



OFFERING MEMORANDUM

BUDGETEL INN & SUITES

2051 Gordon Highway, Augusta, GA 30909

55 GUEST ROOMS // ADDITIONAL COMMERCIAL SPACE // FORT EISENHOWER SUBMARKET

ESTD  2019

WOODLOCK
CAPITAL

Digitally enhanced

TABLE OF CONTENTS

- 2. Confidentiality, Disclosures & Disclaimers
- 3. Investment Summary
- 4. Property Photos
- 5. Room Types & Capital Improvements
- 6. Augusta Market Drivers
- 7. Planned & In Progress
- 8. Location & Regional Access
- 9. Additional Commercial Space
- 10. Historical Summary
- 11. P&L Reports
- 15. Pro Forma
- 16. Contact

SITE ACCESS

Site access will be provided by Brenden DeLuke.

Please contact directly at (646) 581-5724. Do not visit the property without an advisor present.

CONFIDENTIALITY, DISCLOSURES & DISCLAIMERS

Woodlock Capital LLC advises the owner of 2051 Gordon Highway, Augusta, Georgia. All offering materials are of a confidential nature, intended for use by a limited number of parties, and furnished solely for the purpose of considering the acquisition of the Property described herein. You agree that you will hold and treat all Offering Materials in the strictest confidence.

No representation is made by owner or Woodlock Capital LLC as to the accuracy or completeness of the information contained herein and nothing contained herein is or shall be relied on as a promise or representation as to the future performance of the Property. Prospective purchasers are expected and encouraged to exercise independent due diligence in verifying all such information.

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BRENDEN DELUKE

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INVESTMENT SUMMARY

PROPERTY SUMMARY

Hotel	Budgetel Inn & Suites, Augusta
Address	2051 Gordon Highway, Augusta, GA 30909
Total Rooms	55 Total Rooms
Room Breakdown	26 King Rooms, 27 Double Rooms
Manager's Apartment	1 Two-Bedroom Unit
Roof	Installed 2021
Gross Property SF	39,902
Lot Size	1.01 Acres

PRICING SUMMARY

Purchase Price	\$3,000,000
Price Per Room	\$54,545
Additional Commercial Revenue	\$2,899/mo.
Recent Capital Improvements	\$59,975

PROPERTY PHOTOS



PROPERTY DETAILS

Room Types & Capital Improvements

ROOM BREAKDOWN

-  26 King Rooms
-  27 Half-Double Rooms (8 with kitchens)
-  1 Two-Bedroom Suite with Kitchen
-  1 Two-Bedroom Manager's Apartment (non-revenue)
-  8 rooms with Jacuzzis
-  Roof installed in 2021

55 total revenue-generating guest rooms

RECENT CAPITAL IMPROVEMENTS	Cost	Year
New Washing Machine	\$12,000	2023
All New Dressers	\$13,750	2024
19 New Room Mattresses	\$8,550	2024
Vending Machines	\$1,000	2024
ATM (owner-installed)	\$1,000	2024
23 New A/C Units	\$10,000	2025
Guest Laundry Washer & Dryer	\$1,300	2025
22 New 43" TVs	\$5,500	2025/26
All Bathroom Fans (\$125 ea.)	\$6,875	2026
Total Recent Capital Improvements	\$59,975	

AUGUSTA MARKET DRIVERS

A Regional Economy Anchored by Cyber & Healthcare

U.S. ARMY FORT GORDON

And Cyber Center of Excellence

31,000+

direct workforce

Home to U.S. Army Cyber Command, the Cyber Center of Excellence, and NSA Georgia. The installation drives an estimated \$2.4–\$2.7 billion in annual regional economic impact, the largest non-manufacturing employer in the CSRA.

Source: www.augustaeda.org/business-industry/ft-Gordon



AUGUSTA
UNIVERSITY

1,175

students enrolled.

Georgia's only public medical school and the 4th-largest medical school class size in the U.S., anchoring steady year-round healthcare-driven visitor demand.

Source: www.augusta.edu/mcg

METRO POPULATION GROWTH

641,000+

Augusta-Richmond Co. metro (2025)

The Augusta-Richmond County metro area has grown steadily for over a decade, supporting sustained housing, retail, and lodging demand.

Source: U.S. Census Bureau / FRED (AUGPOP); [Resident Population in Augusta-Richmond County, GA-SC \(MSA\) \(AUGPOP\)](#) | [FRED](#) | [St. Louis Fed](#)

PLANNED & IN PROGRESS

New Capital Coming Into the Augusta Region



\$2 Billion

New capital invested.

A 2.1M-SF hyperscale data center campus ("Project Eisenhower") near Fort Eisenhower at 2883 Gordon Hwy, developed by QTS via Eagle South LLC.

Source: <https://www.yahoo.com/news/articles/2-billion-augusta-data-center-100556100.html>



\$340 Million

New capital invested.

The single-largest investment by a German company in Georgia history, a first-of-its-kind U.S. copper recycling and smelting facility at Augusta Corporate Park; 125+ new jobs.

Source: <https://gov.georgia.gov/press-releases/2021-11-10/gov-kemp-aurubis-open-state-art-recycling-and-copper-smelting-facility>



\$184 Million

New capital investment.

Swiss manufacturer building a new lightweight-components manufacturing facility in Augusta, creating 350 new jobs in Richmond County.

Source: <https://gov.georgia.gov/press-releases/2024-05-03/gov-kemp-georgia-lands-350-new-jobs-e-mobility-manufacturing>



LOCATION & REGIONAL ACCESS

Positioned at I-520 & Gordon Highway

3 Atlanta

Augusta

1 Columbia

5 Charlotte

Charleston 2

4 Savannah

Subject Property

	City	Miles	Drive Time
1	Columbia, SC	~75 mi	1 hr 15 min
2	Charleston, SC	~145 mi	2 hr 20 min
3	Atlanta, GA	~150 mi	2 hr 30 min
4	Savannah, GA	~130 mi	2 hr 10 min
5	Charlotte, NC	~190 mi	3 hr

Nearby Destinations:

Fort Eisenhower (Fort Gordon)	~1 miles
Augusta Mall	~1 miles
Augusta National Golf Club (The Masters)	~4.5 miles
Downtown Augusta / Riverwalk	~6 miles
Augusta Regional Airport	~10-11 miles

The property sits directly on Gordon Highway at the I-520 interchange, providing direct access to Fort Eisenhower, Augusta Mall, and the broader Augusta-Richmond County commercial corridor, a location that captures both military/government and leisure/event demand.



ADDITIONAL COMMERCIAL SPACE AVAILABLE

~2,500 SQFT Standalone Building *Estimated square footage

A versatile standalone building adaptable to nearly any use: retail, office, service, or event space. Most recently leased as a bar, it generates income independent of hotel occupancy.

\$2,899

per month in ancillary lease

Income (\$34,788 annually in 2025).

FINANCIALS

Historical Summary

	YEAR END 2023	YEAR END 2024	YEAR END 2025	YEAR END 2026 (Projected)
ROOMS	55	55	55	55
AVAILABLE ROOMS	20,075	20,075	20,075	20,075
OCCUPIED ROOMS	11,844	12,246	12,045	13,250
OCCUPANCY	59%	61%	60%	66%
ADR	\$47	\$54.67	\$63.6	\$60.2
REVPAR	\$28	\$33	\$38	\$40

REVENUE	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT
ROOMS	\$554,828	100.0%	\$669,672	100.0%	\$766,356	100.0%	\$797,010	100.0%
TOTAL REVENUE	\$554,828	100.0%	\$669,672	100.0%	\$766,356	100.0%	\$797,010	100.0%
DEPARTMENTAL EXPENSES								
ROOMS	\$127,078	22.9%	\$53,677	8.0%	\$17,113	2.2%	\$31,113	3.9%
OTHER OPERATED DEPARTMENTS	\$2,397	0.4%	\$3,580	0.5%	\$2,352	0.3%	\$2,352	0.3%
TOTAL DEPARTMENTAL EXPENSES	\$129,475	23.3%	\$57,257	8.6%	\$19,465	2.5%	\$33,465	4.2%
DEPARTMENTAL PROFIT	\$425,353	76.7%	\$612,415	91.4%	\$746,891	97.5%	\$763,545	95.8%
UNDISTRIBUTED EXPENSES								
ADMIN. & GENERAL	\$4,264	0.8%	\$21,745	3.2%	\$27,135	3.5%	\$27,135	3.4%
PAYROLL	\$24,400	4.4%	\$96,000	14.3%	\$96,000	12.5%	\$131,000	16.4%
UTILITIES	\$21,036	3.8%	\$92,275	13.8%	\$84,237	11.0%	\$87,491	11.0%
SALES & MARKETING	\$4,750	0.9%	\$0	0.0%	\$1,051	0.1%	\$1,051	0.1%
FRANCHISE ROYALTY FEE	\$0	0.0%	\$0	0.0%	\$0	0.0%	\$6,000	0.8%
REPAIRS & MAINTENANCE	\$6,101	1.1%	\$36,927	5.5%	\$11,528	1.5%	\$11,528	1.4%
TOTAL UNDISTRIBUTED EXPENSES	\$60,551	10.9%	\$246,947	36.9%	\$219,951	28.7%	\$264,205	33.1%
GROSS OPERATING PROFIT	\$364,802	65.8%	\$365,468	54.6%	\$526,940	68.8%	\$499,340	62.7%
GOP BEFORE FIXED EXPENSES	\$364,802	65.8%	\$365,468	54.6%	\$526,940	68.8%	\$499,340	62.7%
FIXED CHARGES								
PROPERTY TAXES	\$17,744	3.2%	\$49,760	7.4%	\$33,917	4.4%	\$33,917	4.3%
INSURANCE	\$1,653	0.3%	\$23,168	3.5%	\$30,099	3.9%	\$30,949	3.9%
TOTAL FIXED EXPENSES	\$19,397	3.5%	\$72,928	10.9%	\$64,016	8.4%	\$64,866	8.1%
EBITDA	\$345,405	62.3%	\$292,540	43.7%	\$462,924	60.4%	\$434,474	54.5%
NET OPERATING INCOME	\$345,405	62.3%	\$292,540	43.7%	\$462,924	60.4%	\$434,474	54.5%

FINANCIALS

Pro Forma

	PRO FORMA YEAR 1	PRO FORMA YEAR 2	PRO FORMA YEAR 3	PRO FORMA YEAR 4	PRO FORMA YEAR 5
ROOMS	55	55	55	55	55
AVAILABLE ROOMS	20,075	20,130	20,075	20,075	20,075
OCCUPIED ROOMS	13,049	13,085	13,049	13,049	13,049
OCCUPANCY	65.0%	65.0%	65.0%	65.0%	65.0%
ADR	\$61.39	\$62.23	\$62.85	\$63.48	\$64.11
REVPAR	\$39.90	\$40.50	\$40.84	\$41.26	\$41.67

REVENUE	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT	AMOUNT	PERCENT
ROOMS	\$801,023	100.0%	\$814,213	100.0%	\$820,108	100.0%	\$828,310	100.0%	\$836,593	100.0%
TOTAL REVENUE	\$801,023	100.0%	\$814,213	100.0%	\$820,108	100.0%	\$828,310	100.0%	\$836,593	100.0%
DEPARTMENTAL EXPENSES										
ROOMS	\$31,735	4.0%	\$32,325	4.0%	\$32,807	4.0%	\$33,332	4.0%	\$33,865	4.0%
TOTAL DEPARTMENTAL EXPENSES	\$31,735	4.0%	\$32,325	4.0%	\$32,807	4.0%	\$33,332	4.0%	\$33,865	4.0%
DEPARTMENTAL PROFIT	\$769,288	96.0%	\$781,888	96.0%	\$787,302	96.0%	\$794,978	96.0%	\$802,728	96.0%
UNDISTRIBUTED EXPENSES										
ADMIN. & GENERAL	\$27,678	3.5%	\$28,231	3.5%	\$28,881	3.5%	\$29,458	3.6%	\$29,974	3.6%
PAYROLL	\$133,620	16.7%	\$134,689	16.5%	\$135,699	16.5%	\$136,717	16.5%	\$137,400	16.4%
UTILITIES	\$89,241	11.1%	\$90,579	11.1%	\$91,938	11.2%	\$93,317	11.3%	\$94,717	11.3%
SALES & MARKETING	\$15,000	1.9%	\$15,450	1.9%	\$15,914	1.9%	\$16,391	2.0%	\$16,883	2.0%
FRANCHISE ROYALTY FEE	\$15,000	1.9%	\$15,000	1.8%	\$15,000	1.8%	\$15,000	1.8%	\$15,000	1.8%
REPAIRS & MAINTENANCE	\$11,759	1.5%	\$11,994	1.5%	\$12,234	1.5%	\$12,478	1.5%	\$12,728	1.5%
TOTAL UNDISTRIBUTED EXPENSES	\$292,297	36.5%	\$295,943	36.3%	\$299,665	36.5%	\$303,361	36.6%	\$306,702	36.7%
GROSS OPERATING PROFIT	\$476,991	59.5%	\$485,945	59.7%	\$487,637	59.5%	\$491,617	59.4%	\$496,026	59.3%
GOP BEFORE FIXED EXPENSES	\$476,991	59.5%	\$485,945	59.7%	\$487,637	59.5%	\$491,617	59.4%	\$496,026	59.3%
FIXED CHARGES										
PROPERTY TAXES	\$58,123	7.3%	\$59,286	7.3%	\$59,879	7.3%	\$60,477	7.3%	\$61,082	7.3%
INSURANCE	\$31,568	3.9%	\$31,884	3.9%	\$32,202	3.9%	\$32,525	3.9%	\$32,850	3.9%
TOTAL FIXED EXPENSES	\$89,691	11.2%	\$91,169	11.2%	\$92,081	11.2%	\$93,002	11.2%	\$93,932	11.2%
EBITDA	\$387,299	48.4%	\$394,775	48.5%	\$395,556	48.2%	\$398,615	48.1%	\$402,094	48.1%
NET OPERATING INCOME	\$387,299	48.4%	\$394,775	48.5%	\$395,556	48.2%	\$398,615	48.1%	\$402,094	48.1%

FINANCIALS

2026 P&L (Projected)

	Projected	Adjustments	Adjusted	Notes
Room Revenue	\$797,010		\$797,010	
Total Revenue	\$797,010		\$797,010	
Expenses				
Advertising and Marketing	\$1,051		\$1,051	
Annual Convention	\$2,448		\$2,448	
Cable & Internet	\$1,029		\$1,029	
Bank Charges	\$7,470		\$7,470	
Dues & Subscription	\$3,385		\$3,385	
House Keeping Supplies	\$8,890		\$8,890	
Insurance	\$1,653		\$1,653	
Security	\$1,992		\$1,992	
Landscaping & Ground Keeping	\$1,308		\$1,308	
Pest Control	\$900		\$900	
Legal & Professional Services	\$3,985		\$3,985	
Liability Insurance	\$28,446		\$28,446	
Linen	\$8,000		\$8,000	
Office Supplies & Software	\$5,371		\$5,371	
Misc. Expense	\$2,352		\$2,352	
Payroll Expense	\$131,000		\$131,000	
Phone	\$11,775		\$11,775	
Repairs & Maintenance	\$9,320		\$9,320	
Taxes & Licenses	\$33,917		\$33,917	
System Fee	\$2,432		\$2,432	
Consultation	\$2,500		\$2,500	
Umbrella Insurance	\$850		\$850	
Utilities	\$62,204		\$62,204	
Water & Sewer	\$24,258		\$24,258	
Franchise Fees	\$6,000		\$6,000	
Total Expenses	\$303,432		\$362,536	
Net Operating Income			\$434,474	

FINANCIALS

2025 P&L

	Actual	Adjustments	Adjusted	Notes
Room Revenue	\$766,356		\$766,356	
Total Revenue	\$766,356		\$766,356	
Expenses				
Advertising and Marketing	\$1,051		\$1,051	
Annual Convention	\$2,448		\$2,448	
Cable & Internet	\$16,775		\$16,775	
Bank Charges	\$7,470		\$7,470	
Dues & Subscription	\$3,385		\$3,385	
House Keeping Supplies	\$2,890		\$2,890	
Insurance	\$1,653		\$1,653	
Security	\$1,992		\$1,992	
Landscaping & Ground Keeping	\$1,308		\$1,308	
Pest Control	\$900		\$900	
Legal & Professional Services	\$3,985		\$3,985	
Liability Insurance	\$28,446		\$28,446	
Office Supplies & Software	\$5,371		\$5,371	
Misc. Expense	\$2,352		\$2,352	
Payroll Expense	\$96,000		\$96,000	
Phone	\$11,775		\$11,775	
Repairs & Maintenance	\$9,320		\$9,320	
Taxes & Licenses	\$33,917		\$33,917	
System Fee	\$2,432		\$2,432	
Consultation	\$2,500		\$2,500	
Utilities	\$62,204		\$62,204	
Water & Sewer	\$5,258		\$5,258	
Franchise Fees	\$6,000		\$6,000	
Total Expenses	\$309,432		\$309,432	
Net Operating Income			\$456,924	

FINANCIALS

2024 P&L

	Actual	Adjustments	Adjusted	Notes
Room Revenue	\$669,672		\$669,672	
Total Revenue	\$669,672		\$669,672	
Expenses				
Annual Convention	\$2,448		\$2,448	
Cable & Internet	\$13,156		\$13,156	
Bank Charges	\$7,845		\$7,845	
Dues & Subscription	\$3,385		\$3,385	
House Keeping Supplies	\$55,122	(\$13,750)	\$41,372	ADJ. Cap. Improvements - Dressers
Insurance	\$1,653		\$1,653	
Security	\$1,992		\$1,992	
Landscaping & Ground Keeping	\$1,278		\$1,278	
Pest Control	\$960		\$960	
Legal & Professional Services	\$3,460		\$3,460	
Liability Insurance	\$21,515		\$21,515	
Office Supplies & Software	\$1,131		\$1,131	
Misc. Expense	\$3,580		\$3,580	
Payroll Expense	\$96,000		\$96,000	
Phone	\$9,857		\$9,857	
Repairs & Maintenance	\$45,239	(\$10,550)	\$34,689	ADJ. Cap. Improvements - Mattress, Vending Machine, ATM
Taxes & Licenses	\$49,760		\$49,760	
System Fee	\$2,432		\$2,432	
Consultation	\$1,500		\$1,500	
Utilities	\$74,769		\$74,769	
Water & Sewer	\$4,350		\$4,350	
Total Expenses	\$401,432		\$377,132	
Net Operating Income			\$292,540	

FINANCIALS

2023 P&L

	Actual	Adjustments	Adjusted	Notes
Room Revenue	\$554,828		\$554,828	
Total Revenue	\$554,828		\$554,828	
Expenses				
Advertising and Marketing	\$4,625		\$4,625	
Cable & Internet	\$13,264		\$13,264	
Bank Charges	\$445		\$445	
Commission	\$125		\$125	
House Keeping Supplies	\$135,814	(\$12,000)	\$123,814	ADJ. Cap. Ex (Washing Machine)
Insurance	\$1,653		\$1,653	
Security	\$243		\$243	
Landscaping & Ground Keeping	\$1,188		\$1,188	
Pest Control	\$450		\$450	
Legal & Professional Services	\$450		\$450	
Office Supplies & Software	\$226		\$226	
Misc. Expense	\$2,397		\$2,397	
Payroll Expense	\$24,400		\$24,400	
Phone	\$3,264		\$3,264	
Repairs & Maintenance	\$4,463		\$4,463	
Taxes & Licenses	\$17,744		\$17,744	
Rents	\$26,577	(\$26,577)		ADJ. Rent Paid Back to the Owner
System Fee	\$2,432		\$2,432	
Consultation	\$468		\$468	
Utilities	\$7,772		\$7,772	
Total Expenses	\$248,000		\$209,423	
Net Operating Income			\$345,405	

BUDGETEL INN & SUITES

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