

DoubleTree by Hilton



PRIME LOCATION

»» A prime hotel investment opportunity in Phoenix, Arizona featuring 121 rooms, a 10,000 sqft convention center, and significant upside potential.



- »» **Highway Access**
Moments from Loop 202 Freeway direct access to major highways enhances connectivity for travelers.
- »» **High Traffic**
Heavy foot and vehicle traffic supports high occupancy and exposure to surrounding businesses.
- »» **Retail & Residential**
Near bustling retail hubs and established neighborhoods ideal for local and transient demand.

PROJECT DETAILS: BUILDING & AMENITIES

KEY AMENITIES BUILT FOR GUESTS & EVENTS

Guest Building
Four-story hotel

121 ROOMS

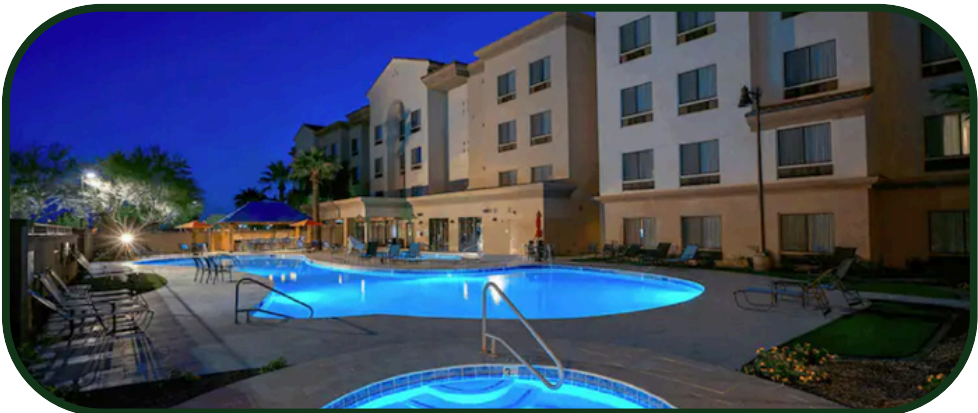
Offering diverse accommodation for short-term and extended stays.

Convention Center
10,000 sq ft

SEVEN BALLROOMS

3,000 SQ FT PATIO

Flexible meeting rooms, full-size kitchen, and outdoor event space.



PROJECT DETAILS: BUILDING & AMENITIES

Pools & Spas

On-site pools and spas enhancing guest relaxation and recreation.

Parking

221 PARKING SPACES

Convenient parking for guests and event attendees.



FACILITIES OVERVIEW

GUEST AMENITIES

DESIGNED FOR COMFORT &
EVENTS



CATERING READY

Two Commercial Kitchens

High-volume catering for large gatherings and banquets.



GUEST FAVORITE

EXPANSION OPPORTUNITY

Lobby Bar

Stylish bar currently at limited hours significant expansion potential.



WELLNESS

Fitness Center

State-of-the-art facility for guests to maintain routines during their stay.

RECENT UPGRADES

PROPERTY IMPROVEMENTS

MODERNIZED FOR PERFORMANCE & GUEST APPEAL

\$25 Million

Property Improvement Plan

2021

Executed to modernize the guest experience and improve operational efficiency.

Modernized Interiors

Updated rooms and common areas for a high-quality guest environment.

Operational Efficiency

Infrastructure improvements supporting long-term competitiveness.

INVESTMENT HIGHLIGHTS

STRONG VALUE CREATION

KEY PRICING AND RETURN METRICS

1

As-Is Market Value
Appraised as of May 13,
2022

2

LOI Sale Price
Under Letter of Intent
with Awesome ROI Fund

3

Entry Cap Rate
Based on current
property income

4

Entry Cap Rate
Market rate for branded
hotels like DoubleTree

» \$3.64M in 2008 demonstrating significant appreciation.

UPSIDE POTENTIAL

HIGH-GROWTH OPPORTUNITIES

REVENUE UPSIDE THROUGH TARGETED IMPROVEMENTS

1

Liquor Bar Expansion

Currently limited hours, no food service. Extending hours and adding food presents **significant revenue growth**.

2

Convention Center

10,000 sq ft vastly underutilized. Proper marketing could generate up to **\$1M** annually.

3

Total Revenue Uplift

Combined operational improvements projected to increase annual revenue by **\$1.5M–\$2M**.

WHY INVEST IN DOUBLETREE BY HILTON?



Revenue Growth

STR opportunities and operational upgrades drive increased cash flow short and long term.



Rebranding Opportunity

Potential to rebrand under **Hilton Garden Inn** or **Hyatt**, improving RevPAR and marketability.

STRONG UPSIDE FROM BRAND, OPERATIONS, AND LOCATION



Management Savings

Internal management post- acquisition saves an estimated **\$500,000** annually in third- party fees.



Location Advantage

Prime position near highways, retail, and Sky Harbor Airport in a high-demand tourism market.

ARIZONA LODGING MARKET



\$121.55

RevPAR

↑ 78.5% YoY

\$174.34

ADR

Average Daily Rate

69.7%

Occupancy

Statewide average

Metro Phoenix: 73.7% occupancy. Metro Tucson: 71.9%, Flagstaff: 65.9%, and non-metro areas: 61.7% – all reflecting strong statewide recovery. Supply grew up to **3.5%** in Metro Phoenix while demand surged up to **40.6%** in Metro Tucson. Source: **Smith Travel Research (STR), March 2022.**

RISK FACTORS & DISCLAIMERS

Before reviewing any projections, please consider the following material risks and limitations.



No Guarantees

All financial targets are projections based on past performance and assumptions. Variations from projected results are possible.

Accredited Investors Only

This opportunity is available exclusively to accredited investors as defined by the SEC.

Environmental & ADA Compliance

Appraisal assumes no environmental hazards or ADA non-compliance. Unforeseen issues could affect property value.

Ready to Invest?

Suitable for income-focused investors seeking high short-term yield, comfortable with construction-related risk, and seeking defined timelines.



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