



**Best
Western.**



Hospitality Investment Opportunity | Offering Memorandum

Best Western Porterville Inn

350 W Montgomery Ave | Porterville, CA 93257

MATTHEWS™

List Price: **\$15,500,000**

Interior Corridor

115 Total Keys

2025 Renovation

Exclusively Listed By



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VALUATION
SUMMARY



PROPERTY OVERVIEW



The Opportunity

Property Name	Best Western Porterville Inn
Total Keys	115
Address	350 W Montgomery Ave
City, ST	Porterville, CA
Year Built/Last Renovation	1992/2025
Building Size	±54,129 SF
Lot Size	±3.44 AC
St Rte 190	±22,329 VPD
5-Mile Population	77,264
5-Mile Household Income	\$81,097
License Term Expiration	Year-to-Year
Hotel Location Type	Small Metro/Town
Market Name	California South/Central
Submarket Name	Tulare/Visalia
Class	Midscale
Corridor	Interior
Stories	Two (2)
Amenities	Business Center, Fitness Center, Meeting Event Space, Pool



Investment Highlights

Midscale Flag in a Supply-Constrained Market

Best Western is one of the most recognized midscale brands globally, delivering immediate consumer trust, a national loyalty program (Best Western Rewards), and strong OTA presence. With only 120 hotels totaling 6,600 rooms across the entire Tulare/Visalia submarket, the competitive set is shallow and new supply is limited, insulating the property's market position.

Largest Hotel in the Immediate Porterville Trade Area

At 115 keys, the Best Western Porterville Inn is the dominant hotel in the city, offering amenities including pool, hot tub, fitness center, business center, meeting and event space, and complimentary breakfast that no direct competitor in Porterville can match, capturing both transient leisure and corporate demand that smaller properties cannot accommodate.

Renovated Asset, Minimal Near-Term Capital Exposure

Originally built in 1992, the property has been meticulously maintained through significant capital reinvestment, including the addition of two elevators, an ongoing roof renovation, and spa plumbing upgrades. As a result, a new buyer acquires a modernized asset with reduced near-term capital expenditure requirements relative to comparable vintage hotels in the region.

Compelling Revenue Trajectory

The property generated \$3.43M in room revenue in 2024 and grew to \$3.57M in 2025, a year-over-year increase of approximately 4%, demonstrating consistent demand growth. RevPAR expanded from \$81.74 to \$85.04 during the same period, reflecting improving market penetration and rate optimization.

Outperforming on RevPAR Relative to Class

Despite carrying a higher ADR (\$148.73 in 2025) than the broader Tulare/Visalia Midscale and Economy submarket average (\$106), the property achieves a RevPAR of \$85.04 that exceeds the midscale/economy tier average of \$61, demonstrating the property's ability to command premium positioning within its class and trade area.



Investment Highlights

Proven Income Producer / Nearly \$1.54M Buyer-Adjusted NOI

The property generated \$1.67M in owner's NOI in 2025. After normalizing for a property tax reassessment at sale and a market-rate insurance premium, the adjusted buyer's NOI is \$1,537,179, equating to a 9.92% cap rate on the asking price of \$15,500,000, a compelling yield for a flagged midscale asset in California. Submarket cap rate is a 9.0% average, midscale/economy is 9.5% and midscale alone is 9.4%.

Priced At or Below Submarket Comparables

At \$134,783 per key, the offering is priced in line with the submarket average of \$131,563 per key yet delivers materially superior cash flow and physical quality relative to the comparable trades that make up that average. Active listings in the region for comparable upper-midscale and midscale product are trading up to \$161,000 per key further supporting the value proposition.

Property Significantly Outperformed Submarket

The property generated RevPAR of \$100.16 in 2021 and \$97.41 in 2022, a period when the broader Tulare/Visalia submarket averaged \$56.96 and \$78.56 respectively. This premium performance during the most stressed operating environment in hospitality history demonstrates the property's resilience and the non-discretionary, institutional nature of Porterville's demand base, the type of guests including state workers, healthcare travelers, and agribusiness contractors who kept traveling when leisure demand collapsed.

Submarket RevPAR Has Grown Consistently Since Recovery

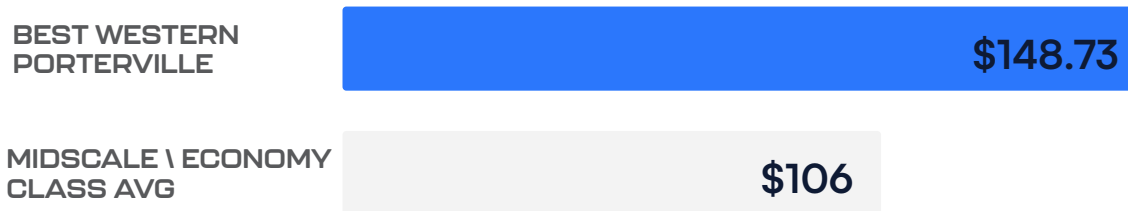
Per CoStar's Tulare/Visalia Hospitality Submarket Report dated May 2026, the submarket's 12-month RevPAR reached \$87 as of April 2026, representing uninterrupted recovery from the 2020 trough. The property's 2025 RevPAR of \$85.04 tracks in line with the overall submarket, confirming full participation in the market's demand recovery.



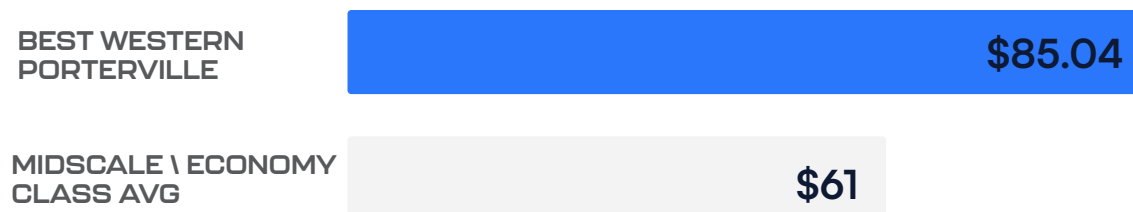
SUBMARKET POSITIONING

Premium RevPAR Relative to the Midscale & Economy Class

AVERAGE DAILY RATE



REVPAR



+39%

RevPAR premium to the midscale & economy class average

The property commands a premium ADR driven by its proactive renovation cycle and amenity offerings, while outperforming its competitive set on RevPAR, a direct signal of superior market penetration within the submarket.

Submarket Overview



12-Month Tulare Visalia Hotel Performance, Sales, & Supply

12-Month ADR	\$132.84
12-Month Occupancy	64%
12-Month RevPAR	\$85.10
Hotel Transactions	Three (3)
Average Price Per Key	\$131,563
Average Cap Rate	9.55%
Number of Hotels Submarket	117
Average Rooms Per Hotel	56
Number of Rooms	6,590



College of the Sequoias
±4,900 Students | ±33 Miles Away

65

±28,000 VPD



Veterans Day Homecoming Parade
The parade is widely recognized as one of the largest Veterans Day celebrations in California, drawing over ±20,000 spectators annually



LAND LAKES
Warehouse
±500 Employees

FOSTER FARMS
Warehouse
±5,000 Employees

Porterville Chamber Spring Festival
A community event featuring local vendors, entertainment, and family-friendly activities event that draws about ±20,000 visitors annually

Downtown Porterville
±2.2 Miles Away

Porterville City Hall

Porterville Veterans Memorial Building

Sierra View Medical Center
±167 Beds

Porterville Courthouse

EAGLE MOUNTAIN CASINO
Eagle Mountain Casino
Recent \$220M expansion
±193 Rooms | ±1,000 Employees
±100,000 SF Gaming Floor
2,000 Seat Event Center

BW Best Western
Subject Property

Porterville Developmental Center
California's specialized treatment facility for adults with developmental disabilities and behavioral health needs | ±607 Beds

Poplar Ave ±23,800 VPD

Porterville Sports Complex
Annual Independence Day event draws about ±12,000 visitors

Porterville Municipal Airport
±43,550 Aircraft Operations Per Year

Distribution Center
Walmart

PC
PORTERVILLE COLLEGE
Porterville College
±4,900 Students

Porterville Fairgrounds
A regional event venue hosting fairs, concerts, and community gatherings year-round drawing ±59,000 annual visitors

Jeton Farms
±1,000 Employees

Drive Times
±17 Minutes to Lake Success
±21 Minutes to Tule River Canyon
±25 Minutes to Sequoia National Forest

MARKET OVERVIEW



Situated in the heart of California's Central Valley and serving as a gateway to the Sierra Nevada foothills, the city of Porterville offers a hospitality setting supported by its position along State Route 65 and access to regional agriculture, manufacturing, healthcare, and service-industry employment centers. The area combines established residential neighborhoods, year-round outdoor recreation, and consistent business-travel activity, creating conditions well suited to select-service hotel operations. As tourism to nearby Sequoia National Park continues to grow and regional economic activity expands, a hotel in this market is well-positioned to attract both leisure-driven and transient visitation.

From a lifestyle standpoint, Porterville maintains solid regional demographics, diversified household profiles, and a stable working population. The built environment, defined by a mix of highway-oriented lodging, service-focused hotels, and neighborhood commercial corridors, supports a competitive hospitality platform. Demand drivers include agricultural enterprises, healthcare facilities, educational institutions, government services, and recreation-related travel activity. The market offers the combined advantage of dependable business-travel patterns and stable residential density, shaping service expectations, wage benchmarks, and overall long-term market operational positioning.

±26 MIN

**DRIVE TO
SEQUOIA NATIONAL FOREST**

24B+

**TULARE COUNTY
REGIONAL GDP**

PORTERVILLE, CA

63,157

Total Population

\$81,097

Average HH Income

19,335

of Households

25,888

Employed Population

2.3M

Annual Visitors
Tulare County

\$626M

Annual Visitor Spending
Tulare County

HOSPITALITY DEMAND DRIVERS

Porterville has a hospitality industry shaped by its role as a gateway to Sequoia National Park and its position within California's Central Valley. The city includes a range of hotels situated near State Route 65 and key commercial corridors, providing convenient access to regional employers, healthcare facilities, educational institutions, and outdoor recreation destinations. Porterville's downtown district, with its restaurants, local businesses, and community gathering spaces, supports the guest experience and appeals to visitors seeking comfort paired with regional character. In recent years, the hospitality sector has incorporated updated design features and practical, experience-oriented amenities that align with evolving traveler preferences. Overall, Porterville's combination of regional accessibility, dependable accommodations, and proximity to major recreation assets helps reinforce its role as an important hospitality destination within the region.



Local Economy

The economy of Porterville is shaped by its role as a regional service center within California's Central Valley, its proximity to the Sierra Nevada recreation corridor, and a stable residential base supported by long-standing agricultural activity. Many residents work in sectors such as agriculture, healthcare, education, manufacturing, government services, and retail trade, with some commuting to employment centers throughout Tulare County and neighboring communities. Commercial corridors, including downtown Porterville and retail areas along State Route 65, attract steady activity from both local residents and regional visitors, supported by the city's position as a gateway to Sequoia National Park and surrounding outdoor recreation destinations. Hospitality, healthcare providers, and a range of service-oriented businesses also contribute to the local economic landscape. Population stability and ongoing investment in commercial, residential, and institutional facilities influence the business environment, creating both opportunities and constraints for expansion. Overall, Porterville's economy reflects broader Central Valley dynamics, blending consistent consumer activity with the advantages of a strategically positioned regional market.

TOP INDUSTRIES

- Agriculture & Food Processing
- Healthcare & Medical Services
- Education & Public Administration
- Manufacturing & Industrial Operations
- Retail, Hospitality & Tourism

TOP EMPLOYERS

- Porterville Developmental Center
- Sierra View Medical Center
- Porterville Unified School District
- College of the Sequoias (Porterville Campus)
- City of Porterville / Tulare County Government



±26 MIN DRIVE
DISTANCE FROM SUBJECT PROPERTY

1.5 M+

ANNUAL VISITORS

\$230M+

ANNUAL ECONOMIC IMPACT

SEQUOIA NATIONAL FOREST

FINANCIAL OVERVIEW



Financial Overview

\$15,500,000

List Price

\$134,783

Price Per Key

4.30

2025 Revenue Multiple

9.92%

Cap Rate



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This Offering Memorandum contains select information pertaining to the business and affairs of the property owner and its tenant for real property located at 350 W Montgomery Ave, Porterville, CA 93257 ("Property"). The Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in this Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Seller or Matthews™. The material and information in the Offering Memorandum is unverified. Matthews™ has not made any investigation, and makes no warranty or representation, with respect to square footage, income and expenses, the future financial performance of the property, future rent, and real estate value market conditions, the condition or financial prospects of any tenant, or the tenants' plans or intentions to continue to occupy space at the property. All prospective purchasers should conduct their own thorough due diligence investigation of each of these areas with the assistance of their accounting, construction, and legal professionals, and seek expert opinions regarding volatile market conditions given the unpredictable changes resulting from the continuing COVID-19 pandemic. The information is based in part upon information supplied by the Owner and in part upon financial information obtained from sources the Owner deems reliable. Neither owner, nor their officers, employees, or real estate agents make any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum, or any of its content, and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein.

By acknowledging your receipt of this Offering Memorandum for the Property, you agree:

1. The Offering Memorandum and its contents are confidential;
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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Owner and Matthews™ expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed and delivered.

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.

A prospective purchaser's sole and exclusive rights with respect to this prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Owner or Matthews™ or any of their affiliates or any of their respective officers, directors, shareholders, owners, employees, or agents for any damages, liability, or causes of action relating to this solicitation process or the marketing or sale of the Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the date of this Offering Memorandum.