



SenS Hotel & Vanne Bistro Berkeley

1538-1540 Shattuck Ave | Berkeley, CA 94709

Hospitality Investment Opportunity | Offering Memorandum



Strong Online Reputation



4.3/5



4/5

MATTHEWS™

Exclusively Listed By



Nate Solomon

Associate

(512) 839-6999

nate.solomon@matthews.com

License No. 842300 (TX)



Luke Thompson

Vice President & Director

(737) 312-4356

luke.thompson@matthews.com

License No. 593889 (TX)

David Harrington

Broker of Record

Broker Lic. No.: 01320460 (CA)

Firm Lic. No.: 02168060 (CA)

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SenS Hotel & Vanne Bistro Berkeley

Property Overview



Property Overview

SenS Hotel & Vanne Bistro Berkeley

1538-1540 Shattuck Ave | Berkeley, CA

18

Total Keys

1962

Year Built

±0.09

Lot Size (AC)

±13,128

Building Size (SF)

Independent

Scale

Alameda

County



Investment Highlights

- **Turn-Key Boutique Asset:** Fully renovated 18-key hotel with updated guestrooms, private bathrooms, select balconies, and ground-floor restaurant space.
- **Premier North Berkeley Location:** Located in the Gourmet Ghetto, directly across from Chez Panisse and steps from iconic dining and retail destinations.
- **UC Berkeley Demand:** Approximately one mile from UC Berkeley, with 46,000+ students driving demand from events, athletics, commencement, and university visitors.
- **Diverse Demand Drivers:** Lawrence Berkeley National Laboratory, Bayer, Downtown Berkeley entertainment, and BART connectivity support year-round corporate and leisure demand.
- **High-Barrier Hotel Market:** Berkeley's lodging inventory has contracted, while development barriers and limited new supply strengthen the property's competitive positioning.
- **Operational Upside:** Below-market ADR, restaurant lease potential, and university and corporate accounts provide multiple opportunities to increase revenue and NOI.



Amenities

Free WiFi

Vanne Bistro

Refrigerator

Microwave

Cable TV

Work Desk

Bathrobes

Toiletries

Private Balconies

Private Patios

Elevator Access

Accessible Lobby





Tilden Regional Park
±2M Annual Visitors

BERKELEY LAB
±3,800 Employees

Berkeley
UNIVERSITY OF CALIFORNIA
UC Berkeley
±45,882 Students | ±16,370 Employees

THE GREEK
THEATRE AT UC BERKELEY
±200K Annual Visitors

CALIFORNIA MEMORIAL STADIUM
EST. 1923
±300K Annual Visitors

SEN2
HOTELS & RESORTS
Subject Property

BOTANICAL GARDEN
AT BERKELEY
±100K Annual Visitors

BAMPFA
±130K Annual Visitors

THE CHEESE BOARD COLLECTIVE

Cher Panisse

FARMHOUSE KITCHEN
THAI CUISINE

BERKELEY CITY COLLEGE
Berkeley City College
±6,278 Students | ±300 Employees

BART Station
Downtown Berkeley

Berkeley High School
±3,200 Students

Sutter Health
Alta Bates Summit Medical Center
±380 Beds | ±1.8K Employees



UCSF Benioff Children's Hospitals
±191 Beds | ±2.6K Employees

FIELDWORK BREWING CO.
EL MONO
FRESH FLAVORS OF PERU
Philz Coffee
DONKEY & GOAT

BART Station
North Berkeley

Berkeley Marina
CALIFORNIA
±300K Annual Visitors

McLaughlin Eastshore State Park

Berkeley Arts District

Downtown Berkeley

Fourth Street Shops
ANTHROPOLOGIE **Apple Store**
WARBY PARKER
Sur la table *Madewell*



San Francisco
±14.6 Miles Away

6.2 Miles
Downtown Oakland

15.1 Miles
Oakland San Francisco Bay Airport

580

±272,000 VPD

±32,000 VPD

San Pablo Ave ±20,800 VPD

±15,800 VPD

Shattuck Ave ±36,200 VPD

±24,000 VPD

Sacramento St

Ashby Ave

SenS Hotel & Vanne Bistro Berkeley

Market Overview



Berkeley, CA



Market Demographics

31,469

Total Population

1.7M+

Annual Visitors

\$176.6M

Lodging & Food Service Sales

\$182.5B

Alameda County GDP

Local Market Overview

Berkeley, California is a well-established academic and commercial hub in Alameda County with convenient access throughout the San Francisco Bay Area. The community benefits from a strong local economy and major transportation corridors including Interstate 80, Interstate 580, and State Route 13. Its location provides convenient connectivity to Oakland, San Francisco, and surrounding communities across the East Bay region. The area features a mix of residential neighborhoods, education, healthcare, research, employment, and commercial activity, supporting consistent daily traffic and a stable population base. Berkeley also serves as a major educational destination, with UC Berkeley, research institutions, restaurants, and cultural attractions drawing visitors from surrounding communities. These demand drivers support consistent year-round activity throughout the Berkeley market.

Property Demographics

Population	1-Mile	3-Mile	5-Mile
2025 Population	41,365	200,267	361,881
2030 Population Projection	41,616	200,649	363,457
Households	1-Mile	3-Mile	5-Mile
2025 Households	16,825	79,645	149,447
2030 Household Projections	16,960	79,848	150,203
Income	1-Mile	3-Mile	5-Mile
Avg Household Income	\$135,947	\$149,612	\$150,714

Local Tourism & Economy

Berkeley ranks among the Bay Area's leading academic and innovation centers, supported by a highly educated workforce and diversified regional economy. The University of California, Berkeley anchors the market, attracting students, researchers, faculty, visitors, and investment while supporting the region's technology and research ecosystem. Proximity to San Francisco, Oakland, major employment centers, and extensive BART and highway connections continues driving residential demand, commercial activity, and long-term investment across multifamily, retail, mixed-use, office, and research-oriented real estate. Together these forces make Berkeley one of the most established and resilient urban markets in the San Francisco Bay Area.

Top Industries

- Education & Research
- Technology & Innovation
- Healthcare & Life Sciences
- Professional & Business Services
- Retail, Hospitality & Tourism

TOP TOURISM DRIVER

UC Berkeley

1M+

Annual Visitors

\$6.3B+

Annual Economic Impact





Minutes Away From UC Berkeley

±5 Minute Drive

The University of California, Berkeley is one of the nation's leading public universities and a major economic and educational anchor in Berkeley. Located near the heart of the community, Berkeley's main campus supports a substantial population of students, faculty, and staff, generating consistent demand for lodging throughout the surrounding area. The campus is also near Downtown Berkeley and offers convenient access to local businesses, recreation, and regional transit, strengthening the area's appeal for visitors seeking proximity to education, employment, entertainment, and amenities.

Total Enrollment

46,000+

D1 Sports Teams

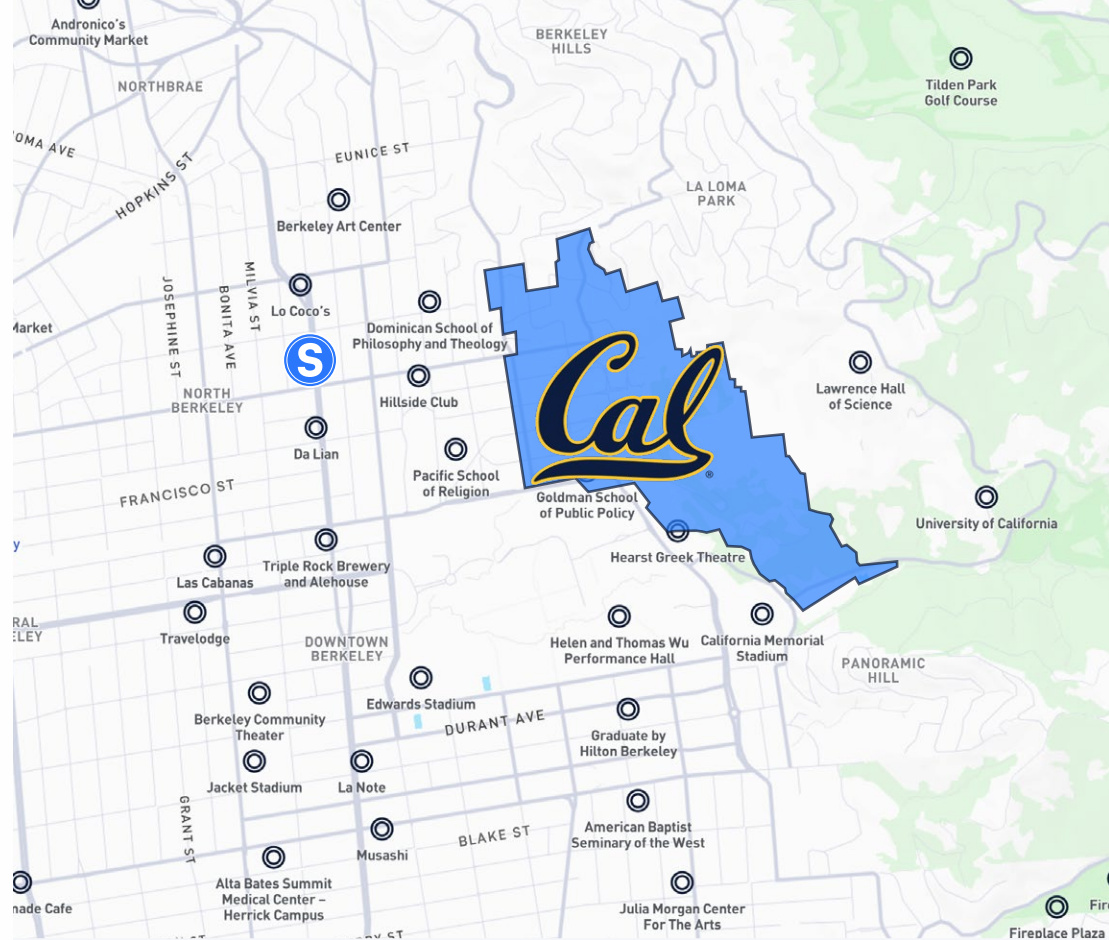
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Top Public University

#1 IN U.S.

Annual Visitors

1M+



Demand Drivers & Economy

Corporate Travel

- **Proximity to Business Hubs:** The Berkeley hotel market benefits from proximity to major employment and research centers, including UC Berkeley, Lawrence Berkeley National Laboratory, Bayer, and established technology, life sciences, and professional services firms throughout the East Bay
- **Office Complexes:** The area serves as a major center for education, research, biotechnology, healthcare, and innovation, generating consistent travel from faculty, researchers, executives, vendors, contractors, and other business-related visitors
- **Impact on Hotel Demand:** These regional employers, research institutions, and commercial uses help stabilize weekday occupancy

Top Employers



Tourism & Leisure Attractions

The SenS Hotel & Vanne Bistro Berkeley is Nearby:

- **UC Berkeley** (and California Memorial Stadium for events)
- **Fourth Street Berkeley** retail, dining, and entertainment destination
- **Berkeley Marina and Tilden Regional Park** offering waterfront recreation, trails, and outdoor attractions

Weekend and Leisure Draw: These attractions help generate complementary weekend and leisure demand, expanding beyond business-oriented stays

14 Mile Proximity to San Francisco

#4 Largest U.S. Metro Economy
\$800B+ Annual GDP

Major Global Business Hub
800,000+ San Francisco Population



SenS Hotel & Vanne Bistro Berkeley

Financial Overview



Financial Overview

\$4,750,000

List Price

\$362

Price Per SF

5.0x

Revenue Multiple

\$263,889

Price Per Key



Historical Cash Flow

	Year 2022			Year 2023			Year 2024			June '26 T-12		
Revenue	Amount	% Rev	\$POR	Amount	% Rev	\$POR	Amount	% Rev	\$POR	Amount	% Rev	\$POR
Rooms Revenue	\$504,872	57.3%	\$116.43	\$493,426	57.5%	\$119.21	\$497,600	58.0%	\$122.16	\$579,033	61.0%	\$122.41
Food and Beverage Revenue	\$334,265	37.9%	\$77.09	\$326,419	38.0%	\$78.86	\$317,165	37.0%	\$77.86	\$326,498	34.4%	\$69.02
Other Departmental Revenue	\$41,695	4.7%	\$9.62	\$38,870	4.5%	\$9.39	\$43,039	5.0%	\$10.57	\$43,367	4.6%	\$9.17
Total Revenue	\$880,831	100.0%	\$203.13	\$858,715	100.0%	\$207.46	\$857,804	100.0%	\$210.59	\$948,897	100.0%	\$200.60
Departmental Expenses												
Rooms Expense	\$194,004	22.0%	\$44.74	\$219,012	25.5%	\$52.91	\$223,294	26.0%	\$54.82	\$232,251	24.5%	\$49.10
Food and Beverage Expense	\$293,562	33.3%	\$67.70	\$304,246	35.4%	\$73.51	\$297,636	34.7%	\$73.07	\$308,295	32.5%	\$65.17
Total Departmental Expenses	\$487,567	55.4%	\$112.44	\$523,258	60.9%	\$126.42	\$520,930	60.7%	\$127.89	\$540,546	57.0%	\$114.27
Departmental Profit	\$393,265	44.6%	\$90.69	\$335,457	39.1%	\$81.05	\$336,874	39.3%	\$82.70	\$408,351	43.0%	\$86.32
Undistributed Expenses												
			\$PAR			\$PAR			\$PAR			\$PAR
Administrative and General	\$82,538	9.4%	\$4,585	\$70,994	8.3%	\$3,944	\$83,148	9.7%	\$4,619	\$91,037	9.6%	\$5,058
Info and Telecom Systems	\$28,998	3.3%	\$1,611	\$25,170	2.9%	\$1,398	\$22,139	2.6%	\$1,230	\$26,881	2.8%	\$1,493
Sales and Marketing	\$35,402	4.0%	\$1,967	\$37,431	4.4%	\$2,080	\$41,016	4.8%	\$2,279	\$41,311	4.4%	\$2,295
Property Operations and Maintenance	\$11,181	1.3%	\$621	\$26,436	3.1%	\$1,469	\$8,851	1.0%	\$492	\$14,013	1.5%	\$779
Utilities	\$40,255	4.6%	\$2,236	\$45,875	5.3%	\$2,549	\$46,737	5.4%	\$2,597	\$44,294	4.7%	\$2,461
Total Undistributed Expenses	\$198,374	22.5%	\$11,021	\$205,906	24.0%	\$11,439	\$201,892	23.5%	\$11,216	\$217,536	22.9%	\$12,085
House Profit (GOP)	\$194,891	22.1%	\$10,827	\$129,551	15.1%	\$7,197	\$134,983	15.7%	\$7,499	\$190,815	20.1%	\$10,601
Management Fee	\$35,477	3.0%	\$1,971	\$34,349	3.0%	\$1,908	\$34,312	3.0%	\$1,906	\$37,955	3.0%	\$2,109
Income Before Fixed Charges	\$159,414	18.1%	\$8,856	\$95,202	11.1%	\$5,289	\$100,670	11.7%	\$5,593	\$152,860	16.1%	\$8,492
Fixed Charges												
Property Taxes	\$78,300	8.9%	\$4,350	\$78,762	9.2%	\$4,376	\$82,376	9.6%	\$4,576	\$85,627	9.0%	\$4,757
Insurance	\$58,535	6.6%	\$3,252	\$70,396	8.2%	\$3,911	\$73,767	8.6%	\$4,098	\$72,830	7.7%	\$4,046
Total Fixed Charges	\$136,835	15.5%	\$7,602	\$149,158	17.4%	\$8,287	\$156,143	18.2%	\$8,675	\$158,457	16.7%	\$8,803
Total Expenses	\$858,253	97.4%	\$47,681	\$912,671	106.3%	\$50,704	\$913,277	106.5%	\$50,738	\$954,494	100.6%	\$53,027
Net Operating Income	\$22,578	2.6%	\$1,254	(\$53,956)	-6.3%	(\$2,998)	(\$55,473)	-6.5%	(\$3,082)	(\$5,597)	-0.6%	(\$311)
Number of Rooms			18 Rooms			18 Rooms			18 Rooms			18 Rooms
Total Rooms Occupied			4,336 Nights			4,139 Nights			4,073 Nights			4,730 Nights
Total Rooms Available			6,570 Nights			6,570 Nights			6,570 Nights			6,570 Nights
Occupancy			66.00%			63.00%			62.00%			72.00%

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Nate Solomon

Associate

(512) 839-6999

nate.solomon@matthews.com

License No. 842300 (TX)



Luke Thompson

Vice President & Director

(737) 312-4356

luke.thompson@matthews.com

License No. 593889 (TX)

David Harrington | Broker of Record | Broker Lic. No.: 01320460 (CA) | Firm Lic. No.: 02168060 (CA)

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