

NC & SC HOTEL SALE COMPS

1st Qtr 2026



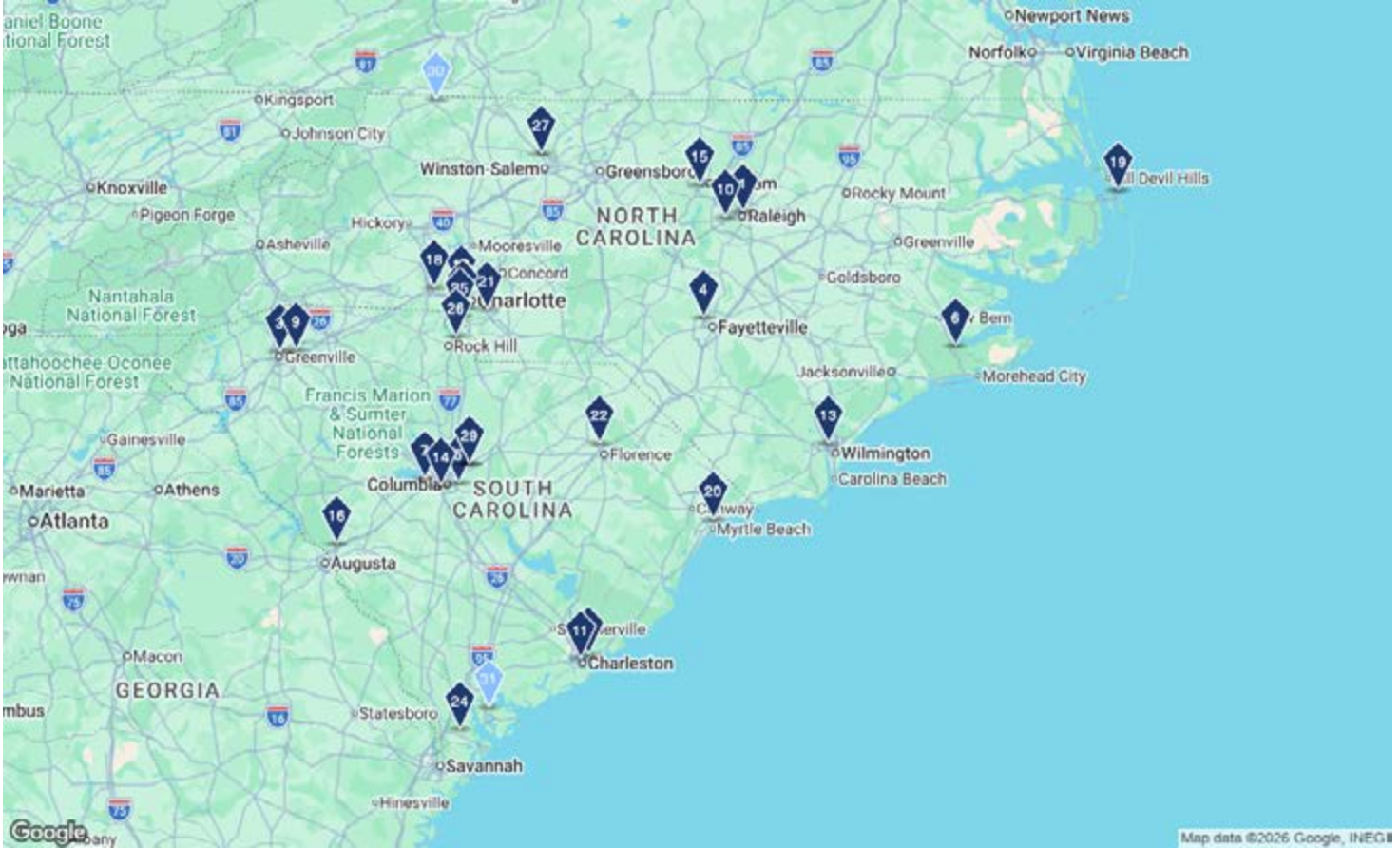
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NC & SC Hotel Sale Comps - 1st Qtr 2026



Sale Comparables Summary Statistics

Sale Attributes	Low	Average	Median	High
Sale Price	\$1,515,000	\$11,051,054	\$6,725,000	\$48,700,000
Sale Price Per Room	\$17,414	\$97,640	\$77,644	\$243,500
Cap Rate	8.0%	8.2%	8.2%	8.5%
Land Price Per AC	\$724,880	\$4,852,768	\$3,426,628	\$108,222,222
Property Attributes	Low	Average	Median	High
Rooms	51	119	108	353
Year Built	1925	1993	1997	2025
Stories	2	4	4	16
Hotel Class	Economy	Upper Midscale	Upper Midscale	Upper Upscale

Summary Statistics exclude For Sale and Under Contract listings

Sale Comps List

	Property Name Address	Type	Built/Renovated	Size (% Leased)	Sale Date	Price	Cap Rate
1	Sheraton Raleigh Hotel 421 S Salisbury St Raleigh, NC 27601	Hotel ★★★★☆	1981/2028	353 Rooms	3/27/2026	\$44,500,000 (\$126,062.00/- Room)	-

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1

Sheraton Raleigh Hotel - 421 S Salisbury St Raleigh, NC 27601 (Wake County) - Raleigh Downtown/West Submarket

Hotel

Sold	3/27/2026	Built/Renovated	1981/2028
Sale Price	\$44,500,000 (\$126,062/-Room)	Land Area	0.63 AC/27,443 SF
Rooms	353	Sale Comp Status	In Progress
GBA	249,480 SF	Sale Comp ID	7582293
Price per SF	\$178.37/SF	Parcel Numbers	1703.42-67-8106-000
Price Status	Confirmed	Sale Conditions	Furniture, Fixtures and Equipment Included



2

Holiday Inn Express & Suites Charleston - 350 Johnnie Dodds Blvd Mount Pleasant, SC 29464 (Charleston County) - Mount Pleasant/Isle Of Palms Subma...

Hotel

Sold	3/27/2026	Built/Renovated	2009/2021
Sale Price	\$16,627,180 (\$143,338/-Room)	Land Area	2.38 AC/103,673 SF
Rooms	116	Sale Comp Status	In Progress
GBA	66,900 SF	Sale Comp ID	7598578
Price per SF	\$248.54/SF	Parcel Numbers	514-13-00-074
Price Status	Full Value		



3

The Westin Poinsett, Greenville - 120 S Main St Greenville, SC 29601 (Greenville County) - Greenville Submarket

Hotel

Sold	3/26/2026	Built/Renovated	1925/2012
Sale Price	\$48,700,000 (\$243,500/-Room)	Land Area	0.45 AC/19,602 SF
Rooms	200	Sale Comp Status	Research Complete
GBA	131,254 SF	Sale Comp ID	7579559
Price per SF	\$371.04/SF	Parcel Numbers	0059.00-02-010.01
Price Status	Full Value		



4

Days Inn & Suites by WyndhamFort Bragg/Cross - 1720 Skibo Rd Fayetteville, NC 28303 (Cumberland County) - Fayetteville MSA Submarket

Economy
Hotel

Sold	3/26/2026	Built/Renovated	1987/2025
Sale Price	\$7,900,000 (\$66,387/Room)	Land Area	2.01 AC/87,438 SF
Rooms	119	Sale Comp Status	In Progress
GBA	26,093 SF	Sale Comp ID	7584615
Price per SF	\$302.76/SF	Parcel Numbers	0418-12-3759
Price Status	Full Value		



NC & SC Hotel Sale Comps - 1st Qtr 2026

5

Sleep Inn Near Fort Jackson - 200 E Exchange Blvd Columbia, SC 29209 (Richland County) - Columbia North/East Submarket

Hotel

Sold	3/26/2026	Built/Renovated	1998/2005
Sale Price	\$5,000,000 (\$62,500/-Room)	Land Area	2.19 AC/95,396 SF
Rooms	80	Sale Comp Status	In Progress
GBA	33,167 SF	Sale Comp ID	7614068
Price per SF	\$150.75/SF	Parcel Numbers	16405-03-09
Price Status	Full Value		



6

Sherwood Motel - 318 W Main St Havelock, NC 28532 (Craven County) - North Carolina Southeast Area Submarket

Hotel

Sold	3/24/2026	Built	1962
Sale Price	\$1,515,000 (\$17,414/Room)	Land Area	2.09 AC/91,040 SF
Rooms	87	Sale Comp Status	In Progress
GBA	41,998 SF	Sale Comp ID	7593671
Price per SF	\$36.07/SF	Parcel Numbers	6-051-010
Price Status	Full Value		



7

Fairfield Inn & Suites Columbia Lexington - 131 Innkeeper Dr Lexington, SC 29072 (Lexington County) - Columbia West Submarket

Hotel

Sold	3/23/2026	Built/Renovated	1996/2026
Sale Price	\$12,500,000 (\$130,208/-Room)	Land Area	2.20 AC/95,832 SF
Rooms	96	Sale Comp Status	In Progress
GBA	39,882 SF	Sale Comp ID	7614877
Price per SF	\$313.42/SF	Parcel Numbers	004300-03-097
Price Status	Full Value		



8

TownePlace Suites by Marriott Fort Mill at - 3519 Lakemont Blvd Fort Mill, SC 29708 (York County) - Monroe/Rock Hill Submarket

Hotel

Sold	3/19/2026	Built	2020
Sale Price	\$10,000,000 (\$89,286/-Room)	Land Area	3.62 AC/157,687 SF
Rooms	112	Sale Comp Status	In Progress
GBA	67,482 SF	Sale Comp ID	7581590
Price per SF	\$148.19/SF	Parcel Numbers	7230000078
Price Status	Full Value		



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9

Fairfield Inn Greenville Spartanburg Airport - 48 Fisherman Ln

Greenville, SC 29615 (Greenville County) - Greenville Submarket

Hotel

Sold	3/12/2026	Built/Renovated	1997/2003
Sale Price	\$8,750,000 (\$93,085/-Room)	Land Area	2.15 AC/93,682 SF
Rooms	94	Sale Comp Status	Research Complete
GBA	47,984 SF	Sale Comp ID	7557092
Price per SF	\$182.35/SF	Parcel Numbers	0533.04-01-007,14
Price Status	Full Value		



10

Comfort Suites Regency Park - 350 Ashville Ave

Cary, NC 27518 (Wake County) - Cary/Apex Submarket

Upper Midscale
Hotel

Sold	3/9/2026	Built/Renovated	1998/2018
Sale Price	\$11,200,000 (\$91,803/-Room)	Land Area	0.40 AC/17,424 SF
Rooms	122	Actual Cap Rate	7.98%
GBA	67,736 SF	Sale Comp Status	Research Complete
Price per SF	\$165.35/SF	Sale Comp ID	7554189
Price Status	Confirmed	Parcel Numbers	0762.14-33-2967-000



11

La Quinta Inns & Suites Charleston Riverview - 11 Ashley Point Dr

Charleston, SC 29407 (Charleston County) - Charleston/West Ashley Submarket

Upper Midscale
Hotel

Sold	3/5/2026	Land Area	2.16 AC/94,090 SF
Sale Price	Not Disclosed	Sale Comp Status	In Progress
Rooms	174	Sale Comp ID	7548179
GBA	69,996 SF	Parcel Numbers	421-12-00-006 +1
Built/Renovated	1987/2015		



12

Econo Lodge Charlotte Airport - 3325 Queen City Dr

Charlotte, NC 28208 (Mecklenburg County) - Charlotte Douglas Airport Submarket

Hotel

Sold	2/26/2026	Built/Renovated	1981/2023
Sale Price	\$4,200,000 (\$50,000/-Room)	Land Area	1.84 AC/80,150 SF
Rooms	84	Sale Comp Status	Research Complete
GBA	25,536 SF	Sale Comp ID	7551151
Price per SF	\$164.47/SF	Parcel Numbers	061-223-02
Price Status	Full Value		



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13 Hotel Ballast Wilmington, Tapestry Collection - 301 N Water St (Part of...)
Wilmington, NC 28401 (New Hanover County) - Wilmington Submarket

Upper Upscale
Hotel

Sold	2/22/2026	Land Area	4.81 AC/209,524 SF
Sale Price	Not Disclosed	Sale Comp Status	Research Complete
Rooms	272	Sale Comp ID	7535074
GBA	200,046 SF	Parcel Numbers	R04720-001-004-000 +1
Built/Renovated	1970/2025	Sale Conditions	Bulk/Portfolio Sale +1



14 Travelers Inn - 2200 Airport Blvd
West Columbia, SC 29170 (Lexington County) - Columbia West Submarket

Hotel

Sold	2/20/2026	Built/Renovated	1970/2005
Sale Price	\$3,100,000 (\$37,805/Room)	Land Area	2.94 AC/128,066 SF
Rooms	82	Sale Comp Status	In Progress
GBA	47,303 SF	Sale Comp ID	7569251
Price per SF	\$65.53/SF	Parcel Numbers	005753-01-016



15 Staybridge Suites Durham - Chapel Hill RTP - 3704 Mt Moriah Rd
Durham, NC 27707 (Durham County) - Chapel Hill Submarket

Hotel

Sold	2/12/2026	Built/Renovated	2006/2021
Sale Price	\$11,250,000 (\$113,636/-Room)	Land Area	2.58 AC/112,385 SF
Rooms	99	Sale Comp Status	Research Complete
GBA	99,896 SF	Sale Comp ID	7531016
Price per SF	\$112.62/SF	Parcel Numbers	140203
Price Status	Confirmed		



16 Sleep Inn & Suites North Augusta - 921 Edgefield Rd
North Augusta, SC 29841 (Aiken County) - Augusta CBD/North Augusta Submarket

Hotel

Sold	2/12/2026	Built/Renovated	2001/2011
Sale Price	\$5,250,000 (\$73,944/-Room)	Land Area	2.26 AC/98,446 SF
Rooms	71	Actual Cap Rate	8.50%
GBA	22,762 SF	Sale Comp Status	Research Complete
Price per SF	\$230.65/SF	Sale Comp ID	7536138
Price Status	Confirmed	Parcel Numbers	011-07-03-010



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17

Sonesta ES Suites Charlotte Arrowood - 7925 Forest Pine Dr Charlotte, NC 28273 (Mecklenburg County) - Charlotte I-77/Southpark Submarket

Hotel

Sold	1/30/2026	Built/Converted	2000/February 2026
Sale Price	\$12,400,000 (\$104,202/-Room)	Land Area	3.33 AC/145,114 SF
Rooms	119	Sale Comp Status	Research Complete
GBA	74,775 SF	Sale Comp ID	7524830
Price per SF	\$165.83/SF	Parcel Numbers	203-031-36
Price Status	Confirmed		



18

Hampton Inn Charlotte-Gastonia - 1859 Remount Rd Gastonia, NC 28054 (Gaston County) - Gastonia/Lincolnton Submarket

Hotel

Sold	1/23/2026	Built/Renovated	1990/2018
Sale Price	\$9,550,000 (\$88,426/-Room)	Land Area	2.18 AC/94,849 SF
Rooms	108	Sale Comp Status	Research Complete
GBA	53,260 SF	Sale Comp ID	7543221
Price per SF	\$179.31/SF	Parcel Numbers	119441
Price Status	Confirmed	Sale Conditions	Furniture, Fixtures and Equipment Included



19

Sea Foam Motel - 7111 S Virginia Dare Trl Nags Head, NC 27959 (Dare County) - Coastal Carolina Submarket

Hotel

Sold	1/22/2026	Built/Renovated	1948/2005
Sale Price	\$6,300,000 (\$123,529/-Room)	Land Area	1.58 AC/68,825 SF
Rooms	51	Sale Comp Status	Research Complete
GBA	37,861 SF	Sale Comp ID	7513611
Price per SF	\$166.40/SF	Parcel Numbers	028296000
Price Status	Confirmed	Sale Conditions	Furniture, Fixtures and Equipment Included



20

Fairfield Inn Myrtle Beach Broadway at the - 3150 Oleander Dr Myrtle Beach, SC 29577 (Horry County) - Myrtle Beach South Submarket

Hotel

Sold	1/21/2026	Built/Renovated	1997/2004
Sale Price	\$13,400,000 (\$120,721/-Room)	Land Area	2.48 AC/108,029 SF
Rooms	111	Sale Comp Status	Research Complete
GBA	58,772 SF	Sale Comp ID	7504916
Price per SF	\$228.00/SF	Parcel Numbers	42401020038
Price Status	Full Value		



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21 Sleep Inn Matthews - Charlotte - 9900 Matthews Park Dr Hotel
 Matthews, NC 28105 (Mecklenburg County) - Charlotte East/Matthews Submarket

Sold	1/21/2026	Built/Renovated	1997/2007
Sale Price	\$7,150,000 (\$90,506/Room)	Land Area	1.57 AC/68,563 SF
Rooms	79	Sale Comp Status	Research Complete
GBA	34,363 SF	Sale Comp ID	7516812
Price per SF	\$208.07/SF	Parcel Numbers	193-231-37
Price Status	Confirmed		



22 Days Inn by Wyndham Florence/I-95 North - 2111 W Lucas St Hotel
 Florence, SC 29501 (Florence County) - Florence/Dillon Submarket

Sold	1/16/2026	Built/Renovated	1990/2021
Sale Price	\$3,071,000 (\$29,816/Room)	Land Area	4.13 AC/179,755 SF
Rooms	103	Sale Comp Status	Research Complete
GBA	48,000 SF	Sale Comp ID	7493966
Price per SF	\$63.98/SF	Parcel Numbers	00120-01-019
Price Status	Full Value		



23 WoodSpring Suites Charlotte - Arrowood - 1625 Deboer Ave (Part of a...) Economy Hotel
 Charlotte, NC 28217 (Mecklenburg County) - Charlotte I-77/Southpark Submarket

Sold	1/14/2026	Built	2025
Sale Price	\$8,715,000 (\$71,434/Room)	Land Area	5.38 AC/234,440 SF
Rooms	122	Sale Comp Status	Research Complete
GBA	49,972 SF	Sale Comp ID	7496038
Price per SF	\$174.40/SF	Parcel Numbers	203-221-41
Price Status	Full Value	Sale Conditions	Bulk/Portfolio Sale



24 Best Western Plus Bluffton / Hilton Head - 259 Okatie Village Dr Hotel
 Bluffton, SC 29909 (Beaufort County) - Hilton Head/Beaufort Submarket

Sold	1/14/2026	Built	2024
Sale Price	\$8,567,834 (\$111,271/Room)	Land Area	2.47 AC/107,594 SF
Rooms	77	Sale Comp Status	Research Complete
GBA	43,127 SF	Sale Comp ID	7506827
Price per SF	\$198.67/SF	Parcel Numbers	R600-021-000-0646-0000
Price Status	Confirmed		



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25 WoodSpring Suites Fort Mill - 3471 US-21 (Part of a 15-Property Portf...
 Fort Mill, SC 29715 (York County) - Monroe/Rock Hill Submarket

Economy
Hotel

Sold	1/14/2026	Built	2020
Sale Price	\$6,020,000 (\$49,344/-Room)	Land Area	2.92 AC/127,195 SF
Rooms	122	Sale Comp Status	Research Complete
GBA	49,592 SF	Sale Comp ID	7496038
Price per SF	\$121.39/SF	Parcel Numbers	7210000011
Price Status	Full Value	Sale Conditions	Bulk/Portfolio Sale



26 Holiday Inn Rock Hill - 503 Galleria Blvd
 Rock Hill, SC 29730 (York County) - Monroe/Rock Hill Submarket

Hotel

Sold	1/14/2026	Land Area	2.66 AC/115,870 SF
Sale Price	Not Disclosed	Sale Comp Status	Public Record
Rooms	114	Sale Comp ID	7510445
GBA	78,579 SF	Parcel Numbers	6670101126
Built/Renovated	2009/2015		



27 Suburban Studios Winston-Salem - 7910 N Point Blvd
 Winston-Salem, NC 27106 (Forsyth County) - Winston-Salem Submarket

Hotel

Sold	1/13/2026	Built/Renovated	1998/2017
Sale Price	\$5,550,000 (\$41,418/Room)	Land Area	3.41 AC/148,540 SF
Rooms	134	Sale Comp Status	Research Complete
GBA	53,590 SF	Sale Comp ID	7498078
Price per SF	\$103.56/SF	Parcel Numbers	6827-36-7649
Price Status	Confirmed		



28 Hampton Inn Columbia I-20-Clemson Road - 1021 Clemson Frontage...
 Columbia, SC 29229 (Richland County) - Columbia North/East Submarket

Upper Midscale
Hotel

Sold	1/7/2026	Built	2008
Sale Price	\$6,300,000 (\$78,750/-Room)	Land Area	2.17 AC/94,484 SF
Rooms	80	Sale Comp Status	Research Complete
GBA	48,535 SF	Sale Comp ID	7493385
Price per SF	\$129.80/SF	Parcel Numbers	25608-01-35
Price Status	Full Value	Sale Conditions	Bulk/Portfolio Sale



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29 **Holiday Inn Express & Suites Columbia-I-20 - 1011 Clemson Frontage...**
Columbia, SC 29229 (Richland County) - Columbia North/East Submarket

Hotel

Sold	1/7/2026	Built/Renovated	2000/2018
Sale Price	\$4,975,000 (\$76,538/Room)	Land Area	1.59 AC/69,212 SF
Rooms	65	Sale Comp Status	Research Complete
GBA	38,785 SF	Sale Comp ID	7493385
Price per SF	\$128.27/SF	Parcel Numbers	25608-01-33
Price Status	Full Value	Sale Conditions	Bulk/Portfolio Sale



30 **Alleghany Inn - 341 N Main St**
Sparta, NC 28675 (Alleghany County) - Hickory/Morganton Submarket

Economy

Hotel

Under Contract	245 Days on Market	Built	1984
Asking Price	\$3,800,000 (\$59,375/-Room)	Land Area	1.51 AC/65,776 SF
Rooms	64	Parcel Numbers	3071501407
GBA	14,797 SF	Sale Conditions	Business Value Included
Price per SF	\$256.81/SF		



31 **Hilton Garden Inn Beaufort - 1500 Queen St**
Beaufort, SC 29902 (Beaufort County) - Hilton Head/Beaufort Submarket

Upscale

Hotel

Under Contract	314 Days on Market	Built/Renovated	2008/2022
Asking Price	Not Disclosed	Land Area	2.33 AC/101,495 SF
Rooms	115	Parcel Numbers	R122-001-000-0286-0000
GBA	71,309 SF		



Sale Comps Analytics

CAP RATE	SALE PRICE/ROOM	AVERAGE SALE PRICE	SALES VOLUME	SALE VS ASKING PRICE	SOLD ROOMS	MONTHS TO SALE
8.2%	\$97,640	\$11.1M	\$243M	-7.1%	3.4K	6.0

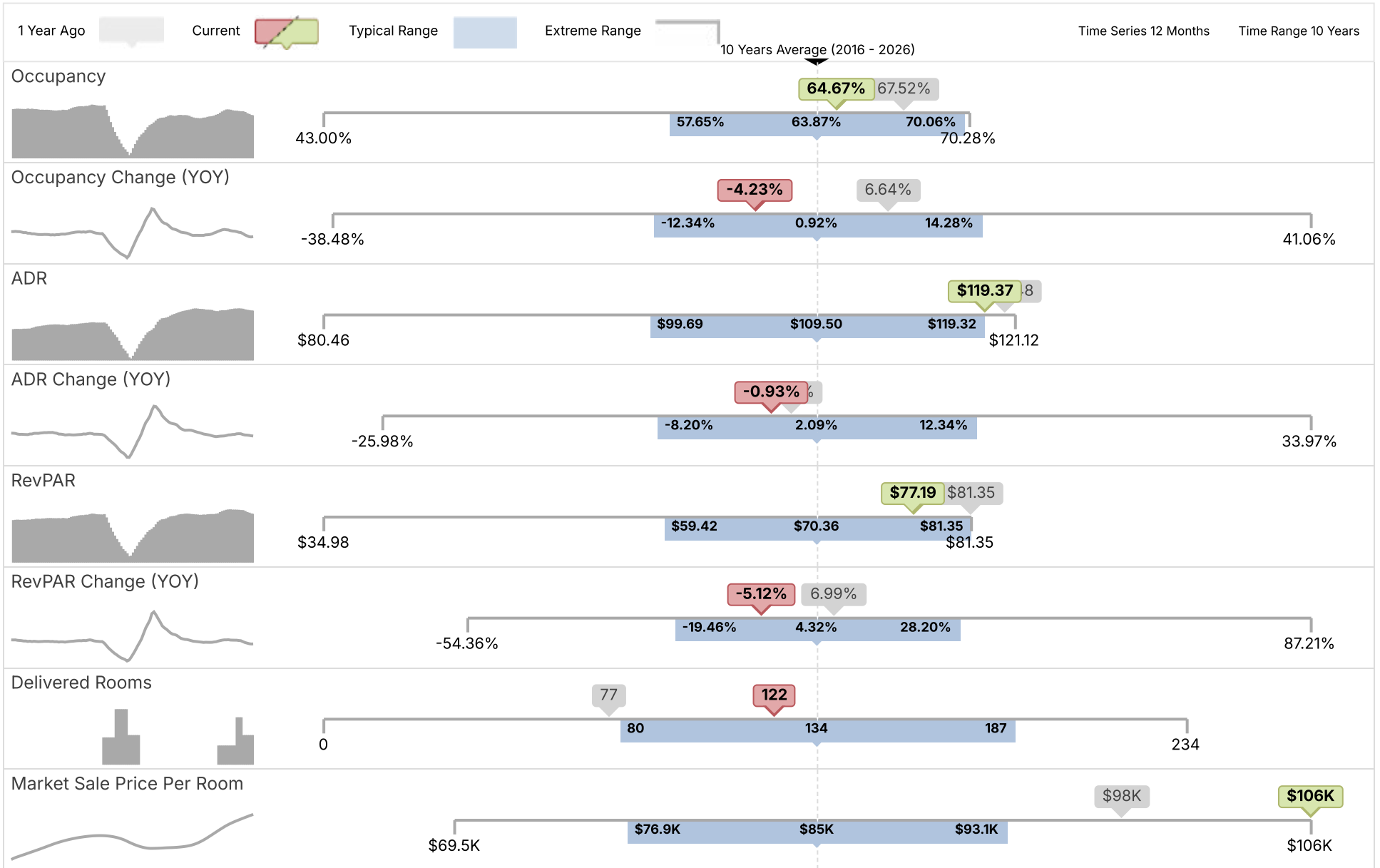
Key Metrics

	Count	Low	Average	Median	High
Price	22	\$1,515,000	\$11,051,054	\$6,725,000	\$48,700,000
Rooms	29	51	119	108	353
Price Per Room	22	\$17,414	\$97,640	\$77,644	\$243,500
Cap Rate	2	8.0%	8.2%	8.2%	8.5%

	Count	Low	Average	Median	High
Days on Market	4	169	183	175	213
Sale to Asking Price	1	-7.1%	-7.1%	-7.1%	-7.1%
Land Acres	29	0.4	2.4	2.2	5.4

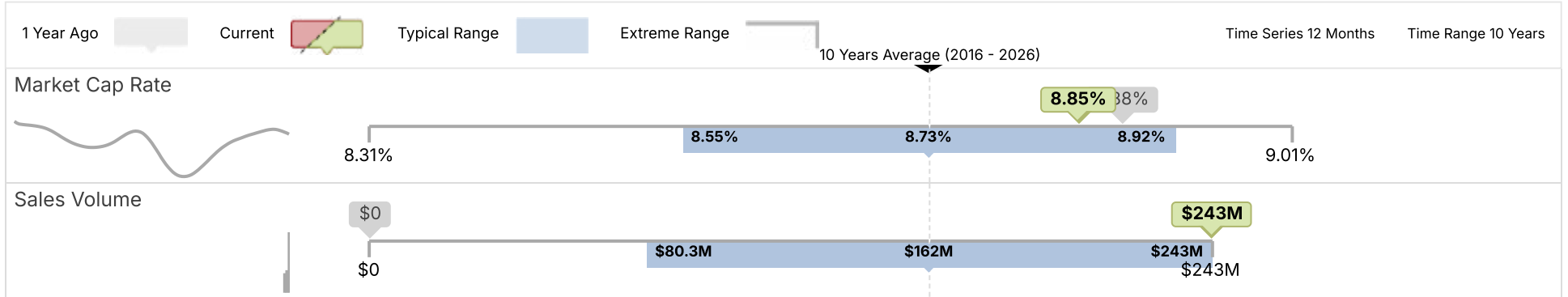
Sale Comps Analytics

Key Performance Indicators



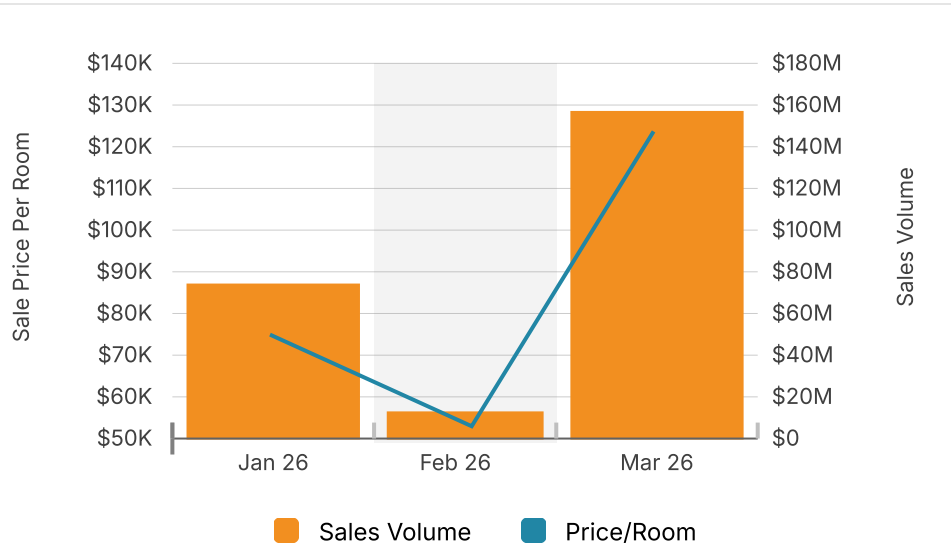
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Key Performance Indicators

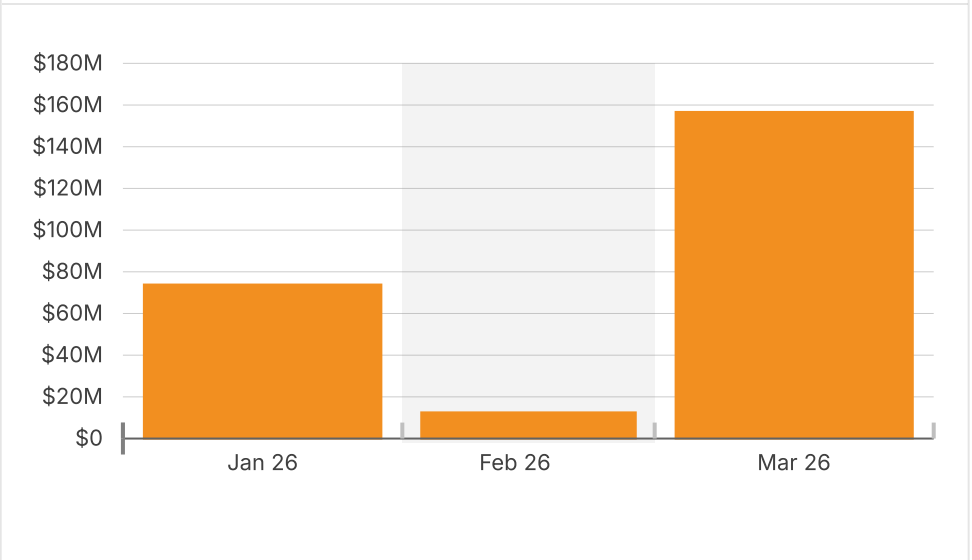


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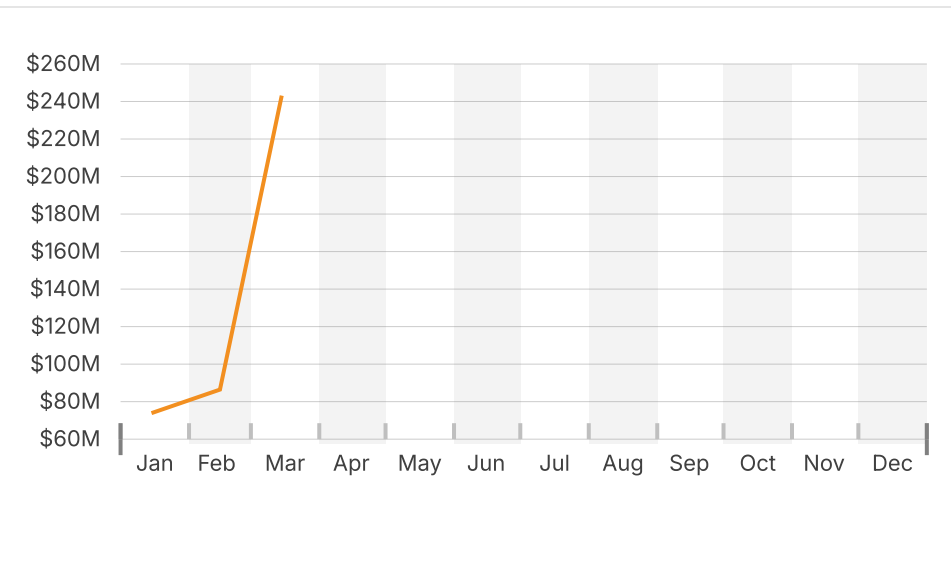
Sales Volume & Sale Price Per Room



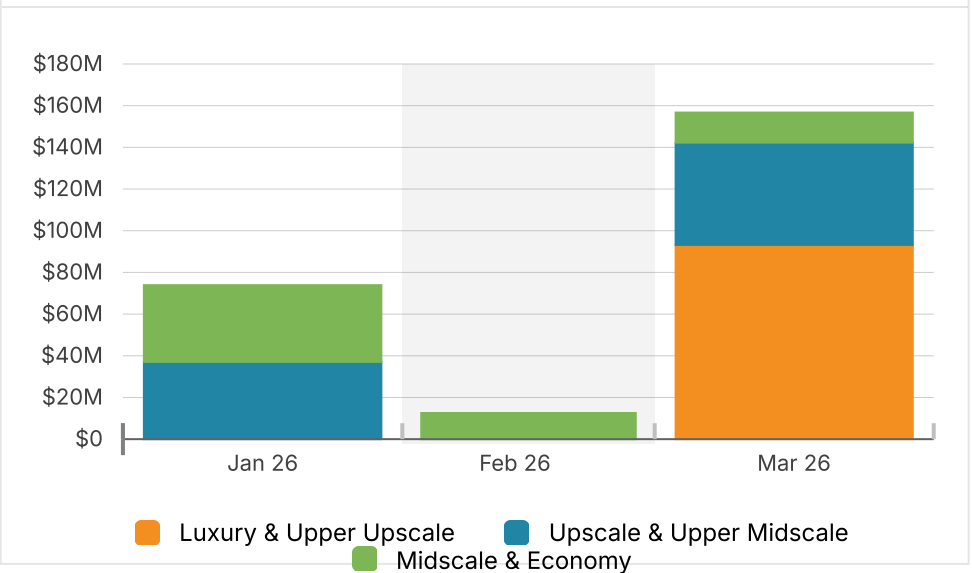
Sales Volume



Cumulative Sales Volume By Year

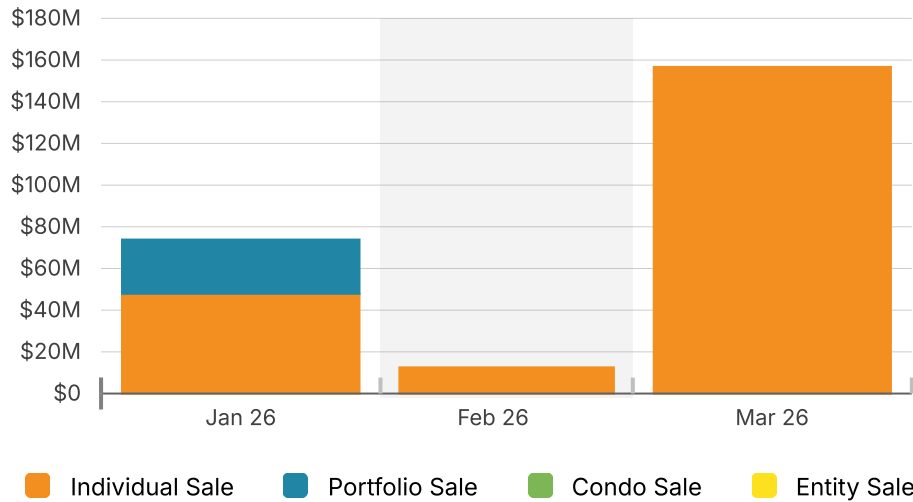


Sales Volume By Class

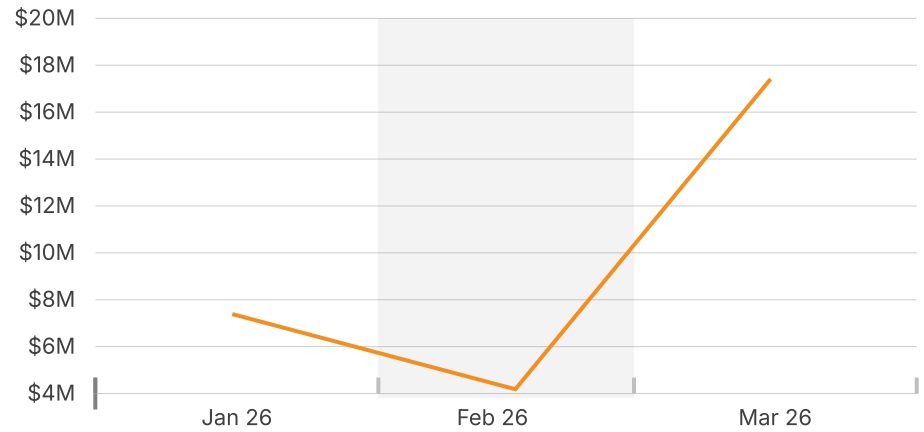


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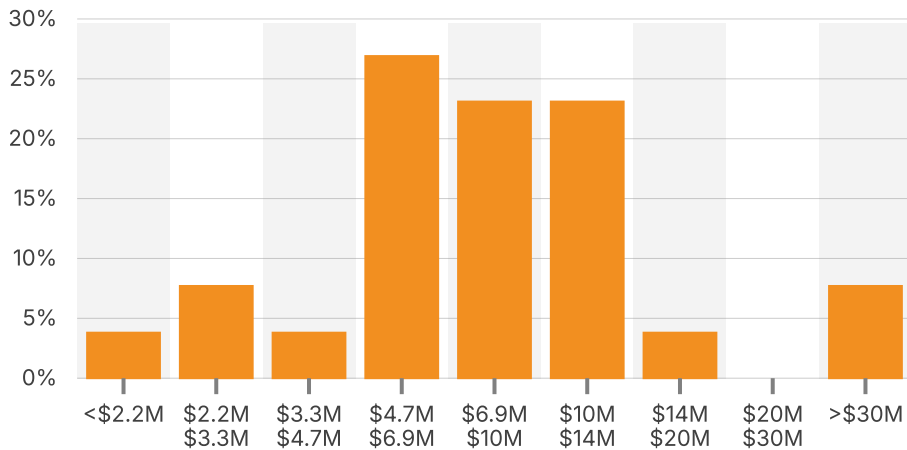
Sales Volume By Transaction Type



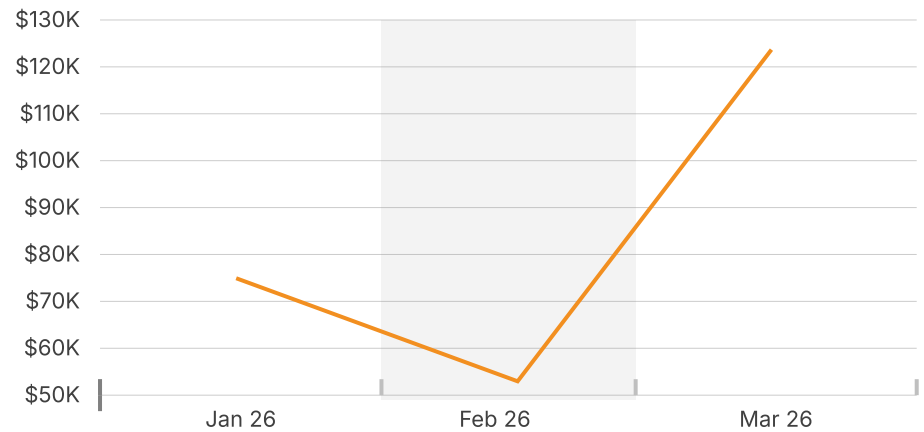
Sale Price



Sale Price Distribution



Sale Price Per Room



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