

# THE GRAND PLAZA HOTEL

245 N Wildwood Dr | Branson, MO 65616

200-Key, Full-Service Hotel | Branding & Repositioning Opportunity in a 10M-Visitor Market

Hospitality  
Investment Opportunity

Offering Memorandum

OFFERED UNPRICED | ALLOWING THE MARKET TO ESTABLISH VALUE




**MATTHEWS**™

Track Family Fun Park


Kings Castle Theater

**Exclusively Listed By**

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## Table of Contents

**04** | **Property  
Overview**

**12** | **Market  
Overview**

**16** | **Value-Add  
Strategy**

**19** | **Valuation  
Summary**

# PROPERTY OVERVIEW

**The Grand Plaza Hotel**  
245 N Wildwood Dr | Branson, MO 65616



# The Opportunity

**Contact Broker**

For Pricing Guidance

**200**

Total Keys

**1995**

Year Built

**±3.87 AC**

Lot Size

## Offering Process

Ownership has elected to offer the asset without an asking price to allow investors to determine value through a competitive bidding process.

- Offered unpriced
- May 27-29 Tour Dates
- Call for offers: On or before June 12

We are encouraging early engagement

## Investment Overview

The Grand Plaza Hotel presents a rare opportunity to acquire a 200-key, institutional-scale hotel in one of the most visited leisure destinations in the Midwest. Located in Branson, Missouri, a market attracting over 10 million annual visitors, the asset benefits from consistent tourism-driven demand and strong seasonal and year-round visitation.

The property is currently operating as an independent hotel and offers significant upside through strategic repositioning, including brand affiliation and activation of existing food and beverage infrastructure. Multiple nationally recognized franchise groups have already expressed preliminary interest in flagging the asset, providing a clear path to enhanced revenue performance and market positioning.

Offered unpriced, the opportunity allows investors to determine value based on their individual investment strategy, operational expertise, and branding vision.



# Investment Highlights



## 200-Key Institutional-Scale Asset

One of the largest hotels in Branson, allowing for group demand, operational scale, and revenue diversification.

## Located in a High-Traffic Leisure Market

Branson attracts over 10 million visitors annually, driven by entertainment, tourism, and outdoor recreation.

## Branding & Repositioning Opportunity

Currently independent, with multiple franchise groups expressing interest in potential conversion.

## Existing F&B Infrastructure with Upside

Prior restaurant / breakfast space in place; currently underutilized with opportunity to activate additional revenue streams.

## Meeting & Event Space

Flexible meeting and conference space accommodating groups from 10 to 200, allowing the property to capture corporate, tour, and event-driven demand.

## Unpriced Offering to Maximize Competition

Structured to drive broad investor interest and allow the market to determine pricing.

## Strong Value-Add Profile

Opportunity to enhance ADR, RevPAR, and NOI through branding, management, and operational improvements.

# Property Overview

The Grand Plaza Hotel is a full-service hospitality asset featuring 200 guest rooms, meeting space, and top-floor amenities with panoramic views of the surrounding Ozark Mountains. The property is well-positioned within Branson's primary lodging and entertainment corridor, providing convenient access to the city's top attractions.

The hotel currently operates as an independent asset, offering investors the flexibility to reposition and rebrand according to their strategic vision.

## Property Information

Keys	200
Year Built	1995
Stories	9
Meeting Space	±5,907 SF (Seats up to 200 People)
Lot Size	±3.87 AC
Location	Branson, MO
Avg Room Size	±325 SF
Elevators	3
Restaurant Seating	±250

### ROOM MIX BREAKDOWN

Traditional Double Queen (Sleeps 4)  
King Suite (Sleeps 3)  
King Jacuzzi (Sleeps 2)  
Family (Sleeps 4)

### AMENITIES

Non-Smoking  
Fitness Center  
Game Room  
Indoor Pool & Spa



## Branding & Repositioning

Independent asset with strong physical infrastructure

Multiple franchise companies have shown interest in flagging

### Ability to:

- Increase ADR
- Improve distribution channels
- Capture loyalty-driven demand

## Food & Beverage Upside

Existing restaurant infrastructure in place

Currently limited to breakfast service

### Opportunity to:

- Introduce Top floor restaurant or lounge
- Activate full-service dining
- Increase ancillary revenue

## Operational Upside

Improve revenue management strategy

Increase group and event bookings

Optimize expense structure

## Group & Event Revenue Expansion

Existing meeting and conference infrastructure already in place

Capacity for 10 to 200 attendees

### Opportunity to:

- Increase group bookings
- Capture tour operators and bus groups
- Drive midweek occupancy
- Improve total revenue per available room



# Guest Room & Amenity Interiors





**Springfield, Missouri**  
±46.5 Miles Away



**SILVER DOLLAR CITY'S  
WHITE WATER**  
500K+ Annual  
Visitors

**WONDERWORKS**  
LET YOUR IMAGINATION RUN WILD!  
250K+ Annual  
Visitors

**SIGHT & SOUND  
THEATRES**  
500K+ Annual  
Attendees

**Nearby Festivals**  
**Bluegrass & BBQ Festival** | ±2.2 M Annual Visitors  
399 Silver Dollar City Pkwy, Branson, MO | ±16 Min Drive  
**National KidsFest** | ±2.2 M Annual Visitors  
399 Silver Dollar City Pkwy, Branson, MO | ±16 Min Drive  
**Southern Gospel Picnic** | ±2.2 M Annual Visitors  
399 Silver Dollar City Pkwy, Branson, MO | ±16 Min Drive  
**Harvest Festival** | ±2.2 M Annual Visitors  
399 Silver Dollar City Pkwy, Branson, MO | ±16 Min Drive  
**Country Music Days** | ±2.2 M Annual Visitors  
399 Silver Dollar City Pkwy, Branson, MO | ±16 Min Drive

**The Butterfly  
Palace**  
150K+ Annual  
Visitors

**Grand  
PLAZA HOTEL**  
Subject Property

**Dolly Parton's  
Stampede**  
DINNER ATTRACTION  
500K+ Annual  
Visitors

**THE  
BRANSON  
FERRIS  
WHEEL**  
300K+ Annual  
Visitors

**TITANIC**  
WORLD'S LARGEST MUSEUM ATTRACTION  
400K+ Annual  
Visitors

**KING'S  
CASTLE THEATRE**

**BRANSON SCENIC  
RAILWAY**  
200K+ Annual  
Visitors

**W 76 Country Blvd ± 29,130 VPD**

**AQUARIUM  
OF THE BOARDWALK**  
500K+ Annual  
Visitors

**Branson  
Auto & Farm  
MUSEUM**

**Hollywood  
WAX MUSEUM  
ENTERTAINMENT CENTER**  
300K+ Annual  
Visitors

**Grand Village Shops - 1M+ Annual Visitors**



**Ozark Mountains**  
Major Natural Region That Covers A Big Part Of Southern Missouri  
±14.7 Miles Away

**Green Mountain Plaza**  
350K+ Annual  
Visitors  
**Sweet Susie's FROZEN TREATS**  
**Grandma Ruth's Pizza Hut**



Wonder Works

Hollywood Wax Museum

The Branson Ferris Wheel

Titanic Museum Attraction

# MARKET OVERVIEW

**The Grand Plaza Hotel**  
245 N Wildwood Dr | Branson, MO 65616



# Branson, MO

## Local Area Overview

The Grand Plaza Hotel Vacation Resort, located in Branson, Missouri, is a hospitality-focused property within a well-established market in the Ozarks region, positioned along key corridors that connect to the broader Branson area. Situated near major routes such as U.S. Highway 65 and State Highway 76, the property benefits from convenient accessibility to regional attractions, employment centers, and commercial nodes. The surrounding area includes a mix of retail, entertainment venues, dining, and service-oriented businesses that support visitor activity and local economic conditions.

Hospitality demand in Branson is supported by a diverse set of drivers, including tourism, entertainment, and regional travel, along with the area's role as a destination market. Proximity to major roadways, entertainment districts, and local services contributes to consistent visitor flow and lodging demand influenced by seasonal tourism patterns and group travel. Additionally, the property's access to Branson's established entertainment corridor and nearby amenities supports ongoing demand from vacationers, families, and travelers seeking convenient access to attractions and recreational offerings.

## Property Demographics

POPULATION	3-MILE	5-MILE	10-MILE
2020 Population	16,746	30,852	61,704
2025 Population	17,238	31,742	62,404
2030 Population Projection	17,452	32,177	63,209
2020-2025 Population Growth	0.6%	0.6%	0.2%
HOUSEHOLDS	3-MILE	5-MILE	10-MILE
2020 Households	6,588	12,692	25,408
2025 Households	6,830	13,174	25,791
2030 Household Projection	6,927	13,385	26,158
INCOME	3-MILE	5-MILE	10-MILE
Avg Household Income	\$72,540	\$78,217	\$78,114



**10 MILLION+**  
Annual Visitors



# Tourism & Cultural Events

Tourism and entertainment are an important part of Branson's economy, drawing millions of visitors each year to its live music theaters, family attractions, theme parks, and cultural venues. Beyond leisure, the area hosts seasonal festivals, touring performances, and community events that drive spending

across hotels, restaurants, retail, and transportation. This steady flow of visitors fuels job creation, supports local businesses, and encourages continued investment in infrastructure and development—positioning tourism and entertainment as a driver.



Silver Dollar City Theme Park  
**2 Million+ Visitors Annually**  
\$500 Million Total Economic Impact



Table Rock Lake Recreation Area  
**1.5 Million+ Visitors Annually**  
\$300 Million in Economic Activity



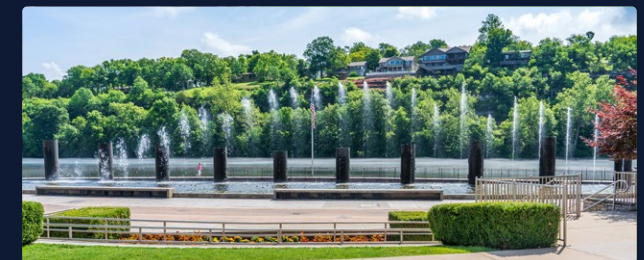
Branson Strip Entertainment Theater  
**3 Million+ Attendees Annually**  
\$700 Million in Visitor Spending



Branson Festivals & Seasonal Events  
**1 Million+ Attendees Annually**  
\$250 Million+ in Economic Impact



Sight & Sound Theatres Branson  
**500,000+ Attendees Annually**  
\$150 Million in Annual Economic Impact



Branson Landing & Waterfront District  
**5 Million+ Visitors Annually**  
\$400 Million in Retail & Dining Revenue

# The Grand Plaza Hotel Demand Generators

The Grand Plaza Hotel Vacation Resort is supported by a demand profile unique to Branson, Missouri, blending established tourism activity with regional employment and steady leisure travel. The market benefits from year-round visitation tied to live entertainment, destination attractions, outdoor recreation, and local service industries, creating a diversified demand base rather than reliance

on a single demand source. Branson's appeal extends beyond peak seasons, with leisure travelers, seasonal employees, and regional visitors contributing to consistent activity throughout the year. This mix of entertainment-driven visitation, workforce presence, and recurring regional travel provides stability and long-term durability for both hospitality performance and demand in the market.



**Tourism & Entertainment Demand**  
Live shows, attractions, and theme parks drive year-round visitation



**Healthcare & Local Services**  
Medical and service providers support stable year-round residency



**Seasonal & Workforce Housing**  
Hospitality and service workers support consistent rental demand



**Outdoor Recreation & Lake Tourism**  
Table Rock Lake and nearby recreation areas attract regional visitors



**Regional Leisure Travel**  
Accessible location supports steady inflow from surrounding states



**Retail, Dining & Service Employment**  
Local businesses generate ongoing employment and housing needs



**Festivals & Cultural Events**  
Seasonal events and performances contribute to visitor volume



**Retiree & Lifestyle Migration**  
Appeal as a retirement and lifestyle destination supports population stability

# VALUE-ADD STRATEGY

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# Value-Add Opportunity

## Competitive Advantage

The Grand Plaza Hotel stands out within the Branson market due to its scale and full-service capabilities. While many competing hotels are smaller and limited-service, the subject property offers the ability to capture group, event, and higher-rated transient demand. Unlike many limited-service hotels in the Branson market, the The Grand Plaza Hotel offers the ability to accommodate group, conference, and event demand, positioning it as a more versatile and revenue-diversified asset.

## Value-Add Opportunity

### Branding

- Flag conversion opportunity

### Operations

- Revenue management
- Expense optimization

### F&B Activation

- Reactivate restaurant / rooftop concept

### Group Sales Optimization

- Increase group sales outreach
- Target tour operators and corporate retreats
- Utilize meeting space to drive occupancy during shoulder and midweek periods

**PLEASE DO NOT CONTACT THE STAFF, MANAGEMENT, OR OWNERSHIP OF THE PROPERTY DIRECTLY.**

**All property tours, requests for additional information, and communications regarding the Property must be coordinated exclusively through Matthews Real Estate Investment Services™.**



## BRANDING POTENTIAL

*Multiple franchise groups have shown interest*  
Potential Positioning: Upscale, Full-Service, Soft Brand



# VALUATION SUMMARY

**The Grand Plaza Hotel**  
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# Financial Overview

	YEAR 2023		ADD BACKS		2023 ADJUSTED		REVISIONS		YEAR 1 PROFORMA		
Revenue	Amount	% Rev	\$POR	Delta (Δ)	Amount	% Rev	\$POR	Delta (Δ)	Amount	% Rev	\$POR
Rooms Revenue	\$2,015,381	99.8%	\$55.22	\$0	\$2,015,381	99.8%	\$55.22	\$1,269,619	\$3,285,000	87.6%	\$100.00
Food and Beverage Revenue	\$0	0.0%	\$0.00	\$0	\$0	0.0%	\$0.00	\$299,935	\$299,935	8.0%	\$9.13
Other Departmental Revenue	\$3,659	0.2%	\$0.10	\$0	\$3,659	0.2%	\$0.10	\$160,591	\$164,250	4.4%	\$5.00
<b>Total Revenue</b>	<b>\$2,019,040</b>	<b>100.0%</b>	<b>\$55.32</b>	<b>\$0</b>	<b>\$2,019,040</b>	<b>100.0%</b>	<b>\$55.32</b>	<b>\$1,730,144</b>	<b>\$3,749,185</b>	<b>100.0%</b>	<b>\$114.13</b>
<b>Departmental Expenses</b>											
Rooms Expense	\$822,503	40.7%	\$22.53	\$418,695	\$403,808	20.0%	\$11.06	(\$72,666)	\$749,837	20.0%	\$22.83
Food and Beverage Expense	\$186,025	9.2%	\$5.10	\$0	\$186,025	9.2%	\$5.10	\$113,909	\$299,935	8.0%	\$9.13
<b>Total Departmental Expenses</b>	<b>\$1,008,528</b>	<b>50.0%</b>	<b>\$27.63</b>	<b>\$418,695</b>	<b>\$589,833</b>	<b>29.2%</b>	<b>\$16.16</b>	<b>\$41,243</b>	<b>\$1,049,772</b>	<b>28.0%</b>	<b>\$31.96</b>
<b>Departmental Profit</b>	<b>\$1,010,512</b>	<b>50.0%</b>	<b>\$27.69</b>	<b>(\$418,695)</b>	<b>\$1,429,207</b>	<b>70.8%</b>	<b>\$39.16</b>	<b>\$1,688,901</b>	<b>\$2,699,413</b>	<b>72.0%</b>	<b>\$82.17</b>
<b>Undistributed Expenses</b>											
			\$PAR				\$PAR				\$PAR
Administrative and General	\$36,970	1.8%	\$185	\$0	\$36,970	1.8%	\$185	\$112,998	\$149,967	4.0%	\$750
Info and Telecom Systems	\$55,447	2.7%	\$277	\$0	\$55,447	2.7%	\$277	\$19,537	\$74,984	2.0%	\$375
Sales and Marketing	\$329,923	16.3%	\$1,650	\$0	\$329,923	16.3%	\$1,650	(\$179,955)	\$149,967	4.0%	\$750
Property Operations and Maintenance	\$201,373	10.0%	\$1,007	\$0	\$201,373	10.0%	\$1,007	(\$51,405)	\$149,967	4.0%	\$750
Utilities	\$309,592	15.3%	\$1,548	\$0	\$309,592	15.3%	\$1,548	(\$9,657)	\$299,935	8.0%	\$1,500
Franchise Fees	\$0	0.0%	\$0	(\$161,523)	\$161,523	8.0%	\$808	\$299,935	\$299,935	8.0%	\$1,500
<b>Total Undistributed Expenses</b>	<b>\$933,304</b>	<b>46.2%</b>	<b>\$4,667</b>	<b>(\$161,523)</b>	<b>\$1,094,827</b>	<b>54.2%</b>	<b>\$5,474</b>	<b>\$191,451</b>	<b>\$1,124,755</b>	<b>30.0%</b>	<b>\$5,624</b>
<b>HOUSE PROFIT (GOP)</b>	<b>\$77,208</b>	<b>3.8%</b>	<b>\$386</b>	<b>(\$257,172)</b>	<b>\$334,380</b>	<b>16.6%</b>	<b>\$1,672</b>	<b>\$1,497,450</b>	<b>\$1,574,658</b>	<b>42.0%</b>	<b>\$7,873</b>
Management Fee	\$60,571	3.0%	\$303	\$0	\$60,571	3.0%	\$303	\$51,904	\$112,476	3.0%	\$562
<b>Income Before Fixed Charges</b>	<b>\$16,637</b>	<b>0.8%</b>	<b>\$83</b>	<b>\$16,637</b>	<b>\$273,808</b>	<b>13.6%</b>	<b>\$1,369</b>	<b>\$1,445,545</b>	<b>\$1,462,182</b>	<b>39.0%</b>	<b>\$7,311</b>
<b>Fixed Charges</b>											
Property Taxes	\$126,839	6.3%	\$634	\$0	\$126,839	6.3%	\$634	\$39,561	\$166,400	4.4%	\$832
Insurance	\$72,938	3.6%	\$365	\$0	\$72,938	3.6%	\$365	\$2,045	\$74,984	2.0%	\$375
Reserve for Replacement	\$80,762	4.0%	\$404	\$0	\$80,762	4.0%	\$404	\$69,206	\$149,967	4.0%	\$750
<b>Total Fixed Charges</b>	<b>\$280,539</b>	<b>13.9%</b>	<b>\$1,403</b>	<b>\$0</b>	<b>\$280,539</b>	<b>13.9%</b>	<b>\$1,403</b>	<b>\$110,812</b>	<b>\$391,351</b>	<b>10.4%</b>	<b>\$1,957</b>
<b>Total Expenses</b>	<b>\$2,282,943</b>	<b>113.1%</b>	<b>\$11,415</b>	<b>\$257,172</b>	<b>\$2,025,771</b>	<b>100.3%</b>	<b>\$10,129</b>	<b>\$395,411</b>	<b>\$2,678,354</b>		
<b>Net Operating Income</b>	<b>(\$263,902)</b>	<b>-13.1%</b>	<b>(\$1,320)</b>	<b>(\$257,172)</b>	<b>(\$6,730)</b>	<b>-0.3%</b>	<b>(\$34)</b>	<b>\$1,334,733</b>	<b>\$1,070,831</b>	<b>28.6%</b>	<b>\$5,354</b>
<b>EXCLUDED FROM SOURCE P&amp;L</b>											
Amortization	\$9,552	0.5%	\$48	\$9,552.00	\$0	0.0%	\$0	-	\$0	0.0%	\$0
Depreciation	\$228,951	11.3%	\$1,145	\$228,951.00	\$0	0.0%	\$0	-	\$0	0.0%	\$0
Interest Expense	\$425,847	21.1%	\$2,129	\$425,846.60	\$0	0.0%	\$0	-	\$0	0.0%	\$0
Owner's Expense	\$0	0.0%	\$0	\$0.00	\$0	0.0%	\$0	-	\$0	0.0%	\$0
<b>Remaining Cash Flow</b>	<b>(\$928,252)</b>	<b>-46.0%</b>	<b>(\$4,641)</b>	<b>(\$921,521)</b>	<b>(\$6,730)</b>	<b>-0.3%</b>	<b>(\$34)</b>	<b>-</b>	<b>\$1,070,831</b>	<b>28.6%</b>	<b>\$5,354</b>
Number of Rooms			200 Rooms		200 Rooms		200 Rooms		200 Rooms		200 Rooms
Total Rooms Occupied			36,500 Nights		36,500 Nights		36,500 Nights		32,850 Nights		32,850 Nights
Total Rooms Available			73,000 Nights		73,000 Nights		73,000 Nights		73,000 Nights		73,000 Nights
Occupancy			50.00%		50.00%		50.00%		45.00%		45.00%
Average Daily Rate			\$110.43		\$110.43		\$110.43		\$100.00		\$100.00
Rooms RevPAR			\$55.22		\$55.22		\$55.22		\$45.00		\$45.00

# 5-Year Cash Flow

	YEAR 1			YEAR 2			YEAR 3			YEAR 4			YEAR 5		
Revenue	Amount	% Rev	\$POR	Amount	% Rev	\$POR	Amount	% Rev	\$POR	Amount	% Rev	\$POR	Amount	% Rev	\$POR
Rooms Revenue	\$3,285,000	87.6%	\$100.00	\$5,496,900	92.0%	\$125.50	\$6,502,840	93.0%	\$131.00	\$6,665,411	92.9%	\$134.28	\$6,832,046	92.9%	\$137.63
Food and Beverage Revenue	\$299,935	8.0%	\$9.13	\$308,933	5.2%	\$7.05	\$318,201	4.5%	\$6.41	\$327,747	4.6%	\$6.60	\$337,579	4.6%	\$6.80
Other Departmental Revenue	\$164,250	4.4%	\$5.00	\$169,178	2.8%	\$3.86	\$174,253	2.5%	\$3.51	\$179,480	2.5%	\$3.62	\$184,865	2.5%	\$3.72
<b>Total Revenue</b>	<b>\$3,749,185</b>	<b>100.0%</b>	<b>\$114.13</b>	<b>\$5,975,010</b>	<b>100.0%</b>	<b>\$136.42</b>	<b>\$6,995,294</b>	<b>100.0%</b>	<b>\$140.92</b>	<b>\$7,172,638</b>	<b>100.0%</b>	<b>\$144.49</b>	<b>\$7,354,490</b>	<b>100.0%</b>	<b>\$148.16</b>
<b>Departmental Expenses</b>															
Rooms Expense	\$749,837	20.0%	\$22.83	\$1,195,002	20.0%	\$27.28	\$1,399,059	20.0%	\$28.18	\$1,441,030	20.1%	\$29.03	\$1,484,261	20.2%	\$29.90
Food and Beverage Expense	\$299,935	8.0%	\$9.13	\$418,251	7.0%	\$9.55	\$489,671	7.0%	\$9.86	\$504,361	7.0%	\$10.16	\$519,491	7.1%	\$10.47
<b>Total Departmental Expenses</b>	<b>\$1,049,772</b>	<b>28.0%</b>	<b>\$31.96</b>	<b>\$1,613,253</b>	<b>27.0%</b>	<b>\$36.83</b>	<b>\$1,888,729</b>	<b>27.0%</b>	<b>\$38.05</b>	<b>\$1,945,391</b>	<b>27.1%</b>	<b>\$39.19</b>	<b>\$2,003,753</b>	<b>27.2%</b>	<b>\$40.37</b>
<b>Departmental Profit</b>	<b>\$2,699,413</b>	<b>72.0%</b>	<b>\$82.17</b>	<b>\$4,361,758</b>	<b>73.0%</b>	<b>\$99.58</b>	<b>\$5,106,564</b>	<b>73.0%</b>	<b>\$102.87</b>	<b>\$5,227,247</b>	<b>72.9%</b>	<b>\$105.30</b>	<b>\$5,350,737</b>	<b>72.8%</b>	<b>\$107.79</b>
<b>Undistributed Expenses</b>															
			\$PAR			\$PAR			\$PAR			\$PAR			\$PAR
Administrative and General	\$149,967	4.0%	\$750	\$239,000	4.0%	\$1,195	\$279,812	4.0%	\$1,399	\$288,206	4.0%	\$1,441	\$296,852	4.0%	\$1,484
Info and Telecom Systems	\$74,984	2.0%	\$375	\$119,500	2.0%	\$598	\$139,906	2.0%	\$700	\$144,103	2.0%	\$721	\$148,426	2.0%	\$742
Sales and Marketing	\$149,967	4.0%	\$750	\$239,000	4.0%	\$1,195	\$279,812	4.0%	\$1,399	\$288,206	4.0%	\$1,441	\$296,852	4.0%	\$1,484
Property Operations and Maintenance	\$149,967	4.0%	\$750	\$418,251	7.0%	\$2,091	\$489,671	7.0%	\$2,448	\$504,361	7.0%	\$2,522	\$519,491	7.1%	\$2,597
Utilities	\$299,935	8.0%	\$1,500	\$478,001	8.0%	\$2,390	\$559,623	8.0%	\$2,798	\$576,412	8.0%	\$2,882	\$593,705	8.1%	\$2,969
Franchise Fees	\$299,935	8.0%	\$1,500	\$478,001	8.0%	\$2,390	\$559,623	8.0%	\$2,798	\$573,811	8.0%	\$2,869	\$588,359	8.0%	\$2,942
<b>Total Undistributed Expenses</b>	<b>\$1,124,755</b>	<b>30.0%</b>	<b>\$5,624</b>	<b>\$1,971,753</b>	<b>33.0%</b>	<b>\$9,859</b>	<b>\$2,308,447</b>	<b>33.0%</b>	<b>\$11,542</b>	<b>\$2,375,099</b>	<b>33.1%</b>	<b>\$11,875</b>	<b>\$2,443,686</b>	<b>33.2%</b>	<b>\$12,218</b>
<b>HOUSE PROFIT (GOP)</b>	<b>\$1,574,658</b>	<b>42.0%</b>	<b>\$7,873</b>	<b>\$2,390,004</b>	<b>40.0%</b>	<b>\$11,950</b>	<b>\$2,798,117</b>	<b>40.0%</b>	<b>\$13,991</b>	<b>\$2,852,148</b>	<b>39.8%</b>	<b>\$14,261</b>	<b>\$2,907,051</b>	<b>39.5%</b>	<b>\$14,535</b>
Management Fee	\$112,476	3.0%	\$562	\$179,250	3.0%	\$896	\$209,859	3.0%	\$1,049	\$215,179	3.0%	\$1,076	\$220,635	3.0%	\$1,103
<b>Income Before Fixed Charges</b>	<b>\$1,462,182</b>	<b>39.0%</b>	<b>\$7,311</b>	<b>\$2,210,754</b>	<b>37.0%</b>	<b>\$11,054</b>	<b>\$2,588,259</b>	<b>37.0%</b>	<b>\$12,941</b>	<b>\$2,636,969</b>	<b>36.8%</b>	<b>\$13,185</b>	<b>\$2,686,417</b>	<b>36.5%</b>	<b>\$13,432</b>
<b>Fixed Charges</b>															
Property Taxes	\$166,400	4.4%	\$832	\$169,728	2.8%	\$849	\$173,123	2.5%	\$866	\$176,585	2.5%	\$883	\$180,117	2.4%	\$901
Insurance	\$74,984	2.0%	\$375	\$119,500	2.0%	\$598	\$139,906	2.0%	\$700	\$142,704	2.0%	\$714	\$145,558	2.0%	\$728
Reserve for Replacement	\$149,967	4.0%	\$750	\$239,000	4.0%	\$1,195	\$279,812	4.0%	\$1,399	\$286,906	4.0%	\$1,435	\$294,180	4.0%	\$1,471
<b>Total Fixed Charges</b>	<b>\$391,351</b>	<b>10.4%</b>	<b>\$1,957</b>	<b>\$528,229</b>	<b>8.8%</b>	<b>\$2,641</b>	<b>\$592,840</b>	<b>8.5%</b>	<b>\$2,964</b>	<b>\$606,195</b>	<b>8.5%</b>	<b>\$3,031</b>	<b>\$619,854</b>	<b>8.4%</b>	<b>\$3,099</b>
<b>Total Expenses</b>	<b>\$2,678,354</b>	<b>71.4%</b>	<b>\$13,392</b>	<b>\$4,292,485</b>	<b>71.8%</b>	<b>\$21,462</b>	<b>\$4,999,875</b>	<b>71.5%</b>	<b>\$24,999</b>	<b>\$5,141,864</b>	<b>71.7%</b>	<b>\$25,709</b>	<b>\$5,287,928</b>	<b>71.9%</b>	<b>\$26,440</b>
<b>Net Operating Income</b>	<b>\$1,070,831</b>	<b>28.6%</b>	<b>\$5,354</b>	<b>\$1,682,525</b>	<b>28.2%</b>	<b>\$8,413</b>	<b>\$1,995,418</b>	<b>28.5%</b>	<b>\$9,977</b>	<b>\$2,030,774</b>	<b>28.3%</b>	<b>\$10,154</b>	<b>\$2,066,562</b>	<b>28.1%</b>	<b>\$10,333</b>
Unlevered Cash Flow	\$1,070,831	-	-	\$1,682,525	-	-	\$1,995,418	-	-	\$2,030,774	-	-	\$2,066,562	-	-
Interest Payment	(\$939,007)	-	-	(\$1,027,092)	-	-	(\$1,123,441)	-	-	(\$1,268,682)	-	-	(\$1,251,348)	-	-
Debt Payment	<b>\$939,007</b>	-	-	<b>\$1,027,092</b>	-	-	<b>\$1,123,441</b>	-	-	<b>(\$208,840)</b>	-	-	<b>(\$226,173)</b>	-	-
<b>Levered Cash Flow</b>	<b>\$1,070,831</b>			<b>-\$1,682,525</b>			<b>-\$1,995,418</b>			<b>-\$553,253</b>			<b>-\$589,041</b>		
<b>Number of Rooms</b>	200 Rooms			200 Rooms			200 Rooms			200 Rooms			200 Rooms		
<b>Total Rooms Occupied</b>	32,850 Nights			43,800 Nights			49,640 Nights			49,640 Nights			49,640 Nights		
<b>Total Rooms Available</b>	73,000 Nights			73,000 Nights			73,000 Nights			73,000 Nights			73,000 Nights		
<b>Occupancy</b>	45.00%			60.00%			68.00%			68.00%			68.00%		
<b>Average Daily Rate</b>	\$100.00			\$125.50			\$131.00			\$134.28			\$137.63		
<b>Rooms RevPAR</b>	\$45.00			\$75.30			\$89.08			\$91.31			\$93.59		
<b>Occupancy (% Change)</b>				33.33%			13.33%			0.00%			0.00%		
<b>Average Daily Rate (% Change)</b>				25.50%			4.38%			2.50%			2.50%		
<b>Rooms RevPAR (% Change)</b>				67.33%			18.30%			2.50%			2.50%		

# MATTHEWS™

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2. You will hold it and treat it in the strictest of confidence; and
3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner.

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If you wish not to pursue negotiations leading to the acquisition of the Property or in the future you discontinue such negotiations, then you agree to purge all materials relating to this Property including this Offering Memorandum.

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