



Keegan & Coppin
COMPANY, INC.

FOR SALE

10400 COAST HIGHWAY
JENNER, CA

RARE SONOMA COAST HOSPITALITY
OPPORTUNITY
RESTAURANT | LODGING | EVENTS | 4.2+ ACRES

PRICE REDUCED -\$610,000!

Go beyond broker.

PRESENTED BY:

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EXECUTIVE SUMMARY

Rare opportunity to acquire a landmark Sonoma Coast hospitality property in Jenner-by-the-Sea, located near the mouth of the Russian River and the Pacific Ocean. The property includes multiple parcels totaling over 4.2 acres, a fully equipped restaurant, six rental units, outdoor deck space, on-site parking, and flexible event/retreat potential.

- New price: \$2,990,000
- \$610,000 reduction from prior pricing
- Multiple parcels totaling over 4.2 acres
- 5,154 SF fully equipped restaurant
- Six rental units
- 500+/- SF outdoor deck with estuary/ocean-view orientation
- Commercial kitchen and walk-in cooler
- Beer and wine license
- On-site parking
- Private lawn and gazebo for weddings, retreats, and events
- Destination dining and coastal lodging opportunity
- SBA financing scenarios available upon request for qualified owner-users

OFFERING

New Sale Price	\$2,990,000
Previous Price	\$3,600,000
Reduced	-\$610,000



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**HOSPITALITY
PROPERTY
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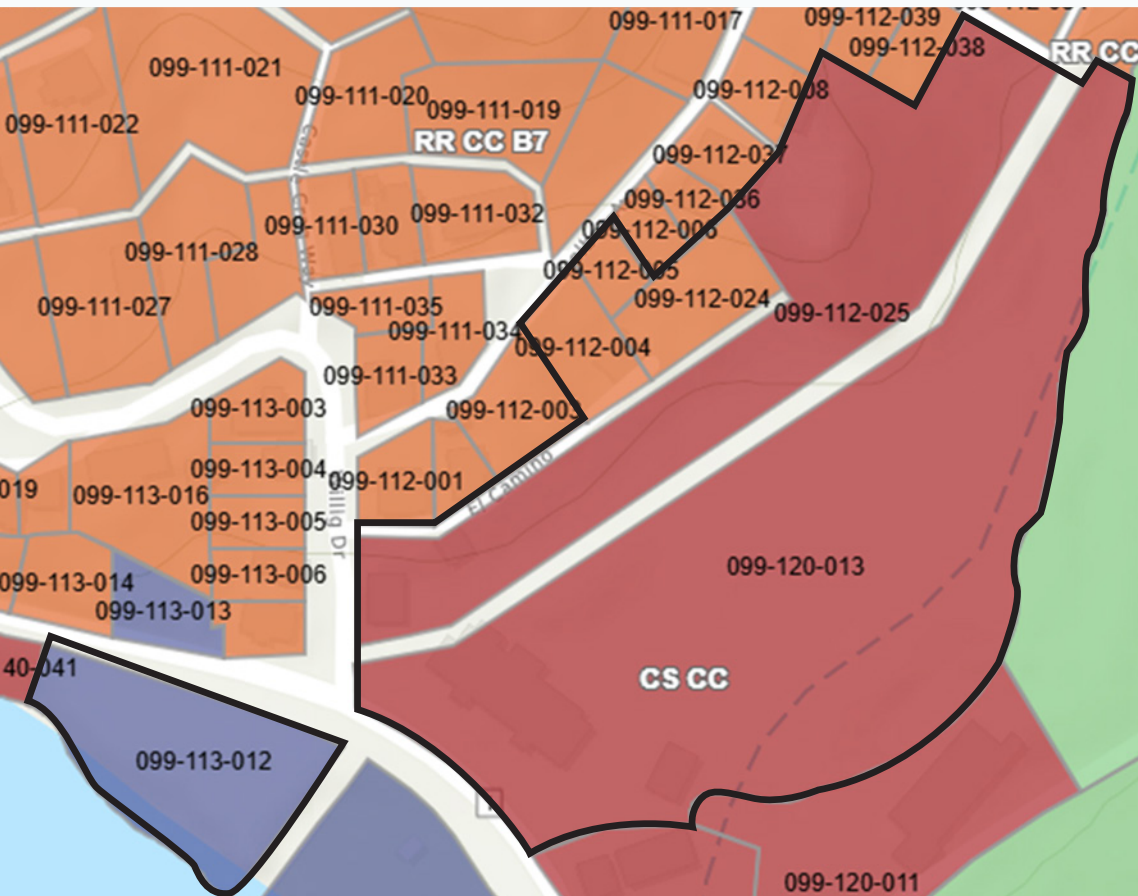
PROPERTY DESCRIPTION



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**HOSPITALITY
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Flexible multi-parcel hospitality platform with restaurant, lodging, event, retreat, and future repositioning potential.



Buyer to verify all parcel sizes, building sizes, zoning, overlays, permitted uses, STR status, licenses, and development potential.

APN	ADDRESS	PARCEL SIZE	BLDG SIZE	ZONING	OVERLAYS
099-112-004	9490 El Camino Jenner, CA 95450	6,000+/- SF	1,221+/- SF (Structure)	RR CC	B7, None
099-112-005	9493 Balboa Jenner, CA 95450	2,200+/- SF	0	RR CC	B7, SR
099-112-024	9484 El Camino Jenner CA 95450	7,200+/- SF	0	RR CC	B7, None
099-112-025	9470 Riverside Jenner, CA 95450	54,450+/- SF	1,008+/- SF (Structure)	CS CC	RC100, SR
099-113-012	10469 Riverside Jenner, CA 95450	15,400+/- SF	0	PF CC	F2, RC100, SR
099-120-013	10400 Coast Hwy. Jenner, CA 95450	94,961+/- SF	5,154+/- SF (Structure)	CS CC	F2, RC100, SR
TOTAL SF		180,211 SF	7,383 SF		

YEAR BUILT

1946

NUMBER OF BUILDINGS

4

PARKING

On-site

ZONING LINKS

[RC ZONING](#) [SR ZONING](#) [F ZONING](#) [B ZONING](#)
[RR ZONING](#) [CS ZONING](#) [PF ZONING](#)

NEW PRICE

\$2,990,000

TOTAL LAND AREA

180,211 SF / 34.14 acres

PRICE/SF BUILDING

\$405+/- per SF

REDUCTION

-\$610,000

TOTAL BUILDING AREA

7,383 SF

PRICE/SF LAND

\$16.59+/- per SF

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PROPERTY PHOTOS



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New Price: \$2,990,000 | Reduced \$610,000



HIGHWAY 1 FRONTAGE AND VISIBILITY



EXISTING HOSPITALITY IDENTITY/SIGNAGE



ON-SITE PARKING



RESTAURANT ARRIVAL EXPERIENCE



COASTAL DESTINATION SETTING

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POTENTIAL OUTDOOR EVENT & RETREAT PHOTOS



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PRIVATE LAWN AREA



GAZEBO/EVENT BACKDROP



SONOMA COAST WEDDING, RETREAT, CHEF DINNER, AND HOSPITALITY ACTIVATION POTENTIAL



FLEXIBLE OUTDOOR PROGRAMMING

Event uses, occupancy, permitting, noise, parking, alcohol service, and operational approvals to be verified by buyer.

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DESTINATION RESTAURANT OPPORTUNITY



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DRAMATIC DINING ROOM VOLUME



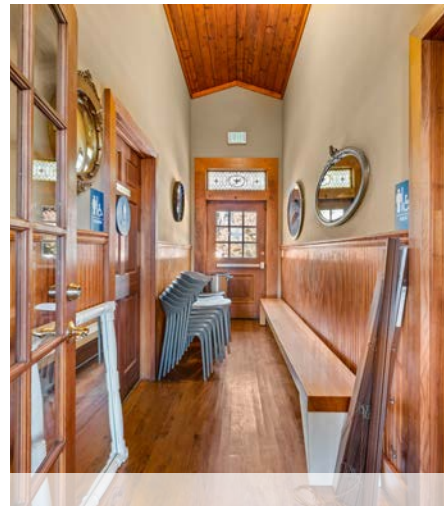
LARGE WINDOWS/NATURAL LIGHT



CHEF-DRIVEN RESTAURANT POTENTIAL



WOOD CEILING AND COASTAL LODGE CHARACTER



DESTINATION DINING/EVENT USE

Ideal for: chef-owner, hospitality group, wedding/event operator, retreat concept, coastal dining brand, or owner-user restaurant operator.

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FULLY EQUIPPED COMMERCIAL KITCHEN INFRASTRUCTURE



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COMMERCIAL PREP AREAS



SUPPORTS RESTAURANT, EVENTS, CATERING, AND LODGING FOOD SERVICE



WALK-IN COOLER



EXISTING KITCHEN INFRASTRUCTURE

Equipment list, condition, ownership, code compliance, health department status, and transferability to be verified during due diligence.

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SIX RENTAL UNITS / COASTAL LODGING COMPONENT



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SIX EXISTING RENTAL UNITS



FLEXIBLE LODGING, RETREAT, OR HOSPITALITY SUPPORT USE



POTENTIAL TO CREATE BUNDLED STAY/DINE/EVENT PACKAGES



COMPLEMENTS RESTAURANT AND EVENT OPERATIONS



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GUEST EXPERIENCE & LODGING INTERIORS



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COASTAL LODGING CHARACTER



SUPPORTS DESTINATION DINING AND EVENT BUSINESS



PRIVATE GUEST ACCOMMODATIONS



POTENTIAL RETREAT/WEDDING LODGING COMPONENT



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AREA DESCRIPTION



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DESCRIPTION OF AREA

Jenner-by-the-Sea is a small coastal village on the Sonoma Coast where the Russian River meets the Pacific Ocean. The area is known for dramatic coastal views, kayaking, hiking, beach access, wildlife viewing, sunsets, and proximity to regional wine country. The setting supports a destination hospitality concept that can draw from Bay Area visitors, Sonoma County tourism, coastal recreation, weddings, retreats, and weekend travel.

NEARBY AMENITIES

- Goat Rock Beach
- Shell Beach
- Wrights Beach
- Portuguese Beach
- Salmon Creek
- River's End
- Cafe Aquatica
- Fort Ross Vineyard
- Jenner Headlands
- Kortum Trail
- Pomo Canyon
- Northwood Golf Course
- Russian River recreation
- Sonoma Coast State Park
- Duncan Mills
- Armstrong Woods
- Nearby wineries and tasting rooms



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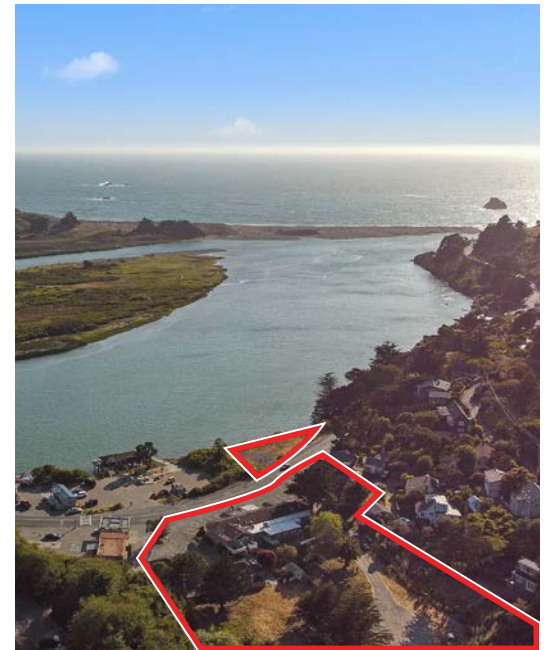


AERIAL MAP



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MARKET SUMMARY



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JENNER SUMMARY

Jenner, California is a quiet coastal village where the Russian River meets the Pacific Ocean. Located along the scenic Sonoma Coast, it's known for its stunning views, wildlife, and outdoor activities like kayaking and hiking. Just 90 minutes from San Francisco, Jenner is a peaceful escape surrounded by nature, beaches, and nearby wineries.

SONOMA COUNTY TOURISM PERFORMANCE

In 2024, Sonoma County welcomed 10.5 million visitors—a 2.9% YoY increase. Total visitor spending reached \$1.5 billion (+5.6%), with overnight stays accounting for around \$1 billion and day trips about \$500 million.

SHORT-TERM RENTALS

Jenner commands a median occupancy of 65%, with an average daily rate (ADR) of \$358, generating an estimated \$83,000 per host annually.

RESTAURANT + EVENT DEMAND

BUYER PROFILE

- Owner-user chef/operator
- Hospitality group
- Wedding/event operator
- Retreat/wellness concept
- Boutique lodging operator
- Bay Area lifestyle investor/operator
- Restaurant group seeking coastal flagship location

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FINANCIAL OVERVIEW: POTENTIAL SBA 15% FINANCING



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PROJECT DETAILS

Purchase Price	\$2,990,000	Property Address	10400 Coast Highway
Improvements			
Total Project Cost	\$2,990,000		

SBA 504 FINANCING STRUCTURE

Source of Funds	% of Total Project	Amount	Rate	Amortization	Maturity	Monthly Payment
Bank (1st)	50%	\$1,495,000	6.50%	25	10	\$10,094
SBA (2nd)*	35%	\$1,079,500	6.11%	25	25	\$7,028
Down Payment	15%	\$448,500				
* Includes financed SBA fee of \$33,000						
Total Monthly Payment						\$17,122

MONTHLY OWNERSHIP COSTS

Mortgage Payments	\$	17,122
Insurance & Property Tax	\$	3,239
Total Monthly Cash Outlay:	\$	20,362
Average Principal Paydown Benefit:	\$	(3,632)

OUT-OF-POCKET COSTS

Down Payment	\$448,500
Estimated Bank Fees	\$22,425
Appraisal & Environmental Reports	\$5,400
Total Out of Pocket Costs	\$476,325

Total Effective Monthly Costs: \$ 16,729

ASSUMPTIONS

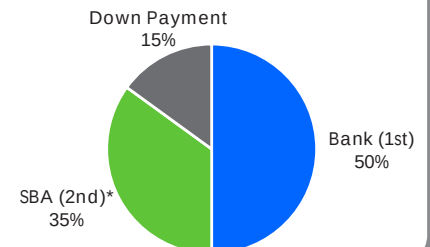
The following assumptions were used for this scenario, and can be modified if there are any specific values you would like to use.

- Bank rate, terms, and fees are estimates and vary depending on lender.
- SBA fee is 2.65% of the SBA loan amount plus a \$3,500 attorney flat fee and \$1,000 documentation fee. These fees are financed.
- The current SBA rate is used here. Actual rate is set at debenture sale at time of funding.
- All costs and expenses are estimates. This breakdown does NOT include Title & Escrow Closing Costs, which are additional Out of Pocket Costs.
- Bank Fees are estimated at .75% of bank loan amount
- Insurance & Property Tax estimated at 1.3% of purchase price.
- Effective cost of ownership is Total Monthly Payment less annual Principal paydown.

For more information contact:

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90% Financing



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FINANCIAL OVERVIEW: POTENTIAL SBA 20% FINANCING



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PROJECT DETAILS

Purchase Price	\$2,990,000	Property Address	10400 Coast Highway
Improvements			
Total Project Cost	\$2,990,000		

SBA 504 FINANCING STRUCTURE

Source of Funds	% of Total Project	Amount	Rate	Amortization	Maturity	Monthly Payment
Bank (1st)	50%	\$1,495,000	6.50%	25	10	\$10,094
SBA (2nd)*	30%	\$926,000	6.11%	25	25	\$6,029
Down Payment	20%	\$598,000				
* Includes financed SBA fee of \$29,000						
Total Monthly Payment						\$16,123

MONTHLY OWNERSHIP COSTS

Mortgage Payments	\$	16,123
Insurance & Property Tax	\$	3,239
Total Monthly Cash Outlay:	\$	19,362
Average Principal Paydown Benefit:	\$	(3,408)

OUT-OF-POCKET COSTS

Down Payment	\$598,000
Estimated Bank Fees	\$22,425
Appraisal & Environmental Reports	\$5,400
Total Out of Pocket Costs	\$625,825

Total Effective Monthly Costs: \$ 15,954

ASSUMPTIONS

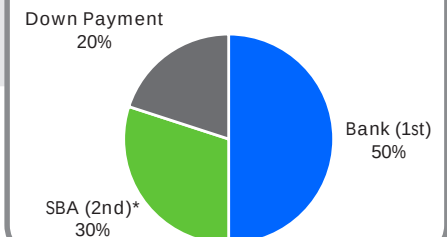
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- Insurance & Property Tax estimated at 1.3% of purchase price.
- Effective cost of ownership is Total Monthly Payment less annual Principal paydown.

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ABOUT KEEGAN & COPPIN



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Your partner in commercial real estate in the North Bay & beyond since 1976.

Keegan & Coppin Company, Inc. has served our communities in the North Bay for well over 40 years. But our unmatched local experience is only part of what makes us the area's most trusted name in commercial real estate. At Keegan & Coppin, we bring together a range of services that go beyond traditional brokerage. That depth of knowledge and diverse skillset allows us to clarify and streamline all aspects of your transaction, giving you the confidence of knowing that we can help with anything that comes up through all phases of a project.

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DISCLAIMER



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DISCLAIMER

This property is being offered on an as-is basis. While the Broker believes the information in this brochure to be accurate, no warranty or representation is made as to its accuracy or completeness. Interested parties should conduct independent investigations and reach conclusions without reliance on materials contained in this brochure.

This property owner requests that you do not disturb the Tenants, as the property will only be shown in coordination with the Listing Agent.

This brochure is presented under the terms and conditions of the Confidentiality Agreement. As such, the material contained in this brochure is confidential and is provided solely for the purpose of considering the purchase of the property described herein. Offers should be presented to the agent for the property owner. Prospective buyers are encouraged to provide buyer's background, source of funds and any other information that would indicate their ability to complete the transaction smoothly.

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