



SPRINGHILL SUITES

ATLANTA ALPHARETTA / ROSWELL

OFFERING MEMORANDUM

ASKING PRICE **\$14,250,000**

90 ROOMS | \$158,333 PER KEY

1360 OLD ROSWELL ROAD | ROSWELL, GA 30076



| Y.I. Broker | 770-845-0028 | young@yibroker.com | www.yibroker.com

EXECUTIVE SUMMARY

Y.I. Broker is pleased to present the opportunity to acquire the 90-room SpringHill Suites Atlanta Alpharetta / Roswell. The Marriott-branded, all-suite hotel generated approximately \$2.72 million in 2025 total revenue and \$1.35 million in Gross Operating Profit. An illustrative NOI of approximately \$904,759 equates to a 6.35% yield at the \$14.25 million asking price. Adding back the reported management fee produces an adjusted NOI of approximately \$993,289 and an adjusted yield of 6.97% for investor reference.

\$14.25M ASKING PRICE	90 ROOMS	\$158,333 PRICE / KEY	\$2.72M 2025 REVENUE
\$904.8K ILLUSTRATIVE NOI	6.35% INDICATED YIELD	\$993.3K ADJUSTED NOI	6.97% ADJ. YIELD



INVESTMENT HIGHLIGHTS

STRATEGIC LOCATION

Roswell and North Fulton provide access to Alpharetta employment, retail, entertainment and residential demand.

COMPELLING BASIS

\$14.25 million asking price equates to approximately \$158,333 per key.

OPERATING PERFORMANCE

Approximately \$2.72 million in 2025 revenue and a 49.7% Gross Operating Profit margin.

DIVERSIFIED DEMAND

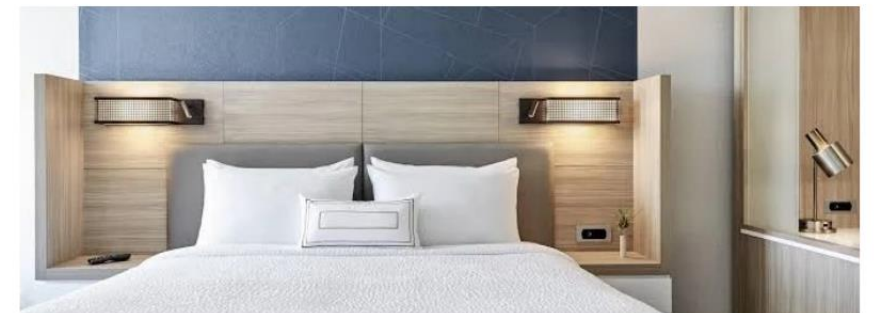
Leisure transient, corporate transient and group corporate room demand.

VALUE CREATION

Potential upside in occupancy recovery, pricing, channel mix and operating efficiencies.

GUEST AMENITIES

All-suite rooms, hot breakfast, indoor pool, fitness center, meeting space and guest laundry.



FINANCIAL & OPERATING SNAPSHOT

2025 YEAR-END FINANCIAL SUMMARY

Room Revenue	\$2,615,139
Total Revenue	\$2,724,543
Operating Department Expenses	\$809,281
Gross Operating Profit	\$1,353,762
Franchise-Related Costs	\$213,142
Management Fee	\$88,529
Property Taxes	\$105,789
Owner Expense + Corp. Overhead	\$41,542
Illustrative NOI	\$904,759

INVESTMENT & VALUATION METRICS

\$14,250,000 ASKING PRICE	\$158,333 PRICE / KEY	49.69% GOP MARGIN
33.21% NOI MARGIN	6.35% INDICATED YIELD	15.8x PRICE / NOI

ADJUSTED NOI ANALYSIS

Illustrative NOI	\$904,759
Add Back: Management Fee	\$88,529
Adjusted NOI	\$993,289

6.97% ADJUSTED YIELD **14.3x** PRICE / ADJ. NOI



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2025 & 2026 YTD OPERATING PERFORMANCE

65.5%

2025 OCCUPANCY

\$121.49

2025 ADR

\$79.61

2025 REVPAR

49.7%

2025 GOP MARGIN

OPERATING TREND

Metric	2025 Full Year	2026 YTD	Trend
Occupancy	65.53%	64.69%	Recovery Opportunity
ADR	\$121.49	\$123.52	Rate Holding
RevPAR	\$79.61	\$79.91	Stable
GOP Margin	49.69%	52.49%	Improved

INVESTMENT TAKEAWAY

The hotel maintained a stable rate profile through the first half of 2026 while occupancy remained below the full-year 2025 level. The combination suggests that focused sales, distribution and revenue-management initiatives may support occupancy recovery without sacrificing rate.

OCCUPANCY RECOVERY + RATE DISCIPLINE

A focused value-creation story for an experienced hotel operator.

Source: Property operating statements. Performance should be independently verified during due diligence.



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PROPERTY EXPERIENCE



LOCATION & MARKET POSITIONING



NORTH FULTON INVESTMENT STORY

Located in Roswell at the edge of Alpharetta, the property is positioned in one of metro Atlanta's established suburban business and residential corridors. The surrounding area includes corporate offices, retail, dining, entertainment and recreation, with access to Ameris Bank Amphitheatre, Avalon, Downtown Roswell and regional employment centers.

The offering is positioned for investors seeking a Marriott-branded, all-suite hospitality asset with demonstrated operating history and identifiable occupancy upside. Purchasers should conduct independent market, franchise and competitive-set analysis.

CONFIDENTIALITY & DISCLAIMER

This presentation is for informational purposes only. Information has been obtained from sources believed reliable but has not been independently audited by Y.I. Broker. Prospective purchasers are responsible for independent investigation and due diligence. The owner reserves the right to modify or withdraw the offering without notice.