BW | Best Western PLUS

stirling

BEST WESTERN PLUS - WALKER

13600 HARTMAN LANE • WALKER, LA

CONFIDENTIAL OFFERING MEMORANDUM

stirling

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CONFIDENTIALITY AGREEMENT

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EXECUTIVE SUMMARY

BEST WESTERN PLUS - WALKER

PROPERTY OVERVIEW

BEST WESTERN PLUS - WALKER

OFFERING SUMMARY	
Address	13600 Hartman Lane, Walker, LA 7078
Price	To be determined by Market
Number of Rooms	63
Number of Buildings	1
Number of Stories	3
Year Constructed	2016
Year Renovated	2021
Gross Building Area	31,500 SF
Land Size	1.53 Acres

OPERATING SUMMARY	
NOI - Yr 1 ProForma	$380,067
YE 2024 RevPar	$51.84
YE 2024 ADR	$83.17
YE 2024 Occupancy	65.1%

INVESTMENT HIGHLIGHTS

POPULATION GROWTH

- Walker's population has increased by approximately 20% over the past decade, reaching around 7,000 residents as of 2024, indicating a growing demand for lodging and services.

ECONOMIC INDICATORS

- The local economy benefits from manufacturing, agriculture, and retail sectors.
- Unemployment rate in Livingston Parish (where Walker is located) is below the state average at 4.1%, supporting household income and travel spending.

ACCESSIBILITY & TRANSPORTATION

- Located at the intersection of Interstate 12 and U.S. Highway 190, providing direct access for regional travelers.
- Approximately 30 miles from Baton Rouge and 50 miles from New Orleans, expanding potential client base.

REGIONAL DEVELOPMENT PROJECTS

- Recent infrastructure investments worth over $50 million have improved roadways and utilities.
- New commercial and residential developments are underway, increasing overnight stays and business travel.

EXECUTIVE SUMMARY

INVESTMENT OVERVIEW

The Stirling Hotel team is pleased to present the Best Western Plus – Walker, Louisiana. This 63-room, three-story limited-service hotel is strategically situated along Interstate 12, a heavily traveled corridor connecting Interstate 10 traffic in both directions from California to Louisiana.

Originally constructed in 2016 and extensively renovated in 2021, the Best Western Plus benefits from the prestige and recognition associated with the Best Western brand, supported by a loyal customer base that consistently generates bookings and revenue.

The "Plus" designation signifies a higher-tier property with upgraded amenities and services, appealing to both business and leisure travelers seeking quality accommodations.

Since 2022, the Best Western Plus has maintained a RevPAR of at least $50, with room for growth, compared to the competitive set's RevPAR of $64.34, as reported in the December 2024 Star Report.

This presents a compelling opportunity for an active operator to capitalize on the property's low cost per room by implementing targeted marketing strategies to enhance its market presence and revenue potential.

EXECUTIVE SUMMARY

Walker, Louisiana, located approximately 20 miles from Baton Rouge, incorporated as a city in 2011 by proclamation of Governor Bobby Jindal.

Census data indicate Livingston Parish continues to lead the Baton Rouge metro in population growth, adding more residents than any other parish in the region. From 2010 to 2020, Livingston Parish was the fastest-growing parish in Louisiana, with an estimated growth of 15–20% over the decade. This sustained demand is shaping a robust demand tailwind for commercial and residential development.

A key growth driver is resident migration from Baton Rouge to neighboring parishes. Juban Crossing, together with the LA-447 and I-12 corridors, has attracted national retailers and continues to anchor ongoing development, creating resilient catchment areas for retail, hospitality, and multifamily projects.

Infrastructure and healthcare investments underpin long-term value. The Livingston Neighborhood Hospital, with an estimated project cost of $50 million, is targeted to open in 2027. This facility, alongside affordable living costs and strong school systems, enhances the market's attractiveness for families and institutions seeking stable, long-term occupancy and tenant quality.

For investors, Walker and Livingston Parish present compelling entry points:

- Affordable, scalable opportunities in hospitality and commercial redevelopment along major corridors.
- A rising population base with increasing retail, dining, and service-sector demand.
- A favorable brand footprint; the Best Western Regency Park in Walker offers a strategic platform to capitalize on a growing market while leveraging a globally recognized brand.

The Best Western Regency Park in Walker represents a compelling opportunity to acquire a value-driven asset with upside potential from continued market expansion and brand-driven demand. This is suitable for both first-time hotel investors seeking a lower-cost entry and experienced sponsors aiming to diversify portfolios with a steady, branded asset in a growth corridor.

SUMMARY OF TERMS

TERMS OF SALE
Property is offered 'as-is' unencumbered by debt and 3rd party management

PROPERTY TOURS
Prospective Buyers are encouraged to visit the subject Property prior to submitting offers.

However, ALL tours must be properly scheduled with the Stirling Hotel Team, in advance.

At no time, shall Buyers and/or its representatives contact on-site management and staff without prior written approval

ASSUMABLE DEBT
The debt for Best Western Plus Regency Park is not assumable

PROPERTY IMPROVEMENT PLAN (PIP)
Seller expects the PIP to be minimal, if any. However, as a precaution with any hotel brand, the Seller is allocating $220,500 ($3500/room) estimate for the PIP.

ABOUT THE TEAM

MANISH D STHANKI, CCIM
Managing Director – Hospitality Investment Sales
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02

SECTION

PROPERTY DESCRIPTION

BEST WESTERN PLUS - WALKER

PROPERTY DETAILS

SITE DESCRIPTION	
Number of Rooms	63

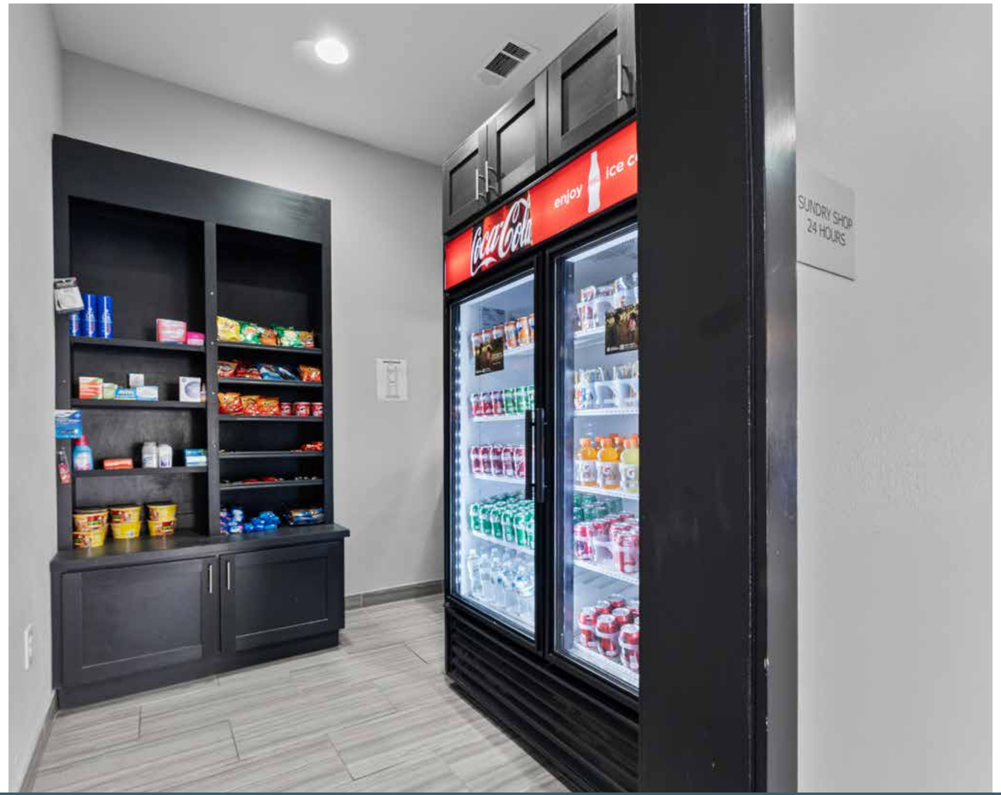
CONSTRUCTION	
Foundation	Concrete Slab
Framing	Wood Frame
Parking Surface	Concrete
Number of Parking Spaces	110
Roof	Shingle (brand new; April 2024)

MECHANICAL	
Elevator	1
HVAC	Central
Fire/Life/Safety	Wet Pipe System with copper pipe

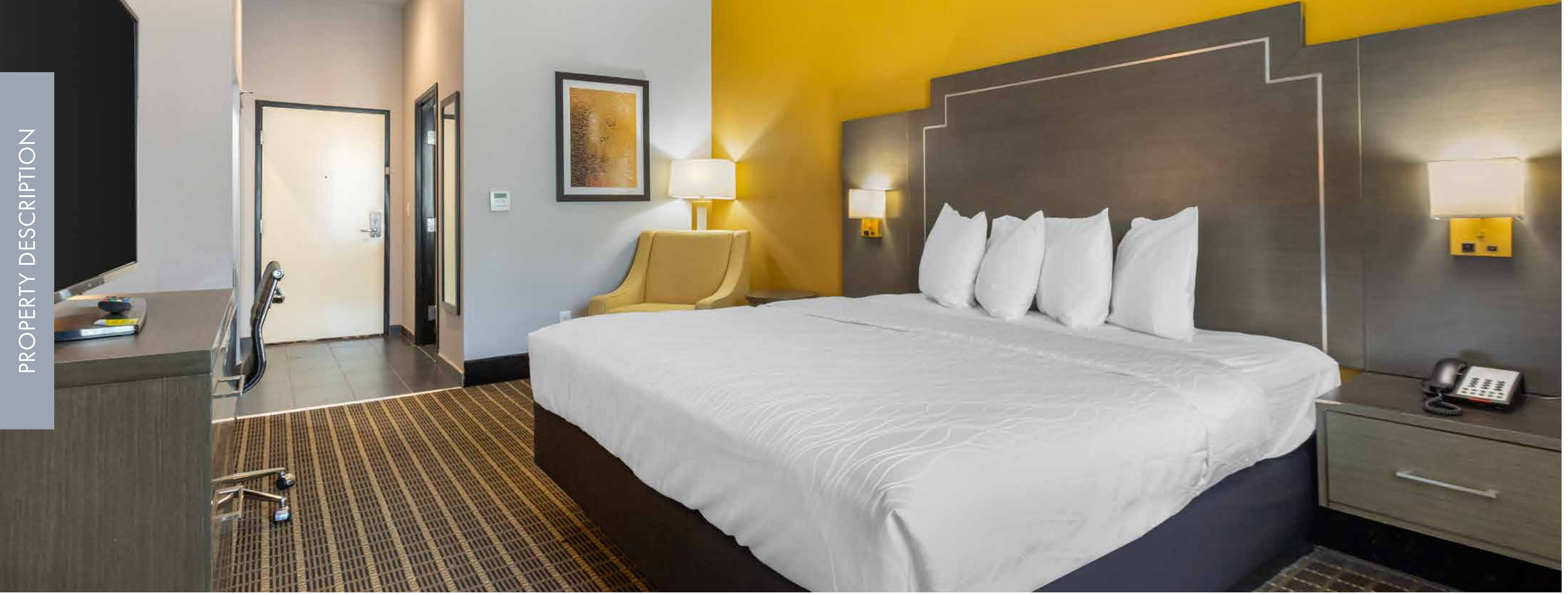
FRANCHISE	
Start Date	April 2021
End Date/Term length	15 years

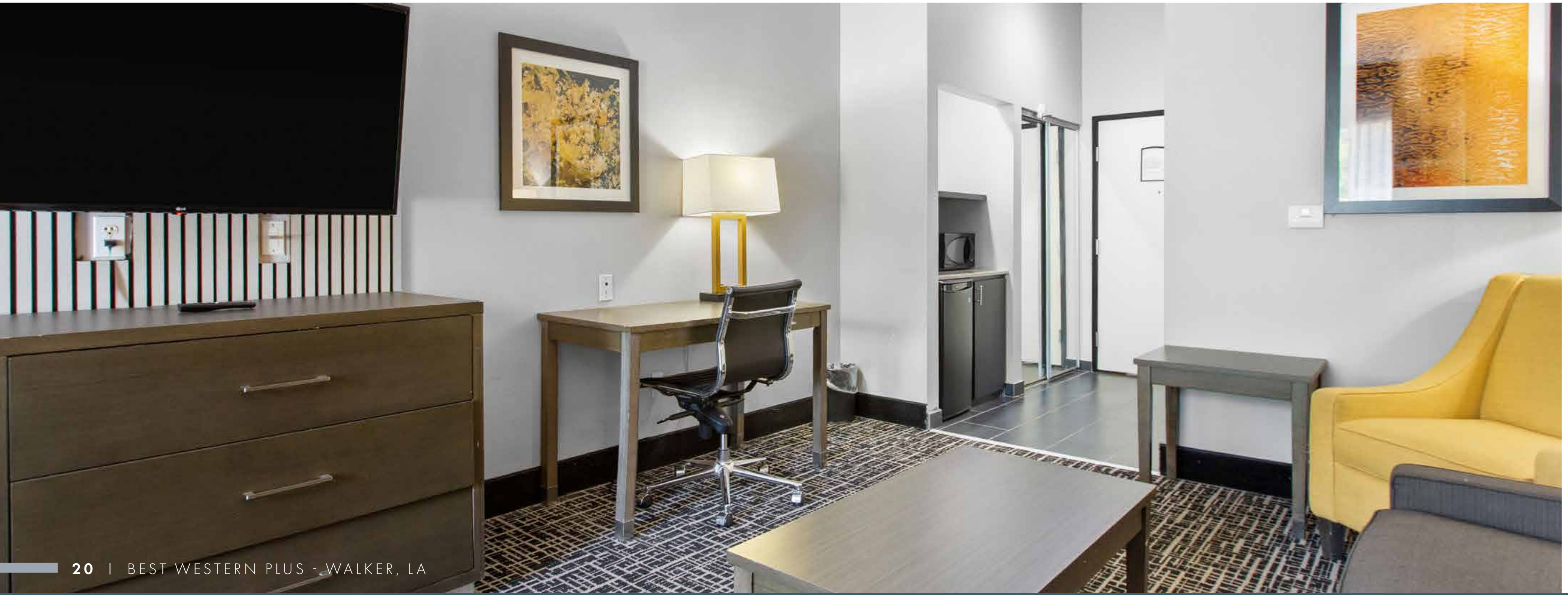
HOTEL AMENITIES

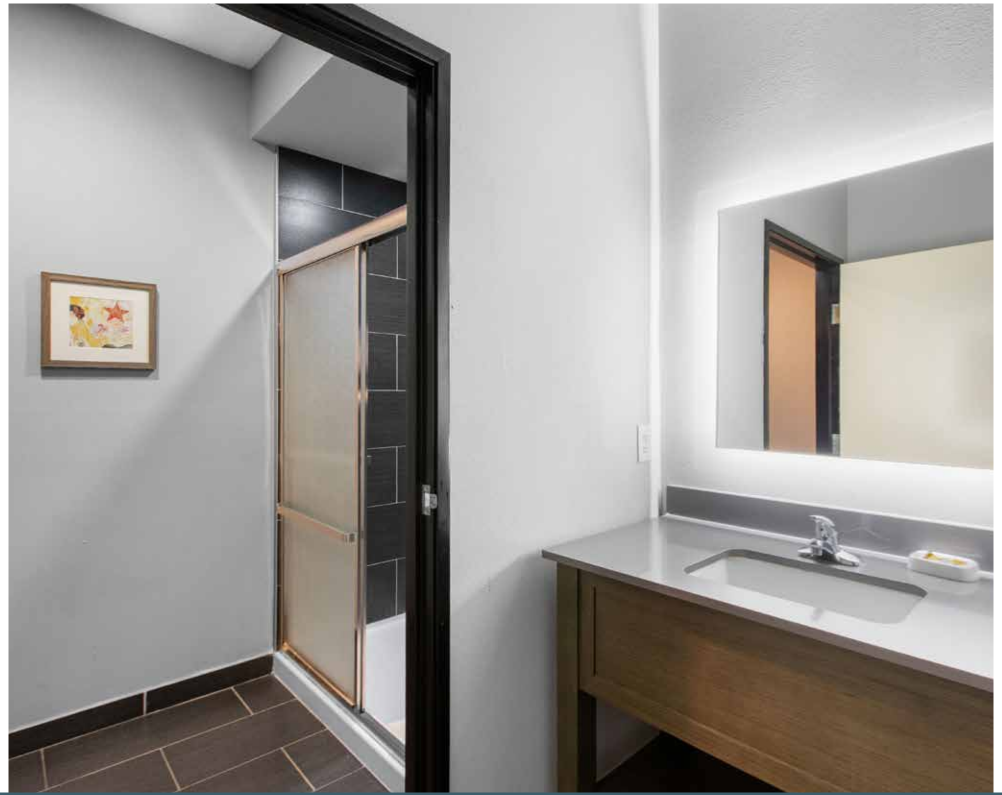
- ✓ 24 HOUR FRONT DESK
- ✓ OUTDOOR POOLS
- ✓ EXERCISE ROOM
- ✓ MICROWAVE & REFRIGERATOR IN ALL GUEST ROOMS
- ✓ WALK-IN SHOWERS
- ✓ IRON AND IRON BOARDS IN ALL GUEST ROOMS



PROPERTY DESCRIPTION







ROOM BREAKDOWN

13	KING STANDARD
13	KING STANDARD WITH SHOWER
18	QUEEN STANDARD
11	KING MINI SUITE
3	QUEEN MINI SUITE
1	KING STANDARD WITH SHOWER (ACC)
1	KING (ACC)
1	QUEEN STANDARD (ACC)
1	KING MINI SUITE (ACC)
1	QUEEN MINI SUITE (ACC)

03

SECTION

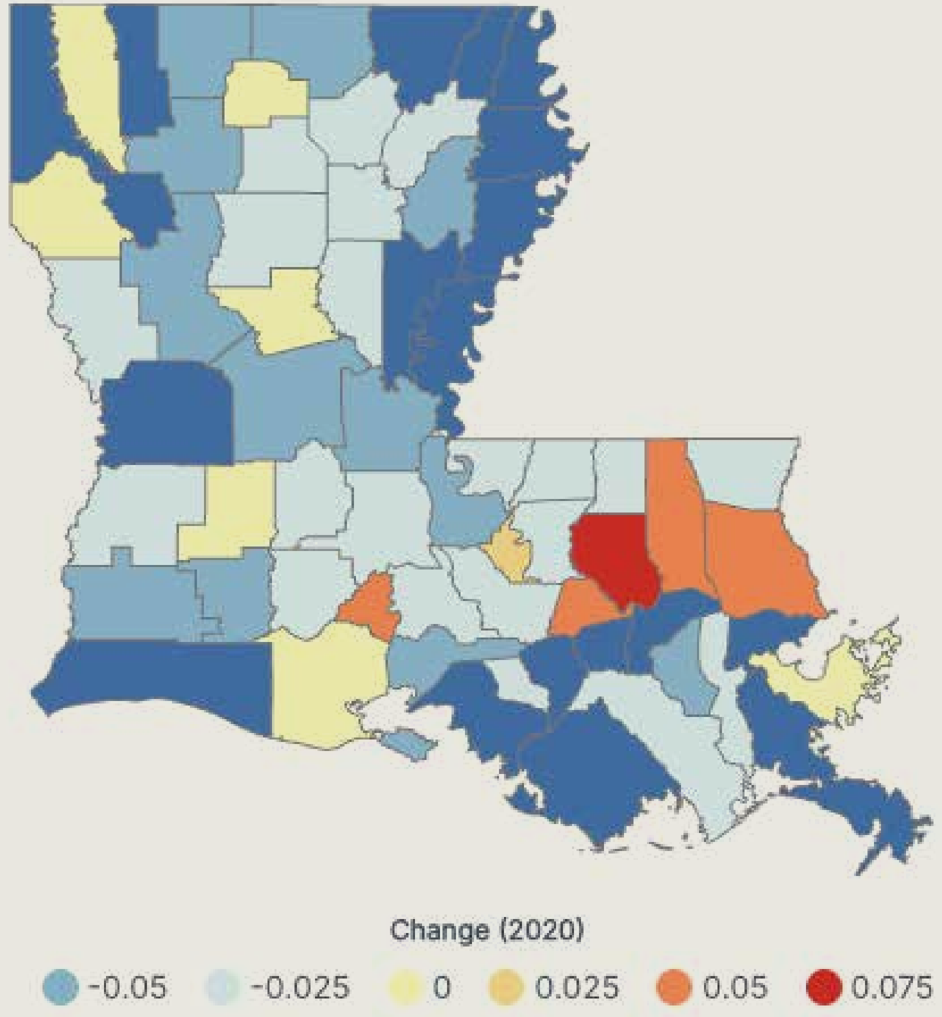
MARKET OVERVIEW

BEST WESTERN PLUS - WALKER

LOUISIANA PARISHES GROWTH OVERVIEW

Louisiana's parishes show varied growth patterns from 2020 to 2025. Livingston Parish leads with 8.65% annualized growth, followed by Lafayette Parish (6.53%) and Ascension Parish (6.4%). The largest parishes are East Baton Rouge Parish (455,101), Jefferson Parish (428,849), and Orleans Parish (360,235). Of the 64 parishes in Louisiana, 13 are growing while 51 have experienced population decline. Overall, parishes averaged -2.52% annualized growth, with total population growing by -0.96% annually.

PARISH	RANK	CHANGE (2020)	2025 POP.	2020 POP.
Livingston Parish	1	8.65%	155,202	142,846
Lafayette Parish	2	6.53%	257,996	242,178
Ascension Parish	3	6.40%	135,114	126,983
Tangipahoa Parish	4	5.99%	141,647	133,642
St. Tammany Parish	5	5.44%	279,429	265,007



SECTION 04

FINANCIAL ANALYSIS

BEST WESTERN PLUS - WALKER

HISTORICAL PROFIT & LOSS STATEMENTS

	2023		2024		Current Adjustments	Current Adjusted	
Rooms	63		63		0	63	
Available Rooms	22,995		22,995		0	22,995	
Rooms Sold	14,188		14,326		0	14,326	
Occupancy	61.7%	-5.1%	62.3%	1.0%	0.0%	62.3%	0.0%
ADR	$85.08	0.0%	$83.17	-2.2%	$0.00	$83.17	0.0%
RevPAR	$52.49	0.0%	$51.81	-1.3%	$0.00	$51.81	0.0%
Revenue/Room	$19,160	-12.4%	$18,912	-1.3%	$0	$18,535	-2.0%
INCOME	**Amount**	**%**		**%**		**Amount**	**%**
Room Revenue	$1,207,108	99.9%	$1,191,484	98.0%	-$23,802	$1,167,682	97.9%
Total Other Income	$1,189	0.1%	$24,822	2.0%	$0	$24,822	2.1%
Total Revenue	**$1,208,297**	**100.0%**	**$1,216,306**	**100.0%**	**-$23,802**	**$1,192,504**	**100.0%**
DEPARTMENTAL EXPENSES							
Rooms	$324,090	26.8%	$380,582	31.3%	$0	$380,582	31.9%
Food & Beverage	$48,423	4.0%	$37,829	3.1%	$0	$37,829	3.2%
Other Operated Depts & Rentals	$0	0.0%	$0	0.0%	$0	$0	0.0%
Total Departmental Expenses	**$372,513**	**30.8%**	**$418,411**	**34.4%**	**$0**	**$418,411**	**35.1%**
Gross Operating Income	**$835,784**	**69.2%**	**$797,895**	**65.6%**	**-$23,802**	**$774,093**	**64.9%**
UNDISTRIBUTED OPERATING EXPENSES							
Administration & General	$412,142	34.1%	$346,842	28.5%	-$197,087	$149,755	12.6%
Marketing	$1,844	0.2%	$3,245	0.3%	$0	$3,245	0.3%
Franchise Fees	$256,201	21.2%	$148,313	12.2%	-$22,000	$126,313	10.6%
Utility Costs	$49,913	4.1%	$45,078	3.7%	$0	$45,078	3.8%
Property Operations & Maintenance	$53,103	4.4%	$46,157	3.8%	-$23,548	$22,609	1.9%
Information Technology	$36,238	3.0%	$37,183	3.1%	$0	$37,183	3.1%
Total Undistributed Operating Expenses	**$809,441**	**67.0%**	**$626,818**	**51.5%**	**-$242,635**	**$384,183**	**32.2%**
Gross Operating Profit	**$26,343**	**2.2%**	**$171,077**	**14.1%**	**$218,833**	**$389,910**	**32.7%**
Fixed Expenses							
Property Taxes	$25,292	2.1%	$30,341	2.5%	$0	$30,341	2.5%
Insurance	$53,401	4.4%	$74,660	6.1%	$0	$74,660	6.3%
Lease Expense	$0	0.0%	$0	0.0%	$0	$0	0.0%
Total Fixed Charges	$78,693	6.5%	$105,001	8.6%	$0	$105,001	8.8%
Total Expenses	**$1,260,647**	**104.3%**	**$1,150,230**	**94.6%**		**$907,595**	**76.1%**
Cash Flow from Operations	-$52,350	-4.3%	$66,076	5.4%	-$23,802	$284,909	23.9%
Capital Replacement Reserve	$48,284	4.0%	$47,659	3.9%	-$952	$46,707	3.9%
Management Fee	$36,213	3.0%	$35,745	2.9%	-$714	$35,030	2.9%
Net Operating Income (EBITDA)	**-$136,848**	**-11.3%**		**0.0%**		**$203,171**	**17.0%**

FIVE-YEAR PRO FORMA

5-YR PRO-FORMA	Current		Year 1		Year 2		Year 3		Year 4		Year 5	
ROOMS	**63**		**63**		**63**	**YOY**	**63**	**YOY**	**63**	**YOY**	**63**	**YOY**
Available Rooms	22,995		22,995		22,995		22,995		22,995		22,995	
Rooms Sold	14,326		15,758		15,916		16,075		16,236		16,398	
Occupancy	62.3%		68.5%		69.2%	1.0%	69.9%	1.0%	70.6%	1.0%	71.3%	1.0%
ADR	$83.17		$89.82		$91.62	2.0%	$93.45	2.0%	$95.32	2.0%	$97.23	2.0%
RevPAR	$51.81		$61.56		$63.42	3.0%	$65.33	3.0%	$67.30	3.0%	$69.34	3.0%
Revenue/Room	$18,535		$22,468		$23,147	3.0%	$23,846	3.0%	$24,566	3.0%	$25,308	3.0%
INCOME	**Amount**	**%**	**Amount**	**%**	**Amount**	**%**	**Amount**	**%**	**Amount**	**%**	**Amount**	**%**
Room Revenue	$1,167,682	97.9%	$1,415,483	98.2%	$1,458,230	98.2%	$1,502,269	98.2%	$1,547,637	98.2%	$1,594,376	98.2%
Other Income	$24,822	2.1%	$25,567	1.8%	$26,334	1.8%	$27,124	1.8%	$27,937	1.8%	$28,776	1.8%
Total Revenue	**$1,192,504**	**100.0%**	**$1,441,049**	**100.0%**	**$1,484,564**	**100.0%**	**$1,529,393**	**100.0%**	**$1,575,575**	**100.0%**	**$1,623,152**	**100.0%**
DEPARTMENTAL EXPENSES												
Rooms	$380,582	31.9%	$422,827	29.3%	$431,325	29.1%	$439,995	28.8%	$448,839	28.5%	$457,861	28.2%
Food & Beverage	$37,829	3.2%	$38,207	2.7%	$38,589	2.6%	$38,975	2.5%	$39,365	2.5%	$39,759	2.4%
Other Operated Depts & Rentals	$0	0.0%	$0	0.0%	$0	0.0%	$0	0.0%	$0	0.0%	$0	0.0%
Total Departmental Expenses	**$418,411**	**35.1%**	**$461,034**	**32.0%**	**$469,915**	**31.7%**	**$478,970**	**31.3%**	**$488,204**	**31.0%**	**$497,619**	**30.7%**
Gross Operating Income	**$774,093**	**64.9%**	**$980,016**	**68.0%**	**$1,014,649**	**68.3%**	**$1,050,422**	**68.7%**	**$1,087,371**	**69.0%**	**$1,125,532**	**69.3%**
UNDISTRIBUTED OPERATING EXPENSES												
Administration & General	$149,755	12.6%	$151,253	10.5%	$152,765	10.3%	$154,293	10.1%	$155,836	9.9%	$157,394	9.7%
Marketing	$3,245	0.3%	$3,342	0.2%	$3,443	0.2%	$3,546	0.2%	$3,652	0.2%	$3,762	0.2%
Franchise Fees	$126,313	10.6%	$130,102	9.0%	$134,005	9.0%	$138,026	9.0%	$142,166	9.0%	$146,431	9.0%
Utility Costs	$45,078	3.8%	$46,430	3.2%	$47,823	3.2%	$49,258	3.2%	$50,736	3.2%	$52,258	3.2%
Property Operations & Maintenance	$22,609	1.9%	$23,287	1.6%	$23,986	1.6%	$24,705	1.6%	$25,447	1.6%	$26,210	1.6%
Information Technology	$37,183	3.1%	$38,298	2.7%	$39,447	2.7%	$40,631	2.7%	$41,850	2.7%	$43,105	2.7%
Total Undistributed Operating Expenses	**$384,183**	**32.2%**	**$392,713**	**27.3%**	**$401,470**	**27.0%**	**$410,459**	**26.8%**	**$419,686**	**26.6%**	**$429,160**	**26.4%**
Gross Operating Profit	**$389,910**	**32.7%**	**$587,302**	**40.8%**	**$613,180**	**41.3%**	**$639,964**	**41.8%**	**$667,684**	**42.4%**	**$696,372**	**42.9%**
FIXED EXPENSES												
Property Taxes	$30,341	2.5%	$31,251	2.2%	$32,189	2.2%	$33,154	2.2%	$34,149	2.2%	$35,174	2.2%
Insurance	$74,660	6.3%	$76,900	5.3%	$79,207	5.3%	$81,583	5.3%	$84,030	5.3%	$86,551	5.3%
Lease Expense	$0	0.0%	$0	0.0%	$0	0.0%	$0	0.0%	$0	0.0%	$0	0.0%
Total Fixed Charges	**$105,001**	**8.8%**	**$108,151**	**7.5%**	**$111,396**	**7.5%**	**$114,737**	**7.5%**	**$118,180**	**7.5%**	**$121,725**	**7.5%**
Total Expenses	**$907,595**	**76.1%**	**$961,898**	**66.7%**	**$982,780**	**66.2%**	**$1,004,166**	**65.7%**	**$1,026,070**	**65.1%**	**$1,048,505**	**64.6%**
Cash Flow from Operations	$284,909	23.9%	$479,151	33.3%	$501,784	33.8%	$525,226	34.3%	$549,505	34.9%	$574,647	35.4%
Capital Replacement Reserve	$46,707	3.9%	$56,619	3.9%	$58,329	3.9%	$60,091	3.9%	$61,905	3.9%	$63,775	3.9%
Management Fee	$35,030	2.9%	$42,464	2.9%	$43,747	2.9%	$45,068	2.9%	$46,429	2.9%	$47,831	2.9%
Net Operating Income (EBITDA)	**$203,171**	**17.0%**	**$380,067**	**26.4%**	**$399,708**	**26.9%**	**$420,068**	**27.5%**	**$441,170**	**28.0%**	**$463,041**	**28.5%**

Note: This is a Broker Pro Forma. Prospective Buyers are strongly advised to underwrite their own projections before considering the subject Property as a potential investment.

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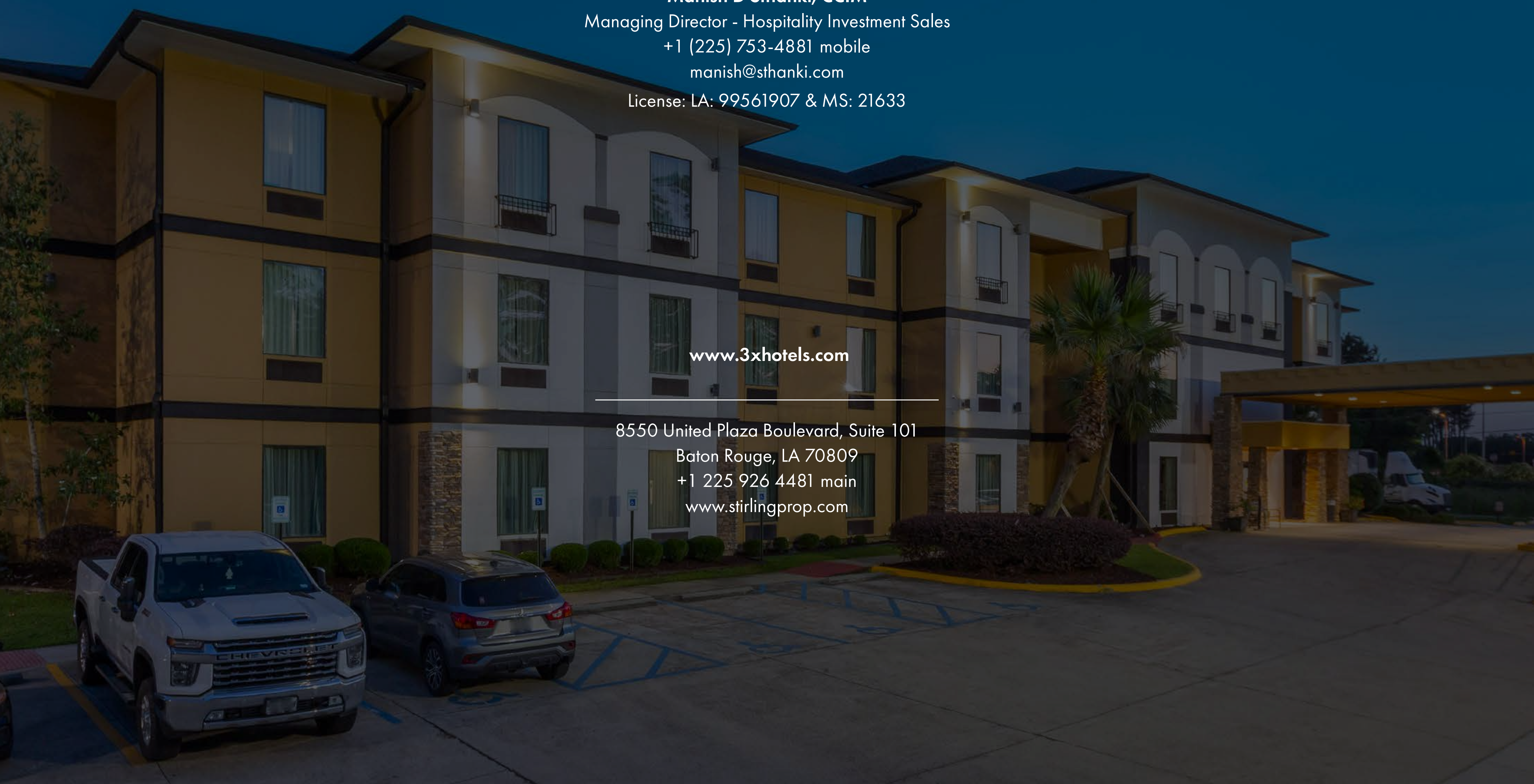

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