</div> <div>TEXAS COUNTY (2020)</div> | <div>5</div> <div>HIGHWAYS CONVERGE</div> |
|-----------------------------------------------|--------------------------------------------------|-------------------------------------------|



# Demand Drivers & Area Map



- 1 Downtown · Texas County Courthouse
- 2 Henry C. Hitch Pioneer Arena
- 3 Texas County Activity Center
- 4 Seaboard Foods plant
- 5 Memorial Hospital of Texas County
- 6 U.S. 54 / U.S. 64 junction

## Agriculture & food processing

Seaboard Foods, Hitch feedlots, grain. Texas County leads Oklahoma in hogs and cattle.

## Energy

Oil and gas crews in the Hugoton-Panhandle field; pipeline contractors; wind construction.

## Highway trucking

U.S. 54 and U.S. 64 commercial traffic between Texas, Kansas and New Mexico.

## Events

Pioneer Days PRCA Rodeo each May (~1,000 contestants), Texas County Free Fair, PBR Velocity Tour.

## Regional workforce travel

Manufacturing, farming and industrial-service crews on weekly stays.

## Amarillo DMA overflow

Largest Panhandle city in the Amarillo market; transient and overflow traffic.

# Competitive Set

Guymon's lodging inventory is small and split between two branded midscale properties and a handful of economy and independent operators along U.S. 54 and U.S. 64. The subject competes for price-sensitive, drive-up and crew demand.

| PROPERTY                            | CLASS          | POSITION                        |
|-------------------------------------|----------------|---------------------------------|
| OYO Hotel Guymon (subject)          | Economy        | 35 keys, U.S. 54 frontage       |
| Hampton Inn & Suites Guymon         | Upper Midscale | Strongest corporate capture     |
| Holiday Inn Express & Suites Guymon | Midscale       | Branded, modern rooms           |
| Quality Inn Guymon                  | Economy        | Direct economy competitor       |
| Budget Inn Guymon                   | Independent    | Low-cost independent            |
| Independents on U.S. 54 / 64        | Independent    | Trucker and contractor oriented |



## REQUEST THE DEAL ROOM

# LET'S CONNECT.



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