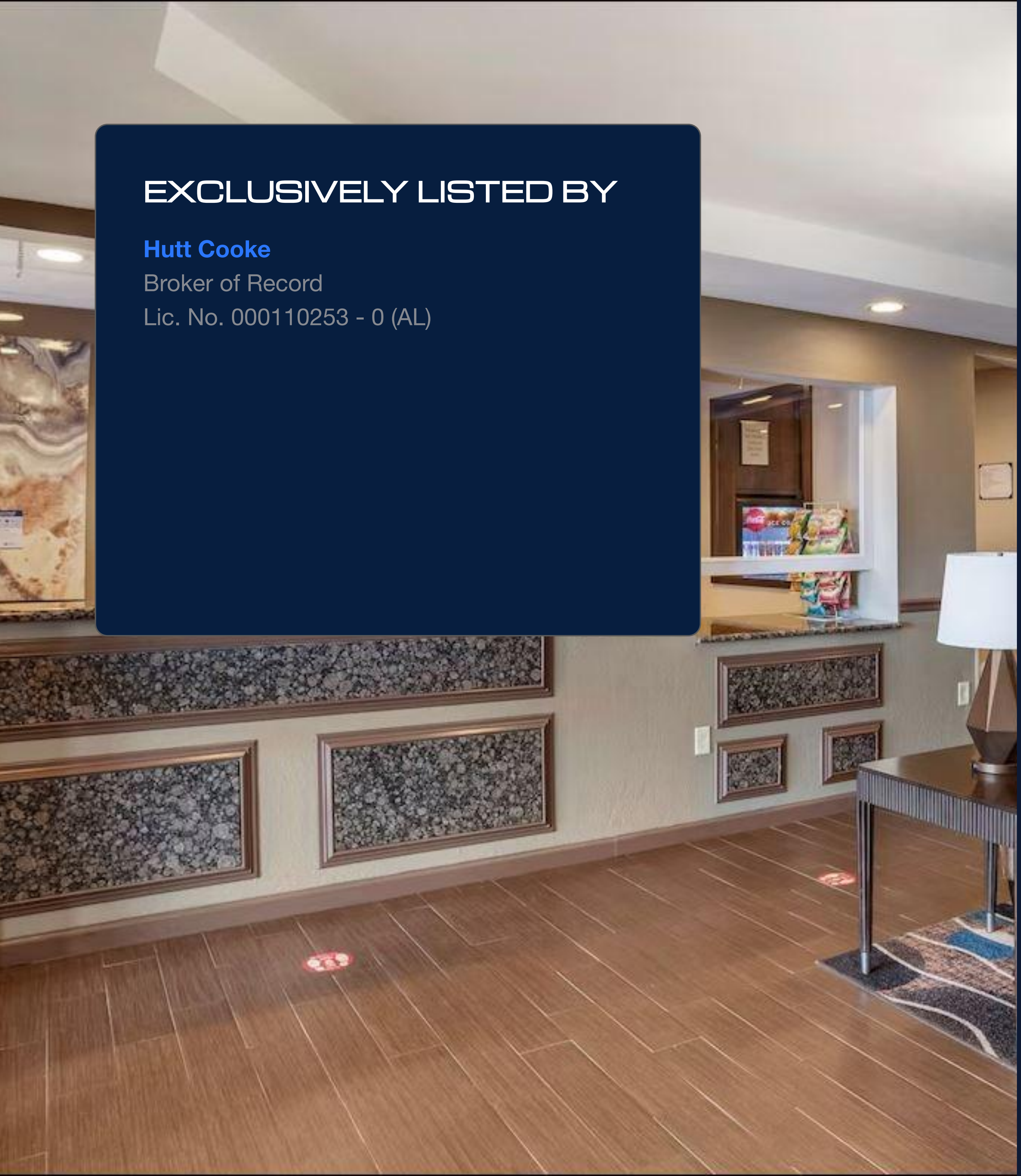
Best Western

BEST WESTERN

100 Hunters Mountain Pkwy | Troy, AL 36079

Hospitality
Investment Opportunity
Offering Memorandum

MATTHEWS™



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PROPERTY OVERVIEW

Best Western
100 Hunters Mountain Pkwy | Troy, AL

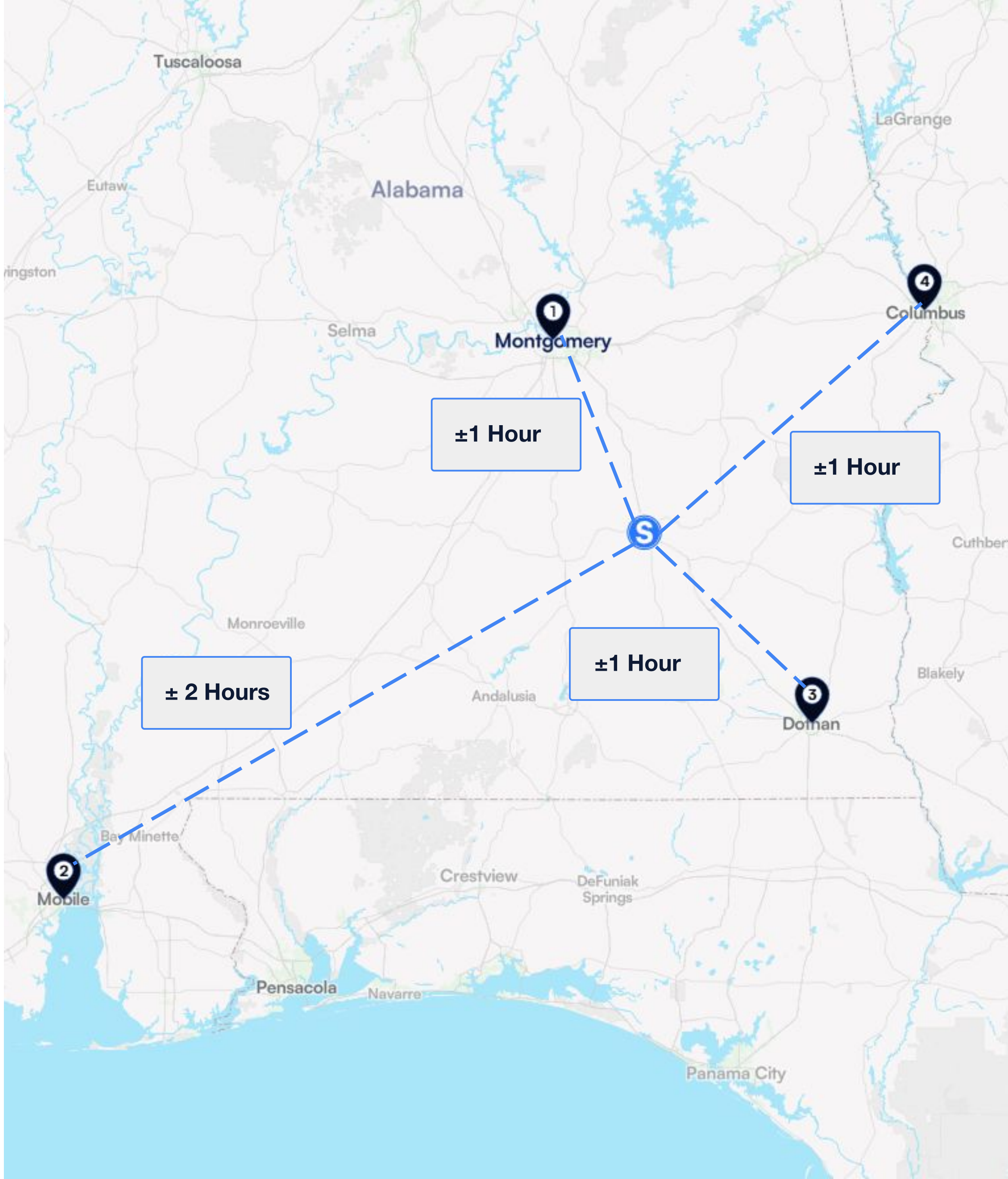
INVESTMENT HIGHLIGHTS

Property Highlights

- **Lean Operating Potential:** 55% expense load under current ownership
- **Minimal Change of Ownership PIP**:
  - Items Completed: All guest rooms, lobby, front desk
  - 2026: All carpet
- **Stable Construction Pipeline:** 0 under construction properties in Troy
- **Year-Round Demand Drivers:** Lockheed Martin, Troy University, Troy Regional Medical Center, Sikorsky Aircraft, Kimber Manufacturing
- **Auto Renewal:** Best Western annual franchise renewal

Proximal Location

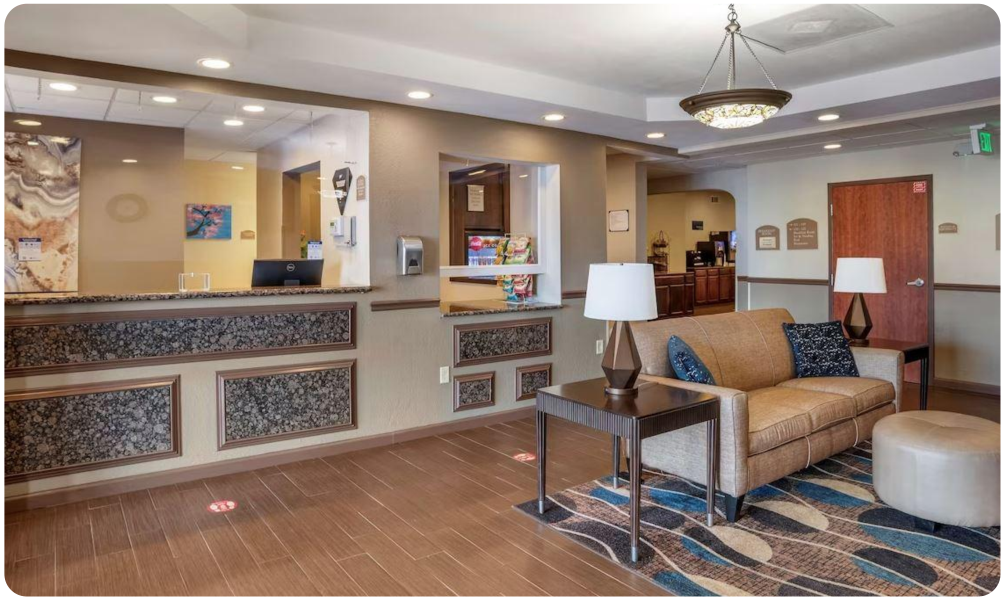
- 1 hour from Montgomery, AL
- 2+ hours from Mobile, AL
- 1 hour from Dothan, AL
- 1+ hour from Columbus, GA



THE OPPORTUNITY

Property Overview	
Property Name	Best Western Troy
Total Keys	53
Address	100 Hunters Mountain Pkwy
City, ST	Troy, AL
Year Built/Last Renovation	2007/2026
Building Size (SF)	±34,536 SF
Lot Size (AC)	±3.96 AC
Construction Material	Wood Frame
AL-10 VPD	±31,610
5-Mile Population	18,995
5-Mile Household Income	$79,812

Hotel Overview	
License Term Expiration	Auto Transfer
Hotel Location Type	Small Metro/Town
Market Name	Alabama South
Submarket Name	Alabama South Area
Class	Midscale
Corridor	Interior
Stories	Two (2)
Amenities	Free hot breakfast, fitness center, indoor pool, business center, and more



AMENITIES

Full Breakfast

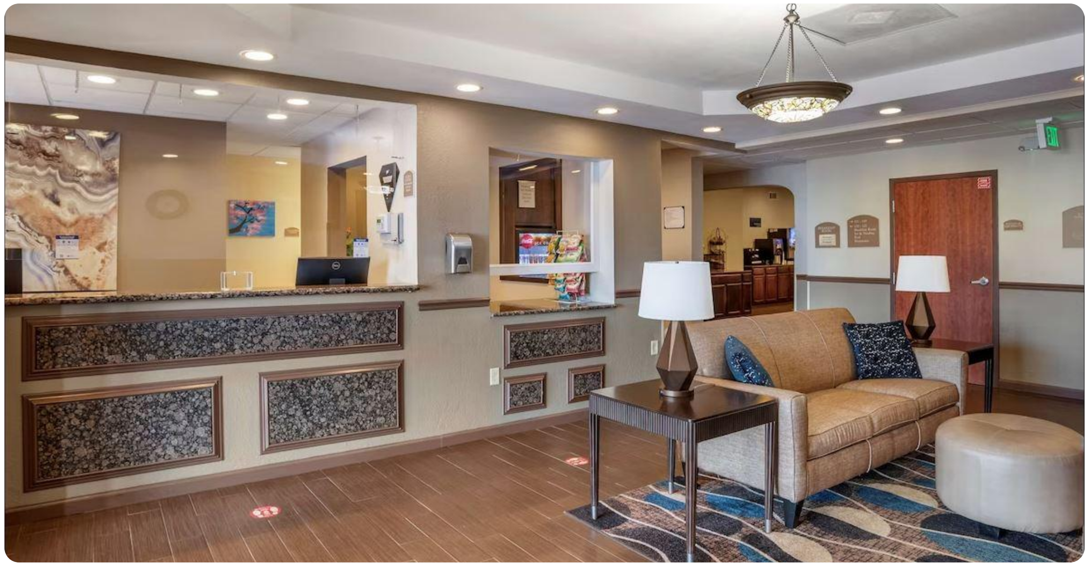
Pool

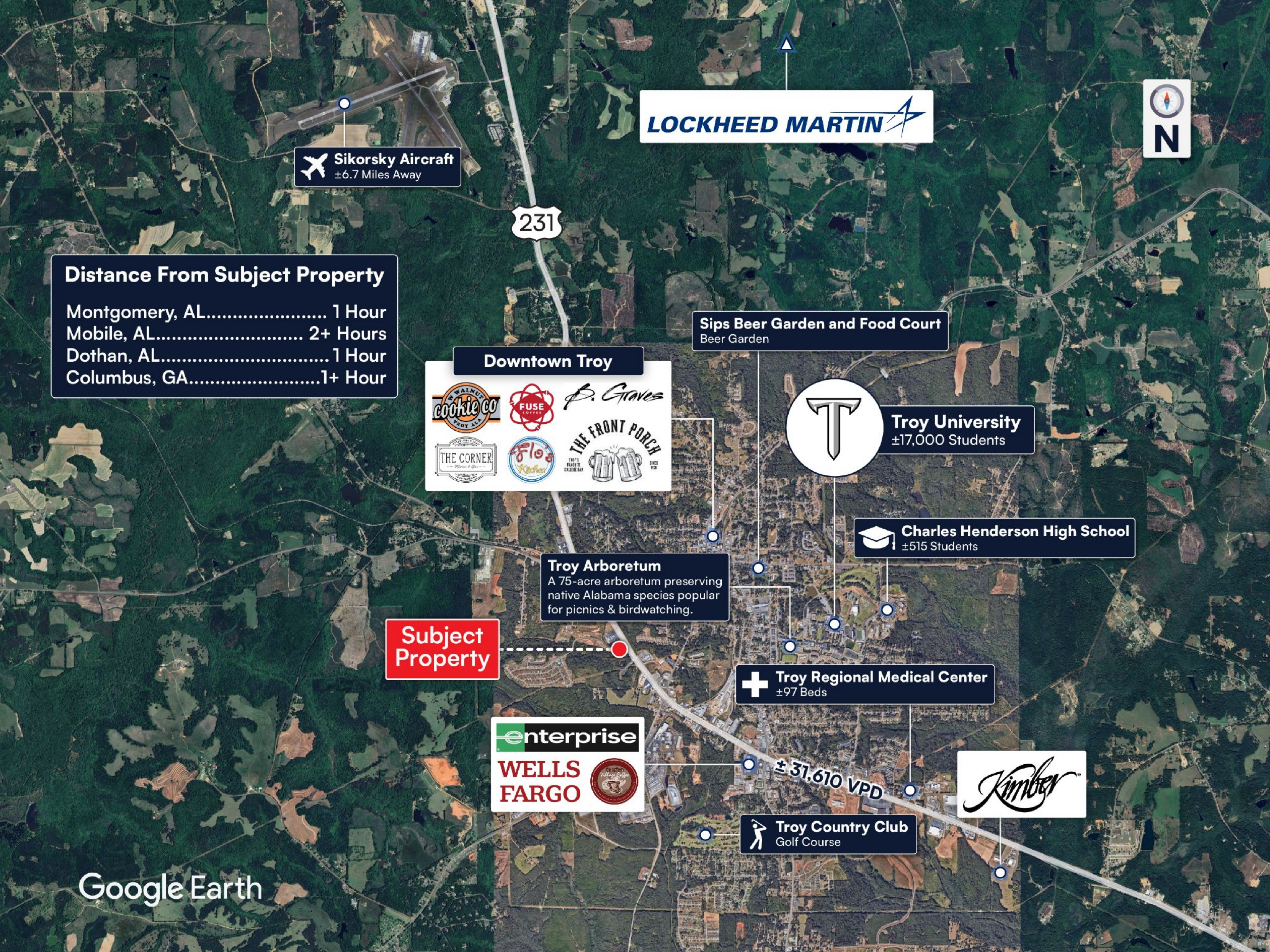
Fitness

Business Center

High Speed Internet

Pet Friendly





LOCKHEED MARTIN
N
Sikorsky Aircraft
±6.7 Miles Away
231
Distance From Subject Property
Montgomery, AL........................ 1 Hour
Mobile, AL........................... 2+ Hours
Dothan, AL............................... 1 Hour
Columbus, GA........................1+ Hour
Sips Beer Garden and Food Court
Beer Garden
Downtown Troy
Cookie Co
FUSE COFFEE
B. Graves
THE CORNER
Flo's Kitchen
THE FRONT PORCH
Troy University
±17,000 Students
Charles Henderson High School
±515 Students
Troy Arboretum
A 75-acre arboretum preserving native Alabama species popular for picnics & birdwatching.
Subject Property
Troy Regional Medical Center
±97 Beds
enterprise
WELLS FARGO
± 31,610 VPD
Kimber
Troy Country Club
Golf Course
Google Earth

MARKET OVERVIEW

Best Western
100 Hunters Mountain Pkwy | Troy, AL

TROY, AL

Market Demographics

17,733
Total Population

$47,595
Median HH Income

6,333
# of Households

47.2 %
Homeownership Rate

56.3 %
Employed Population

36.5 %
% Bachelor’s Degree

24.7
Median Age

$214,100
Median Property Value

Local Market Overview
Troy, AL is a stable regional hub anchored by Troy University and a mix of light industry, logistics, and service sectors. The city’s population is approximately 17.7 K residents, with a relatively young median age near 24.7 years, reflecting the influence of the university student population. This injects a regular flow of new residents, supports rental housing demand, and fosters an active local economy. Population trends show slight fluctuations year-over-year, underscoring the importance of diversified end markets beyond student housing.

Economically, Troy features an affordable cost of living relative to national averages and housing costs that remain accessible, with median home values in the lower tier of regional markets. The city benefits from established local employers in manufacturing, transportation, energy, and services, as well as a business climate focused on community support and economic development. Commercial real estate users appreciate the stability of demand for residential rentals, institutional services, and local retail.

Population	1-Mile	3-Mile	5-Mile
Five-Year Projection	2,148	16,126	18,995
Current Year Estimate	2,185	16,469	19,346
2020 Census	1,967	16,564	19,360
Growth Current Year-Five-Year	-1.71%	-2.08%	-1.81%
Growth 2020-Current Year	11.07%	-0.57%	-0.07%
Households	**1-Mile**	**3-Mile**	**5-Mile**
Five-Year Projection	1,073	6,694	7,975
Current Year Estimate	1,057	6,648	7,900
2020 Census	965	6,713	7,921
Growth Current Year-Five-Year	1.45%	0.69%	0.94%
Growth 2020-Current Year	9.60%	-0.97%	-0.26%
Income	**1-Mile**	**3-Mile**	**5-Mile**
Average Household Income	$77,812	$78,846	$79,812

HIGHER EDUCATION

TROY UNIVERSITY™

225+	17,000	$11,250	16
Academic Programs	Total Enrollment	Avg In-State Tuition	Athletic Teams

Academic Profile Troy University (Troy) is a public institution with strong academic traditions, offering 150+ undergraduate and 75+ graduate programs across five colleges, including business, education, health, communication, and the arts. It emphasizes applied learning, leadership, global outreach, and flexible delivery—including online and military-affiliated programs.

Enrollment & Demographics With approximately 17,000 students enrolled in Fall 2024, Troy combines a mid-sized, student-centered experience with international reach, drawing from all 50 states and more than 60 countries.

Regional & National Draw Ranked as a leading public regional university, Troy attracts students through value, military partnerships, NCAA Division I athletics, and professional programs. Its Southeast location and multiple campuses support strong regional visibility and national military alignment.

Community & Economic Impact Troy is one of the region's largest employers and plays a pivotal role in the local economy through innovation hubs, event hosting, and real estate investment. Its presence supports hospitality, retail, and housing sectors in southeast Alabama.

Why Troy University Matters to Investors

- Year-round demand: Steady flow of students, faculty, and campus visitors sustain hotel, dining, and retail demand throughout the academic calendar.
- Education-business synergy: Academic excellence and partnerships with companies like Lockheed Martin and CGI spark workforce development and research.
- Anchor institution: Major real estate holder in Troy, driving neighborhood revitalization and mixed-use development.
- Event traffic: Orientation, move-ins, family weekends, and graduation drive peak visitor volume and lodging needs.

Key Takeaways

- Mid-sized, regionally ranked: Fall 2024 enrollment exceeds 14,000 students.
- Broad degree portfolio: 225+ academic programs across five core colleges.
- Affordable tuition: Average undergrad tuition is $11,250 (2023–24).
- NCAA Division I: 16 varsity teams drive school spirit and visitor stays.

HOSPITALITY DEMAND DRIVERS

Higher Education

Notable Institution:

Troy University: Troy University is a central driver—home to a sizable student body and faculty, as well as sporting and cultural events.

Strategic Value: Visiting faculty, prospective students and families, weekend sports fans, and academic event attendees generate recurring demand. Hotels in this area can benefit from bookings tied to university calendars (e.g., commencements, tournaments), and may form long-term partnerships for block reservations or conference hosting.

Healthcare Demand:

Facility Location: Troy Regional Medical Center is among the area's primary healthcare institutions.

Impact: This attracts patient families, visiting professionals, and attendees of medical events. Healthcare-driven demand tends to be year-round, less seasonal, providing stable midweek and weekend occupancy.

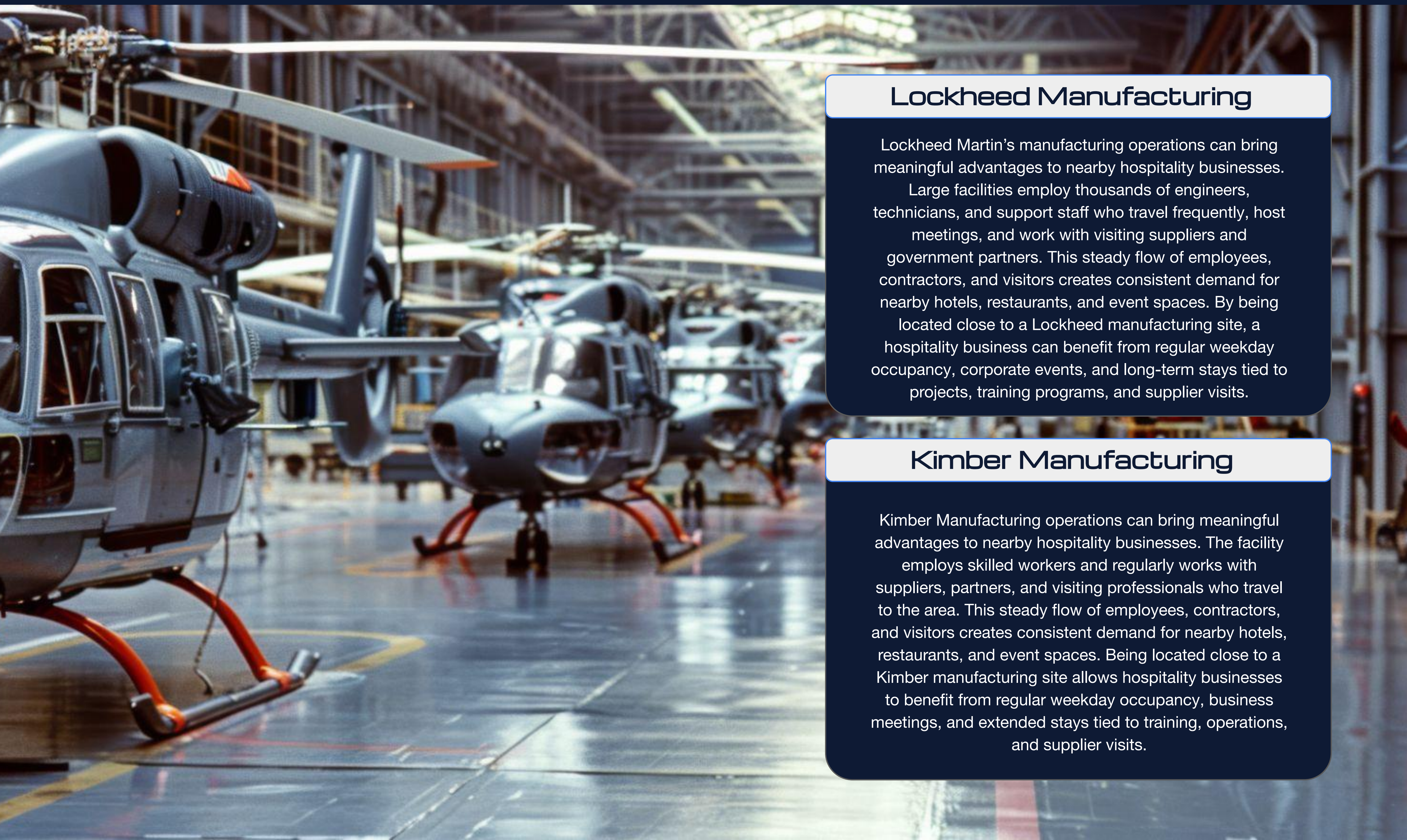
Transportation & Connectivity

Accessibility: While Troy doesn't have its own commercial airport, the Dothan Regional Airport (~51 mi) and Montgomery Regional Airport (~50 mi) are within reasonable driving distance.

Road Access: Best Western in Troy, AL is easily accessible via Highway 231 and close to town centers.

Impact: This supports travelers arriving by car or connecting via regional airports—particularly for university-related events or employer visits. The site's connectivity enhances its catchment area and flexibility for group bookings.

LOCKHEED & KIMBER MANUFACTURING



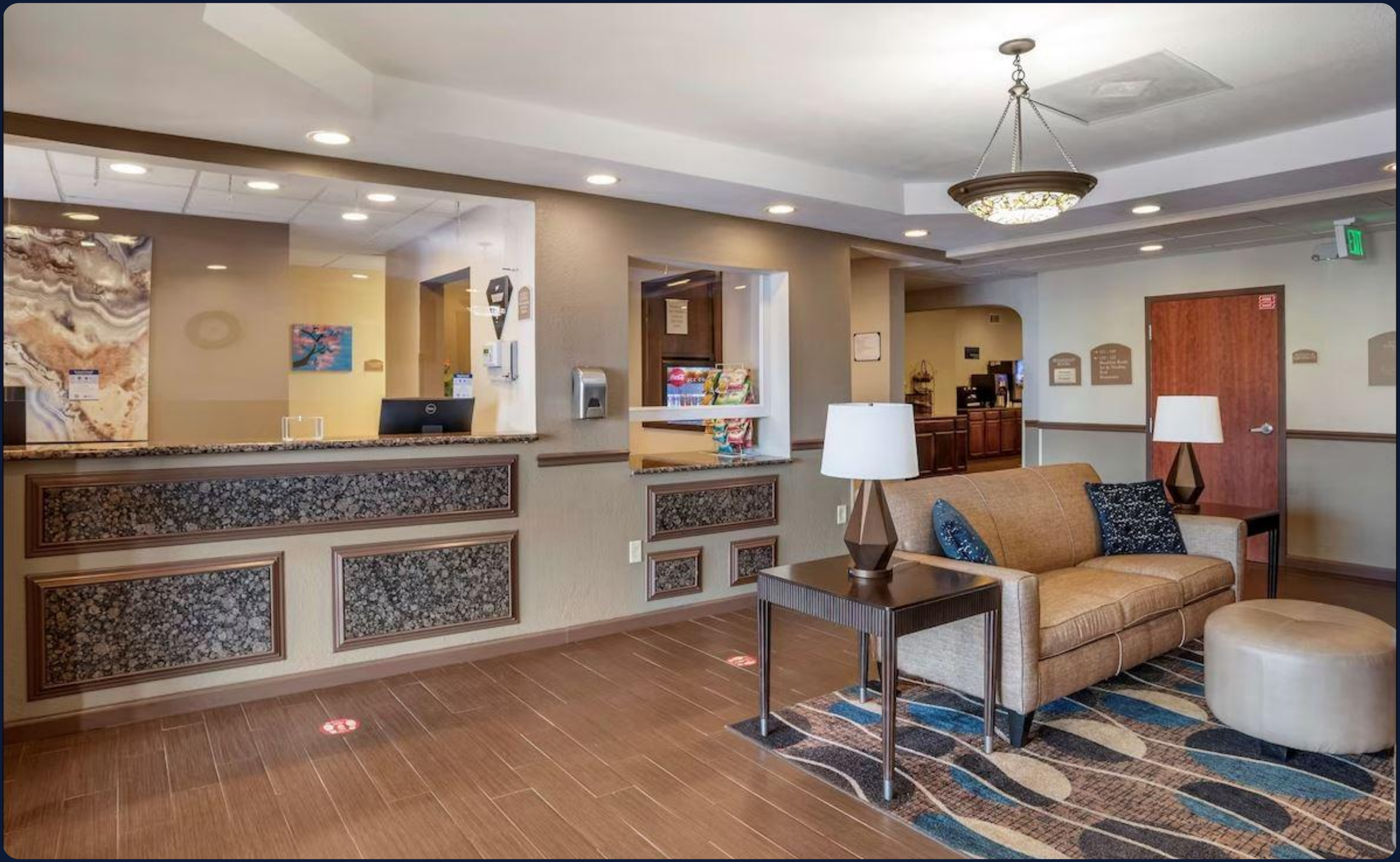
Lockheed Manufacturing

Lockheed Martin’s manufacturing operations can bring meaningful advantages to nearby hospitality businesses. Large facilities employ thousands of engineers, technicians, and support staff who travel frequently, host meetings, and work with visiting suppliers and government partners. This steady flow of employees, contractors, and visitors creates consistent demand for nearby hotels, restaurants, and event spaces. By being located close to a Lockheed manufacturing site, a hospitality business can benefit from regular weekday occupancy, corporate events, and long-term stays tied to projects, training programs, and supplier visits.

Kimber Manufacturing

Kimber Manufacturing operations can bring meaningful advantages to nearby hospitality businesses. The facility employs skilled workers and regularly works with suppliers, partners, and visiting professionals who travel to the area. This steady flow of employees, contractors, and visitors creates consistent demand for nearby hotels, restaurants, and event spaces. Being located close to a Kimber manufacturing site allows hospitality businesses to benefit from regular weekday occupancy, business meetings, and extended stays tied to training, operations, and supplier visits.

FINANCIAL OVERVIEW



FINANCIAL SUMMARY

$4,600,000	**3.73x**	**11.06%**	**20%**	**25%**
List Price	2 Yr. Avg. RRM	Cap Rate	Cash on Cash	Year 1 Total Return

OPERATING & LOAN OVERVIEW

SBA 504 Calculation	
Offering Name	Best Western Troy
City, ST	Troy, AL
List Price + PIP	$4,732,500
Cap Rate	10.75%
Down Payment	$946,500
New SBA 504 Loan	$3,786,000
Interest Rate	7.15%
Amortization	25 Years
Term	25 Years
Loan to Value	80%
Debt Service Coverage Ratio	1.53x
Net Operating Income	$508,757
Loan Payments	$325,464
Buyer's Year 1 Net Cash Flow	$183,293 (19.37% CoC Return)
Buyer's Year 1 Principal Reduction	$60,184
Buyer's Year 1 Total Return	$239,889 (25.34% Annual Return)

January 2026 T-12 Operating Overview	
Number of Rooms	53
Available Rooms	19,345
Occupancy	47.60%
ADR	$121.40
RevPAR	$57.11
Room Revenue	$1,104,793
2025 Net Operating Income	$508,757

2025 Profit and Loss	
Number of Rooms	53
Available Rooms	19,345
Occupancy	47.86%
ADR	$116.55
RevPAR	$55.68
Room Revenue	$1,077,034
Expense Load %	46.05%
Net Operating Income	$496,017

2024 Profit & Loss	
Number of Rooms	53
Available Rooms	19,345
Occupancy	58.1%
ADR	$129.77
RevPAR	$75.41
Total Revenue	$1,406,458
Room Revenue	$1,388,226
Expense Load %	49%
Expenses	$684,859
Net Operating Income	$721,599

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APOLLO OM TEMPLATE SECTION

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Hospitality OM Template

Investment Highlights

Property Highlights

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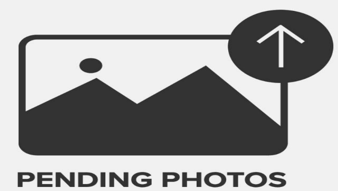
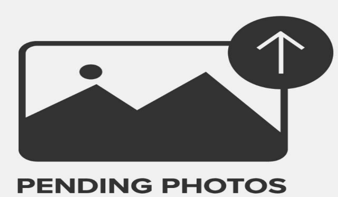
Property Overview

12-Month [Market Name] Hotel Performance, Sales & Supply

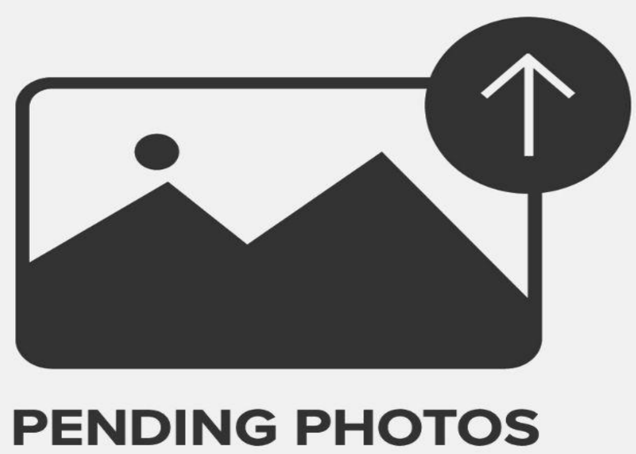
Upper Midscale Occupancy	64.50%
Upper Midscale ADR	$126.58
Upper Midscale RevPAR	$81.64
Hotel Transactions	5
Price Per Hotel	$2,700,000
Price Per Key	$59,800
Cap Rate	11.20%
Number of Hotels Submarket	120
Average Rooms Per Hotel	51
Number of Rooms	6,400
Under Construction Hotels	1
Under Construction Rooms	94
Hotels Proposed/Final Planning	2
New Rooms Proposed/Final Planning	180





Financial Summary

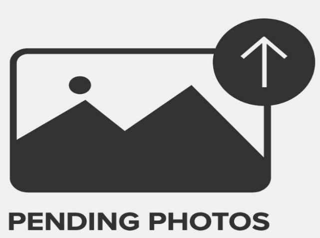
$4,900,000	$0,000,000	$0	$000,000
List Price	Price Per Acre	Price Per SF	Price Per Key



Troy, AL

Local Market Overview
Located within a stable suburban submarket of Cuyahoga County, Seven Hills maintains a moderately sized population—hovering at approximately 11,628 people in 2023—with a slight annual decline of 0.45% from the prior year. The area exhibits strong household income growth, with median household income rising to $95,313 in 2023, up from $91,975 a year earlier. As a primarily owner-occupied community—with a homeownership rate of 95.2%—purchasing remains the dominant tenure trend.

Accessibility underscores the market's appeal: Seven Hills lies roughly a 20-minute drive from downtown Cleveland, with major corridors like I-77, I-480, and Broadview Road ensuring smooth connectivity. Traffic volumes along these routes support both residential and commuter activity. The demographic profile—characterized by a high median age of approximately 50.3 years and a well-earned median income—points to a mature, financially stable population likely drawn to reliable multifamily housing options.



POPULATION	1-MILE	3-MILE	5-MILE
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Average Household Income	$77,812	$78,846	$79,812