



THE OPPORTUNITY

CENTURY 21® Commercial sales professionals understand that evaluating commercial real estate means understanding the potential return on investment. Whether this is your first venture at entrepreneurship or you are a well-established business owner, your interests are always our number-one priority. CENTURY 21 Commercial sales professionals can help you to locate, evaluate and negotiate commercial real estate while understanding your concerns, including asset value, productivity, efficiency and investment preservation.

The CENTURY 21 Commercial Network realizes that investment value is based on your specific objectives and offers assistance while keeping in line with your interests, goals and capabilities.

MOTEL & HOTEL OVERVIEW

Motels and hotels can be an option—whether you are looking to buy, lease, or invest. These commercial properties range from small roadside motels to larger franchise hotel chains to quaint bed-and-breakfast facilities. Lodging properties are readily available in various locations and sizes to map to your specific needs, goals, and resources. Properties may be utilized for income, tax relief and appreciation. However, you should consult with your tax advisor about specific tax and financial advice.

PROPERTY CHARACTERISTICS

Motels and hotels are typically classified by number of rooms, amenities and ratings- if available. Evaluations include gross-income trends and deferred maintenance, as well as occupancy rate and geographic location. Proximity to attractions, highways and cities, as well as other factors, contribute to the value of the property and influence every investment decision. As with any property, improvements to the conveniences, landscaping and overall atmosphere may help to grow revenue. CENTURY 21 professionals have the resources available to help in measuring cash flow, cap rate and net operating income figures.

SPECIAL CONSIDERATIONS

CENTURY 21 Commercial sales professionals can facilitate the process of analyzing location, trends, populations and other demographics that may to help minimize risk. In addition, CENTURY 21 Commercial sales professionals have access to resources that can help to assess the challenges associated with zoning, environmental and occupancy requirements. A Cash-Flow Model might also be used to analyze and estimate an investment's income, expenses, and yield. The availability of forecasted conditions in the real estate market and the impact on a given property may also be used to evaluate each potential investment.

EXPERIENCE AT YOUR SERVICE

The CENTURY 21 Commercial Network leverages the distinguished reputation of the Century 21 Real Estate Corporation—the franchisor of the world's largest residential real estate sales organization, providing comprehensive training, management, administrative and marketing support for the CENTURY 21 System.

This System brings together industry resources, technology and the experience of more than 118,000 trained professionals at independently owned and operated franchised broker offices in more than 40 countries and territories worldwide.

www.century21.com/commercial

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Gold means Sold

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