

THE BONNIE INN

Boutique Gold Country Motel | Turnkey Hospitality Investment with 5-Year \$250K Growth Path

Reopened, already active — your turnkey hybrid investment in Northern California's Gold Country

306 WEST SAINT CHARLES ST. SAN ANDREAS CA. 95249

\$660,000



Rachel Wisuri

620% NOI
Growth
Potential
(2025-2030)



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Seasoned Commercial Broker | Hospitality & Investment Specialist –
Serving Central California

Where History Meets Hospitality



The Bonnie Inn is a newly reopened boutique hotel in the heart of San Andreas, CA where 1940s charm meets modern hospitality. Reestablished after years of closure, the Inn has quickly built operational momentum, achieving \$51,000 in gross income YTD & attracting both nightly guests & long-term residents. This 8-unit property features 5 nightly rentals, 1 larger suite, & 2 long-term leased units producing \$3,100 in monthly rent. Guests enjoy the Inn's warm vintage appeal, updated interiors, & proximity to the historic downtown, wineries, & Sierra foothill recreation. The Bonnie Inn offers turnkey expansion potential, with opportunities to add creekside micro-venue hosting, RV/glamping pads, a boutique wine-tasting lounge, family suite reconfigurations, & light food or vending services all of which could further enhance occupancy & income. The Inn was originally built in the 1940s by local craftsman Mr. Moore using hand-cast cement blocks from the nearby Calaveras Cement Plant. Decades later, it was lovingly operated by longtime owner Bonnie Janssen, whose welcoming style & personal touches became a hallmark for travelers along CA's scenic Hwy 49. High-visibility & within reach of Murphy's, Angels Camp, Ironstone Amphitheater & casinos offering strong tourism traffic. Call to view.

Revenue Streams

Explore the multiple income avenues available.



Financial Highlights

This distinctive 8-unit property features 5 nightly rental units, a larger suite, and 2 long-term leased units, creating a balanced mix of stable income and growth potential.

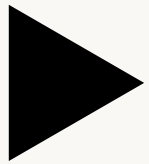
The property's layout, creekside setting, and historic ambiance make it uniquely suited for boutique lodging, micro-events, and hospitality-driven expansion.

Revenue & Income Overview

- Core Lodging (5 units): $\text{ADR } \$140 \times 40\% \text{ occupancy} = \$102,200$ annual potential
- Larger Suite: $\text{ADR } \$225 \times 40\% \text{ occupancy} = \$32,850$ annual potential
- Long-Term Leases: Unit 7 $\$1,700/\text{mo} = \$16,800$ | Unit 8 $\$1,400/\text{mo} = \$20,400$

Income Stack Potential

- Event / Micro-Venue Usage: $20 \text{ events/year} \times \$1,500 = \$30,000$
- RV / Van Pads / Glamping Pods: $3 \text{ pads} \times 120 \text{ nights} \times \$65 = \$23,400$
- Communal Continental Breakfast / Vending: $+\$6,000$ projected annual gross
- Boutique Wine Bar Collaboration: Partner with nearby wineries for tasting flights and socials, $+\$12\text{K}–\18K projected annual gross
- Family Accommodation Enhancements: Convert 2 units to family suites ($+\$6\text{K}–\8K incremental income)



5-Year Scalable Growth Path

Based on operational recovery benchmarks for boutique hotels under 20 keys
in rural Northern California

Year	Occupancy / Focus	Primary Growth Drivers	Projected Gross Income
2026 – Stabilization Year	50–55% avg occupancy	Strengthen marketing, optimize OTA listings, expand event bookings (10–15/year), launch breakfast/vending & wine bar collaborations.	\$120,000 – \$135,000
2027 – Growth Year	55–60% occupancy	Convert 2 units into family suites, expand RV/glamping pads, add repeat-guest loyalty and digital marketing campaigns.	\$150,000 – \$170,000
2028 – Expansion Year	60–65% occupancy	Build out event calendar, secure winery partnerships, optimize ADR to \$150+, improve online review visibility.	\$180,000 – \$200,000
2029 – Maturity Year	65–70% occupancy	Establish stable bookings, add seasonal experiences, increase direct bookings vs OTAs.	\$210,000 – \$230,000
2030 – Sustained Performance	70–75% occupancy	Maintain stabilized NOI, expand brand presence, explore additional glamping or event expansion.	\$240,000 – \$250,000+



► 5-Year Scalable Growth Path

✓ Growth Plan Realism Notes

Base Year: 2025 confirmed \$51,000 actual (reopening momentum year).

Occupancy Ramp: Gradual 10–15% occupancy increase over 5 years aligns with rural boutique lodging recovery trends.

ADR Optimization: \$140 → \$155 achievable through quality upgrades, reviews, and seasonal pricing.

Add-On Revenue Streams: Wine bar, breakfast, family suites, and events provide consistent incremental revenue.

Projected Ceiling: \$240K–\$250K aligns with stabilized operations for an 8-key inn with hybrid event income.



Proforma Investment Summary and NOI Details



Income Source	Description	Annual Amount (USD)
Nightly Units (5 @ \$140 ADR, 40% occupancy)	Core lodging base	\$102,200
Larger Suite (1 @ \$225 ADR, 40% occupancy)	Premium suite	\$32,850
Unit 7 (Long-term lease)	\$1,700/month	\$16,800
Unit 8 (Long-term lease)	\$1,400/month	\$20,400
Proforma Gross Income		\$172,250

Expense Category	Description	2024 Actual (USD)
Utilities	Electric, water, internet	\$10,000
Real Estate Taxes	Current	\$4,910
Maintenance	Minor repairs, landscaping	\$4,000
Housekeeping	Cleaning supplies, linens	\$4,000
Building Insurance	Property & liability	\$4,700
Accounting & Admin	Bookkeeping, licenses	\$1,000
Total Operating Expenses (2024)		\$28,610

Proforma Investment Summary and NOI Details



5-Year Financial Growth Projection (2026–2030)

Year	Occupancy %	Gross Income (USD)	Expense Growth Rate	Operating Expenses (USD)	Net Operating Income (USD)
2025 (Actual – Rebuild)	40%	\$51,000	—	\$22,000	\$29,000
2026 (Stabilization)	50–55%	\$130,000	4%	\$28,600	\$101,400
2027 (Growth Year)	55–60%	\$160,000	5%	\$30,000	\$130,000
2028 (Expansion Year)	60–65%	\$190,000	5%	\$32,000	\$158,000
2029 (Maturity Year)	65–70%	\$215,000	6%	\$34,000	\$181,000
2030 (Sustained Performance)	70–75%	\$245,000	6%	\$36,000	\$209,000

💡 Expense Growth Notes

Utilities: Expected to rise 3–5% annually with higher occupancy and longer service hours.

Maintenance: Increases 5–10% per year as occupancy and use expand.

Housekeeping: Grows 6–7% annually through 2028, stabilizing afterward.

Insurance: Estimated +3% annually in line with small hospitality market averages.

Taxes: +2–3% per year with county reassessment trends.

Admin/Accounting: Flat until 2026, then increases ~2% annually with inflation.



The Bonnie Inn 5-Year ROI Story (2025–2030)



Year	Occupancy %	Gross Income (\$)	Operating Expenses (\$)	NOI (\$)	Est. Value @ 8% Cap (\$)
2026 (Stabilize)	50–55%	\$130,000	\$49,000	\$81,000	\$1,012,000
2027 (Expand)	60%	\$160,000	\$50,000	\$110,000	\$1,375,000
2028 (Optimize)	65%	\$190,000	\$52,000	\$133,000	\$1,662,000
2029 (Mature)	70%	\$220,000	\$53,000	\$145,000	\$1,812,000
2030 (Stabilized)	75%	\$245,000	\$55,000	\$154,000–\$209,000	\$1.9M–\$2.6M (8–9% Cap Range)

Projected 5-Year Value Growth → 7× NOI Increase



Key Takeaways

- **NOI Growth:** \$29K → \$154K–\$209K = (5-7 x increase)
- **Value Growth:** \$660K → \$1.9M+ = (8-9% cap basis)
- **Break-Even:** Mid-2026 (profitable operations)
- **Payback Horizon:** 3.5–4 years from 2025

Growth driven by increased occupancy, new revenue channels, and operational optimization



Property Photos

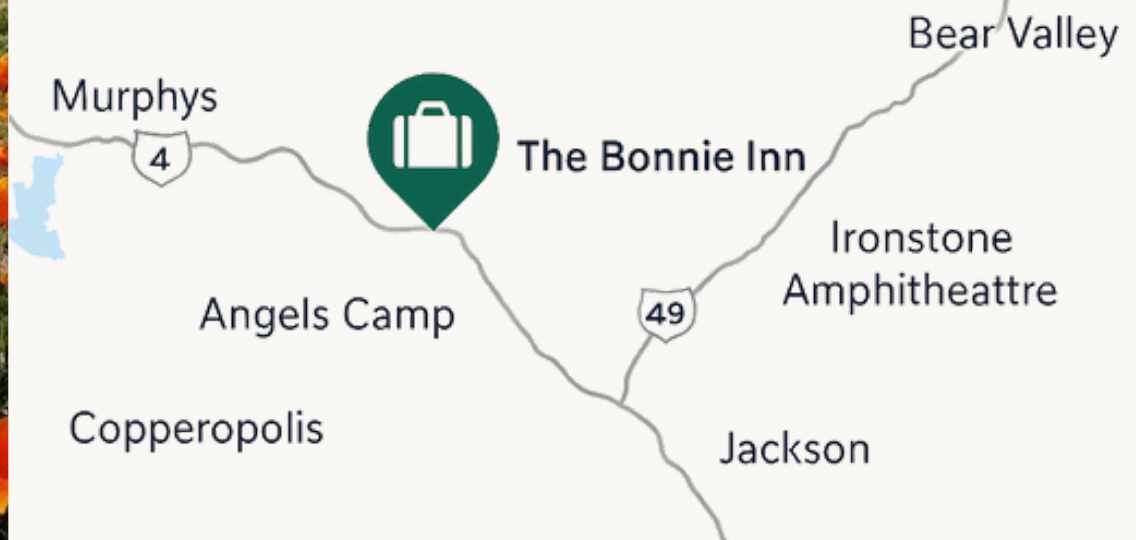


Prime Location

Discover The Bonnie Inn's ideal location and accessibility.

LOCATION SUMMARY

The Bonnie Inn is Ideally located in San Andreas, CA, along historic Highway 49, minutes from Murphys, Angels Camp, and Copperopolis. This ideal positioning in Calaveras County's Gold Country offering easy access to local wineries, Ironstone Amphitheatre, and nearby attractions like Bear Valley Ski Resort and Jackson Rancheria Casino.



Central location provides strong year-round tourism potential, appealing to both leisure and event travelers. Surrounded by natural beauty, history, and a welcoming community. The Bonnie Inn is perfectly positioned for a lasting guest appeal and investment growth.





TOURISM ACTIVITY MAP

75%

The tourism activity in San Andreas shows a 75% increase in visitors, reflecting the growing popularity of its attractions and natural beauty among travelers.

**“Explore, discover, and
enjoy nature”**

– Unknown

San Andreas, with its rich array of natural parks and historical sites, has become a cornerstone for tourism in California's Central Sierra region. The increase in visitors highlights a community benefiting from its attractions, promoting local businesses and enhancing the visitor experience through outdoor activities and events.

2500

Daily visitors to Murphys

150

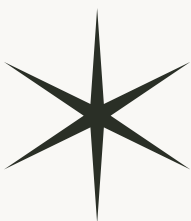
Popular camping spots near
Lake Camanche

500

Average annual concerts at
Ironstone Amphitheatre

300

Wineries operating in the
region



The surge in tourism not only boosts the local economy but also emphasizes the importance of preserving natural resources. With careful management, these areas can thrive and continue to attract visitors year after year, benefiting both the environment and the community.

Elevating Our Digital Strategy



4.8/5 Google Reviews |
Booking.com 9/10, Airbnb 4.6/5



Bonnie Inn was better than expected. Accommodations were easy to find, quick check in and had lots of amenities. The bed was comfortable and she provided a beverage bar and menu for local restaurant. The bathroom had everything. We will recommend it to traveling friends.



The historic San Andreas hotel now named the Bonnie. Best hotel in the area and i've been to many. Our host advised us that there are more restorations ahead. Can't wait to go back.

Great spot with walkable restaurants and close by stores!

At The Bonnie Inn, we are committed to creating a strong **digital presence** that resonates with our target audience. Our marketing strategy includes a comprehensive SEO campaign, optimized Google Business listings, and engaging content across social media platforms to attract potential guests. By utilizing influencer outreach, we aim to enhance brand visibility and drive bookings, ensuring our reimagined boutique inn captures the attention it deserves.

Our marketing efforts focus not just on attracting visitors but also on building an **authentic community** around The Bonnie Inn. Through engaging social media interactions and strategic partnerships, we aim to foster loyalty and inspire guests to share their experiences. This digital momentum will ultimately contribute to a sustainable growth trajectory and position The Bonnie Inn as a **premier destination** in San Andreas, CA.



thebonnieinn (@thebonnieinn)
@thebonnieinn Instagram photos and videos
Instagram /



FOLLOW US



Target Market

Demographics — San Andreas & Surrounding Area (5–15 Mile Radius)

Category	Statistic	Insight / Marketing Note
Population (15-mile radius)	~22,000	Strong small-town and regional tourism base.
Median Age	47.6 years	Mature travelers & retirees seeking leisure stays.
Average Household Income	\$86,000	Mid-to-upper income visitors with discretionary spending.
Visitor Demographics	58% couples / 25% families / 17% solo travelers	Opportunity for room mix (family suites & long stays).
Primary Visitor Origins	Bay Area (43%), Central Valley (29%), Sacramento (18%)	High weekend getaway and drive-in travel demand.
Average Stay Duration	2.3 nights	Aligns with short-term leisure & concert tourism.
Top Attractions	Ironstone Amphitheatre, Bear Valley Resort, Local Wineries, Gold Rush Towns, Casinos	Year-round traffic drivers.
Tourism Seasonality	Peak: May–Oct; Secondary: Dec–Feb	Opportunity to market ski-season packages and off-season events.

Priced 30% below replacement cost with 200% upside potential

Property	City / County	Type	Rooms	Sale Date	Sale Price	Price / Room	Year Built / Renovated
Arnold Timberline	Arnold, Calaveras	Hotel	20	9/22/20...	\$1,200,000	\$60,000	1951
The Rusty Spurs Inn	Valley Springs,	Hotel	10	11/6/20...	\$950,000	\$95,000	1988
The Foxie	Sutter Creek,	B&B	7	11/21/2...	\$1,150,000	\$164,286	1857
Amador Hotel	Pioneer, Amador Co.	Hotel	25	8/5/2024	\$1,626,000	\$65,040	1985 / 2006
Christmas Tree Inn	Mi Wuk Village,	Hotel	16	5/7/2024	\$720,000	\$45,000	1986
Westhaven Inn	Camino, El Dorado Co.	Hotel	21	7/21/20...	\$900,000	\$42,857	1999
Amador Springs	Amador City,	B&B	3	5/8/2024	\$829,000	\$276,333	2000
Silver Maple Inn	Bridgeport, Mono Co.	Hotel	20	2/3/2025	\$1,200,000	\$60,000	1880
Rock Creek Inn	Georgetown, El Dorado Co.	B&B	6	2/20/20...	\$910,000	\$151,667	1959 / 2009

Market Summary

Average Sale Price: \$1,053,889

Median Sale Price: \$950,000

Avg. Price / Room: \$74,102

Cap Rate (Avg): 9.8%

Hotel Class Range: Economy → Upper Midscale

Rooms Range: 3–25



💡 Insight for Bonnie's Inn

At a price-per-room average of \$74,102, and strong buyer demand in the Calaveras/Amador micro-markets, The Bonnie Inn's repositioned boutique model and event income potential place it competitively within the upper-midsize regional set.

Recent sales like The Rusty Spurs Inn and Arnold Timberline Lodge demonstrate sustained investor interest in small, owner-operator hospitality properties along the Hwy 49 tourism corridor.



Schedule Your Visit Today!

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