

BULL REALTY
Asset & Occupancy Solutions

Offering Memorandum

HOLIDAY INN & SUITES - LAYFAYETTE, LA | 137 KEYS

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Exclusively listed by Bull Realty, Inc.

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DISCLAIMER &LIMITING CONDITIONS

Bull Realty has been retained as the exclusive listing broker to arrange the sale of the Subject Property.

This Offering Memorandum contains selected information pertaining to the Property but does not purport to be all-inclusive or to contain all of the information that a prospective purchaser may require. All financial projections are provided for general reference purposes only and are based upon assumptions relating to the general economy, competition and other factors, which therefore, are subject to material change or variation. Prospective purchasers may not rely upon the financial projections, as they are illustrative only. An opportunity to inspect the Property will be made available to qualified prospective purchasers.

In this Offering Memorandum, certain documents, including financial information, are described in summary form and do not purport to be complete or accurate descriptions of the full agreements involved, nor do they constitute a legal analysis of such documents. Interested parties are expected to review independently all documents.

This Offering Memorandum is subject to prior placement, errors, omissions, changes or withdrawal without notice and does not constitute a recommendation, endorsement or advice as to the value of the Property by Bull Realty Inc. or the current Owner/Seller. Each prospective purchaser is to rely upon its own investigation, evaluation and judgment as to the advisability of purchasing the Property described herein.

Owner/Seller expressly reserve the right, at its sole discretion, to reject any or all expressions of interest or offers to purchase the Property and/or to terminate discussions with any party at any time with or without notice. Owner/Seller shall have no legal commitment or obligation to any purchaser reviewing this Offering Memorandum or making an offer to purchase the Property unless a written agreement for the purchase of the Property has been fully executed, delivered and approved by the Owner/Seller and any conditions to the purchaser's obligations therein have been satisfied or waived.

This Offering Memorandum may be used only by parties approved by the Owner. The Property is privately offered, and by accepting this Offering Memorandum, the party in possession hereof agrees (i) to return it if requested and (ii) that this Offering Memorandum and its contents are of a confidential nature and will be held and treated in the strictest confidence. No portion of this Offering Memorandum may be copied or otherwise reproduced or disclosed to anyone without the prior written authorization of Bull Realty, Inc. or Owner/Seller. The terms and conditions set forth above apply to this Offering Memorandum in its entirety and all documents, disks and other information provided in connection therewith.

THE OFFERING



BULL REALTY
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EXECUTIVE SUMMARY



PROPERTY OVERVIEW

Opportunity to acquire a newly-built, fee simple, full-service, branded hotel in Lafayette, Louisiana. The property is currently owner-operated and will be sold unencumbered by management.

The Holiday Inn & Suites North provides comfortable amenities that go beyond other hotels in the Lafayette area. The property allows easy access to local attractions and businesses as well as Lafayette Regional Airport (LFT), Lafayette General Medical Center and the University of Louisiana at Lafayette.

Guests can catch a UL-Lafayette Ragin' Cajuns' basketball game at the Cajundome, shop at the Mall of Acadiana or play golf at Wetlands Golf Course, all within minutes of the hotel. Lafayette is also home to major companies like Chevron USA, BP America, Halliburton, Baker Hughes, Schlumberger and Cypress Energy Corporation.

PROPERTY HIGHLIGHTS

- Property built in 2015
- Excellent upside opportunity
- Property is located in an Opportunity Zone
- Additional ± 5.2 acres adjacent to the property available for $500,000 (this includes a ± 1.2 acre outparcel)
- Available individually or packaged with a 91-room Holiday Inn Express in Harvey and an 80-room Holiday Inn Express and Suites in Lafayette.

DO NOT CALL THE GENERAL MANAGER, WALK THROUGH THE PROPERTY OR DISTURB THE EMPLOYEES.

ALL PROPERTY TOURS MUST BE ARRANGED WITH BULL REALTY.

$ *PRICE* ***$13,000,000***

HOLIDAY INN OVERVIEW

SITE DESCRIPTION	
Address	2219 Evangeline Thruway, Lafayette, LA 70501
Year Built	2015
Site Size	± 3 Acres
Type of Ownership	Fee Simple
Tier	Full-service
Number of Buildings	1
Number of Floors	4
Number of Keys	137
Parking	156 Surface Spaces
Handicapped Parking	Available
CONSTRUCTION/MECHANICAL	
Foundation	Concrete
Framing	Wood
Exterior	Brick and Stucco/EIFS
Parking	Concrete
Roof	Pitched with Asphalt Shingles
HVAC	PTAC (in rooms)
Elevators	2
FRANCHISE	
Franchise Company	IHG
Affiliation	Holiday Inn
Franchise Royalty Fee	5% of Gross Room Revenue
Franchise Marketing Fee	3% of Gross Room Revenue
Franchise Application Fee	$50,000
FINANCIAL	
Price/Key	$94,890
Sale Price	$13,000,000





BULL REALTY
ASSET & OCCUPANCY SOLUTIONS

HOLIDAY INN OVERVIEW

SUITE BREAKDOWN	
King Bed	68
Two-Queen Bed	48
King-Bed Suite	16
Two-Queen Bed Suite	5
Total Number of Keys	137

NEWLY BUILT ASSET IN EXCELLENT CONDITION

Property was built in 2015 and is in pristine condition.

UNENCUMBERED BY MANAGEMENT

The Holiday Inn Express & Suites will be sold unencumbered by management, providing the new owner the flexibility to review a variety of management alternatives to enhance sales and marketing strategies, operational efficiencies and bottom-line performance.

GUEST-ROOMS & SUITES

The property features 137 guest rooms and suites.

GUEST ROOMS – Each guest room features high-speed internet access, a 42-inch flat screen TV and comfortable seating. Each room also includes an executive workstation with ergonomic desk chair.

SUITE OVERVIEW – Each suite has a sleeper sofa with a 43-inch flat panel TV with premium channels, microwave, fridge, wet bar and table with a desk and ergonomic chair.

ADDITIONAL AMENITIES

- Fitness Center
- Executive Meeting Room
- Meeting Space (Seats 200)
- Business Center
- Indoor Pool/Jacuzzi/Hot Twub
- On-site Guest Self-Laundry Facilities
- Restaurant/Lounge

OUTPARCELS


4.0 Acre
Outparcel
1.2 Acre
Outparcel
Frontage Road
Evangeline Throughway


1.2 Acre
Outparcel
4.0 Acre
Outparcel

PROPERTY PHOTOS

TWO-QUEEN BED



KING BED



PROPERTY PHOTOS





TWO-QUEEN SUITE



PROPERTY PHOTOS

ENSUITE BATHROOMS

- Double vanity options
- Handicap accessible options







PROPERTY PHOTOS



BUSINESS CENTER & CONFERENCE ROOMS

- On-Site Business Center
- Meeting Facilities
- Number of Meeting Rooms: 2
- Total Area of Meeting Space: 1,736 SF
- Largest Room Capacity: 200
- Dvd Player/LCD Projector
- Teleconferencing Equipment in All Meeting Rooms





PROPERTY PHOTOS

HEATH & WELLNESS

- Heated Indoor Pool & Whirlpool
- Fitness center equipped with PRECORE equipment





HOTEL RESTAURANTS / BARS & LOUNGES

- Acadian Bar & Grille - American food serving breakfast and dinner

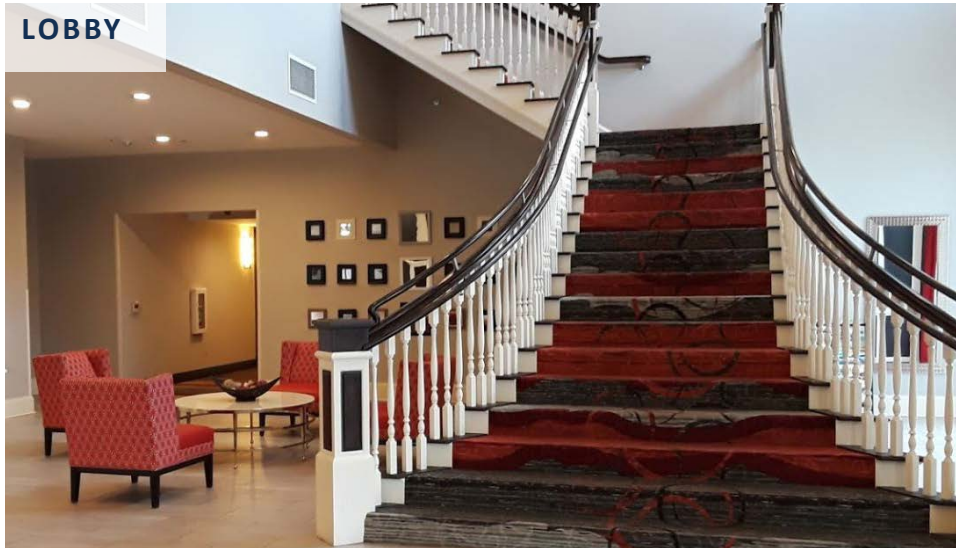






PROPERTY PHOTOS

LOBBY







ABOUT THE AREA



LAFAYETTE, LA

With an estimated population of more than 235,000, the centrally-located parish (county) of Lafayette serves as an economic center of Louisiana. The region's legendary joie de vivre and Cajun and Creole cultures are known around the globe, creating a unique environment for work and relaxation. Lafayette is also home to a world-class workforce, an integrated transportation network, a diversified business base, preeminent high-tech infrastructure and a metropolitan appeal.

The city is the center of a region that's both multi-cultural and multi-industrial, and is surrounded by a unique, publicly-owned fiber optic loop. From oil and gas extraction to crawfish farming, the city has created unique industries while developing technologies that follow global standards.

Today, Lafayette has diversified by positioning itself as an energy, medical, transportation, finance, technology, entertainment, education and retail hub. The business base of the parish includes energy services, manufacturing, health care, transportation and distribution, education, information technology, finance, tourism and other service-related industries. The resilience of Lafayette's economy is attributed to their strategic growth, entrepreneurial spirit and skilled workforce demonstrating a strong work ethic and values. With this foundation, Lafayette Parish can foster an economy that supports a growing population and diverse industry sectors.

From Festival International de Louisiane - the largest free, outdoor Francophone event in the U.S.— to Bach Lunch, Downtown Alive!, ArtWalk and Rhythms on the River, free community events are offered year-round to satisfy culture lovers.

- The National Bureau of Economic Research named Lafayette the happiest city in the U.S.
- Relocate America named Lafayette one of the Top 100 Places to Live two years running
- Bloomberg BusinessWeek ranked Lafayette as the ninth most affordable county to live in the country
- Rand McNally and USA Today named Lafayette the Best City for Food in the U.S.
- Southern Living crowned Lafayette the Tastiest City in the South





Source: Lafayette Economic Development Authority

MAJOR EMPLOYERS

LAFAYETTE MAJOR EMPLOYERS				
#	Company	Product/Service	Employees	Distance from Property
1	LAFAYETTE GENERAL HEALTH	Health Care	4,895	4.4 Miles
2	LAFAYETTE PARISH SCHOOL SYSTEM (Multiple Schools)	Education	4,209	-
3	UNIVERSITY OF LOUISIANA-LAFAYETTE	Education	2,894	3.0 Miles
4	LAFAYETTE CONSOLIDATED GOVERNMENT	Public Administration	2,400	3.1 Miles
5	OUR LADY OF LOURDES REG MED CTR	Health Care	1,888	9.1 Miles
6	STULLER INC.	Manufacturing	1,488	8.1 Miles
7	WALMART STORES INC. (3 Stores)	Retail Trade	1,479	-
8	WHC INC	Oil & Gas Pipeline Construction	1,270	7.5 Miles
9	ISLAND OPERATING COMPANY	Oil and Gas	1,000	4.1 Miles
10	LAFAYETTE PARISH GOVERNMENT (NOT A PART OF LCG)	Public Administration	996	2.5 Miles
11	BAKER HUGHES	Oil and Gas	891	2.5 Miles
12	SCHLUMBERGER	Oil and Gas	885	4.7 Miles
13	QUALITY COMPANIES	Oil and Gas	800	11.0 Miles
14	SUPERIOR ENERGY SERVICES INC	Oil and Gas	769	7.2 Miles



University of Lousiana


Our Lady of Lourdes Lafayayette



Stuller Inc.

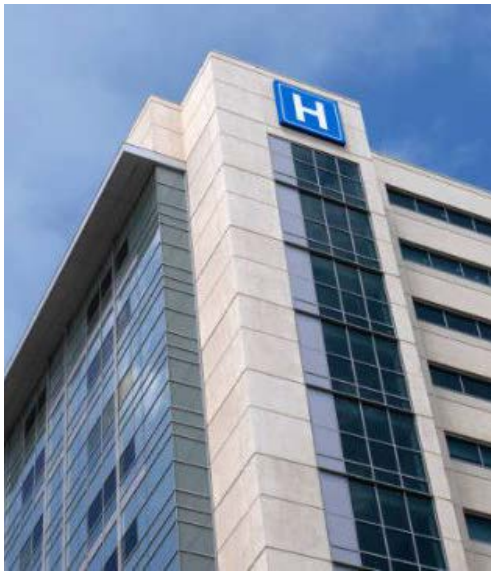
Source: Lafayette Economic Development Authority

DEMAND GENERATORS









RETAIL TRADE / LEISURE HOSPITALITY

More than 20% of retail spending in Lafayette Parish is made by shoppers who live outside of the Parish's borders. People from all over the Acadiana region travel here for shopping, entertainment, recreation, dining, professional services and business. The population in Lafayette's trade market is more than 600,000 people; and more than one million tourists visit this area annually.

MANUFACTURING

The innovation of local manufacturers has resulted in the transformation of traditionally low-tech industries into modern high-tech environments through state-of-the-art computers, intelligent manufacturing systems, robots and automation. Thriving manufacturing businesses in Lafayette can be found across sectors including jewelry, oil and gas, marine, food production and specialty metals.

MEDICAL / HEALTHCARE

At the heart of Lafayette's medical industry, is cutting edge communication and data transfer thanks to the area's high-speed fiber optic network. Acadiana's evolving medical workforce of more than 28,900 employees continues to expand with the recent medical construction boom. As the "Hub City" of the region, Lafayette is further cementing its role as a regional health center, attracting specialized treatment centers, and along with them, preeminent physicians, researchers and scientists.

HEALTHCARE

Lafayette is the medical hub of the region because of superior healthcare and local innovation and research. Lafayette's size and accessibility has helped the healthcare industry flourish in Lafayette.

- Lafayette has 18 medical facilities with more than 1,300 beds
- There are over 400 physicians in Lafayette and double that in Acadiana covering 33 specialties
- Twelve nursing homes are in Lafayette Parish with almost 1,500 beds

DEMAND GENERATORS









OIL AND GAS

With hundreds of oil-and-gas-related businesses in Lafayette, the region is the hub for energy production and services in the southeastern U.S. and the Gulf of Mexico. The community provides an industry-savvy environment and workforce that is highly skilled, making Lafayette very attractive - not only to energy companies but to companies across multiple industries.

SPORTS

Lafayette is home to the Louisiana Ragin' Cajuns, the athletic teams of The University of Louisiana at Lafayette. It is also home to the Bayou Hurricanes, a semi-pro football team and to the Lafayette Bayou Bulls, a semi-pro football program that started in 2003. The Acadiana Cane Cutters are a summer league baseball team that is a member of the Texas Collegiate League.

EDUCATION

Lafayette has one university, one community college and two vocational colleges. The University of Louisiana at Lafayette is part of the University of Louisiana System, and is the second-largest university in the state, with an enrollment of approximately 17,508. Schools and colleges related to the institution have been in Lafayette since 1898.

One of the newest college systems in Louisiana, South Louisiana Community College, based in Lafayette. SLCC partnered with Acadian Ambulance to form the National EMS Academy, offering EMT-Basic and EMT-Paramedic certification. SLCC is part of the Louisiana Community and Technical College System.

MILITARY

The 256th Infantry Brigade Combat Team is part of the Louisiana Army National Guard and is headquartered in Lafayette with approximately 4,400 soldiers and personnel.

TRANSPORTATION

	TRANSPORTATION
	**HIGHWAYS** Lafayette is known as the "Hub City" of southern Louisiana. Not only is it strategically located at the crossroads of Interstates 10 and 49 and has established itself as the regional leader in manufacturing, retail, medical services, technology, education and entrepreneurial activity. Lafayette's strategic location has contributed to the viability of the transportation/distribution industry. Cargo can be delivered via the Intracoastal Waterway and the proximity of Lafayette to the Gulf of Mexico makes deliveries and exports by sea feasible.
	**RAIL** L & D Railroad operates over 114 miles of their own track and 92 miles of Burlington Northern-Santa Fe. Additionally, Union Pacific Railroad Co. also has a presence in Lafayette.
	**AIR SERVICE** Lafayette Regional Airport (LFT) is a large, non-hub airport with multiple daily flights to Houston, Atlanta and Dallas/Fort Worth. New Orleans International is 120 miles east.
	**PORTS** • Port of Greater Baton Rouge - 50 mi east • Port of Lake Charles - 70 mi west • Port of Iberia - 20 mi south • Port of West St. Mary - 40 mi south • Port of Vermilion - 15 mi south • Twin Parish Port - 40 mi southwest

FINANCIAL OVERVIEW



PLEASE SIGN CONFIDENTIALITY AGREEMENT
LOCATED ON PAGE 28 OF THIS DOCUMENT
OR
ONLINE AT WWW.BULLREALTY.COM
TO ACCESS OPERATING STATEMENTS AND COMPS

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MICHAEL BULL
Broker
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LA License #0995682801-ACT

Michael Bull, CCIM, founder and CEO of Bull Realty, is an active commercial real estate advisor. He is a licensed broker in nine southeast states and has assisted clients with over 5 billion dollars of transactions over his 30 year career.

Mr. Bull founded Bull Realty in 1998 initially with two primary missions: to provide a company of brokers known for integrity, and to provide the best disposition marketing in the nation. Now Michael and his brokers provide disposition, acquisition, project leasing, tenant representation, and advisory services in all major property sectors.

You may know Michael as executive producer and host of America's Commercial Real Estate Show. The popular weekly show began broadcasting in 2010 and today is heard by millions of people around the country. Michael and other respected industry analysts, economists and leading market participants share market intelligence, forecasts and success strategies. The show is available on-demand on iTunes, YouTube, and the show website, www.CREshow.com.



TOM FRENCH
President, Hospitality Group
TFrench@BullRealty.com
404-876-1640 x 147

Tom's services are focused on adding value for hospitality clients in the disposition and acquisition of hotels, resorts and casinos.

During his professional career, Tom has served in a number of roles within the hotel industry. With concentrations on finance, market analysis and investment, he has assisted in the closing in excess of $200 million in hotel transactions.

Tom earned his BA in Hotel Restaurant and Institutional Management from Michigan State University. He continues his education with CCIM and other industry affiliations.

Tom enjoys reading and traveling.



MICHAEL SALLOWAY
V.P. Hospitality Group
MSalloway@BullRealty.com
404-876-1640 x 148

Michael's core practice is the acquisition and disposition of hotel, resort and casino properties. He concentrates on hospitality properties throughout the U.S. and southeast. Michael focuses on both single asset and portfolio sales. He utilizes the latest technology and digital resources to provide the highest levels of professionalism and integrity to all his clients.

Michael leverages off the proven commercial real estate marketing and 20 years of industry experience from his Bull Realty team.

Michael is originally from Alabama where he attended the University of Alabama. He received a Certification in Hotel Real Estate Investments and Asset Management from Cornell University.

In his free time he enjoys spending time with his wife and child, playing tennis and wake boarding.



COLE SPAIN
V.P. Hospitality Group
Cole@BullRealty.com
404-876-1640 x 132

Cole Spain and his team specialize in assisting clients in the disposition and acquisition of hotels, resorts and casinos in North America and the Caribbean. He leverages off Bull Realty's technology, digital resources and marketing tools to counsel his clients with the highest levels of professionalism and integrity. His prior experience includes multi-tenant retail and single tenant net lease investment properties as well tenant representation and hospitality lending.

Cole graduated Cum Laude from Ole Miss with a Bachelor's in Business Administration in both Real Estate and Managerial Finance. He is also certified through Cornell University in Hotel Real Estate Investments and Asset Management. Cole's real estate background includes positions with Randall Commercial Group, Savills Studley, and Access Point Financial. His personal interests include golf and spending time with family and friends.

CONFIDENTIALITY AGREEMENT

This Confidentiality Agreement ("Agreement") is made and agreed to for the benefit of the undersigned party ("Receiving Party"), the owner of the subject property (the "Seller") and undersigned broker Bull Realty Incorporated ("Broker").

Now therefore in consideration of the privileges granted to Receiving Party with respect to receiving certain confidential information, and other good and valuable consideration, the Receiving Party hereby agrees to the following:

I. Confidential Information:
Receiving Party will receive confidential information regarding property referred to as 2219 Evangeline Thruway, Lafayette, LA 70501. Prospect agrees to not disclose to any person that the property may be available for sale or lease, or that discussions or negotiations are taking place concerning the property, nor any terms, conditions, or other facts with respect to the property, including but not limited to tenant information, lease rates, lease expirations, income and expenses, and any such possible purchase, including the status thereof. The term "person" used in this agreement shall be interpreted broadly and shall include, without limitation, any corporation, company, partnership or individual other than parties to which Broker approves in writing. Receiving Party may share information with directors, officers, employees, agents, affiliates, counsel, lending sources, accountants or representatives of Receiving Party that Receiving Party notifies of the requirements of this Agreement. Receiving Party agrees to not contact the property owner, the management, the tenants, the lender, the vendors, the insurers, the employees or the customers of any business at the site.

II. Acting as a Principal:
Receiving Party hereby warrants that it is acting as a principal only, and not as a broker, regarding this contemplated transaction. Receiving Party acknowledges that Broker is working an agency capacity as representing the Seller only in this transaction and is the only Broker involved in this potential transaction. Receiving Party agrees to not be involved in any arrangement to lease or purchase the property, in whole or in part, as a lender, partner, buyer of the note, buy in foreclosure, buy from bankruptcy court, or in any other manner acquire an investment in, joint venture or control of the property, unless Bull Realty, Incorporated is paid a commission at closing as per separate agreement with Seller.

This agreement will expire two years from the date hereof.

III. Governing Law
This Agreement shall be governed and construed in accordance with the laws of the State of Louisiana.

If you are a broker, or a principal desiring to include an outside broker, contact the listing agent directly for a Buyer and Buyer's Broker Confidentiality & Commission Agreement.

Accepted and agreed to this _____ day_____ of , 20____.

Receiving Party _____

Signature _____

Printed Name _____

Title _____

Company Name _____

Address _____

Email _____

Phone _____

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