

Sheraton Suites Cypress Creek by Marriott

555 NW 162nd Street, Fort Lauderdale, FL, 33309

THE *Keyes* CO.



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Executive Summary



Sheraton Suites Fort Lauderdale at Cypress Creek

555 NW 162nd Street, Fort Lauderdale, FL, 33309

Offered at \$54,000,000

The Sheraton Suites Fort Lauderdale at Cypress Creek represents a compelling opportunity to acquire a recently renovated, full-service, Marriott-branded hotel positioned within one of South Florida's most active business and transportation corridors. The Property consists of 258 all-suite guestrooms across eight floors and has benefited from approximately \$10 million in capital improvements over the past three years, including a complete renovation of all guestrooms to current Sheraton Suites Marriott brand standards. With the renovation cycle largely complete, the asset is now transitioning into a stabilization and growth phase, offering ownership the ability to capitalize on increasing demand from corporate, meeting groups, special events, Fort Lauderdale Executive Airport and Cruise Port travelers, and visitors throughout Greater Fort Lauderdale. Remaining capital focus is concentrated on enhancing the ground-floor lobby and atrium experience, further strengthening the Hotel's arrival impression, meeting and event positioning, and food-and-beverage performance.

The Property's all-suite layout provides a clear competitive advantage in the market, offering separate living and sleeping areas, sofa sleepers, and kitchenette amenities that appeal to both transient and extended-stay guests. On-site amenities include a full-service restaurant and lounge, fitness center, business center, outdoor pool, guest laundry, and flexible meeting space, creating multiple ancillary revenue streams beyond rooms. These include F&B Revenue from restaurant, bar, catering, banquet, meeting room rental, audiovisual, and group dining revenue, all supported by strong corporate and group demand from the Cypress Creek corridor.

A key differentiator is the Property's approximately 14,477 square feet of flexible meeting and event space, including meeting rooms, a boardroom, divisible breakout areas, and a central atrium suitable for corporate events, trainings, social functions, and group gatherings. The food and beverage program includes a 150-seat restaurant, lounge and bar, full liquor license, and catering capacity for up to 500 guests, creating a strong platform for banquet and event-driven revenue. These facilities support meaningful upside through increased group utilization, corporate events, and expanded catering operations.

Given its 258-suite configuration across eight floors, the Hotel is positioned to combine traditional full-service hotel operations with extended-stay or apartment-style accommodations. Subject to Marriott approval and satisfaction of applicable brand standards, a portion of the suites would be repositioned under Apartments by Marriott Bonvoy while maintaining the Sheraton Suites flag, creating a complementary dual-brand offering within a single building. A strategy of this type would allow ownership to diversify revenue streams by capturing both transient and extended-stay demand while improving operational flexibility and leveraging Marriott's global reservation system and Bonvoy loyalty platform. Guests benefit from apartment-style accommodations with full-service hotel amenities, including dining, meeting facilities, housekeeping, and the convenience and security (guest safety) of a professionally managed hotel environment, while still earning Marriott Bonvoy points.

Combined with recent capital improvements, Marriott affiliation, strong meeting and event facilities, meaningful food and beverage potential, and a strategic Fort Lauderdale location, the Sheraton Suites Fort Lauderdale at Cypress Creek represents a compelling investment opportunity with multiple pathways for revenue growth and long-term value creation.

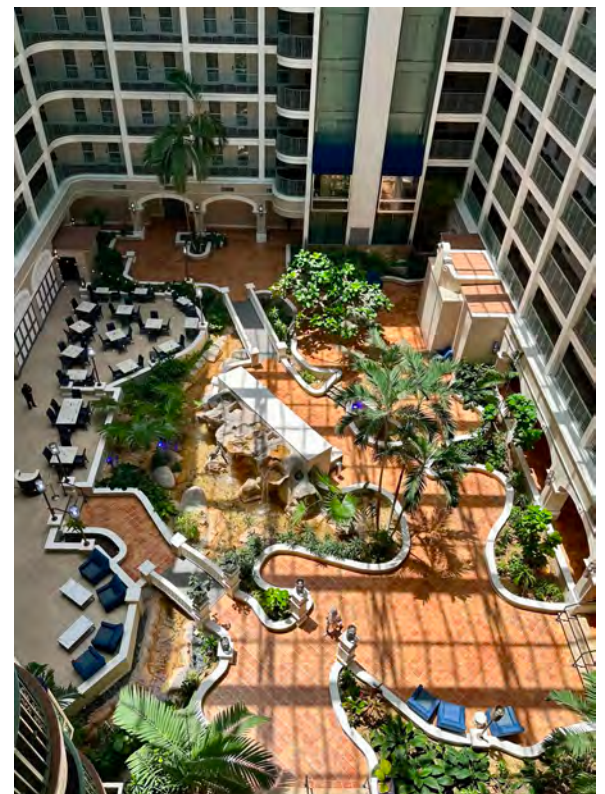
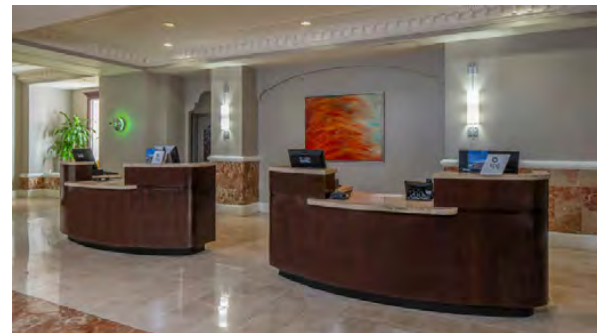
Property Information

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Property Overview

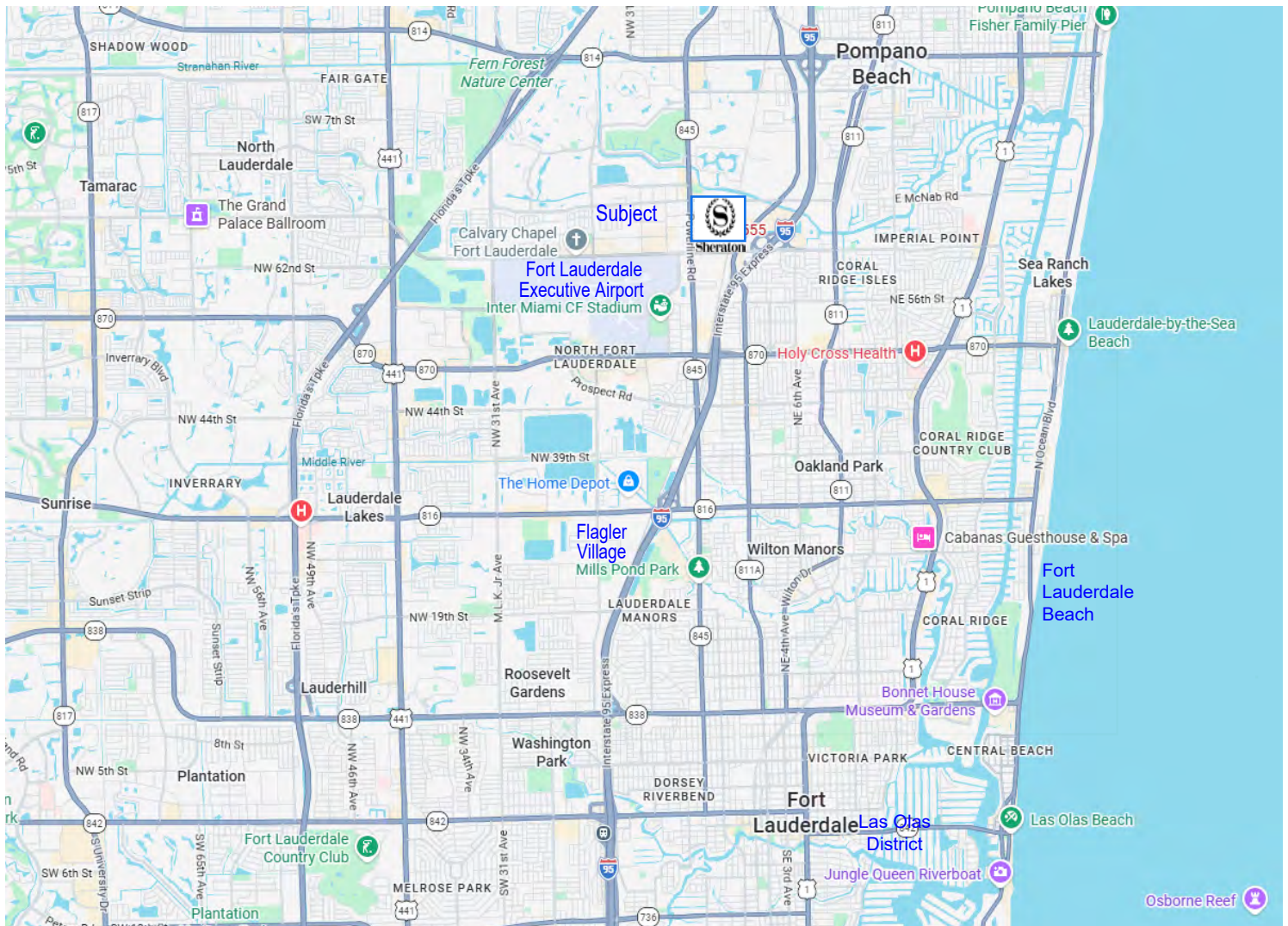
- Offering Price \$54,000,000
- Price per Key \$209,302
- Price per Building SF \$203.90
- Guest Rooms 258 All-Suite Guest Rooms:
 - 122 Doubles & 136 Kings
- Building Area 264,831 SF
- Site Area 4.8335 Acres
- Brand Sheraton Suites by Marriott
- Renovation Investment Approximately \$10 Million Completed
- Remaining PIP Primarily Atrium & Lobby Enhancements
- Zoning CC – Commercial Corridor
- Restaurant Seating 150 Seats
- Bar Seating 10-15 Seats (Expandable During Events)
- Liquor License Full Liquor License
- Catering License 500 Seats
- Kitchen Facilities Full Commercial & Catering Kitchen
- Meeting Facilities Approximately 14,477 SF
 - Three Breakout Rooms, Executive Boardroom
- Event Space Ballroom, Salons, Atrium Reception Area Private
- Outdoor Pool Venue Events & Social Functions
- Property Development Over 5 Acres positioned for Facility Expansion
- Dual-Brand Potential Sheraton Suites + Apartments by Marriott Bonvoy (Subject to Marriott approval)



Location

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This information has been secured from sources we believe to be reliable, but we make no representations nor warranties, express nor implied as to the accuracy of the information. References to square footage or acreage are approximate. Buyer must verify the information and bears all risks for any inaccuracies.

Hotel Highlights

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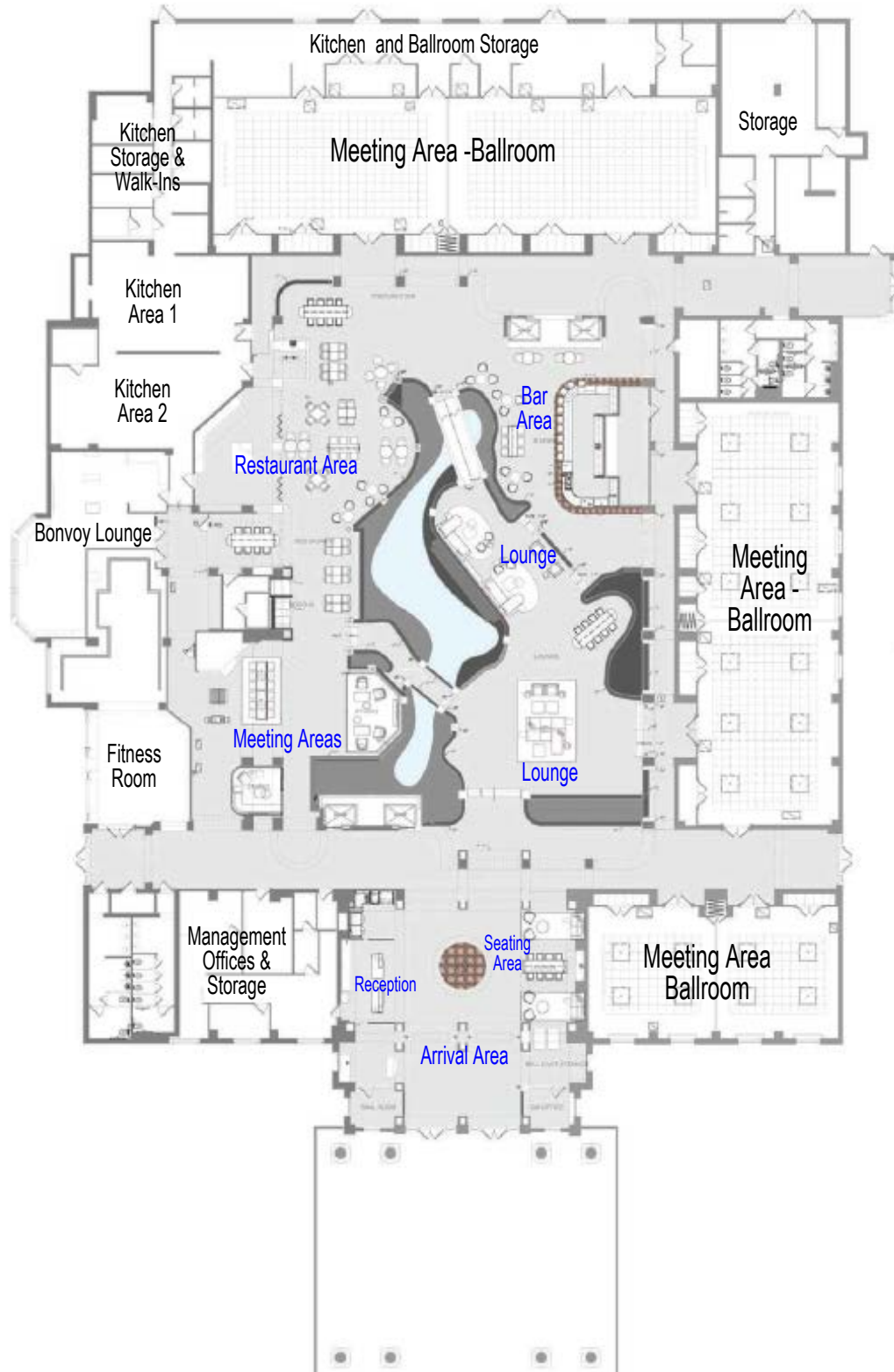
- 258 newly remodeled hotel Suites
 - Marriott New Suites Room Standards
 - Three Year Renovation
 - Complete Bathroom Renovation
 - Textured Walls
 - New Room Amenities
 - Sofa Sleeper
- Operating with All Rooms In-Service 1Q2026
- F&B Operations Growth Plan
- Increasing Banquet and Meeting Room Revenue
- Fabulous Eight Story Atrium
- Ground Floor Common Area - F&B
- 150 Seat Restaurant
- Bar / Lounge with full Liquor License
- 218 on-site surface Parking Spaces
- Banquet Facilities
- Catering Class Full Kitchen
- Grab and Go Station
- Guest Services and Concierge
- Marriott Bonvoy Members Club Room
 - Amenities
 - Office Center
 - Complimentary Beverage and Snacks
 - Happy Hour Treats
- Full Service Fitness Center
 - Free weights
 - Cardio Machines
 - Benches & Adjustable pulley
 - TV
 - Water fountain
- Four Guest Elevators
- In-House Laundry Facility
- Business Center (Printer, Copier, Scanner)
- Cruise Port Shuttle

Atrium Guest Experience Area

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The hotel has finalized the design for its lobby and atrium renovation, incorporating current Marriott brand standards throughout the lounge, restaurant and bar areas. The updated design also introduces new gathering and meeting spaces to accommodate more private discussions, informal meetings, and collaborative work teams. The ground floor plan below highlights the planned renovations and enhancements, designed by the Marriott team to create a more modern, functional, and exceptional guest experience. Renderings provided as follows.



Existing Entry & Lobby Area

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Arrival Reception & Seating Area

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Existing Atrium Area

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Atrium Lounge Areas

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Atrium Restaurant Area

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Atrium Bar Area

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Atrium Gathering Areas

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Atrium Gathering Areas

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Marriott Bonvoy Members Lounge

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Pool & Garden Area

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Suites

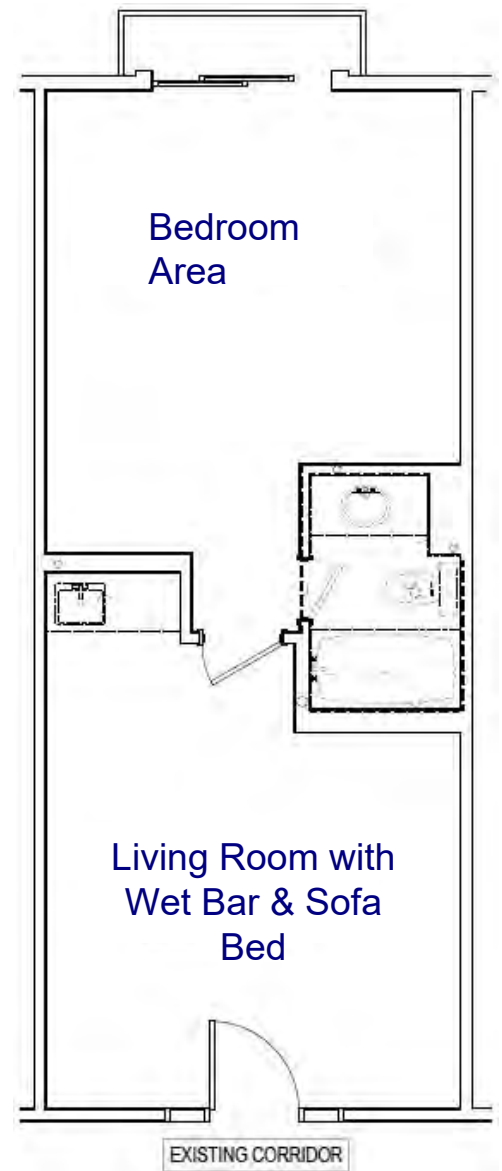
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258 Suites - Amenities

- Wet Bar
- Tea/Coffee maker
- Microwave
- Free Wi-Fi
- Flat-screen "TV
- Alarm clock
- Iron
- Telephone
- Hair Dryer
- Cable channels
- Air conditioning
- Laptop safe desk
- Sofa Bed

All 258 Rooms have been completely renovated to the Sheraton Suites to new Marriott Room Design and Specifications



Double Queen Suites

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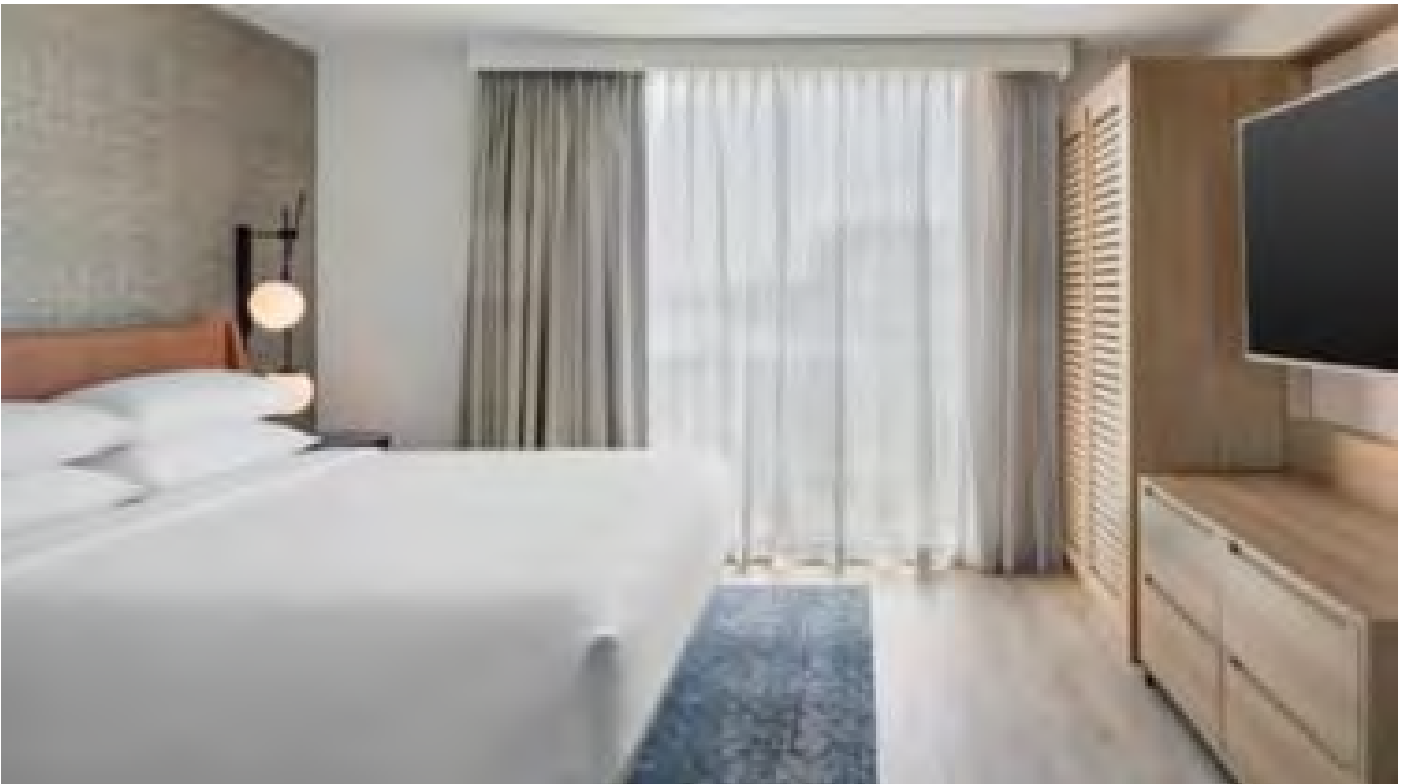
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King Suites

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Living Room & Wet Bar

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Greater Fort Lauderdale Area Events affecting ADR

555 NW 162nd Street, Fort Lauderdale, FL, 33309



Annual Major Events Calendar

To project stabilized operations, the following ADR guide aligns the Sheraton Suites Fort Lauderdale at Cypress Creek with the Greater Fort Lauderdale event calendar and prevailing market demand drivers. The analysis translates major regional events into hotel-specific rate ranges that are considered achievable for the Property given its strategic location near I-95, Fort Lauderdale Executive Airport, and one of Broward County's largest office park concentrations. As a business-oriented hotel, the Property is expected to benefit primarily from demand spillover generated by major events occurring throughout Greater Fort Lauderdale and Miami-Dade County, serving as a cost-conscious lodging alternative for event attendees, exhibitors, support staff, corporate travelers, and group participants seeking convenient access to the region.

For clarity, each projected rate range is presented in two formats: (i) an estimated ADR target during the event period and (ii) the corresponding percentage uplift above the month's conservative baseline ADR. This dual-perspective approach provides a practical framework for revenue forecasting and budgeting while illustrating how event-driven compression can enhance pricing power beyond normal operating conditions. As the Hotel completes its stabilization phase and expands its penetration of group, meeting, and event-related demand, these assumptions demonstrate a realistic path toward sustained ADR growth and improved overall operating performance.

Key: Baseline ADR by Month (Conservative Scenario)

➤ Jan	\$158	➤ Jul	\$145
➤ Feb	\$182	➤ Aug	\$135
➤ Mar	\$179	➤ Sep	\$120
➤ Apr	\$150	➤ Oct	\$125
➤ May	\$135	➤ Nov	\$135
➤ Jun	\$140	➤ Dec	\$185



Cruise Season (Q1: Jan–Mar; strongest Thu–Sun)

- Target ADR: \$200–\$250 weekends; \$185–\$210 weekdays.
- Uplift vs baseline: Jan +27% to +58%; Feb +2% to +37%; Mar +3% to +40%. Note: Focus premiums Thu–Sun

Fort Lauderdale A1A Marathon (Feb 16–18, 2026)

- Target ADR: \$205–\$245.
- Uplift vs Feb baseline (\$182): +13% to +35%.
- Nights: Sat–Mon; Sunday typically the peak.



Spring Break Waves (Mar 1–24, 2026; three peak Thu–Sun sets)

- Target ADR: Weekends \$205–\$245; Weekdays \$190–\$210.
- Uplift vs Mar baseline:
 - +6% to +37% (weekends),
 - +6% to +17% (weekdays).

Las Olas Art Fair (Winter: Jan 6–7; Spring: Mar 2–3)

- Target ADR: \$170–\$200 (Jan); \$195–\$215 (Mar).
- Uplift: Jan +8% to +27% vs \$158; Mar +9% to +20% vs \$179



Fort Lauderdale Food & Wine Festival (Jan 21–26)

- Target ADR: Weekends \$185–\$215; Weekdays \$165–\$185.
- Uplift vs Jan baseline: +4% to +36% (weekends), +4% to +17% (weekdays).

Greater Fort Lauderdale Area Events affecting ADR



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2026 Major Event Calendar + ADR Uplift Ranges

Fort Lauderdale Air Show / Air Dot Show (May 4–5)

- Target ADR: \$165–\$205.
- Uplift vs Jun baseline (\$140): +18% to +46%.



Tortuga Music Festival (Apr 17–19)

- Target ADR: \$190–\$260.
- Uplift vs Apr baseline (\$150): +27% to +73%.

Lauderdale by the Sea Fourth of July (Jul 3–5)

- Target ADR: \$175–\$215.
- Uplift vs Jul baseline (\$145): +21% to +48%.



Fort Lauderdale International Boat Show (Oct 28–Nov 1)

- Target ADR: Thu–Sat \$220–\$320; Wed/Sun \$170–\$220.
- Uplift vs Oct baseline (\$125): +36% to +156% (Thu–Sat); vs Nov baseline (\$135): +26% to +63% (Wed/Sun).

Riptide Music Festival (Nov 6–8)

- Target ADR: \$165–\$210.
- Uplift vs Nov baseline (\$135): +22% to +56%.

Winterfest Boat Parade (Dec 12; include Fri/Sat)

- Target ADR: Fri \$200–\$240; Sat \$230–\$300.
- Uplift vs Dec baseline (\$185): +8% to +62% (Sat highest).



Additional local peaks to watch (apply shorter booking-window premiums)

- Concert weekends (Hard Rock/arena/beach)
Uplift +15% to +35% vs month baseline.
- Holiday weekends (MLK, Presidents', Memorial Day, Labor Day)
Uplift +10% to +30% vs month baseline.
- Insurance/CAT response surges (storm season)
Case-by-case; protect last-room availability and yield to demand.



Greater Fort Lauderdale Area Events affecting ADR

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2026 Forecast Rate & Occupancy Table

The table that follows summarizes projected ADR and occupancy uplifts tied to Fort Lauderdale's event calendar, calibrated specifically to Sheraton Suites Cypress Creek. The model is intentionally conservative and reflects the hotel's I-95/Executive Airport, office-park positioning, where compression typically arrives as overflow from the beach and downtown cores. ADR and occupancy inputs, along with modest F&B contribution, roll up to realistic pro-forma totals for this asset at this location, offering a grounded view of performance during stabilization. This baseline should be viewed as the floor, not the ceiling.

Executing the property's F&B strategy across the breakfast, bar/lounge, market, and banquet venues; activating meeting and event spaces with packaged, small-group demand; and advancing the dual-branding initiative can lift capture, length of stay, and RevPOR. With those initiatives in market, the revenue estimates presented here have a credible path to improve by 20% or more as the hotel moves from stabilization toward sustained parity and then out perform within the submarket. Note: these projections assume the configuration of 258 Guest Suites.

Month	Days	Rooms Available	Weekday ADR	Weekend ADR	Blended ADR	Occupancy %	RevPAR	Rooms Revenue	F&B Revenue	Total Revenue	Events / Demand Drivers
January	31	7,998	\$165	\$185	\$172	70%	\$120	\$960,000	\$160,000	\$1,120,000	Cruise season; Fort Lauderdale Food & Wine; Las Olas Art Fair (winter)
February	28	7,224	\$175	\$195	\$181	73%	\$132	\$953,000	\$175,000	\$1,128,000	Cruise season peak; A1A Marathon
March	31	7,998	\$185	\$215	\$193	74%	\$143	\$1,144,000	\$210,000	\$1,354,000	Spring Break waves; Las Olas Art Fair (spring)
April	30	7,740	\$165	\$195	\$173	72%	\$125	\$965,000	\$175,000	\$1,140,000	Shoulder; Tortuga Music Festival (select weekends)
May	31	7,998	\$150	\$180	\$158	66%	\$104	\$830,000	\$150,000	\$980,000	Fort Lauderdale Air Show; otherwise soft
June	30	7,740	\$165	\$205	\$176	70%	\$123	\$913,000	\$160,000	\$1,073,000	World Dive Cup (June); World Cup spillover (July - modest)
July	31	7,998	\$160	\$200	\$172	68%	\$117	\$942,000	\$155,000	\$1,097,000	July 4th Parade/Lauderdale-by-the-Sea; summer leisure
August	31	7,998	\$145	\$170	\$152	64%	\$97	\$777,000	\$135,000	\$912,000	Late-summer value; occasional concert/compression
September	30	7,740	\$140	\$165	\$149	62%	\$92	\$711,000	\$130,000	\$841,000	Lowest demand; possible insurance/CAT response
October	31	7,998	\$160	\$190	\$168	68%	\$114	\$912,000	\$165,000	\$1,077,000	FLIBS build-in; fall meetings
November	30	7,740	\$180	\$240	\$198	74%	\$147	\$1,135,000	\$185,000	\$1,320,000	Fort Lauderdale International Boat Show (core); Riptide; Thanksgiving
December	31	7,998	\$170	\$210	\$182	70%	\$127	\$1,016,000	\$190,000	\$1,206,000	Winterfest Boat Parade; holiday/cruise ramp

Data is based on Survey of Local Hotel Rates & Occupancy from OTAs, Demand Trending, and AI Modeling

Annual Roll-Up	
Rooms Available (annual):	93270
Average Occupancy:	70%
Average Blended ADR:	\$172
Average RevPAR:	\$119
Total Rooms Revenue:	\$10,258,000
Total F&B Revenue:	\$1,890,000
Total Hotel Revenue:	\$12,148,000

Food & Beverage Operations



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Strategic Importance

Located within the Cypress Creek corporate corridor and containing 258 all-suite guestrooms, the hotel's meeting facilities provide an important competitive advantage versus limited-service hotels in the market. The combination of flexible meeting space, full-service catering capabilities, atrium gathering areas, and suite accommodations allows the property to attract corporate meetings, training programs, association events, weddings, and social functions that generate high-margin ancillary revenue beyond guestrooms.

The Sheraton Suites offers an opportunity to capitalize on the property's fully equipped commercial kitchen, comprehensive liquor and catering licenses, and 500-seat banquet capacity create a platform to scale profitable F&B that supports core lodging demand and the Apartments cohort (detailed in Apartments by Marriott Bonvoy section). By extending operating hours, activating high-margin beverage and banquet business, and aligning production across outlets, the property can materially lift RevPOR and GOP flow-through while enhancing the guest experience and competitive positioning in the Fort Lauderdale market.

Licensing and Infrastructure

- **Licenses:** Restaurant License for 150 seats; Full Liquor License; Catering Service License for up to 500 seats.
- **Back-of-house:** Full commercial kitchen with multiple stations, dedicated prep, walk-in refrigerators and freezers, and banquet production capacity; two code-compliant grease traps supporting full-service restaurant operations.
- **Front-of-house:** Existing breakfast area, great room, and bar/lounge adaptable for all-day service and event activations; meeting and ballroom spaces licensed to accommodate 500-seat catered functions.



Food & Beverage Operations

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Current State and Immediate Enhancements

Today's offering includes a warm breakfast and lunch service; there is no dinner service currently in operation. Also, F&B is provided for the current banquet and meeting rooms service.

Near-term actions

- Extend operating hours to cover a limited, high-quality dinner period optimized for labor (condensed menu, shared mise en place with banquets). Moreover, capitalize in-room dining catering to the cost conscious traveler and executive short term rentals.
- Activate the bar as an evening anchor with a focused cocktail list, local craft beers, and profitable small plates.
- Introduce an elevated grab-and-go market (coffee program, fresh salads/bowls, heat-and-serve entrees) to capture guest demand and , and potentially the short-term customer segment.



Hotel Baseline F&B Operations



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Current State and Immediate Enhancements

Concept Framework by Venue

As part of the F&B strategic growth plan, the following elements highlight segmentation by the existing hotel venues for F&B Revenue growth categories.

- **Atrium Restaurant (all-day cafe to bistro):** Breakfast buffet and à la carte; lunch with salads, bowls, and handhelds; dinner bistro menu featuring shareables and a rotating “chef’s board” that leverages banquet prep.
- **Lobby Bar & Lounge:** Full bar with signature cocktails and wine-by-the-glass program; light bites and bar-forward small plates. Programming to include happy hour for local capture and pre/post-function service synchronized with events.
- **Poolside Bar (seasonal/perennial, weather-permitting):** Frozen and tropical cocktails, canned/wine seltzers, and a concise snack menu; efficient service model with batch prep and minimal back-of-house footprint.
- **Banquets & Catering:** Scalable banquet kitchen production for weddings, corporate meetings, association events, and social gatherings up to 500 seats. Standardized menu tiers (classic, premium, bespoke) to streamline inventory and forecasting, with upsell stations (carving, raw bar, dessert displays).
- **Meetings Integration:** Coordinated F&B packages with meeting rooms—AM/PM breaks, working lunches, reception packages—priced to drive attach rate and room block conversion.



Current Restaurant and Bar Area



Events, Meetings, and Social Area
(with F & B)

Food & Beverage Revenue Model



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The following Food & Beverage Revenue Model reflects the hotel's existing restaurant, bar, banquet, and meeting facilities and represents a conservative estimate of stabilized operating performance based on the property's current market positioning and traditional hotel operations.

These projections exclude the incremental revenue opportunities generated by the proposed Meetings & Events strategy, including increased meeting room utilization, corporate events, training programs, social functions, and expanded catering operations. Accordingly, the model should be viewed as a baseline scenario with meaningful upside potential as these initiatives are implemented.

A. Banquet / Meeting Revenue (Core Driver)

- Realistic Utilization Assumptions (Post-Renovation Ramp)
- Year 1 stabilization: 35–50% utilization of available event days
- Avg events per week: 3–5 events
- Avg attendance: 60–140 ppl
- Avg check (corporate + social blended): \$55–\$85 per person

Annualized Banquet Revenue

Scenario	Calculation	Revenue
Low	3 events/week × 80 ppl × \$60 × 35 weeks	~\$504K
Base	4 events/week × 100 ppl × \$70 × 35 weeks	~\$980K
High	5 events/week × 120 ppl × \$80 × 35 weeks	~\$1.68M

Stabilized Banquet Revenue Range: \$740K – \$1.4M

B. Restaurant Revenue (Seat-Constrained).

- Assumptions:
- Estimated seating: 90–120 seats
- Capture rate: 20–25% of occupied rooms
- Covers/day: ~112–160
- Avg check: Breakfast: \$18–22, Dinner: \$28–38. Blended: ~\$26

Annual Restaurant Revenue

Scenario	Range
Low	~\$640K
Base	~\$840K
High	~\$1.3M

C. Bar / Misc / Small Catering

- Limited bar program
- Minimal outside catering draw

Annual Bar Revenue: \$250K – \$450K

Estimated Total F&B Revenue after stabilization: \$1,630,000 - \$3,150,000 Annually

Food & Beverage Value Enhancement



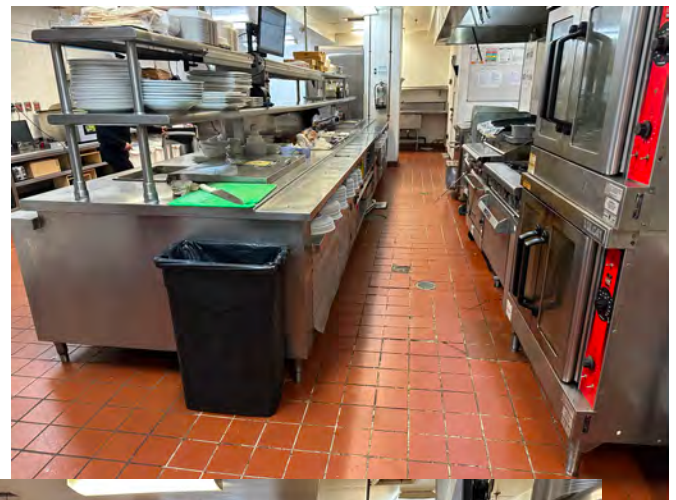
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The Property is implementing a strategic initiative to expand Food & Beverage ("F&B") revenue by enhancing services for hotel guests while increasing utilization of its meeting and banquet facilities for corporate events, social functions, and outside catering. The existing commercial kitchen provides a significant opportunity to support multiple revenue streams beyond traditional hotel restaurant operations.

A compelling opportunity is to lease the kitchen to a third-party restaurant operator or ghost kitchen under a long-term lease and service agreement. The operator would provide food service to hotel guests while utilizing the facility for outside catering, airline catering, office park accounts, delivery platforms, and other high-volume food production. This structure transfers the staffing, operating complexity, and expense associated with F&B operations to an experienced operator while providing Hotel ownership with predictable lease income. Importantly, the arrangement activates an underutilized food-service asset while allowing the Hotel to retain control of and revenue from bar and liquor sales throughout the property.

The commercial kitchen is particularly well suited to this strategy. It is fully equipped with multiple walk-in freezers and refrigeration units, extensive preparation stations, dry storage, commercial cooking equipment, and a comprehensive inventory of smallwares, dinnerware, flatware, and dining furniture. This turnkey infrastructure allows a new operator to commence operations with minimal additional capital investment.

The increasing use of third-party and ghost-kitchen models within full-service hotels reflects the industry's shift toward more efficient, outsourced food-production strategies. For Sheraton Suites Cypress Creek, this model creates a mutually beneficial opportunity to enhance guest dining, support meeting and banquet operations, expand catering and other F&B revenue streams, and materially reduce the Hotel's direct exposure to F&B staffing and operating expenses.



Meeting & Event Facilities



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The Sheraton Suites at Cypress Creek offers approximately 14,500 square feet of flexible meeting and event space, including a ballroom, executive meeting rooms, breakout salons, atrium reception areas, and outdoor event venues. The conference facilities support a diversified revenue stream consisting of meeting room rentals, banquet food and beverage sales, audio-visual services, event fees, and associated group guestroom revenue. The hotel's location within the Cypress Creek corporate district, combined with its all-suite accommodation offering, positions the property to capture corporate meetings, training programs, association events, weddings, and social functions. As a result, the meetings and events operation serves as a significant contributor to overall hotel profitability through both direct banquet revenues and indirect guestroom demand generated by group business.

Meeting Space Inventory

- Grand Cypress Ballroom – 3,565 SF
- Grand Salon – 3,143 SF
- Executive Boardroom – 1,724 SF
- Multiple divisible three breakout rooms
 - 125 Person Capacity
 - 215 Person Capacity
 - 218 Person Capacity
- Atrium reception space
- Outdoor pool event venue
- Three dedicated meeting rooms and breakout areas



The following event categories are highly compatible with the Sheraton Suites Fort Lauderdale at Cypress Creek's existing meeting facilities, ballroom space, and 500-seat catering license. These event types offer significant opportunities to increase room occupancy, banquet revenue, food and beverage sales, and ancillary hotel services while leveraging the property's existing infrastructure and operational capabilities.

Corporate and professional

- Board meetings and executive retreats
- Sales kickoffs and product launches
- Trade shows and tabletop exhibits
- Investor roadshows and analyst briefings
- Industry association meetings

Government, Military, and Civic

- Government agency summits and briefings
- Military pre-deployment briefings and family days
- Veteran job fairs and benefits clinics

Healthcare and Life Sciences

- Pharma advisory boards and investigator meetings
- Medical residency orientations
- Insurance catastrophe response hubs (storm season)

Technology and Media

- Film/TV production HQs and dailies review rooms
- Esports tournaments and gaming LANs
- Podcast recordings and media press rooms

Travel, Maritime, and Aviation (FTL specific)

- Cruise line crew orientations and trainings
- Maritime compliance seminars
- Airline crew briefings and recurrent training
- Travel agent showcases and destination trainings

Social and Cultural

- Weddings, Baby Showers, Reveal Parties
- Quinceañeras, bar/bat mitzvahs, sweet 16s
- Anniversary and milestone celebrations
- Cultural festivals, holiday galas, and themed balls

Nonprofit and Community

- Charity auctions and donor appreciation nights
- Board retreats and strategic planning sessions
- Faith-based conferences and fellowship banquets
- Community college/job corps graduations

Business services and commerce

- Job fairs and recruiting days
- Franchise discovery days
- Buyer-supplier matchmaking events

Seasonal and On-site Activations

- Poolside receptions and sunset cocktail hours
- Holiday brunches and Mother's/Father's Day events
- New Year's Eve gala with room packages

Packaging notes

- Pair room blocks with banquet minimums and AV bundles.
- Create tiered catering menus (classic/premium/bespoke) and themed breaks for cruise/aviation/healthcare segments
- Offer hybrid event packages with dedicated bandwidth, studio lighting, and recording options.

Meeting & Catering Revenue Opportunity



555 NW 162nd Street, Fort Lauderdale, FL, 33309

The Sheraton Suites Cypress Creek possesses a collection of meeting and banquet facilities, including the Grand Cypress Ballroom, Grand Salon, Executive Boardroom, multiple breakout rooms, atrium reception space, outdoor event venue, and a 500-seat catering license. The property is well positioned to capture local corporate meetings, training programs, social events, healthcare seminars, government workshops, and community gatherings.

The following revenue model assumes a stabilization period and modest market penetration utilizing existing facilities with limited capital improvements. The projected increase in guest revenue is primarily attributable to leveraging property's meeting rooms, banquet and catering capabilities, and expanded utilization of ancillary hotel services. This projection serves as an optimized (pro-forma) operation with the existing all-suites room configuration.



Revenue Category	Annual Revenue
Restaurant	\$900,000
Lounge / Bar	\$500,000
Meeting Room Rental	\$350,000
Banquet & Catering	\$1,000,000
Audio Visual & Event Services	\$100,000
Total F&B Revenue	\$2,850,000

Event Category	Annual Revenue
Corporate Meetings & Training	\$350,000
Healthcare & Professional Education	\$150,000
Government & Association Meetings	\$100,000
Weddings & Social Events	\$250,000
Community & Non-Profit Events	\$150,000
Total Banquet & Catering Revenue	\$1,000,000

Value-Add Opportunity

The opportunity is not to transform the property into a convention hotel, but rather to improve utilization of existing meeting and banquet facilities through targeted sales efforts, local corporate outreach, healthcare and government partnerships, and social event marketing. These initiatives can generate incremental food and beverage revenue, increase meeting room utilization, and produce additional room nights without requiring significant capital investment.

Under this conservative scenario, meetings, catering, and related food and beverage operations contribute approximately \$1.45 million of annual revenue beyond traditional restaurant and bar operations while supporting additional guest room demand and enhancing overall hotel profitability.

Guest Segmentation & Corporate Demand Analysis



555 NW 162nd Street, Fort Lauderdale, FL, 33309



The Sheraton Suites is positioned much more as a corporate, meeting, training, and regional business hotel than a traditional Fort Lauderdale beach hotel. Its location in the Cypress Creek business corridor, adjacent to I-95, Fort Lauderdale Executive Airport (FXE), and major office parks, creates significant demand from non-tourist travelers. The hotel also benefits from more than 13,000 SF of meeting space and an all-suite product that appeals to longer stays and group business.

Highest Revenue Meeting Room Targets

For maximizing meeting room revenue, hotel management should focus sales efforts on:

Tier 1 (Highest Potential)

- Corporate training programs
- Regional sales meetings
- Technology conferences
- Healthcare education events
- Aviation industry meetings

Tier 2

- Government training
- Trade associations
- Franchise owner meetings
- Professional certifications
- Recruiting fairs

Tier 3

- Weddings
- Social banquets
- Family reunions

F&B Revenue Opportunities

The hotel's food-and-beverage operation should be positioned around:

Breakfast

- Corporate groups
- Training attendees
- Airline and aviation crews

Lunch

- Corporate seminars
- Continuing education programs
- Government workshops

Evening

- Networking receptions
- Vendor showcases
- Association meetings
- Team dinners

Recommended Guest Mix

Segment	Estimated Share
Corporate Transient	35% - 40%
Group / Meetings	20% - 25%
Airline / Aviation Related	5% - 10%
Government / Municipal	5% - 10%
Sports Teams	5% - 10%
Leisure / Weekend	10% - 15%
Social Events / Weddings	5% - 10%



Because the hotel is located within a major business district rather than a resort market, meetings, events, and catering have the potential to become a significant contributor to overall revenue. Unlike leisure-oriented hotels that depend heavily on weekend restaurant traffic, business-focused properties benefit from recurring weekday demand generated by corporate meetings, training programs, association events, healthcare organizations, government agencies, and professional gatherings. These segments not only support occupancy but also generate high-margin food and beverage revenue through catering, banquet services, meeting packages, and related event spending.

The Sheraton Suites Cypress Creek's strongest opportunity lies in becoming the preferred meeting and event venue for the Cypress Creek Corporate Park, Fort Lauderdale Executive Airport business community, healthcare providers, logistics firms, government agencies, and regional corporate training programs. Supported by its all-suite accommodations, flexible meeting facilities, and central Broward County location, the hotel is well positioned to capture organizations seeking a convenient and cost-effective alternative to higher-priced downtown and beachfront venues. These groups typically generate stronger weekday occupancy, greater meeting space utilization, and higher catering revenue than traditional transient leisure travelers, creating a more stable and diversified revenue base throughout the year.

Dual-Brand and Extended-Stay Opportunity

Apartments by Marriott Bonvoy

555 NW 162nd Street, Fort Lauderdale, FL, 33309



Sheraton Suites Cypress Creek in Fort Lauderdale presents a compelling dual-brand opportunity that aligns the property's inherent all-suite design with Marriott's Apartments by Marriott Bonvoy platform. The existing layout, separate living and sleeping areas, mini-kitchenettes, and extended-stay functionality, allow an efficient conversion that broadens customer segmentation, lengthens average length of stay (ALOS), stabilizes occupancy through cycles, and improves operating margins through shared services.



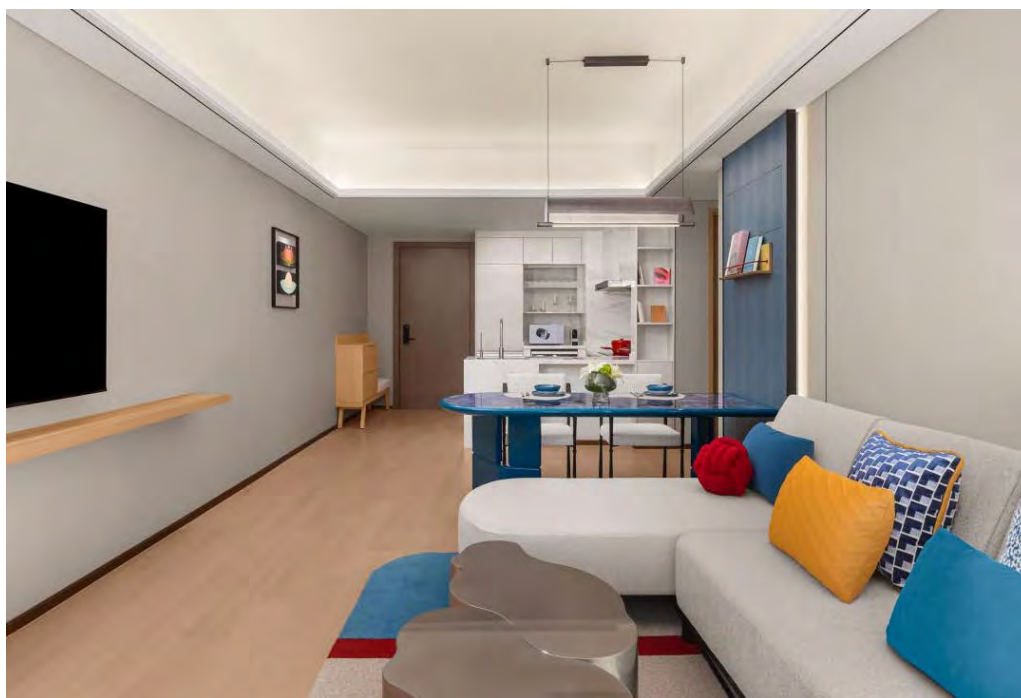
APARTMENTS
by MARRIOTT BONVOY

Configuration and program

The proposed configurations re-purpose the current 258-key, all-suites hotel into a dual-brand, mixed-use hospitality asset in to three components across seven floors of the existing hotel rooms and integrated Ground Floor Operations:

- Hotel component: Sheraton Suites, 4 guestroom floors totaling 144 hotel rooms.
- Apartments component: Apartments by Marriott Bonvoy across 3 contiguous floors:
 - Two floors of one-bedroom apartments utilizing the current suite floor plans: 72 Studio Units.
 - One floor combining adjacent suites into larger three-bedroom, two-bath apartments: 18 three-Bedroom Apartment Units.
- Ground floor: F&B outlets, Meeting Rooms, and the central atrium remain the arrival and amenity hub supporting both flags.

Maintaining the Sheraton Suites flag preserves core transient, negotiated corporate, airline crew, government, group, and cruise-related demand. Introducing Apartments by Marriott Bonvoy captures rapidly growing segments that seek apartment-style accommodations for longer stays while benefiting from Marriott's consistency, safety, service standards, and Bonvoy loyalty. Together, the on-property brands diversify revenue, raise ALOS, and create a resilient mix that performs across market cycles—short-stay compression in the hotel and steady, extended-stay base in the apartments.



Dual-Brand and Extended-Stay Opportunity

Apartments by Marriott Bonvoy

555 NW 162nd Street, Fort Lauderdale, FL, 33309

Dual-Brand Benefits

- **Broadened demand capture:** Traditional transient, corporate, leisure, group, and cruise demand flows to Sheraton Suites, while project-based travelers, relocating professionals, families, digital nomads, and guests requiring 7–90+ night stays gravitate to Apartments.
- **Loyalty and distribution strength:** Both products sit under Marriott Bonvoy, enabling cross-sell, higher direct contribution, and reduced reliance on high-cost third-party extended-stay channels.
- **Product differentiation:**
 - One-bedroom apartments serve solo and couple stays seeking space and kitchens
 - Three-bedroom, two-bath units uniquely address families, multi-generational travel, production crews, and corporate relocations.
- **Operating model and OPEX optimization:** Dual-branding on a single platform enables shared services and right-sized staffing while tailoring services by stay type.
- **Shared backbone:** One engineering, security, accounting, purchasing, and receiving operation serves both brands; centralized laundry/linen and BOH areas reduce duplication.
- **Housekeeping:** Daily or opt-in service on hotel floors; weekly refresh plus checkout cleans in Apartments lowers labor hours and consumables per occupied night.
- **Front-of-house productivity:** A unified arrival experience with dual-brand signage, cross-trained associates, and mobile key adoption improves throughput and trims labor at peaks.
- **F&B and meeting economics:** The dual-brand configuration enhances hotel guests generate daily revenue while extended-stay and apartment guests increase grab-and-go, in-room dining, grocery service (in-room food delivery), and casual lounge spend with lower labor intensity. Meeting and event space anchored by the hotel generates group blocks, while Apartments captures overflow and longer-stay project teams.
- **Targeted CAPEX:** Leverage existing suite footprints; “kitchenize” Apartments floors (cooktops or combo ovens, under-counter refrigeration, combined W/Ds, storage) and combining rooms for the three-bedroom floor. Contiguity simplifies standards, FF&E logistics, and preventative maintenance.
- **Revenue:** Apartments increase average length of stays and provide a base of occupancy through shoulder periods; hotel keys harvest peak compression and event-driven demand, supporting rate integrity.
- **Increased NOI:** Lower housekeeping and amenity costs in Apartments expands profit on those floors; shared services lowers fixed costs across two complementary demand curves, lowering break-even occupancy.
- **ADR upside:** Three-bedroom inventory commands premium pricing during family travel windows, regional events, and holidays with limited incremental operating cost.
- **Risk mitigation:** Exposure to any single segment downturn is reduced by blending short-stay and extended-stay demand under one roof.

Dual-Brand and Extended-Stay Opportunity



Apartments by Marriott Bonvoy

555 NW 162nd Street, Fort Lauderdale, FL, 33309



Apartments by Marriott Bonvoy Amenities Comparison

	Apartments by Marriott Bonvoy	Short Term Rentals/ Vacation Homes	Traditional Hotels	Extended Stay Hotels
No Minimum Night Stay (Property Dependent)	✓	✓	✓	✓
Host On-site 24/7	✓		✓	✓
Food & Beverage On-site			✓	✓
Separate Living & Sleeping Spaces	✓	✓		
In-Unit Washer & Dryer (All-in-One Mini Units)	✓	✓		
Fully Equipped Kitchens	✓	✓		✓*
Complimentary Breakfast				✓
Daily Housekeeping			✓	✓
Meeting Space			✓	✓

*Kitchenettes

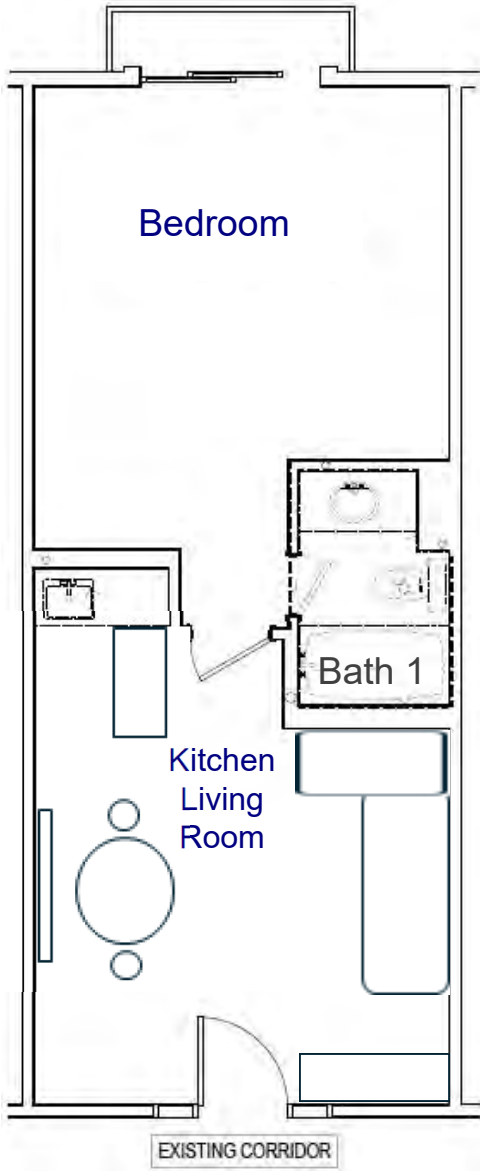


Dual-Brand and Extended-Stay Opportunity

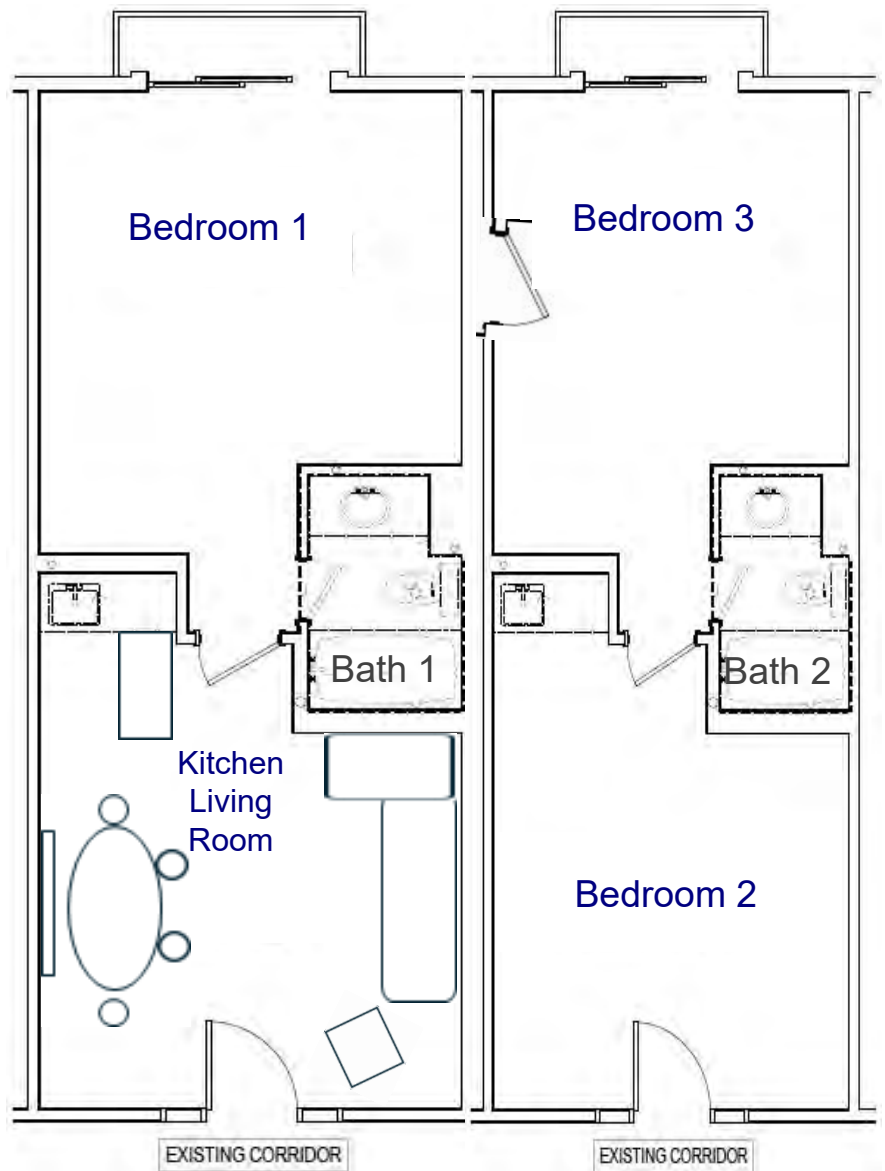
THE *Keyes* CO.

Apartments by Marriott Bonvoy

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One Bedroom
Apartment

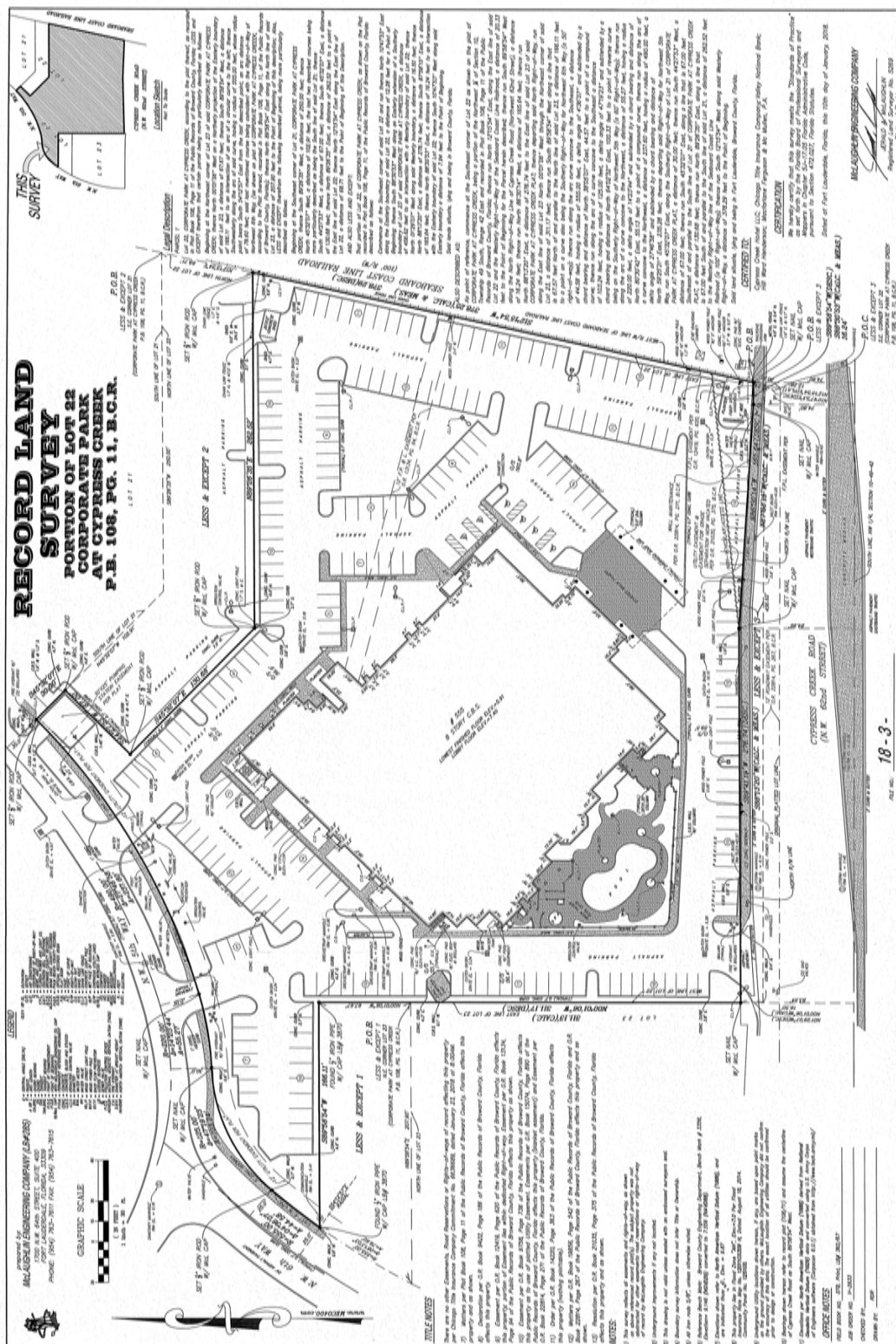


Three Bedroom
Apartment

Survey

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THE **Keyes** CO.



Traffic Count

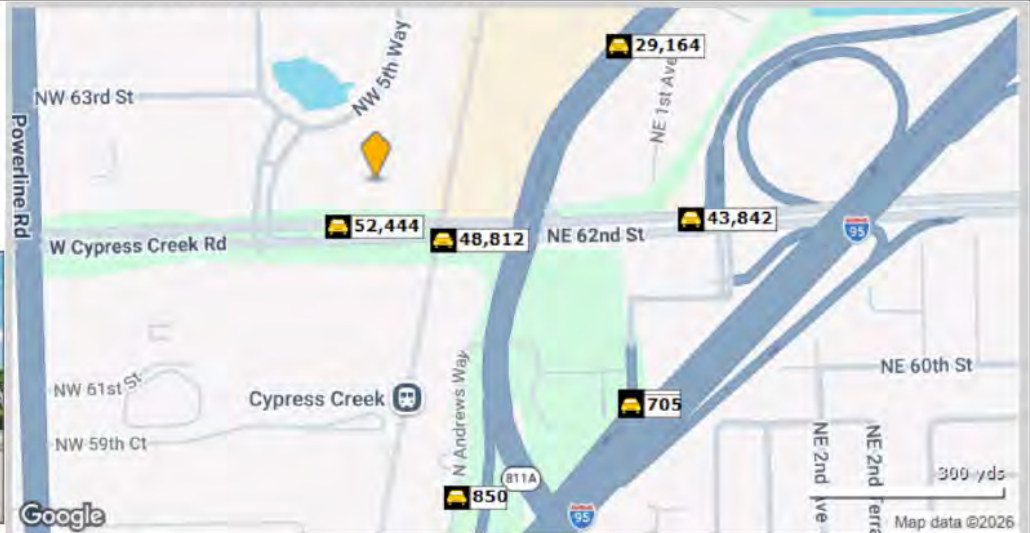
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Cypress Creek Traffic Count Report

Sheraton Suites Fort Lauderdale at Cypress

555 NW 62nd St, Fort Lauderdale, FL 33309

Building Type: Hospitality
Class: -
RBA: 264,831 SF
Typical Floor: 33,104 SF
Total Available: 0 SF
% Leased: 0%
Rent/SF/Yr: -



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	NW 62nd St	NW 6th Way	0.07 W	2025	52,444	MPSI	.05
2	West Cypress Creek Road	N Andrews Ave	0.07 E	2024	48,946	MPSI	.08
3	West Cypress Creek Road	N Andrews Ave	0.07 E	2025	48,812	MPSI	.08
4	SW 12th Ave	NE 1st Ave	0.12 SW	2025	29,137	MPSI	.25
5	SW 12th Ave	NE 1st Ave	0.12 SW	2024	29,164	MPSI	.25
6	NE 62nd St	I- 95	0.14 E	2018	43,842	MPSI	.28
7	North Andrews Way	I- 95	0.08 E	2024	852	MPSI	.29
8	North Andrews Way	I- 95	0.08 E	2025	850	MPSI	.29
9	SB I-95/SR-9	NE 59th Ct	0.09 E	2024	445	MPSI	.30
10	NE 1st Ave	NE 59th Ct	0.09 E	2020	705	MPSI	.30