

# OFFERING MEMORANDUM



MANAGER

100% AI OPERATED

— Offering Memorandum —

“Fort Lauderdale’s Top Self-Service Boutique Hotel”

— Local Partners —

FOR SALE

📍 505 SE 16<sup>th</sup> St, Fort Lauderdale, FL



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# EXECUTIVE SUMMARY

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Acquired in **June 2023**, the asset underwent a **\$600K capital improvement** program, emerging as a **cutting-edge, tech-enabled operation with minimal owner involvement** required. The **integrated tech stack automates everything** from guest check-in and communications to dynamic pricing.

The property is strategically located minutes from key demand drivers including the **Broward Health Medical Center, the Broward County Convention Center, Port Everglades, and Fort Lauderdale-Hollywood International Airport.**

The broader Fort Lauderdale market remains strong, with forecasts for 2026 predicting continued growth in Revenue Per Available Room (RevPAR)

This offering is a unique opportunity to acquire a **high-yield, low-touch asset with a proven operational model** and stable cash flow in a premier South Florida market, perfect for a passive investor that wants **good Cash Flow and Asset Appreciation.**

## Passive - Fully Automated - Hands-Off Investment



**\$6M**  
*SALES PRICE*



**6.2%**  
*CAP*

The Lauderdale Boutique Hotel & Suites is a cutting-edge fully automated property that takes advantage of the latest in tech and AI to maximize profit while being hands-off for investors.

This offering highlights the technology and AI implemented to service the customer, including self check, remote communications, and the impact it has on revenue and financial results.

Additionally, great upside through the hotel's expansion project where design plans have already been made.

## Passive - Fully Automated - Hands Off Investment



### REVENUE

2025 \$740K

**2026 \$830K**

↳ trending above budget

The property was acquired in June 2023 with 13 units and went through a full renovation Q3 2023, becoming fully operational Q1 2024 with 17



### NOI

2025 \$273K

**2026 \$372K**

↳ trending above budget

The technology incorporated to be able to run it with minimal owner involvement, described in this document, allows a part time property manager to handle all issues



**80%**  
OCCUPANCY

Revenue increased from ~\$500K in 2023, to \$740K in 2025, and \$830K in 2026, already trending above projections

*Owner operated NOI 2026 ~\$461K+, 7.7% CAP*



PT

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### THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16<sup>TH</sup> ST Fort Lauderdale, FL  
17 Unit Hotel  
Turn-Key Operation





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THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16<sup>TH</sup> ST Fort Lauderdale, FL  
17 Unit Hotel  
Turn-Key Operation



1

## Property Information

- 17-Unit Modern Boutique Hotel** – Fully renovated in 2023 with a \$600K capital improvement program.
- Manicured 21,450 SF Site** – Assemblage of three contiguous lots offering future expansion potential.
- Turn-Key Operation** – Tech-enabled with self-check-in, AI guest communications, dynamic pricing, and automated housekeeping.
- Room Mix** – 5 Queen Studios, 4 King Studios, 5 Junior Suites with kitchens, 3 Two-Bedroom Suites.
- Guest Experience** – Smart-lock access, fiber-backed Wi-Fi, 55" casting TVs, designer finishes, landscaped grounds, and on-site mini-mart.

**THE LAUDERDALE BOUTIQUE HOTEL**

505 SE 16<sup>TH</sup> ST Fort Lauderdale, FL  
17 Unit Hotel  
Turn-Key Operation

# PROPERTY DETAILS

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## LOCATION INFORMATION

Building Name	The Lauderdale Boutique hotel & Suites
Street Address	505 SE 16 <sup>TH</sup> ST
City, State, Zip	Fort Lauderdale, FL, 33316
County	Broward
Sub Market	Poinciana Park Civic Association
Cross-Streets	16th st & US1
Road Type	Road Type
Nearest Highway	US1 & I95
Nearest Airport	Fort Lauderdale International Airport (3 mls)
Zoning	RO - Residential Office

## SIZE INFORMATION

NUMBER OF ROOMS	17 (with 23 combinations)
LOT	21,450 FT <sup>2</sup>
# BUILDINGS	3
BUILDINGS SIZE	6,869 FT <sup>2</sup>
LEGAL DESCRIPTION	CROISSANT PARK 4-28 B LOT 18 BLK 62-L
PRICE PER ROOM	\$335,000
PRICE PER SQ FT	\$830/FT <sup>2</sup>

## THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16<sup>TH</sup> ST Fort Lauderdale, FL  
17 Unit Hotel  
Turn-Key Operation



# PROPERTY DESCRIPTION

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## PROPERTY DESCRIPTION

The offering is a **17-unit, modern boutique hotel set on a manicured 21,000 SF assemblage of three contiguous lots in Fort Lauderdale, Florida**. Originally a mid-century structure, the asset was acquired in June 2023 and immediately underwent a **\$600 K capital improvement program** that added four keys and delivered a full exterior refresh, energy-efficient MEP systems, smart-lock access, fiber-backed Wi-Fi, new baths, kitchens, furnishings and designer coastal-modern finishes.

Strategically positioned **two minutes from the 716-bed Broward Health Medical Center, walkable to the \$1.2 B Convention Center expansion, and less than 10 minutes to Fort Lauderdale-Hollywood International Airport and Port Everglades Cruise Terminal**, the hotel captures year-round demand from medical travelers, convention delegates, cruise passengers and leisure guests. Free parking, a no-resort-fee policy and pet-friendly rooms further enhance its competitive edge.

The room mix comprises **(5) Queen Studios, (4) King Studios, (5) Junior Suites with kitchenettes, and (3) Two-Bedroom Suites with full kitchens**, each featuring smart entry locks, sensor thermostats, 55-inch casting-enabled TVs, premium linens and coastal-inspired décor. Recent upgrades also include landscaped grounds and a grab-and-go mini-mart, creating a turnkey, “check-in-ready” guest experience.

Operations are virtually hands-off thanks to an integrated tech stack (Guesty, PricePoint, Conduit, SiteMinder, etc.) that automates revenue management, guest communications and reporting—allowing a new owner to step into a low-touch, high-yield asset on day one.

In short, this **fully renovated, tech-enabled boutique hotel offers an investor a rare, maintenance-free opportunity in one of South Florida's fastest-growing demand corridors**, with great cash flow and clear upside as the Convention Center expansion and continued in-migration lift ADR and occupancy further.



# INVESTOR PROFILE

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## *“The Ideal Property for a **Hands-Off** Owner”*

### INVESTOR PROFILE

Boutique hotel assets like The Lauderdale Boutique Hotel appeal to a range of investors and operators. Given the property's strong cash flow and hands-off management structure, likely buyers include:

**Experienced Hotel Investors:** Hospitality-focused buyers or boutique hotel operators who appreciate a turnkey asset with solid performance metrics. Such investors often seek unique properties that “blend passion with profit,” capitalizing on the growing demand for authentic boutique.

**Passive Real Estate Investors:** Individuals or family offices that typically invest in multifamily or commercial properties and are drawn to the hotel's minimal operational oversight. The subject's use of professional management and technology means these investors can own a hospitality asset without daily involvement – an attractive proposition compared to most small hotels.

**Out-of-State & International Buyers:** Out-of-area investors looking for a Florida hospitality asset with stable income. The Fort Lauderdale area's tourism appeal, combined with the property's remote-management setup, makes it suitable for buyers who cannot be on-site regularly.

**1031 Exchange Buyers:** Investors who have sold other real estate and need to reinvest. A boutique hotel with proven ~\$280K NOI and strong occupancy could be an ideal 1031 upleg, especially since the property “runs itself” via a part-time manager and tech stack (Guesty, PricePoint, Conduit, Siteminder, etc.), unlike many owner-operated inns.

**Owner operators:** Experienced owners operators can illuminate property management expenses and replace external cleaning crew by onsite staff for \$90K savings, and generate a 7.7% CAP return.



	2025	2026
<b>REVENUE</b>	\$740K	\$830K
<b>NOI \$</b>	\$273K	\$372K
<b>NOI %</b>	36.5%	44.6%
<b>OCCUPANCY</b>	80.3%	80.6%



# 2

## Hotel Operations & Technology

**Turn-Key, Tech-Enabled Asset** – Fully automated operations via **Guesty**, **Conduit**, **PricePoint**, **SiteMinder**, and **Ring**.

**AI-Driven Guest Communications** – 80–90% of guest inquiries resolved instantly through AI (24/7 coverage).

**Dynamic Revenue Management** – Automated pricing strategies driving a +12% RevPAR lift.

**Self-Service Guest Experience** – Smart locks, digital guides, automated housekeeping, and fraud-protected check-in.

**Transparent Ownership** – Real-time P&L dashboards, statements, and performance metrics accessible remotely.

**Passive-Investment Ready** – Seamless hand-off with plug-and-play SOPs and zero reliance on tribal knowledge.

### THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16<sup>TH</sup> ST Fort Lauderdale, FL  
17 Unit Hotel  
Turn-Key Operation



# TECHNOLOGY STACK

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## Turning a 17-Room Hotel Into a True Passive Investment

### HOW IT WORKS FOR ME

**One control tower (Guesty).** All 17 units, OTAs, rates & messages live in a single dashboard I check on my phone.

**AI-first guest comms (Conduit).** 80-90 % of questions are solved instantly by Conduit's AI; the remaining 10 % route to a 24/7 call-center agent or my part-time property manager.

**Dynamic revenue engine (PricePoint + SiteMinder).** Real-time demand data auto-pushes optimal ADR; The Host upsells ~\$9.80 per stay.

**Lean labor & automated ops.** **Guesty** auto-assigns housekeeping, maintenance, and late-checkout fees; **Authenticate/Zesty** cut fraud.

**Instant, transparent reporting.** **Guesty** exports owner statements and real-time P&L.

### WHY IT MATTERS FOR THE ASSET

**Transferable operations.** A buyer inherits plug-and-play SOPs instead of tribal knowledge, lifting valuation.

**Round-the-clock service, near-zero owner time.** Higher review scores, fewer emergencies, and no need for full-time staff.

**Baked-in upside.** +12 % RevPAR lift is visible in trailing financials—easy story for investors & lenders.

**Lower OpEx → higher NOI.** Savings drop straight to the bottom line, improving cap-rate pricing.

**Passive-investment ready.** Clear data lets the next owner underwrite and operate from day one.

**Bottom line:** Guesty and the attached stack turn a 17-room hotel into a **low-touch, high-yield real-estate asset**—run remotely and effortlessly hand-off.

# TECHNOLOGY STACK

The property has been configured to run itself through a fully integrated tech ecosystem.

By leveraging Guesty, PricePoint, and SiteMinder, the Lauderdale Boutique Hotel & Suites operates as a nearly hands-off investment. These platforms centralize reservations, automate guest interactions, dynamically set prices, and ensure seamless OTA distribution—allowing ownership to focus on financial oversight while day-to-day operations run remotely.



## GUESTY

PMS & Central Hub



## PRICEPOINT

Dynamic Pricing



## SITEMINDER

OTA Distribution



## CONDUIT AI

Guest Comms (AI)



## THE HOST

Upsells & Add-ons



## MAVERIKS

Direct Bookings



## FOLIO

Digital Guest Guide



## ZESTY

Fraud Detection



## RING

Security & Access



## GUESTREVU

Review Management

**Together, these platforms automate 95% of daily operations** — from pricing and distribution to guest communication and security — enabling a fully passive ownership model with institutional-grade reporting.

# CORE REVENUE ENGINE

Centralized management, dynamic pricing, and intelligent distribution



## GUESTY

Property Management System

- Centralizes all 17 units, OTAs, rates & messages in one dashboard
- Automates self check-in/out and smart-lock code generation
- Distributes inventory across all major OTAs
- Auto-assigns housekeeping & maintenance tasks
- Processes payments, deposits, taxes, and folios
- Exports real-time statements and P&L

**1 Hub**

All operations



## PRICEPOINT

Dynamic Revenue Management

- AI-powered pricing updates based on demand, seasonality & comp set
- Pushes optimal ADR to Guesty and all OTAs multiple times per day
- Enforces min-stay, lead-time discounts, and event surge rules
- Measurable lift versus manual pricing strategies
- Adapts to market shifts in real time

**+12%**

RevPAR lift



## SITEMINDER

Smart OTA Distribution

- Distributes inventory across 15+ regional & specialty OTAs
- Real-time sync of rates & availability prevents double bookings
- Pulls OTA reservations back into Guesty automatically
- Ensures rate parity and broad market reach
- Maximizes online visibility to stabilize occupancy

**15+**

OTA channels



# Guesty

"Guesty, the PMS, is the central brain of the operation — a game-changer by offering a centralized, tech-powered AI centric solution for managing short-term rentals and boutique hotels. From automation to data analytics, Guesty, and its technology partners, enable us to run The Lauderdale completely hands-off delivering great service, all while saving time and increasing profitability.

Guesty also integrates seamlessly with QuickBooks and leading accounting platforms, Stripe for payments, and dozens of additional tools through its open marketplace — ensuring the system plugs into any buyer's existing back-office infrastructure.

Assets that used to require fully-involved active management to operate efficiently, and therefore would trade at a higher CAP, can be run as a long-term rental multifamily, while generating much higher returns."

# AI & GUEST EXPERIENCE

Automated communications, upselling, and direct booking — zero full-time staff required



## CONDUIT AI

24/7 AI-Powered Guest Communications

**90%**

Inquiries resolved by AI

**5.2 min**

Average response time

**24/7**

Coverage  
no staff needed

- Handles email, SMS, WhatsApp & phone with full call center capability
- AI resolves 80-90% of inquiries instantly — remaining 10% routes to call center agent or part-time property manager
- Dramatically reduces labor costs vs. traditional front desk or call center
- Higher review scores from instant, accurate responses around the clock



## THE HOST

Upsells & Add-ons

Manages all upgrade offerings, generating ~\$1K/month in ancillary revenue through referrals, room upgrades, and add-on services.



## Maveriks

Direct Booking Engine

Drives direct bookings to minimize OTA commissions. Handles direct marketing and automated post-booking review solicitation.



## FOLIO

Digital Guest Guide

Self-service digital concierge with property info, local restaurants, activities, and events — enhancing the guest experience without staff.



Conduit is the intelligent communications layer of the operation — a 24/7 AI-powered guest management engine that replaces the traditional front desk.

By automating ~90% of guest inquiries instantly across SMS, email, WhatsApp, and voice, Conduit ensures immediate, consistent, and professional responses at all hours. The remaining 10% of issues are seamlessly routed to a live call-center agent or our **part-time property manager**, preserving service quality without adding fixed payroll. This dramatically reduces labor costs, eliminates front desk dependency, improves review scores, and protects revenue through faster resolution times.

What traditionally required full-time staffing can now be executed through structured AI workflows — allowing The Lauderdale to operate with institutional-level service standards while maintaining a lean, scalable expense structure that directly enhances NOI and cap-rate positioning.

# OPERATIONAL, SECURITY & QUALITY

Fraud protection, physical security, and reputation management — all automated



**ZESTY**

Fraud Detection & Bill Capture

- Automatically flags reservations with credit card mismatches
- Maintains a blacklist of problematic guests
- Automates bill capture and integrates with QuickBooks
- Reduces chargeback losses and fraudulent bookings



**RING**

Security, Surveillance & Access Control

- Every unit equipped with Ring camera for security
- Guest access support — video-assisted troubleshooting
- Built-in customer service hotline at each door
- Documentation for fraud disputes and CC chargebacks



**GUESTREVU**

Review Management & Optimization

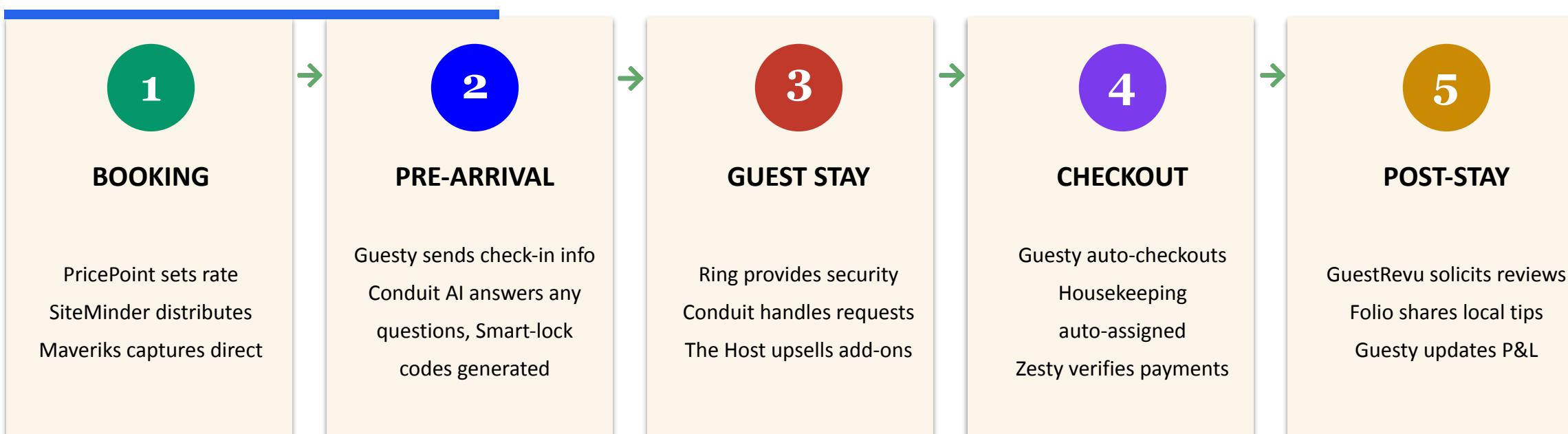
- Automated guest review solicitation and follow-up
- Score optimization to maintain and improve ratings
- Currently 92/100 Airbnb rating with 285+ reviews
- Higher scores drive higher ADR and occupancy

## WHY IT MATTERS FOR VALUATION

This integrated security and quality layer protects revenue from fraud, reduces liability exposure, and sustains the high guest ratings (92/100) that drive premium ADR. A buyer inherits plug-and-play SOPs — not tribal knowledge — making this a truly transferable, institutionally underwritable asset.

# HOW IT ALL WORKS TOGETHER

End-to-end automation from booking to checkout — and every touchpoint in between



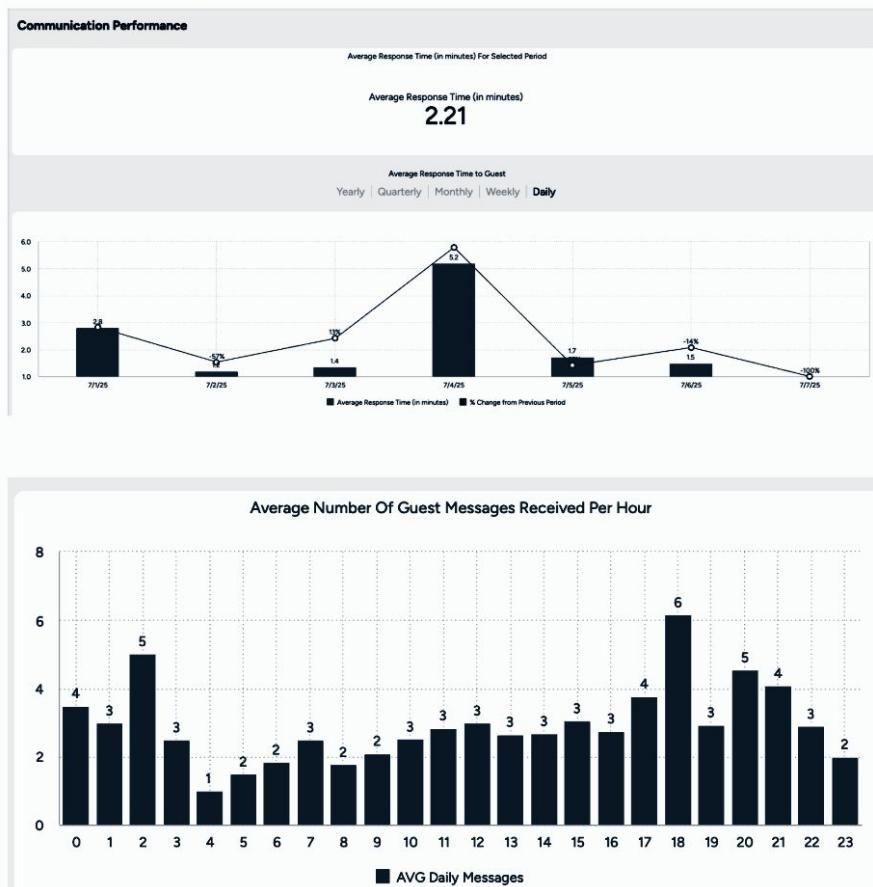
## THE OWNER EXPERIENCE

- Check your phone for a real-time P&L dashboard
- Review monthly owner statements auto-generated by Guesty
- Approve or override pricing suggestions from PricePoint
- Monitor guest satisfaction scores via GuestRevu
- Part-time property manager handles the 10% Conduit escalates
- No full-time staff, no front desk, no daily involvement required

# TECHNOLOGY STACK



*Handle customer service end-to-end*



## CONDUIT CASE STUDY

**A hotel that ran itself.** No fires to put out. No Slack threads to monitor. Guest support was handled—and guests were happy. That was the point.

Hotel owner Noel Poler has a theory: better systems elevate not just service but valuation of the hotel, the underlying asset itself. With Conduit, he put theory to practice. By replacing a traditional call center with Conduit's AI-powered support platform and 24/7 staffed support team, Noel and The Lauderdale Boutique Hotel improved margins, reduced disputes, and turned it into a passive investment operational model. The result? A hotel with better reviews, faster support, and more than \$500,000 gain in real estate value.

### The Challenge

Noel had run through multiple support models—first Jurny's PMS and call center, then other hospitality-focused call services. Costs started at \$4,000, and even though he was able bring them down to \$1,200 a month, service was inconsistent. Guests were waiting up to an hour for replies. Noel was still answering questions himself in Slack. Refunds were mounting. Response delays and miscommunications chipped away at both guest experience and profits.

"Living on Slack is not the definition of a passive investment," Noel said.

He wanted something sustainable: a way to make the property truly hands-off for and investor, while delivering excellent service and peace of mind.

### The Solution: Automation That Adds to the NOI and Turns it into a Passive Investment

Switching to Conduit brought **three key changes: speed, savings, and a lot less work (turning it into a passive investment!).** Guest response time dropped from 57 minutes to 2 minutes on average, and instant responses to the vast majority of issues. Guest satisfaction increased and therefore refunds decreased. And support costs dropped to just \$600 per month—a fraction of what he used to pay.

#### Key results from using Conduit:

1. Reduced support costs from \$4,000 to \$600/month
2. Increased NOI by at least \$3,400/month through reduced costs, and significant fewer refunds
3. Improved average response time from 57 minutes to 2 minutes on average, and instantaneous responses for most issues.
4. Enabled **part-time property manager to efficiently oversee property**

"We tell investors, this isn't just tech for convenience. It's real leverage," Noel said.

### The Impact

Noel had long believed tech centric operations would yield long-term value. Conduit validated that belief. With a lean team and AI handling routine communication, he spends a lot less time in the weeds and more time generating value.

**"The more hands-off the property, the higher the valuation. We designed and built for that."** Noel added.



# 3

## Financials

- Income, Expenses, NOI
- CAP
- Comparable Sales

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**THE LAUDERDALE BOUTIQUE HOTEL**

505 SE 16<sup>TH</sup> ST Fort Lauderdale, FL  
17 Unit Hotel  
Turn-Key Operation

# RUN COMPLETELY HANDS-OFF

Metric	2024 Actual	2025 Actual	2026 Budget
<b>Occupancy</b>	80.67%	80.30%	80.83%
<b>ADR</b>	\$117.10	\$149.25	\$166.42
<b>RevPar</b>	\$94.46	\$119.84	\$134.52
<b>Total Income</b>	\$717,197	\$743,619	\$834,727
<b>Total Expenses</b>	\$541,072	\$470,894	\$495,226
<b>Net Operating Income (NOI)</b>	\$176,125	\$272,725	\$339,501
<b>NOI %</b>	<b>24.56%</b>	<b>36.68%</b>	<b>40.67%</b>

**CAP 6.2%**

*Hypothetical*

*If Owner Operated*

Metric	2024 Actual	2025 Actual	2026 Budget
<b>Occupancy</b>	80.67%	80.30%	80.83%
<b>ADR</b>	\$117.10	\$149.25	\$166.42
<b>RevPar</b>	\$94.46	\$119.84	\$134.52
<b>Total Income</b>	\$717,197	\$743,619	\$834,727
<b>Total Expenses</b>	\$402,472	\$337,257	\$305,068
<b>Net Operating Income (NOI)</b>	\$314,725	\$406,362	\$529,659
<b>NOI %</b>	<b>43.88%</b>	<b>54.65%</b>	<b>63.45%</b>

**CAP 7.7%**

# Actual 2026 Numbers Above Projections

The Lauderdale was **acquired in 2023 with a \$600K capital improvement program (PIP)** that repositioned the property as a 3-star, added 4 units (13 to 17), fully automated boutique hotel — **no front desk, no full-time staff, powered entirely by an integrated technology stack.**

**2024 was the first full year of operations post-renovation**, focused on calibrating systems, building booking momentum, and learning the property's demand patterns. **Optimization continued through 2025**, with significant cost savings identified and implemented in Q4 — including a restructuring of housekeeping operations that materially reduced expenses.

**2026 represents the first year the property will operate in its fully optimized state**, and year-to-date numbers are already **trending above budget**. Even so, we continue deploying technology improvements across pricing, guest communications, and **direct bookings** (currently ~10%, should be ~20%) — meaning the current financials reflect a property still climbing its efficiency curve, not one that has peaked.

Line Item	2024	2025	2026 Budget
Total Income	\$717,197	\$743,619	\$834,727
Gross Profit	\$717,197	\$743,619	\$834,727
Total General business expenses	\$124,367	\$84,332	\$121,209
Total Repairs & maintenance	\$214,126	\$180,964	\$154,007
Total Sales Commissions	\$162,229	\$160,517	\$169,584
Total Utilities	\$40,350	\$45,080	\$50,426
Total Expenses	\$541,072	\$470,894	\$495,226
<b>Net Operating Income</b>	<b>\$176,125</b>	<b>\$272,725</b>	<b>\$339,501</b>

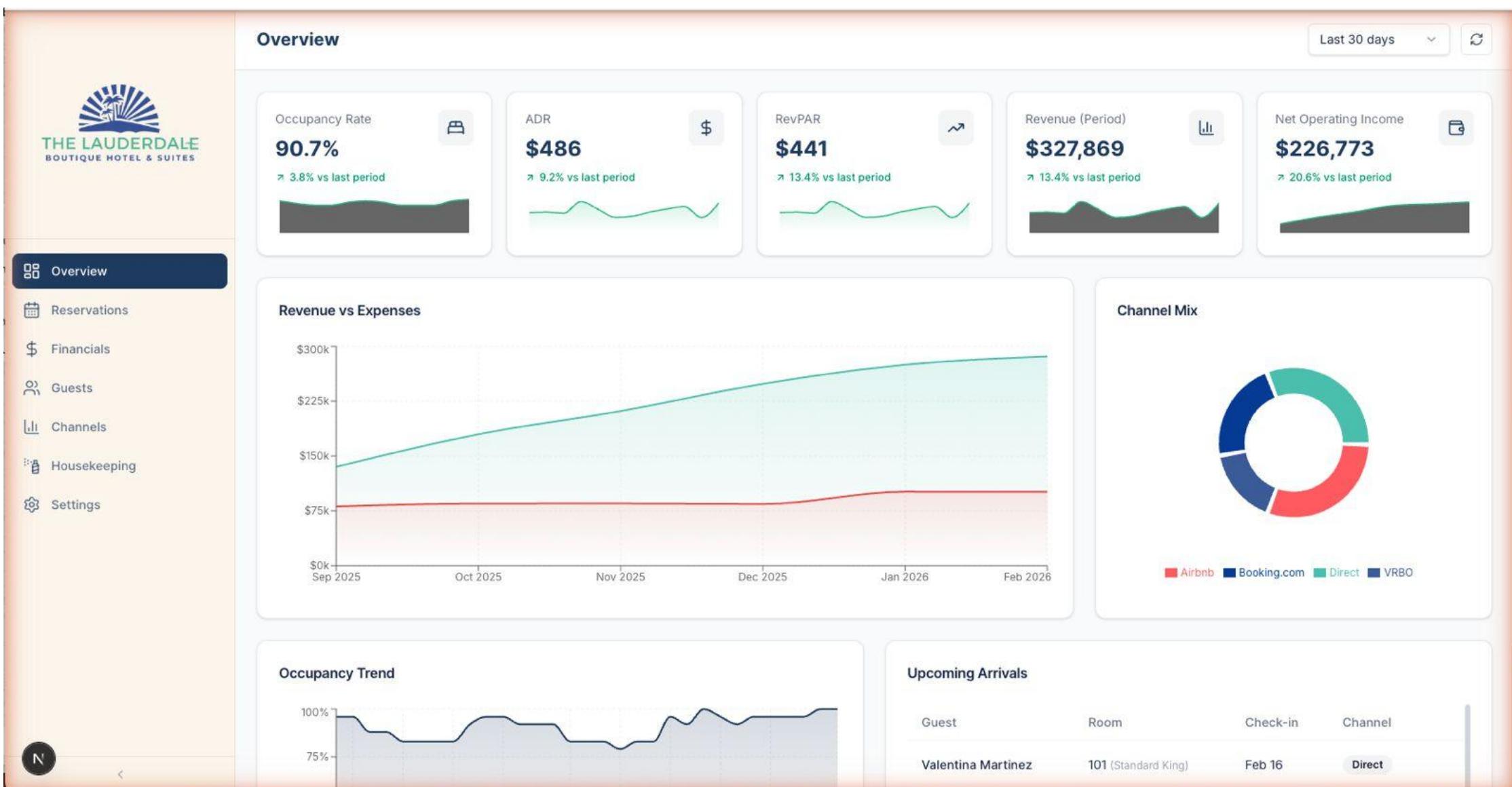
## NOI

- 2024 → 27.8%
- 2025 → 36.7%
- 2026 → 44.6%

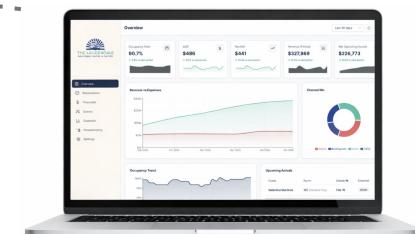


2026  
trending  
above  
budget

# FULLY AUTOMATED



If you own other properties we can integrate them into the dashboard at no cost



# FULLY AUTOMATED

**Reservations**

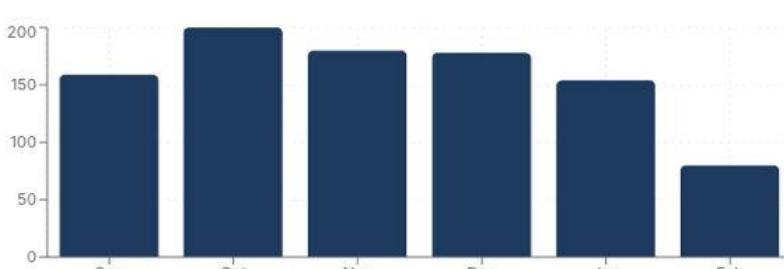
Total Bookings **214**

Cancellation Rate **7.9%**

Avg Lead Time **46 days**

Avg Length of Stay **3.8 nights**

**Booking Trend**



**Avg Length of Stay by Channel**



Guest	Room	Check-in	Check-out	Nights	Channel	Status	Amount
Matthew Johansson	123 (Penthouse Suite)	Feb 15, 2026	Feb 18, 2026	3	VRBO	checked in	\$2,460
William Carter	121 (Deluxe Suite)	Feb 15, 2026	Feb 17, 2026	2	Booking.com	checked in	\$831
Andrew Young	119 (Deluxe Suite)	Feb 15, 2026	Feb 17, 2026	2	Direct	checked in	\$1,047
Kathleen Harris	118 (Deluxe Suite)	Feb 15, 2026	Feb 19, 2026	4	Direct	checked in	\$2,172
Christopher Davis	112 (Standard King)	Feb 15, 2026	Feb 20, 2026	5	Direct	checked in	\$1,682

Last 30 days

**Overview**

**Reservations** (selected)

**Financials**

**Guests**

**Channels**

**Housekeeping**

**Settings**

**All Reservations**

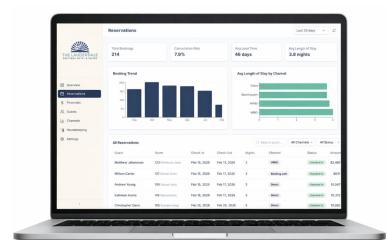
Search guest...

All Channels

All Status

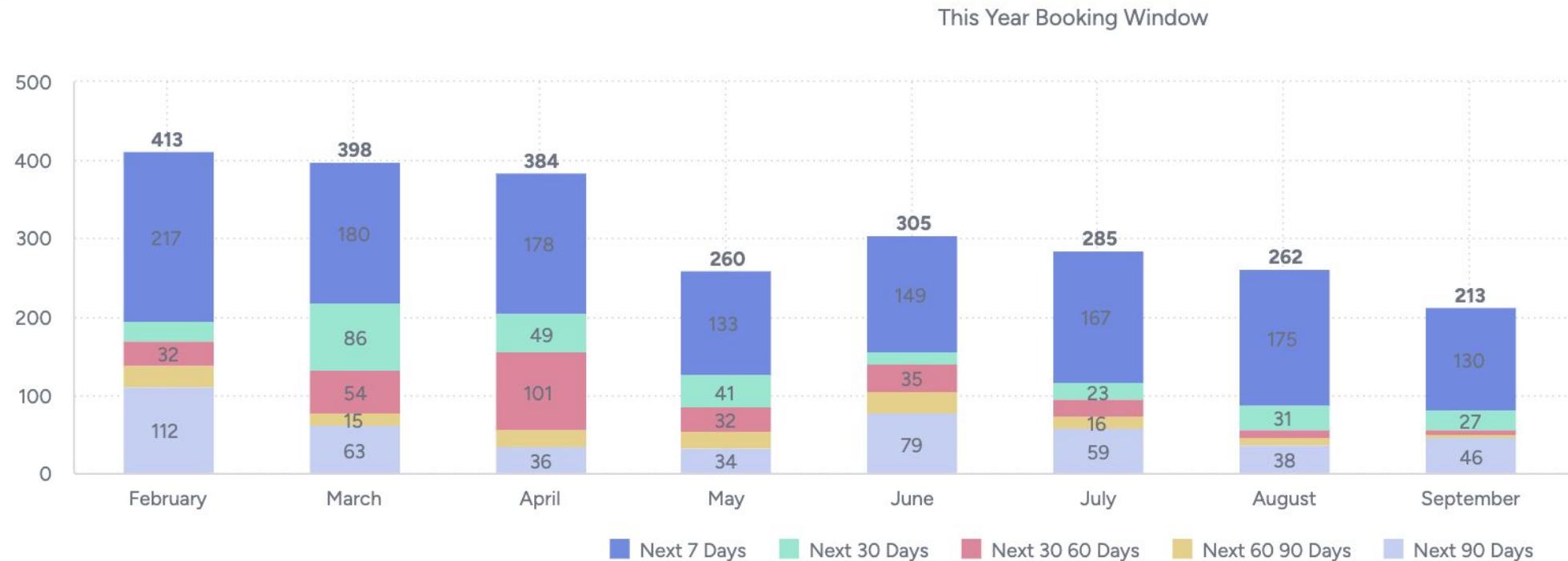
**N**

If you own other properties we can integrate them into the dashboard at no cost



# FULLY AUTOMATED

## Booking Window Trends

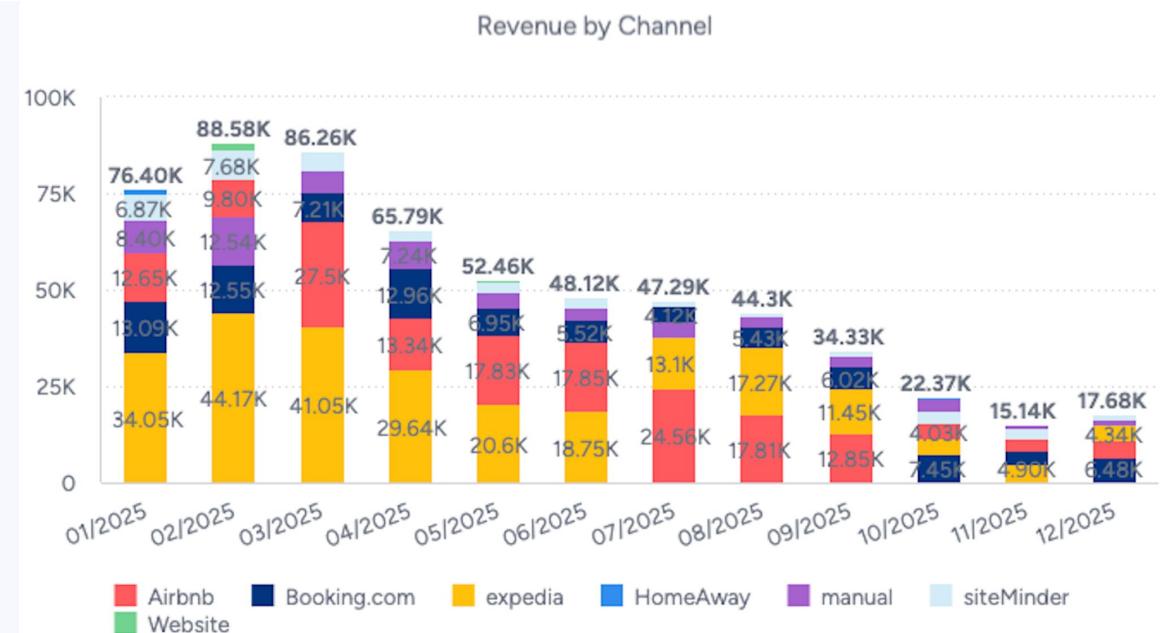


60% Booking Next 7 Days, maximizing revenue



77% 1 and 2 nights, also maximizing revenue

# GREAT DISTRIBUTION

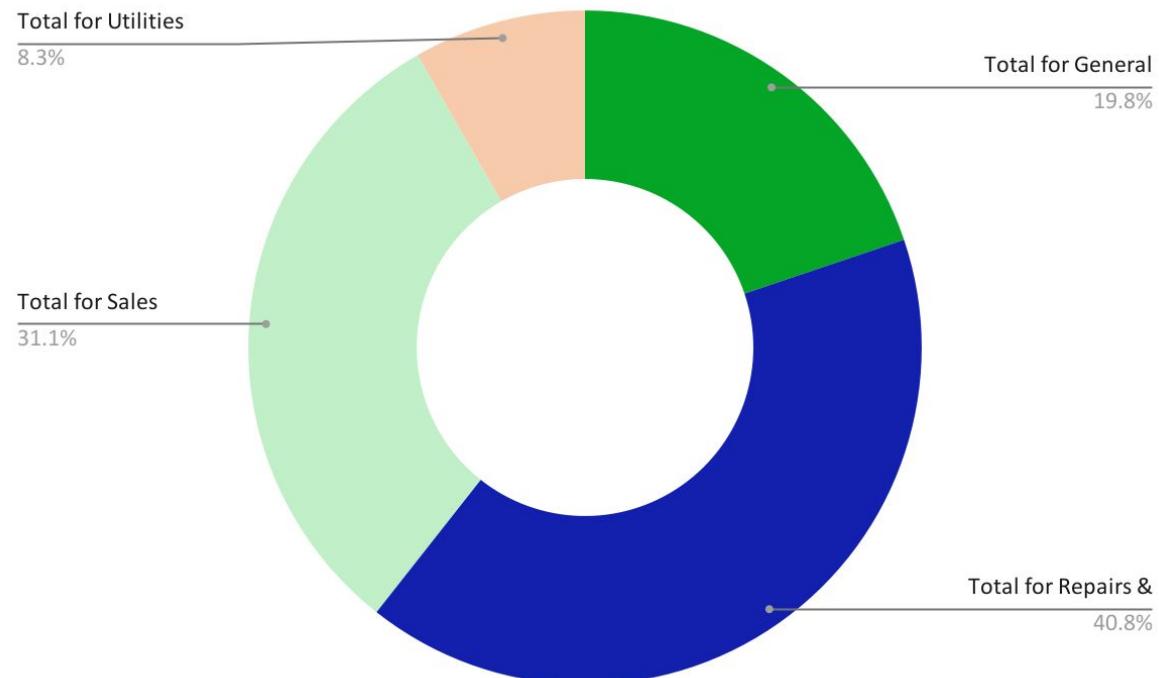


## Review Activity

Source	Number of Reviews	Overall Rating
AirBNB	285 (41%)	92 / 100
Expedia.com	124 (18%)	78 / 100
GuestRevu	98 (14%)	92 / 100
Google	60 (9%)	76 / 100
Hotels.com	57 (8%)	80 / 100
Booking.com	46 (7%)	85 / 100
TripAdvisor	18 (3%)	86 / 100
Orbitz	2 (0%)	59 / 100
CheapTickets	1 (0%)	100 / 100

# OPERATIONAL EXPENSES

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Through the use of technology and efficient processes, expenses have over 20% year over year.

Expenses	2024	2025
Total for General business expenses	\$124,921	\$101,264
Total for Repairs & maintenance	\$257,149	\$177,887
Total for Sales Commissions	\$195,881	\$165,107
Total for Utilities	\$52,256	\$44,056
	\$630,206	\$488,314



## Location & Comps

**Prime Connectivity** – Less than 10 minutes to Fort Lauderdale–Hollywood International Airport and Port Everglades Cruise Terminal.

**Convention Center Access** – Walkable to the \$1.2B Broward County Convention Center expansion, ensuring consistent corporate and group demand.

**Healthcare Demand Driver** – Just 2 minutes walk from the 716-bed Broward Health Medical Center, a steady source of year-round guests.

**Tourism & Leisure** – Close to Las Olas Boulevard dining/retail, Fort Lauderdale Beach, and marinas/yachting.

**Convenient Surroundings** – Surrounded by restaurants, grocery stores, pharmacies, and convenience retail.

# LOCATION & MARKET

-  TARGET PROPERTY
-  MAJOR MARKETS
-  MAJOR DESTINATIONS

## MAJOR KEY



DOWNTOWN  
FT. LAUDERDALE



LAS OLAS BEACH



THE LAUDERDALE BOUTIQUE HOTEL



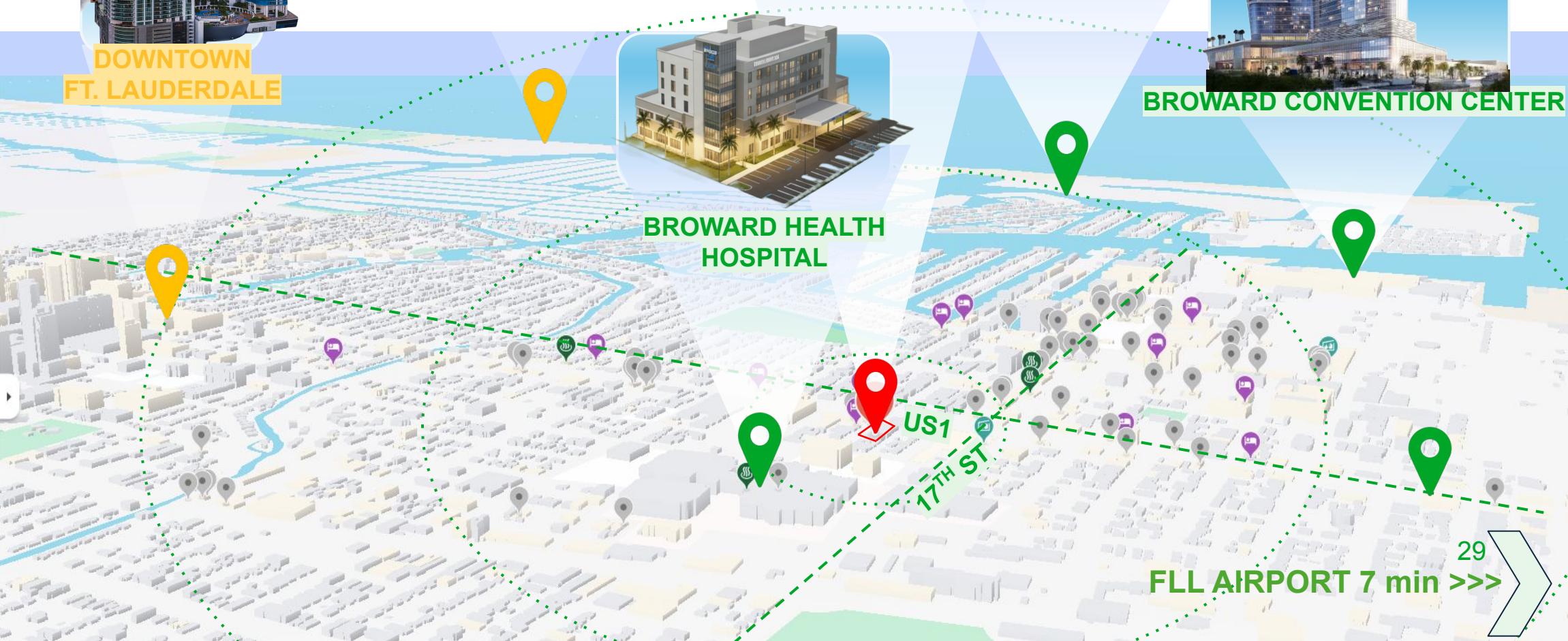
PIER SIXTY SIX MARINA



BROWARD CONVENTION CENTER



BROWARD HEALTH  
HOSPITAL



US1  
17TH ST

FLL AIRPORT 7 min >>>

# LOCATION & MARKET



DOWNTOWN  
FT. LAUDERDALE



LAS OLAS BEACH



BROWARD HEALTH  
HOSPITAL



BROWARD CONVENTION CENTER



PIER SIXTY SIX MARINA

**Downtown Fort Lauderdale has evolved into a Tier-1 urban market. MAJOR DEVELOPMENT DRIVERS:** The **FATVillage Transformation (\$500M+)**: The former Flagler Arts and Technology district is currently being reimaged into a 5.6-acre mixed-use creative enclave. Anchored by **T3 FAT Village**—a six-story mass-timber office building—this project delivers 850+ residential units and curated retail/dining, creating a "Wynwood-style" cultural gravity that drives weekend and evening foot traffic. **Convention Center Expansion (\$1.3B)**: The [Greater Fort Lauderdale/Broward County Convention Center](#) is finalizing its massive expansion. **The Brightline Effect**: The [Brightline](#) high-speed rail station in downtown is a game-changer for regional connectivity. With service now fully operational to Orlando (3 hours) and Miami (30 mins), **Las Olas & The LOOP**: The revitalized **Las Olas Boulevard** connects the central business district to the beach.

**Las Olas Beach** has solidified its reputation as South Florida's premier luxury leisure destination, driven by a wave of multi-billion dollar investment in world-class hospitality and marine infrastructure. **MAJOR DEVELOPMENT DRIVERS:** **Bahia Mar Transformation (\$3B)**: The 40-acre marina site is being reimaged into a "Mini Monaco" anchored by the [St. Regis Resort & Residences](#), featuring two 23-story residential towers, a 197-key luxury hotel, and 88,000 SF of waterfront retail. **Pier Sixty-Six (\$1B)**: The iconic 32-acre resort recently reopened following a total [redevelopment](#), delivering 325 luxury keys, a superyacht marina, and the restored rotating rooftop lounge, cementing the area's status as the "Yachting Capital of the World." **Las Olas Marina (\$130M)**: This newly completed [mega-yacht facility](#) adds 7,000 linear feet of dockage and upscale dining like Ocean Prime, directly supporting the Fort Lauderdale International Boat Show. **Swimming Hall of Fame (\$190M)**: A massive [P3 redevelopment](#) is underway to add two 5-story museum and event buildings, complementing the recently renovated \$47M Aquatic Center and dive tower.

**Broward Health Medical Center** is Broward County's largest and most established hospital, located just two minutes walk. The **716-bed** Level I Trauma Center employs over **3,100 medical professionals and 800+ physicians** across virtually every medical specialty, including its Heart Center of Excellence, Comprehensive Cancer Center, and the Salah Foundation Children's Hospital. The Emergency Department alone treats over **125,000 patients annually**. As the flagship facility of Broward Health — one of the ten largest public hospital systems in the United States, with **7,500+ employees** across four hospitals and 30+ locations — it generates a **constant, year-round stream of medical travelers, visiting families, and traveling healthcare professionals** who need quality short-term accommodations nearby. This "medical mile" demand is non-seasonal and recession-resilient, providing a stable occupancy floor that leisure-dependent hotels lack.

**Broward County Convention Center** is undergoing a transformative **\$1.3 billion expansion** that will make it one of the premier convention destinations in the SE United States. The East Expansion [opened in October 2025](#), bringing the facility to over **1.2M square feet of total event space**, including a 350K SF contiguous exhibition hall and a new 65K SF waterfront ballroom. The center already hosts marquee events including the **Fort Lauderdale International Boat Show** (the world's largest in-water boat show), and in May 2026 will host IPW, the largest international tourism event in the U.S., expected to attract 6,000 attendees and generate \$14.2 billion in regional economic impact over three years. Located walkable from The Lauderdale, this expansion will drive sustained demand from convention delegates, exhibitors, and event staff seeking affordable alternatives to the \$400+/night headquarter hotel.

**Port Everglades Cruise Terminal**, less than 5 minutes from the property, is **the world's third-busiest cruise** homeport. In 2025, the port shattered its own record with **4,773,873 cruise passengers** — a 16% year-over-year increase following a 39% surge the prior year. The 2025–2026 season features **40 ships from nine major cruise lines**, including new mega-vessels like Disney's 4,000-guest **Disney Destiny**, **Princess Cruises'** 4,300-guest **Star Princess**, and **Celebrity's Xcel**. **Royal Caribbean's** Icon-class **Legend of the Seas** (5,610 passengers) arrives in November 2026. The port is investing over **\$3 billion capital improvements** to support continued growth. Crucially for hotel demand, 62% of cruise passengers stay in South Florida at least one night before their voyage, and Visit Lauderdale reports local hotel visits from Port Everglades were up over 10% in 2025 versus the prior year — making pre- and post-cruise travelers a significant and growing demand driver for The Lauderdale.

# COMPS

The Lauderdale Boutique Hotel growth trajectory supports a **\$6M valuation**. 2025 Revenue at **\$740K**, while NOI more than **doubles**, from **\$134K in 2024** to **\$272K (+97.7%)** as efficiencies and tech-enabled automation continue to compress operating costs. At this valuation, the asset is priced at roughly **\$335K per key**, positioning it comfortably in the mid-premium range of comparable boutique hotel transactions in Fort Lauderdale–Pompano. With 2026 pro-forma expectations calling for an **additional +15% revenue increase** and **+20% NOI expansion** over 2025, buyers not only acquire a stabilized operation today, but also with visible, near-term upside supported by technology-driven revenue optimization, rising demand, and a fully renovated physical plant. For investors accustomed to operational-heavy boutique hotel assets, this offering provides **uncommon passive yield at scale**, validating a pricing position at the upper end of the comp spectrum.

0	Subject – Lauderdale Boutique Hotel	505 SE 16th St, Fort Lauderdale, FL	6,869	21,450	17	N/A / 2023	264		125	\$6,000,000	TBD	TBD	TARGET
1	Seahorse Guesthouse	901 N Ocean Blvd, Pompano Beach	4,165	N/A	10	1950 / Renov.	N/A	N/A	N/A	3,500,000	840	350,000	Active
2	Sky Islands Hotel	4117 N Ocean Blvd, Fort Lauderdale	13,300	N/A	16	1950s / Various	N/A	7.3	N/A	4,900,000	368	306,000	Active
3	Sapphire by the Sea Resort	4553 Bougainvillea Dr, LBTS	6,957	N/A	12	1960 / Renov	N/A	N/A	N/A	4,850,000	697	404,000	Active
4	The Palms on Ocean	831 N Ocean Blvd, Pompano Beach	5,735	N/A	16	1960 / Renov	N/A	6.9	N/A	4,270,000	745	267,000	Active
5	Sea Cove Motel (Redevelopment Opportunity)	213 S Ocean Blvd, Pompano Beach	7,055	23,000	17	1946 / Various	N/A	6.1	N/A	4,670,000	663	275,000	Active
6	Hotel Seacrest	<b>4560–4562 Bougainvillea Dr, LBTS</b>	<b>7,753</b>	<b>13,000</b>	<b>8</b>	<b>1954 / 2020</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>3,300,000</b>	<b>424</b>	<b>411,000</b>	<b>Sold</b>
7	Beachside Apartment Hotel	7710 Harding Ave, Miami Beach	10,919	11,000	16	1950 / 2015	224	5.3	N/A	4,160,000	381	260,000	Active
8	Ocean Reef Suites Boutique Hotel	1130 Collins Ave, Miami Beach	19,500	14,000	36	1949 / 2012	N/A	N/A	N/A	14,900,000	764	413,000	Active
9	Casitas Coral Ridge	2648 NE 32nd St, Fort Lauderdale	N/A	N/A	16	N/A	N/A	10	N/A	4,500,000	670	281,000	Active
10	Manhattan Tower	<b>Fort Lauderdale Beach</b>	<b>N/A</b>	<b>N/A</b>	<b>13</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>11,000,000</b>	<b>N/A</b>	<b>846,000</b>	<b>Sold</b>
11	Lighthouse Point Hotel	Pompano Beach	N/A	N/A	61	N/A	N/A	N/A	N/A	5,900,000	N/A	97,000	Sold

We have identified **comparable boutique hotels** in Broward County from Fort Lauderdale up to Pompano Beach. All selected comps are in the **10 to 40 room** size range, similar to the subject's 17 units, and provide key metrics like sale price, price per room, cap rate, and price per square foot. Below is a summary of relevant **recent sales and active listings** in the area:

# EXPENSE STRUCTURE COMPARISON

## Why Cap Rates Differ Across Asset Types

Asset Type	Expense	Mgmt	Clean	Cap
<b>Small Beach STR</b> (Owner-Operated and cleaned)	25-50%	Light	Yes	9-11%
<b>Institutional Boutique</b> (Professional Mgmt)	70-76%	GM+Staff	Yes	5.5-7%
<b>The Lauderdale (Subject)</b> (Tech-Enabled)	60-65%	Tech	Auto	6-7%

### Why The Lauderdale is

#### 1 Fully Automated Operations

Guesty, Conduit, PricePoint, SiteMinder

#### 2 No Front Desk / No Full-Time GM

Part-time manager handles all issues

#### 3 Dynamic Pricing + AI Communications

+12% RevPAR lift, 90% AI inquiry resolution

#### 4 Reduced Labor and R&M

\$600K renovation, 20%+ YoY expense reduction

### RESULT

NOI margin sits **between STR and institutional hotels**, supporting a mid-spectrum cap rate.



### THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16<sup>TH</sup> ST Fort Lauderdale, FL

17 Unit Hotel

Turn-Key Operation

# COMPARABLE SALES ANALYSIS

The Lauderdale Boutique Hotel | 505 SE 16th St, Fort Lauderdale, FL | 17 Keys | Fully Automated

## Key Closed Comparables (Florida Boutique / STR / Small Hotel Trades)

COMP 1

### Cottages by the Ocean

Pompano Beach, FL

Sale Price **\$1.65M**  
Cap Rate **~10.7%**  
Expense Ratio **~68%**

Small beach STR, owner-operated and cleaned, real fully burdened NOI, Needs Heavy Renovations

COMP 2

### Southern Oaks Inn

St. Augustine, FL  
Sale Price **\$12.5M**  
Cap Rate **~6.8%**  
Expense Ratio **~76%**

124-key independent hotel, institutional operations

COMP 3

### voco St. Augustine (IHG)

St. Augustine, FL  
Sale Price **\$9.0M**  
Cap Rate **~5.9%**  
Expense Ratio **~73%**

Branded, interior corridor, professional management



## KEY TAKEAWAY

Small, non-branded Florida hotels trade across a **5.5% to 11% cap range** depending on scale, expense transparency, and operational intensity.

## THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16<sup>TH</sup> ST Fort Lauderdale, FL  
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Turn-Key Operation

# VALUATION IMPLICATION

## The Lauderdale Boutique Hotel | Subject Pricing Analysis

### Subject Pricing

ASKING PRICE  
**\$6.0M**

17 Keys | \$353K per room

2025 NOI  
**\$272K**  
6.2% CAP

2026 NOI (Stabilized)  
**\$372K**  
6.2-6.7%

### Investor Analysis

Buyers acquire a **fully renovated, tech-enabled boutique hotel** with real management and cleaning baked in but without the labor drag of a traditional hotel.

This places The Lauderdale in a **unique middle ground** that justifies a **6-7% stabilized cap** in a Tier-1 Fort Lauderdale submarket.

### Positioning vs Comps

- 1 Priced below institutional hotels on a cap basis
- 2 Priced above small STRs in quality, automation and scale
- 3 Trades at discount to replacement cost with expansion optionality

### CONCLUSION

The property is correctly positioned at the upper end of boutique STR pricing but below institutional hotel pricing, supported by:

Real Expense Structure   Proven Automation   Strong Demand   Clear Upside

THE LAUDERDALE BOUTIQUE HOTEL

505 SE 16<sup>TH</sup> ST Fort Lauderdale, FL  
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# Expansion Plans

- The Zonning Opportunity
- Visualizing the “505” Potential
- Expansion Concept
- The Strategic Play

**THE LAUDERDALE BOUTIQUE HOTEL**

505 SE 16<sup>TH</sup> ST Fort Lauderdale, FL  
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# THE ZONING OPPORTUNITY

505 SE 16TH STREET · FORT LAUDERDALE · 21,450 SF ASSEMBLAGE



CITY OF FORT LAUDERDALE ZONING MAP · GRIDICS

*RO-zoned corridor between US-1 and SE 3rd Ave — surrounded by RMM-25 multifamily*



## THREE-LOT ASSEMBLAGE

Lots 18, 19, 20 (Block 62-L) · Folios 505, 445, 421 · 21,450 SF total



## RO ZONING — 5-STORY POTENTIAL

55 ft height limit · Residential & office uses · Mixed-use flexibility



## 410 SE 16TH CT — AVALON (8 STORIES)

243-unit luxury apartments · Built 2020 · Whole Foods ground floor · Same block

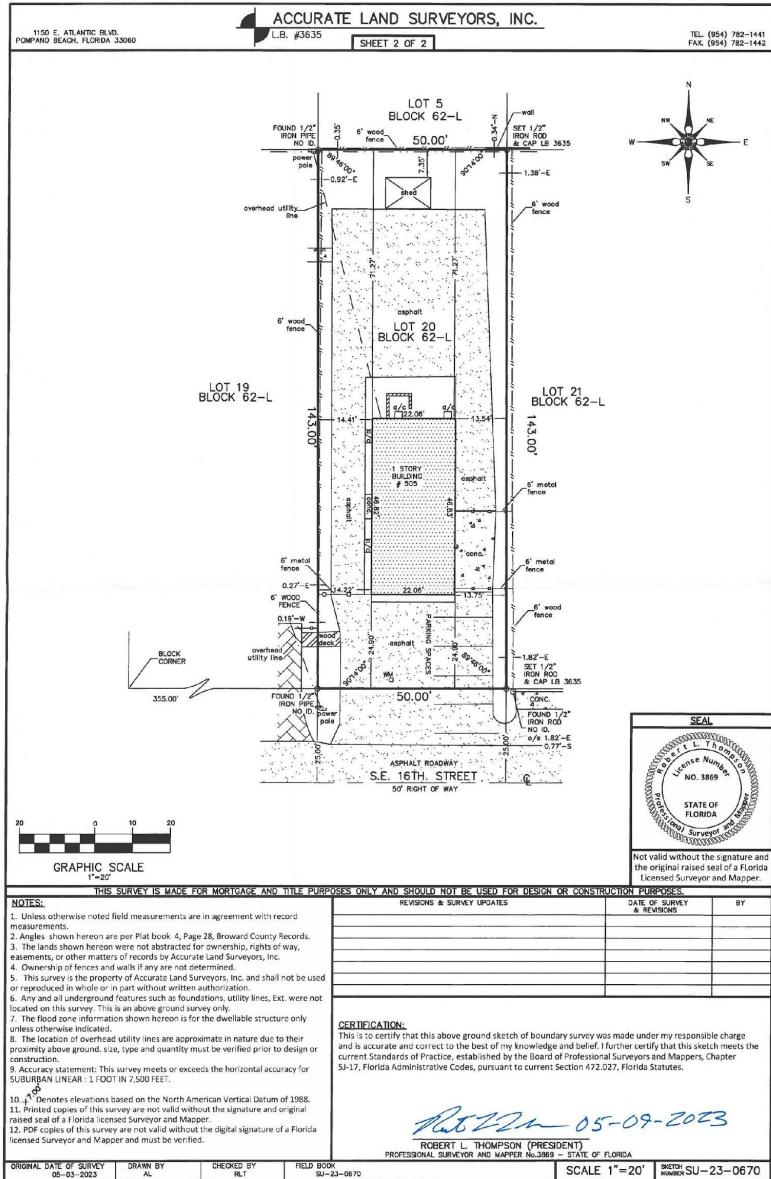


## PIER SIXTY-SIX — \$1B+ TRANSFORMATION

32-acre redevelopment · 325 rooms · 88 condos (\$14.5M penthouse) · Opened 2025

# VISUALIZING THE "505" UPSIDE

# LOT 20, BLOCK 62-L · CROISSANT PARK · BROWARD COUNTY



BOUNDARY SURVEY — 505 SE 16TH ST (SU-23-0670)

**SQUARE FEET • 50' x 143'**

7,150

LOT 20 — THE LARGEST SINGLE PARCEL  
IN THE ASSEMBLAGE

**~2,100 SF** building | **29%** coverage | **70%** unbuilt

## **CURRENT USE: OVERFLOW PARKING + OPEN YARD**

1-story building (#505) with asphalt parking. Wood deck, metal fences. Flood Zone AH, BFE 7' NAVD1988. Lowest floor elev: 6.62' NAVD88.

## DEVELOPMENT CAPACITY: 5-STORY VERTICAL ADDITION

RO zoning allows 55' height (5 stories). Build on Lot 505 independently without disrupting hotel ops on Lots 421 & 445. Adjacent to Lot 19 & Lot 21.

## LOT 18 (421)

## LOT 19 (445)

## LOT 20 (505)

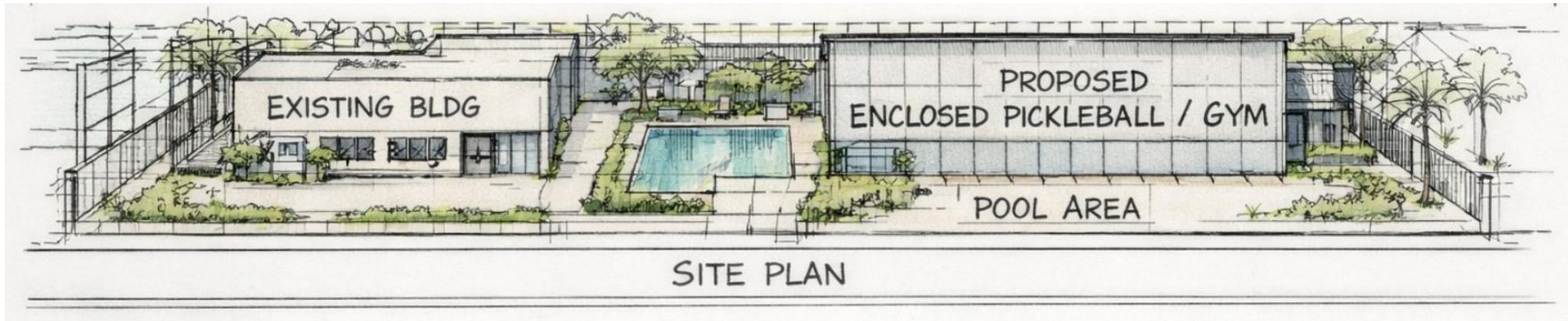
50' x 143' · Elev: 6.50'  
4-unit building

50' x 143' · Elev: 7.00'  
9-unit building

50' x 143' · Elev: 6.62'  
2-4-unit building  
1-story + open

## **"LAZY EQUITY" – 70% OF YOUR HIGHEST-VALUE LOT IS SITTING UNUSED**

# VISUALIZING THE "505" UPSIDE



Lot 505 Amenity Concept Diagram showing the layout of the property. The total lot is 50' (15.2m) wide and 143.6m long. It includes an 'EXISTING BLDG' (2,100 SF), a 'PROPOSED ENCLOSED PICKLEBALL / GYM', a 'RESORT POOL' (30' x 18'), and a 'GUEST PARKING (RETAINED)' area. The diagram also shows 'PICKLEBALL COURT' and 'DECK' areas.

## LOT 505 – AMENITY CONCEPT

RETAIN EXISTING · BUILD THE REST

**7,150 SF**

TOTAL LOT

**~2,100 SF**

EXISTING BLDG

**~5,050 SF**

OPEN FOR AMENITIES

A man and a woman are walking away from the viewer towards a modern building with large glass windows. The man is wearing a cap and a backpack, and the woman is carrying a tennis racket.

## +\$30 – \$50 ADR

Projected increase across 17 units ·  
+\$186K–\$310K/yr revenue

### ENCLOSED PICKLEBALL / GYM

Climate-controlled enclosed sport court with glass-panel walls and LED lighting. Year-round use. Multi-purpose event space or fitness studio.

### RESORT-STYLE POOL

Heated saltwater pool (30'x18') with travertine deck and chaise lounges. Transforms from hotel room to resort stay.

### ★ CURRENT STRUCTURE

Existing 1-story building (~2,100 SF) retained. Available for gym, co-working, guest lounge, or commercial.

The potential to develop the 505 lot is tremendous, adding revenue generating amenities to the hotel

# EXPANSION CONCEPTS FOR LOT 505

## THREE PATHS — ESCALATING CAPEX, ESCALATING RETURNS

### A LIFESTYLE UPGRADE

LOW CAPEX · HIGH ADR IMPACT



- ✓ Pool & lounge area
- ✓ Pickleball / sport court
- ✓ Yoga deck & garden
- ✓ Fire pit gathering area

#### ROI

**+\$30–\$50 ADR**

across 17 units = +\$186K–\$310K/yr

*Pickleball courts alone add 15-20% booking premium at boutique properties*

### B DIGITAL NOMAD HUB

MID CAPEX · NEW MARKET SEGMENT



- ✓ Fitness center / gym
- ✓ Co-working lounge + WiFi6
- ✓ Extended-stay kitchenettes
- ✓ Content creation studio

#### ROI

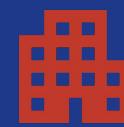
**Mid-term rental demand**

30-90 day stays at premium rates

*Remote worker travel up 40% since 2020 — Fort Lauderdale top-5 nomad destination*

### C VERTICAL PLAY

HIGH CAPEX · MAXIMUM EXIT VALUE



- ✓ 5-story tower (55' max)
- ✓ 8-12 new residential units
- ✓ Ground-floor commercial
- ✓ Rooftop amenity deck

#### ROI

**2× key count & valuation**

29+ unit asset → institutional buyers

*Comparable: Avalon @ 410 SE 16th Ct — 8 stories, 243 units, built on same block 2020*

# THE STRATEGIC PLAY

BUY THE CASH FLOW — GET THE LAND FREE

**6.2%** CURRENT CAP  
Third-party managed

**7.7%** STABILIZED CAP  
Owner-operated (\$461K NOI)

## SAFETY

CASH FLOW COVERS CARRY

*Development = free option*

## THE EXIT

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### 01 CASH COW

Operate as-is with tech-enabled passive income. 80%+ occupancy, \$740K revenue, minimal owner involvement via Guesty + AI automation.

PASSIVE INCOME PLAY

### 02 VALUE ADD

Build Concept A/B amenities on Lot 505 (pool, pickleball, fitness). Force ADR appreciation across 17 units. Target \$1M+ revenue.

FORCE APPRECIATION

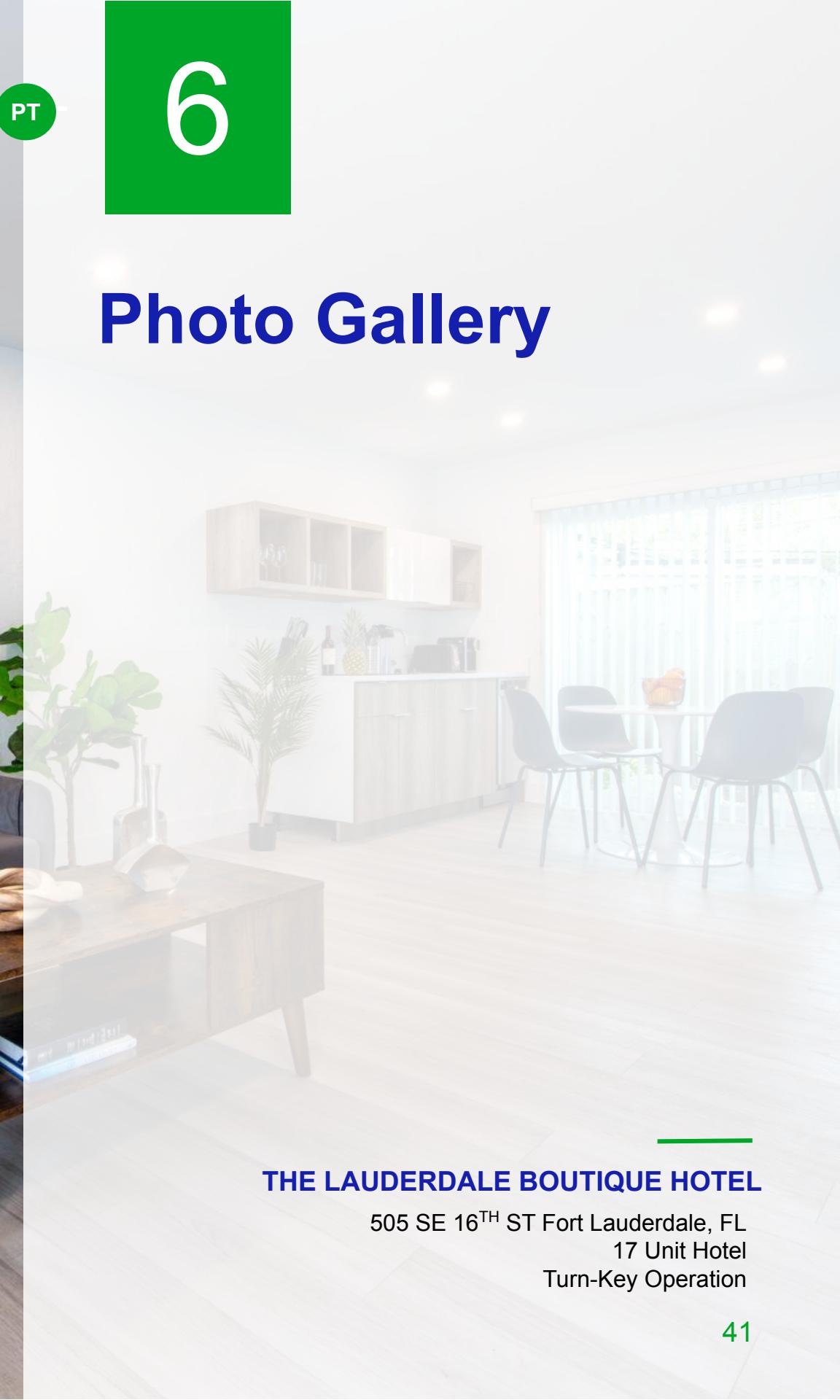
### 03 DEVELOPER EXIT

Sell 21,450 SF assemblage to larger developer. 5-story zoning + Avalon (410 SE 16th Ct) precedent validates dense multifamily on this corridor.

MAXIMUM EXIT VALUE

**YOU ARE BUYING A PROFITABLE BUSINESS TODAY  
AND A DEVELOPMENT SITE FOR TOMORROW.**

## Photo Gallery



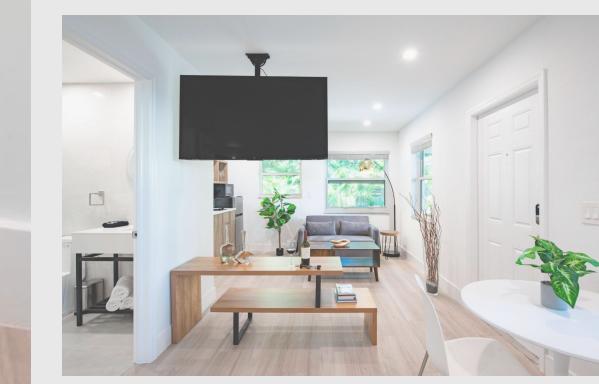
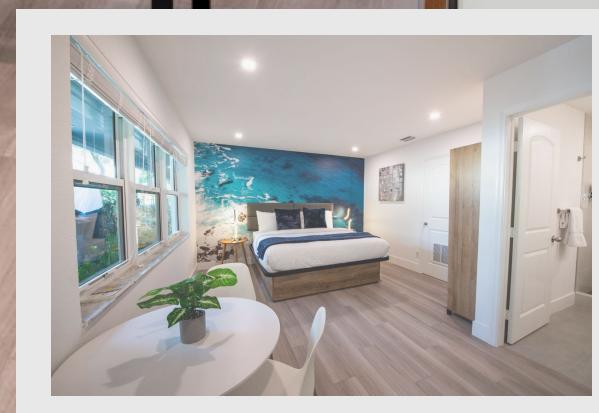
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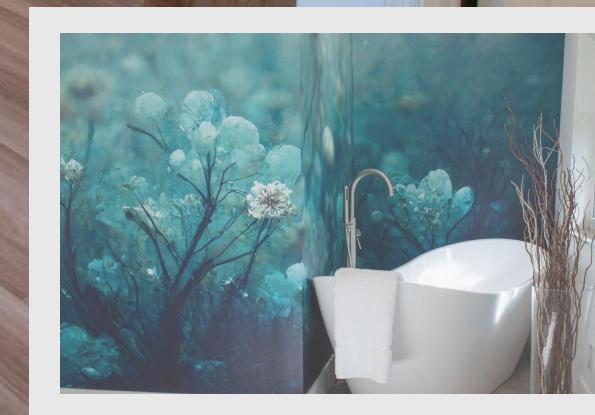
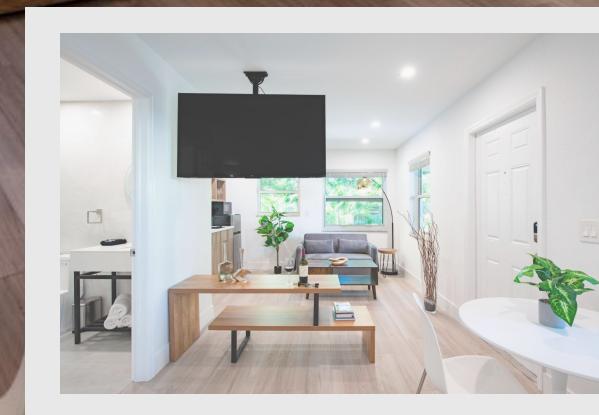
# ROOMS GALLERY

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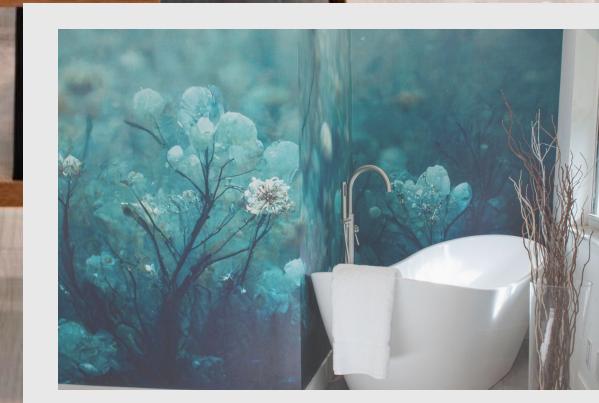
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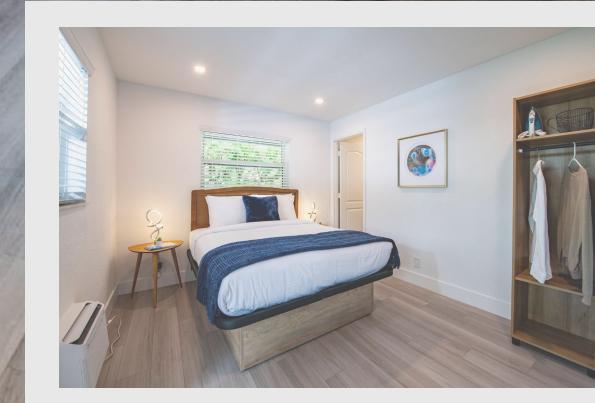
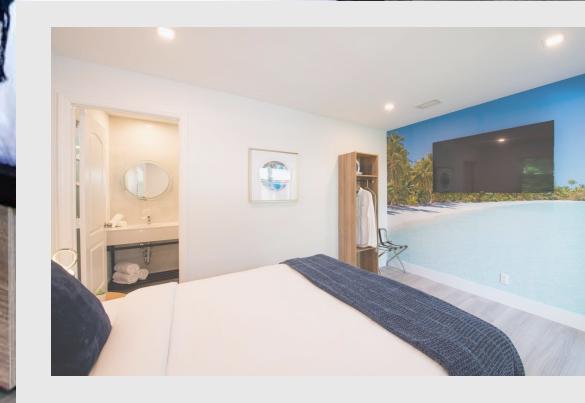
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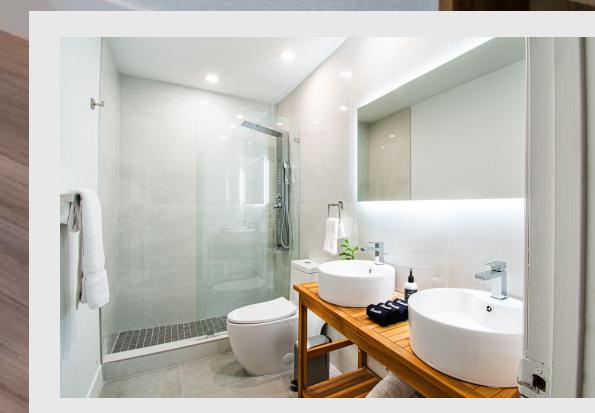
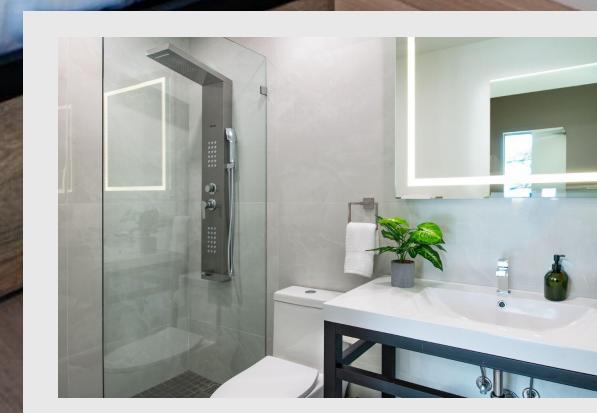
# ROOMS GALLERY

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# ROOMS GALLERY

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# BATHROOM GALLERY



# BATHROOM GALLERY



# ROOMS GALLERY

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# Contact Information

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## THE LAUDERDALE BOUTIQUE HOTEL & SUITES

# Thank You

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FOR MORE INFORMATION, PLEASE CONTACT

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