



LEEWARD



PISMO BEACH, CALIFORNIA



MARQUEE COMMERCIAL  
LODGING ADVISORS

CONFIDENTIAL OFFERING MEMORANDUM



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PROPERTY OVERVIEW

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## PROPERTY OVERVIEW

The Shell Beach Inn is located just a short stroll to the Pacific ocean. Enjoy spectacular sunsets and breathtaking scenery from nearby Dinosaur Caves Park and Margo Dodd Park with its Gazebo overlooking the ocean. A leisurely walk down Shell Beach Road has many Restaurants, Shops, and Salons.

The Shell Beach Inn has been under extensive renovations since April 2018, and reopened on June 21st, 2019. There are 10 individual different and unique rooms available: three rooms with a king bed, two rooms with a queen bed, three rooms with a queen and double bed, one room with two double beds, and "The Suite", which includes a large, one bedroom with a queen bed, a double bed pull out, full kitchen, outdoor walled front patio and a back private sitting/lounging area.

Asking Price \$3,950,000

Address: 653 Shell Beach Road  
Pismo Beach, CA 93449

Guestrooms: 10

APN: 010-332-019

Year Opened: 1946 ( Renovated 2019)

Lot Size: 10,600 SF

Franchise: Independent

Management: Unencumbered

F&B: None, Local Restaurants Nearby

Amenities: Cable TV, Refrigerators, Microwave Ovens,  
Coffee Makers, WiFi Internet, USB &  
Wireless Phone Chargers, Private Room  
Patios, Year Round Pool



## EXECUTIVE SUMMARY

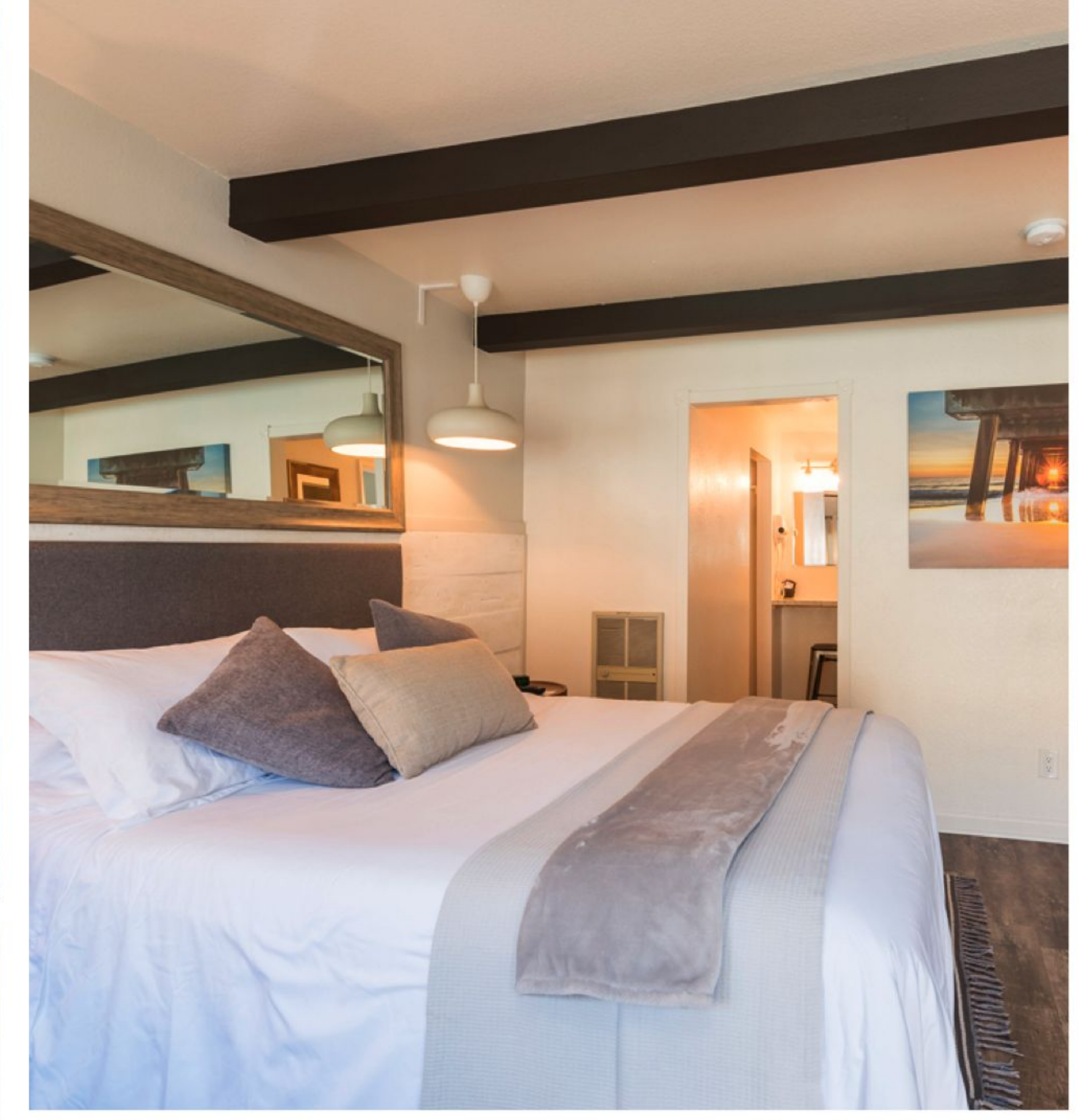
Marquee Hotel Group has been chosen to exclusively market for sale the Shell Beach Inn, located in the highly sought-after coastal community of Pismo Beach, California. Situated just one block from the Pacific Ocean in the desirable Shell Beach neighborhood, the property benefits from its walkable location near restaurants, boutique shops, and scenic oceanfront parks. Its proximity to Highway 101 also provides excellent regional access to nearby destinations such as San Luis Obispo, Avila Beach, and Paso Robles wine country.

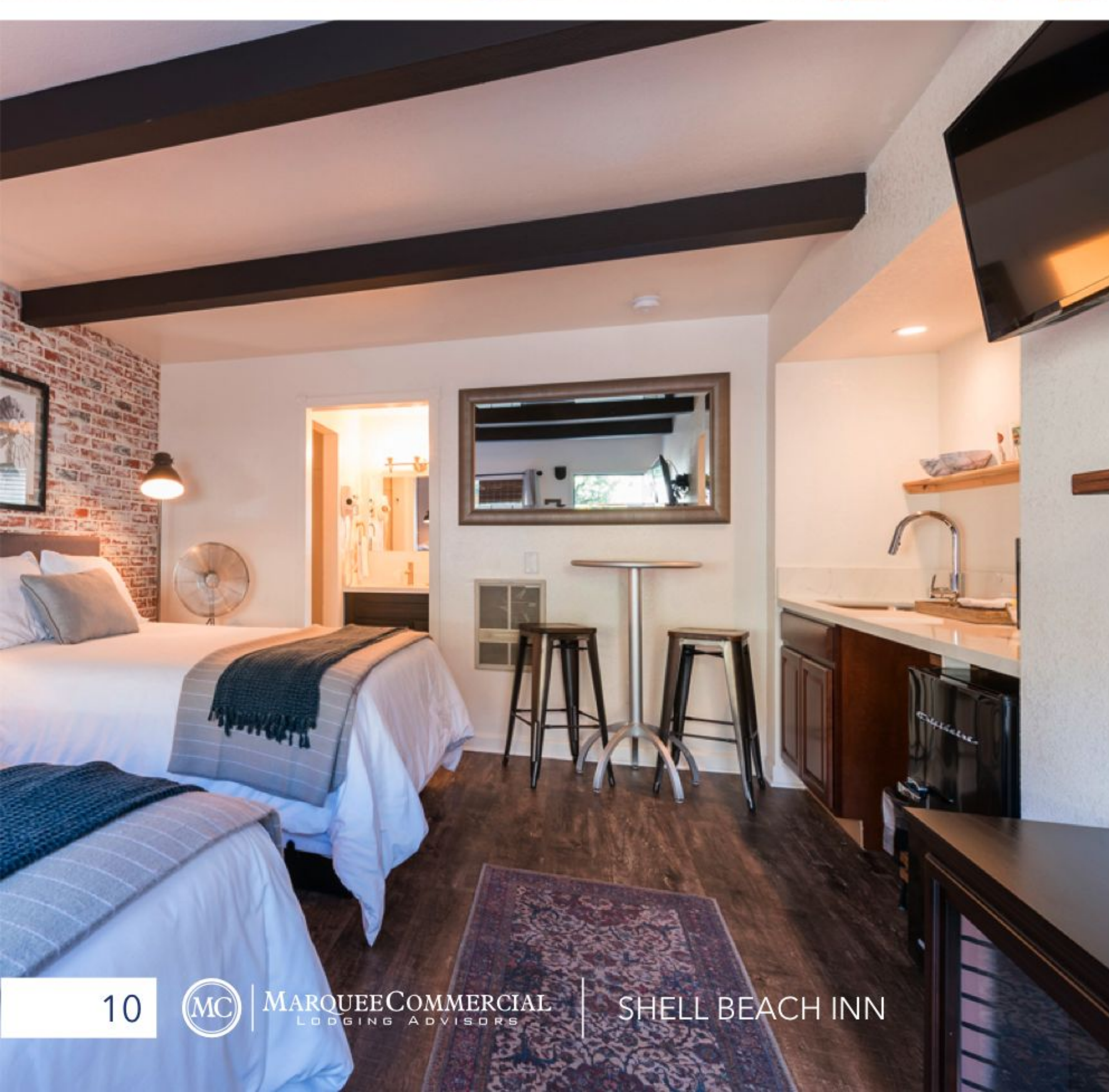
This offering presents a rare opportunity to acquire a well-positioned independent hotel in a high-barrier-to-entry coastal market with strong year-round leisure demand. Pismo Beach's steady tourism economy, driven by beachgoers, wine country visitors, and regional events, supports consistent occupancy and premium room rates. With limited new supply and enduring appeal as a Central Coast destination, the Shell Beach Inn is well-suited for investors seeking long-term value in one of California's most stable and scenic hospitality markets.

# GUEST ROOMS






All ten guest rooms are available with the following amenities:

-  Hi-Speed WiFi
-  Refrigerator
-  Microwave
-  Coffee Maker
-  Cable Television
-  Air Conditioning





# AMENITIES

-  Free Parking
-  100% Smoke Free Hotel
-  Outdoor Pool
-  Daily Housekeeping
-  Free WiFi





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MARKET OVERVIEW

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# MARKET OVERVIEW

Pismo Beach, located in San Luis Obispo County, is one of California’s premier coastal destinations, perfectly positioned along the iconic Highway 1 between San Francisco and Los Angeles. Known for its stunning white sand beaches, breathtaking ocean views, and laid-back atmosphere, Pismo Beach offers visitors a quintessential Central Coast experience. With a population of just over 8,200, the city combines the charm of a small coastal town with the amenities and attractions of a popular tourist destination, drawing both regional and international travelers year-round.

Pismo Beach is celebrated for its Pismo Pier and promenade, a centerpiece for both recreation and events, as well as its historic reputation as the “Clam Capital of the World.” While the official motto is no longer in use, the city continues to honor its heritage with the annual Pismo Beach Clam Festival every October, which draws thousands of visitors. In addition to its renowned beaches, the area has gained acclaim for its proximity to world-class wineries in the Edna Valley and Arroyo Grande regions, enhancing its appeal to wine enthusiasts and culinary travelers.

Outdoor recreation is a major demand driver for the area, offering activities such as surfing, kayaking, fishing, ATV riding on the sand dunes, and even driving directly on the beach at nearby Oceano Dunes. The coastal bluffs and tide pools also provide unique opportunities for hiking, photography, and wildlife viewing. Visitors are equally drawn to Pismo Beach’s charming downtown, with boutique shopping, antique stores, and a thriving food scene showcasing locally sourced seafood and wine. With its blend of natural beauty, recreational opportunities, and vibrant local culture, Pismo Beach remains one of the most desirable hospitality markets along California’s Central Coast.



**COASTAL TOURISM & PISMO PIER** The iconic Pismo Pier and beach promenade serve as the heart of Pismo Beach’s tourism appeal, drawing visitors from across the region and beyond. Tourists come year-round to enjoy the wide sandy beaches, scenic ocean views, and vibrant coastal atmosphere. With family-friendly amenities, local surf culture, pier fishing, and beachfront events, this area remains a primary driver of foot traffic, overnight stays, and repeat visitation.

**OUTDOOR RECREATION** Just south of Pismo Beach, Oceano Dunes State Vehicular Recreation Area is one of the few places in California where visitors can drive directly on the beach. This unique attraction, along with activities like ATV riding, hiking coastal trails, tide pooling, and kayaking, makes the region a magnet for outdoor enthusiasts.

**WINE TOURISM & CULINARY TRAVEL** The nearby Edna Valley and Arroyo Grande wine regions feature over two dozen wineries and tasting rooms, drawing wine lovers from across California and beyond. Combined with Pismo Beach’s vibrant culinary scene—known for farm-to-table dining, fresh seafood, and boutique food purveyors—the area appeals to both casual tourists and destination-focused travelers.

**EVENTS & FESTIVALS** Pismo Beach hosts a robust calendar of annual events, including the Clam Festival, Fourth of July Fireworks Show, Classic Car Show, and California Wine Month celebrations. These events consistently attract large crowds, drive strong weekend occupancy, and create repeat visitation that benefits the local lodging and retail markets.

**PROXIMITY TO REGIONAL ATTRACTIONS** Located along California’s iconic Highway 1, Pismo Beach is a convenient stopover for travelers exploring the Central Coast. Its proximity to San Luis Obispo, Avila Beach, and Paso Robles wine country creates a steady flow of regional traffic. The area is also popular with road-trippers and international visitors touring the California coastline between Los Angeles and San Francisco.





## BUSINESS, ENTERTAINMENT, LEISURE, TRAVEL

Pismo Beach enjoys a prime location along California's scenic Central Coast, offering both natural beauty and strong regional connectivity. Situated just off U.S. Highway 101, the city provides convenient north-south access between Los Angeles and San Francisco, making it a popular stop for road-trippers and regional travelers. The city is also just 15 minutes from San Luis Obispo, a growing hub for business, education, and transportation.

San Luis Obispo County Regional Airport (SBP) offers direct flights to major cities including Los Angeles, San Francisco, Phoenix, and Denver, making Pismo Beach easily accessible for both leisure and business travelers. While there are no passenger rail stations in Pismo Beach itself, Amtrak's Pacific Surfliner and Thruway bus services operate from nearby Grover Beach and San Luis Obispo, providing additional travel options throughout California's coastal corridor.

Though best known for its beaches, Pismo Beach offers more than just sun and surf. Visitors can enjoy everything from golf and biking to art galleries, local farmers markets, and live music. Its proximity to nearby communities like Avila Beach, Arroyo Grande, and Paso Robles enhances the area's appeal, creating opportunities for day trips, wine tasting, and exploration throughout the broader Central Coast region. This combination of accessibility, amenities, and scenic setting makes Pismo Beach a highly desirable destination for a wide range of travelers.





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COMPARABLE SALES

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# COMPARABLE SALES



**HOTEL**  
**ADDRESS** 234 S. Patencio Road  
 Palm Springs, CA 92262  
**YEAR BUILT** 1960  
**GUESTROOMS** 7  
**LOT SIZE** .25 Acres  
**PRICE PER UNIT** \$392,857  
**SALE PRICE** \$2,750,000  
**SOLD DATE** May 2025

**COYOTE INN**



**HOTEL**  
**ADDRESS** 589 S. Grenfall Road  
 Palm Springs, CA 92264  
**YEAR BUILT** 1957  
**GUESTROOMS** 8  
**LOT SIZE** .26 Acres  
**PRICE PER UNIT** \$356,250  
**SALE PRICE** \$2,850,000  
**SOLD DATE** October 2024

**EL NOA NOA**



**HOTEL**  
**ADDRESS** 1819 S. El Camino Real  
 San Clemente, CA 92672  
**YEAR BUILT** 1967  
**GUESTROOMS** 18  
**LOT SIZE** .21 Acres  
**PRICE PER UNIT** \$255,556  
**SALE PRICE** \$4,600,000  
**SOLD DATE** March 2025

**THE SURFBREAK HOTEL**



**HOTEL**  
**ADDRESS** 2436 Baseline Avenue  
 Ballard, CA 93463  
**YEAR BUILT** 1985  
**GUESTROOMS** 15  
**LOT SIZE** .52 Acres  
**PRICE PER UNIT** \$400,000  
**SALE PRICE** \$6,000,000  
**SOLD DATE** May 2024

**THE BALLARD INN**



**HOTEL**  
**ADDRESS** 17101 Pacific Coast Highway  
 Huntington Beach, CA 92649  
**YEAR BUILT** 1972  
**GUESTROOMS** 11  
**LOT SIZE** .19 Acres  
**PRICE PER UNIT** \$290,455  
**SALE PRICE** \$3,200,000  
**SOLD DATE** December 2024

**BESO DEL SOL  
 HUNTINGTON BEACH**



**HOTEL**  
**ADDRESS** 1727 Main Street  
 Napa, CA 94559  
**YEAR BUILT** 1889  
**GUESTROOMS** 10  
**LOT SIZE** .34 Acres  
**PRICE PER UNIT** \$385,000  
**SALE PRICE** \$3,850,000  
**SOLD DATE**

**HENNESSEY HOUSE  
 BED & BREAKFAST**



## CONFIDENTIALITY & CONDITIONS

THIS IS A CONFIDENTIAL OFFERING MEMORANDUM intended for sole limited use in considering whether to pursue negotiations to acquire the Shell Beach Inn (the "Property"), located at 653 Shell Beach Road, Pismo Beach, CA 93449 and is NOT intended to be an offer for the sale of the Property.

This confidential offering memorandum, which contains brief, yet selective, private information as it relates to the business and professional engagements/affairs of the Property, has been prepared by Marquee Commercial, LLC ("MC") at the direction of the Seller. This confidential offering memorandum does not purport to be all-inclusive or to contain all the information that a prospective purchaser or investor may desire and request. Neither the Seller nor MC nor any of their officers, employees or agents make any representation or warranty, expressed or implied, as to the accuracy or completeness of this confidential offering memorandum or any of its contents, and no legal liability is assumed or shall be implied with respect thereto.

By acknowledgment of your receipt of this confidential offering memorandum, you agree that the memorandum and its contents are strictly confidential, that you will hold and treat it in the strictest of confidential, that

you will not, directly or indirectly, disclose or permit anyone else to disclose this memorandum or its contents to any other person, firm, or entity without prior written authorization of Seller and MC, and that you will not use or permit to be used this memorandum or its contents in any fashion or manner detrimental to the interest of the Seller. Photocopying or any other duplication is strictly prohibited.

THE SELLER EXPRESSLY RESERVES THE RIGHT, AT ITS SOLE DISCRETION, TO REJECT ANY OR ALL PROPOSALS OR EXPRESSIONS OF INTEREST IN THE PROPERTY AND TO TERMINATE DISCUSSIONS WITH ANY PARTY AT ANY TIME WITH OR WITHOUT NOTICE.

If you decide you do not wish to engage in negotiations and pursue a purchase of the property, or if in the future you discontinue such negotiations, you agree to return this confidential offering memorandum to MC or destroy in its entirety.

### AGENCY

MC is an agent of the Seller and shall be compensated by the Seller for services rendered upon completion of a successful closing.

## SALES

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PISMO BEACH, CALIFORNIA

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Frisco, TX 75035