NC & SC
HOTEL SALE COMPS
3rd Qtr 2026



LODGING PARTNERS
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A specialized hotel brokerage and advisory firm

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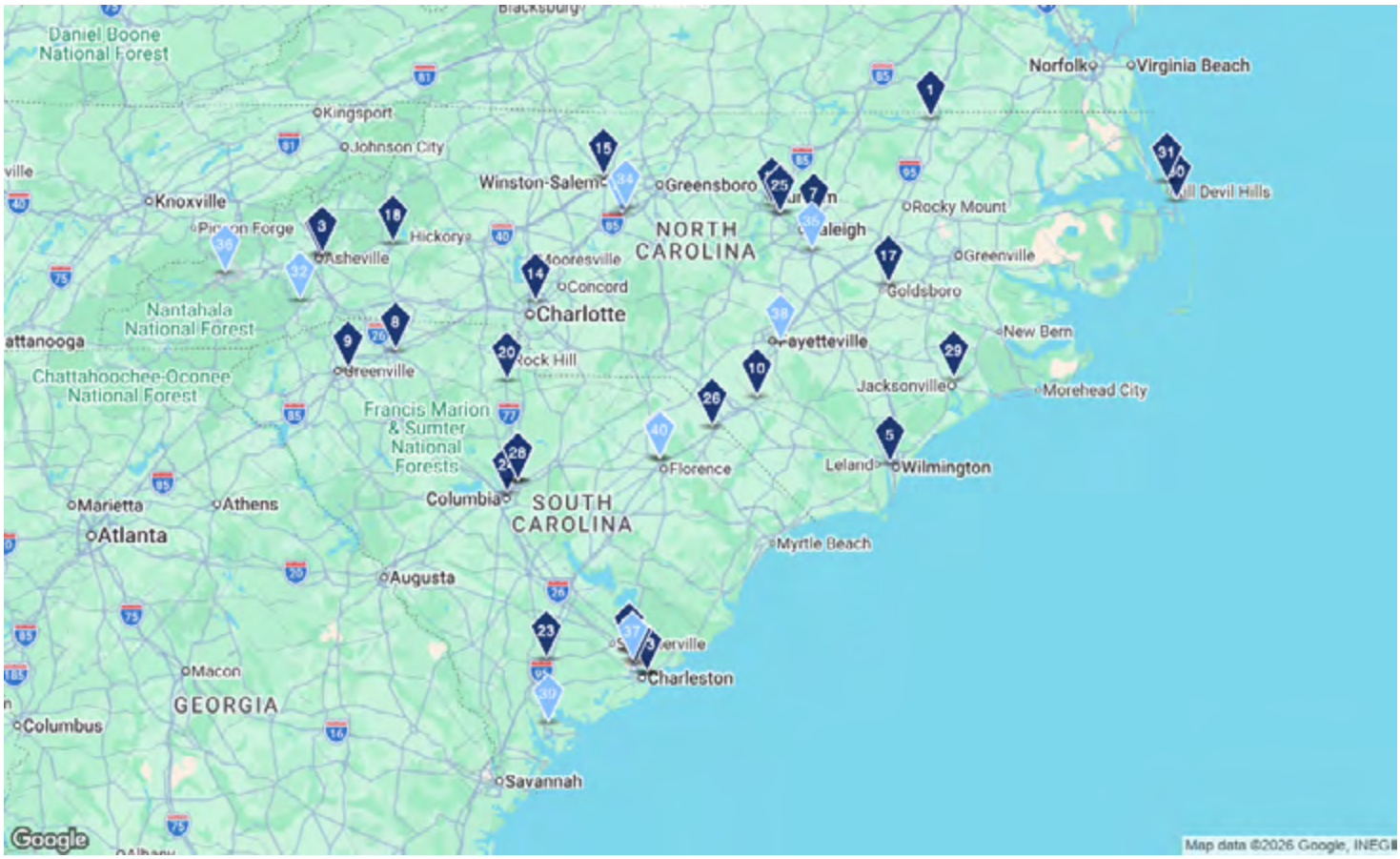
NC & SC Hotel Sale Comps - 3rd Qtr 2026

Sale Comps Map & List



Sale Comparables Summary Statistics

Sale Attributes	Low	Average	Median	High
Sale Price	$1,500,000	$12,435,852	$8,250,000	$68,047,887
Sale Price Per Room	$26,316	$127,089	$101,070	$544,383
Cap Rate	8.3%	9.5%	9.5%	11.0%
Land Price Per AC	$468,909	$3,847,219	$3,232,759	$32,505,337

Property Attributes	Low	Average	Median	High
Rooms	50	101	98	268
Year Built	1962	1995	1996	2026
Stories	2	4	4	9
Hotel Class	Economy	Upper Midscale	Upper Midscale	Luxury

Summary Statistics exclude For Sale and Under Contract listings

NC & SC Hotel Sale Comps - 3rd Qtr 2026

1 Quality Inn Garysburg - Roanoke Rapids - 6785 NC Highway 46

Garysburg, NC 27831 (Northampton County) - North Carolina Northeast Area Submarket

Midscale
Hotel

Sold	9/30/2026	Built/Renovated	1976/2011
Sale Price	$4,600,000 ($45,545/-Room)	Land Area	9.81 AC/427,324 SF
Rooms	101	Actual Cap Rate	10.44%
GBA	23,312 SF	Sale Comp Status	In Progress
Price per SF	$197.32/SF	Sale Comp ID	7843045
Price Status	Confirmed	Parcel Numbers	01-10433



2 Residence Inn by Marriott Asheville Biltmore - 701 Biltmore Ave

Asheville, NC 28803 (Buncombe County) - Asheville Submarket

Hotel

Sold	9/25/2026	Built/Renovated	1997/2023
Sale Price	$11,000,000 ($152,778/-Room)	Land Area	1.96 AC/85,378 SF
Rooms	72	Sale Comp Status	Research Complete
GBA	73,644 SF	Sale Comp ID	7830091
Price per SF	$149.37/SF	Parcel Numbers	9648-52-7047-00000
Price Status	Confirmed	Sale Conditions	Furniture, Fixtures and Equipment Included



3 La Quinta Inn & Suites by Wyndham Downtown - 199 Tunnel Rd

Asheville, NC 28805 (Buncombe County) - Asheville Submarket

Hotel

Sold	9/24/2026	Built/Renovated	1970/2026
Sale Price	$9,000,000 ($121,622/-Room)	Land Area	2.09 AC/91,040 SF
Rooms	74	Sale Comp Status	In Progress
GBA	44,939 SF	Sale Comp ID	7840117
Price per SF	$200.27/SF	Parcel Numbers	9658-07-6100-00000
Price Status	Full Value		



NC & SC Hotel Sale Comps - 3rd Qtr 2026

4 Staybridge Suites Charleston Ashley Phosphate - 2465 Prospect Dr

Charleston, SC 29406 (Charleston County) - Charleston Airport Submarket

Upscale
Hotel

Sold	9/21/2026	Land Area	1.85 AC/80,586 SF
Sale Price	$15,600,000 ($167,742/-Room)	Actual Cap Rate	8.45%
Rooms	93	Sale Comp Status	Research Complete
GBA	65,872 SF	Sale Comp ID	7821744
Price per SF	$236.82/SF	Parcel Numbers	478-02-00-089
Price Status	Confirmed	Sale Conditions	Furniture, Fixtures and Equipment Included
Built	2009		



5 Holiday Inn Express & Suites Wilmington West - 839 Medical Center Dr

Wilmington, NC 28401 (New Hanover County) - Wilmington Submarket

Hotel

Sold	9/14/2026	Built	2019
Sale Price	$12,950,000 ($118,807/-Room)	Land Area	2.00 AC/87,120 SF
Rooms	109	Sale Comp Status	Research Complete
GBA	62,144 SF	Sale Comp ID	7825404
Price per SF	$208.39/SF	Parcel Numbers	R06018-003-059-000
Price Status	Confirmed	Sale Conditions	Debt Assumption



6 Sleep Inn Florence North - 1833 Florence Park Dr., I-95 & US 52

Florence, SC 29501 (Florence County) - Florence/Dillon Submarket

Hotel

Sold	9/2/2026	Built/Renovated	1993/2012
Sale Price	$4,200,000 ($39,623/-Room)	Land Area	2.22 AC/96,889 SF
Rooms	106	Sale Comp Status	Research Complete
GBA	57,584 SF	Sale Comp ID	7806340
Price per SF	$72.94/SF	Parcel Numbers	00120-01-066
Price Status	Full Value		



7 Americas Best Value Inn Raleigh - 4716 New Bern Ave

Raleigh, NC 27610 (Wake County) - Wake Forest/Route 1 Submarket

Hotel

Sold	9/1/2026	Built/Renovated	1996/2023
Sale Price	$3,750,000 ($62,500/-Room)	Land Area	1.32 AC/57,499 SF
Rooms	60	Sale Comp Status	Research Complete
GBA	23,050 SF	Sale Comp ID	7817959
Price per SF	$162.69/SF	Parcel Numbers	1734.09-15-3368-000
Price Status	Full Value		



NC & SC Hotel Sale Comps - 3rd Qtr 2026

8 Fairfield by Marriott Inn & Suites - 150 E St John St

Hotel

Spartanburg, SC 29306 (Spartanburg County) - Spartanburg Submarket

Sold	8/27/2026	Built	2026
Sale Price	$24,100,000 ($177,206/-Room)	Land Area	0.79 AC/34,543 SF
Rooms	136	Sale Comp Status	Research Complete
GBA	66,775 SF	Sale Comp ID	7804690
Price per SF	$360.91/SF	Parcel Numbers	7-12-06-085.02
Price Status	Confirmed		



9 Embassy Suites by Hilton - 670 Verdae Blvd

Hotel

Greenville, SC 29607 (Greenville County) - Greenville Submarket

Sold	8/27/2026	Land Area	225.07 AC/9,804,049 SF
Sale Price	Not Disclosed	Sale Comp Status	Public Record
Rooms	268	Sale Comp ID	7811449
GBA	635,715 SF	Parcel Numbers	0262.01-01-001.00
Built/Renovated	1993/2016		



10 Red Roof Inn Lumberton - 3530 Capuano Rd

Hotel

Lumberton, NC 28358 (Robeson County) - North Carolina Southeast Area Submarket

Sold	8/26/2026	Built/Renovated	1968/2015
Sale Price	$3,150,000 ($49,219/Room)	Land Area	1.78 AC/77,392 SF
Rooms	64	Sale Comp Status	Research Complete
GBA	14,803 SF	Sale Comp ID	7801310
Price per SF	$212.79/SF	Parcel Numbers	3205-01-015
Price Status	Full Value		



11 Clarion Pointe Durham Research Triangle Park - 4507 NC-55

Upper Midscale

Hotel

Durham, NC 27713 (Durham County) - Research Triangle Park/Airport Submarket

Sold	8/25/2026	Built/Renovated	1986/2024
Sale Price	$5,850,000 ($63,587/-Room)	Land Area	2.45 AC/106,634 SF
Rooms	92	Sale Comp Status	Research Complete
GBA	42,952 SF	Sale Comp ID	7792268
Price per SF	$136.20/SF	Parcel Numbers	154196
Price Status	Confirmed		



NC & SC Hotel Sale Comps - 3rd Qtr 2026

12 Harborside At Charleston Harbor Resort - 20 Patriots Point Rd (Part of...

Hotel

Mount Pleasant, SC 29464 (Charleston County) - Mount Pleasant/Isle Of Palms Subma...

Sold	8/19/2026	Built/Renovated	1997/2016
Sale Price	$68,047,887 ($544,383/-Room)	Land Area	9.39 AC/409,028 SF
Rooms	125	Sale Comp Status	Research Complete
GBA	85,408 SF	Sale Comp ID	7802175
Price per SF	$796.74/SF	Parcel Numbers	517-00-00-106
Price Status	Allocated	Sale Conditions	Ground Lease (Leasehold) +1



13 The Beach Club At Charleston Harbor Resort - 20 Patriots Point Rd...

Upper Upscale

Hotel

Mount Pleasant, SC 29464 (Charleston County) - Mount Pleasant/Isle Of Palms Subma...

Sold	8/19/2026	Built	2016
Sale Price	$44,452,113 ($483,175/-Room)	Land Area	13.64 AC/594,158 SF
Rooms	92	Sale Comp Status	Research Complete
GBA	111,000 SF	Sale Comp ID	7802175
Price per SF	$400.47/SF	Parcel Numbers	517-00-00-002
Price Status	Allocated	Sale Conditions	Ground Lease (Leasehold) +1



14 Budget Inn - 4330 Old Interstate Rd

Hotel

Charlotte, NC 28206 (Mecklenburg County) - Charlotte University Place Submarket

Sold	8/19/2026	Built	1969
Sale Price	$3,695,000 ($40,604/-Room)	Land Area	2.52 AC/109,771 SF
Rooms	91	Sale Comp Status	Research Complete
GBA	39,880 SF	Sale Comp ID	7801420
Price per SF	$92.65/SF	Parcel Numbers	087-081-06
Price Status	Full Value		



15 Courtyard by Marriott Winston-Salem Downtown - 640 W 4th St

Hotel

Winston-Salem, NC 27101 (Forsyth County) - Winston-Salem Submarket

Sold	8/18/2026	Built	2020
Sale Price	$16,750,000 ($132,937/-Room)	Land Area	0.52 AC/22,445 SF
Rooms	126	Sale Comp Status	Research Complete
GBA	70,090 SF	Sale Comp ID	7789407
Price per SF	$238.98/SF	Parcel Numbers	6835-06-3662
Price Status	Full Value		



NC & SC Hotel Sale Comps - 3rd Qtr 2026

16 Charleston Grand Hotel - 3640 Dorchester Rd

Hotel

North Charleston, SC 29405 (Charleston County) - Charleston Airport Submarket

Sold	8/14/2026	Built	1977
Sale Price	$5,700,000 ($44,531/Room)	Land Area	2.55 AC/111,078 SF
Rooms	128	Sale Comp Status	Research Complete
GBA	51,068 SF	Sale Comp ID	7801955
Price per SF	$111.62/SF	Parcel Numbers	469-05-00-273
Price Status	Confirmed	Sale Conditions	Conversion Project +1



17 Best Western Plus Goldsboro - 909 N Spence Ave

Hotel

Goldsboro, NC 27534 (Wayne County) - North Carolina Southeast Area Submarket

Sold	8/14/2026	Built/Renovated	1987/2014
Sale Price	$5,550,000 ($46,250/-Room)	Land Area	2.84 AC/123,617 SF
Rooms	120	Sale Comp Status	Research Complete
GBA	83,241 SF	Sale Comp ID	7790607
Price per SF	$66.67/SF	Parcel Numbers	3519373081
Price Status	Full Value		



18 Holiday Inn Express & Suites Marion - 279 Kadire Dr

Hotel

Marion, NC 28752 (Mcdowell County) - North Carolina West/Cherokee Area Submarket

Sold	8/12/2026	Built	2019
Sale Price	$10,600,000 ($151,429/-Room)	Land Area	2.92 AC/127,002 SF
Rooms	70	Actual Cap Rate	11.00%
GBA	48,983 SF	Sale Comp Status	Research Complete
Price per SF	$216.40/SF	Sale Comp ID	7791490
Price Status	Confirmed	Parcel Numbers	1720-01-07-9799



19 Hyatt Place North Charleston - 2455 Prospect Dr

Hotel

North Charleston, SC 29406 (Charleston County) - Charleston Airport Submarket

Sold	8/12/2026	Built/Renovated	2010/2012
Sale Price	$7,500,000 ($66,372/Room)	Land Area	2.32 AC/101,059 SF
Rooms	113	Sale Comp Status	Research Complete
GBA	101,062 SF	Sale Comp ID	7788042
Price per SF	$74.21/SF	Parcel Numbers	478-02-00-016
Price Status	Confirmed	Sale Conditions	Furniture, Fixtures and Equipment Included



NC & SC Hotel Sale Comps - 3rd Qtr 2026

20 Holiday Inn Express & Suites Richburg - 3190 Commerce Dr

Hotel

Richburg, SC 29729 (Chester County) - South Carolina Rural Areas Submarket

Sold	8/3/2026	Built	2019
Sale Price	$6,050,000 ($65,054/-Room)	Land Area	1.99 AC/86,890 SF
Rooms	93	Sale Comp Status	Research Complete
GBA	53,467 SF	Sale Comp ID	7782356
Price per SF	$113.15/SF	Parcel Numbers	124-00-00-137-000
Price Status	Full Value		



21 Hyatt Place Raleigh-Durham Airport - 200 Airgate Dr

Hotel

Morrisville, NC 27560 (Wake County) - Research Triangle Park/Airport Submarket

Sold	7/30/2026	Built/Renovated	2002/2010
Sale Price	$10,520,000 ($113,118/-Room)	Land Area	2.22 AC/96,828 SF
Rooms	93	Sale Comp Status	Research Complete
GBA	57,161 SF	Sale Comp ID	7796675
Price per SF	$184.04/SF	Parcel Numbers	0756.01-49-9665-000
Price Status	Full Value		



22 Comfort Suites Columbia Northeast - 1540 Daulton Dr

Upper Midscale

Hotel

Columbia, SC 29223 (Richland County) - Columbia North/East Submarket

Sold	7/30/2026	Built/Renovated	2008/2022
Sale Price	$8,250,000 ($107,143/-Room)	Land Area	1.45 AC/63,162 SF
Rooms	77	Actual Cap Rate	8.26%
GBA	46,198 SF	Sale Comp Status	Research Complete
Price per SF	$178.58/SF	Sale Comp ID	7761770
Price Status	Confirmed	Parcel Numbers	17012-02-06



23 Park Inn by Radisson, Walterboro I-95 - 33 Campground Rd

Hotel

Walterboro, SC 29488 (Colleton County) - I-95 Walterboro/Hardeeville Submarket

Sold	7/17/2026	Built/Renovated	1984/2026
Sale Price	$1,500,000 ($26,316/Room)	Land Area	3.00 AC/130,680 SF
Rooms	57	Sale Comp Status	Research Complete
GBA	19,387 SF	Sale Comp ID	7757610
Price per SF	$77.37/SF	Parcel Numbers	178-00-00-176
Price Status	Full Value		



NC & SC Hotel Sale Comps - 3rd Qtr 2026

24 Hyatt Place Columbia/Downtown/The Vista - 819 Gervais St

Hotel

Columbia, SC 29201 (Richland County) - Columbia CBD Submarket

Sold	7/14/2026	Built	2015
Sale Price	$16,500,000 ($126,923/-Room)	Land Area	1.06 AC/46,174 SF
Rooms	130	Sale Comp Status	Research Complete
GBA	86,493 SF	Sale Comp ID	7749666
Price per SF	$190.77/SF	Parcel Numbers	08916-01-04
Price Status	Confirmed		



25 Four Points Raleigh Durham Airport - 1200 Claren Cir

Hotel

Morrisville, NC 27560 (Wake County) - Research Triangle Park/Airport Submarket

Sold	7/13/2026	Built	2009
Sale Price	$14,250,000 ($135,714/-Room)	Land Area	3.19 AC/138,956 SF
Rooms	105	Sale Comp Status	Research Complete
GBA	71,395 SF	Sale Comp ID	7734190
Price per SF	$199.59/SF	Parcel Numbers	0756.01-26-4167-000
Price Status	Confirmed	Sale Conditions	1031 Exchange +1



26 Days Inn by Wyndham Dillon - 823 Radford Blvd

Hotel

Dillon, SC 29536 (Dillon County) - Florence/Dillon Submarket

Sold	7/8/2026	Land Area	0.90 AC/39,204 SF
Sale Price	Not Disclosed	Sale Comp Status	Public Record
Rooms	50	Sale Comp ID	7744742
GBA	25,820 SF	Parcel Numbers	049-00-00-138
Built/Renovated	1997/2016		



27 Hawthorn Extended Stay by Wyndham Columbia / - 1539 Horseshoe...

Hotel

Columbia, SC 29223 (Richland County) - Columbia North/East Submarket

Sold	7/8/2026	Built/Renovated	1980/2024
Sale Price	$10,150,000	Land Area	1.85 AC/80,586 SF
Rooms	62	Sale Comp Status	Research Complete
GBA	102,000 SF	Sale Comp ID	7742360
Price per SF	$99.51/SF	Parcel Numbers	17011-08-06
Price Status	Full Value	Sale Conditions	Bulk/Portfolio Sale



NC & SC Hotel Sale Comps - 3rd Qtr 2026

28 Wyndham Garden Columbia/Ft. Jackson - 1539 Horseshoe Dr (Part of...

Columbia, SC 29223 (Richland County) - Columbia North/East Submarket

Hotel

Sold	7/8/2026	Built/Renovated	1980/2022
Sale Price	$10,150,000	Land Area	3.01 AC/131,116 SF
Rooms	101	Sale Comp Status	Research Complete
GBA	102,000 SF	Sale Comp ID	7742360
Price per SF	$99.51/SF	Parcel Numbers	17011-08-06
Price Status	Full Value	Sale Conditions	Bulk/Portfolio Sale



29 Motel 6 Jacksonville, NC - 603 N Marine Blvd

Jacksonville, NC 28540 (Onslow County) - North Carolina Southeast Area Submarket

Hotel

Sold	7/6/2026	Built/Renovated	1962/2023
Sale Price	$3,900,000 ($33,333/-Room)	Land Area	2.71 AC/118,048 SF
Rooms	117	Sale Comp Status	Research Complete
GBA	58,500 SF	Sale Comp ID	7720484
Price per SF	$66.67/SF	Parcel Numbers	057272
Price Status	Confirmed	Sale Conditions	Business Value Included



30 Holiday Inn Express Nags Head Oceanfront - 4701 S Virginia Dare Trl...

Nags Head, NC 27959 (Dare County) - Coastal Carolina Submarket

Upper Midscale

Hotel

Sold	7/1/2026	Built/Renovated	1987/2016
Sale Price	$10,107,000 ($101,070/-Room)	Land Area	4.98 AC/216,802 SF
Rooms	100	Sale Comp Status	Research Complete
GBA	89,215 SF	Sale Comp ID	7720632
Price per SF	$113.29/SF	Parcel Numbers	008667000
Price Status	Full Value	Sale Conditions	Bulk/Portfolio Sale



31 Holiday Inn Express Kitty Hawk - Outer Banks - 3915 N Croatan Hwy...

Kitty Hawk, NC 27949 (Dare County) - Coastal Carolina Submarket

Upper Midscale

Hotel

Sold	7/1/2026	Built/Renovated	1987/2023
Sale Price	$8,196,000 ($83,633/Room)	Land Area	3.71 AC/161,608 SF
Rooms	98	Sale Comp Status	Research Complete
GBA	40,576 SF	Sale Comp ID	7720632
Price per SF	$201.99/SF	Parcel Numbers	017995000
Price Status	Full Value	Sale Conditions	Bulk/Portfolio Sale



NC & SC Hotel Sale Comps - 3rd Qtr 2026

32 Hampton Inn Brevard - 275 Forest Gate Dr

Pisgah Forest, NC 28768 (Transylvania County) - North Carolina West/Cherokee Area...

Upper Midscale
Hotel

Under Contract	179 Days on Market	Built/Renovated	1996/2018
Asking Price	$9,750,000 ($121,875/-Room)	Land Area	4.16 AC/181,210 SF
Rooms	80	Parcel Numbers	8597-45-7785-000
GBA	38,686 SF	Sale Conditions	Business Value Included
Price per SF	$252.03/SF		



33 Comfort Inn Thomasville - 895 Lake Rd

Thomasville, NC 27360 (Davidson County) - Burlington/High Point Submarket

Upper Midscale
Hotel

Under Contract	136 Days on Market	Price per SF	$84.07/SF
Asking Price	$5,250,000 ($77,206/Room)	Built/Renovated	1986/1990
Rooms	68	Land Area	5.00 AC/217,800 SF
GBA	62,445 SF	Parcel Numbers	16-339-0-000-0075-0-0-0



34 Thomasville Inn - 407 National Hwy

Thomasville, NC 27360 (Davidson County) - Burlington/High Point Submarket

Economy
Hotel

Under Contract	193 Days on Market	Built	1965
Asking Price	$2,700,000 ($38,028/-Room)	Land Area	2.15 AC/93,778 SF
Rooms	71	Actual Cap Rate	12.96%
GBA	46,000 SF	Parcel Numbers	16-061-0-00E-0001-0-0-0 +1
Price per SF	$58.70/SF		



35 Hampton Inn Raleigh/Clayton I-40 - 100 Hampton Dr

Garner, NC 27529 (Johnston County) - Raleigh South/Garner Submarket

Upper Midscale
Hotel

Under Contract	67 Days on Market	Built	1999
Asking Price	Not Disclosed	Land Area	2.06 AC/89,734 SF
Rooms	72	Parcel Numbers	06E02003E
GBA	36,456 SF		



36 Microtel Inn & Suites by Wyndham Cherokee - 674 Casino Trl

Cherokee, NC 28719 (Jackson County) - North Carolina West/Cherokee Area Submarket

Economy
Hotel

Pending	134 Days on Market	Built/Renovated	2003/2017
Asking Price	Not Disclosed	Land Area	4.84 AC/210,830 SF
Rooms	62	Parcel Numbers	18-A +2
GBA	28,881 SF	Sale Conditions	Ground Lease (Leased Fee)



NC & SC Hotel Sale Comps - 3rd Qtr 2026

37 Aloft by Marriott Charleston Airport - 4875 Tanger Outlet Blvd

North Charleston, SC 29418 (Charleston County) - Charleston Airport Submarket

Upscale
Hotel

Under Contract	162 Days on Market	Built	2008
Asking Price	Not Disclosed	Land Area	3.65 AC/158,994 SF
Rooms	136	Parcel Numbers	409-11-00-022
GBA	67,545 SF		



38 Travelodge Fayetteville - 2076 Cedar Creek Rd

Fayetteville, NC 28312 (Cumberland County) - Fayetteville MSA Submarket

Economy
Hotel

Under Contract	240 Days on Market	Built	1985
Asking Price	Not Disclosed	Land Area	4.28 AC/186,437 SF
Rooms	101	Parcel Numbers	0455-46-4965
GBA	37,026 SF		



39 Hilton Garden Inn Beaufort - 1500 Queen St

Beaufort, SC 29902 (Beaufort County) - Hilton Head/Beaufort Submarket

Upscale
Hotel

Under Contract	499 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		



40 Baymont Inn & Suites Florence - 1826 W Lucas St

Florence, SC 29501 (Florence County) - Florence/Dillon Submarket

Economy
Hotel

Under Contract	596 Days on Market	Built/Renovated	1989/2024
Asking Price	Not Disclosed	Land Area	2.17 AC/94,525 SF
Rooms	112	Parcel Numbers	01211-01-099
GBA	40,466 SF		



Sale Comps Analytics

CAP RATE	SALE PRICE/ROOM	AVERAGE SALE PRICE	SALES VOLUME	SALE VS ASKING PRICE	SOLD ROOMS	MONTHS TO SALE
9.5%	$127,089	$12.4M	$336M	-4.4%	3.1K	8.3

Key Metrics

	Count	Low	Average	Median	High
Price	27	$1,500,000	$12,435,852	$8,250,000	$68,047,887
Rooms	31	50	101	98	268
Price Per Room	27	$26,316	$127,089	$101,070	$544,383
Cap Rate	4	8.3%	9.5%	9.5%	11.0%

	Count	Low	Average	Median	High
Days on Market	5	132	252	224	441
Sale to Asking Price	4	-16.7%	-4.4%	0.5%	8.2%
Land Acres	31	0.5	10.3	2.3	225.1

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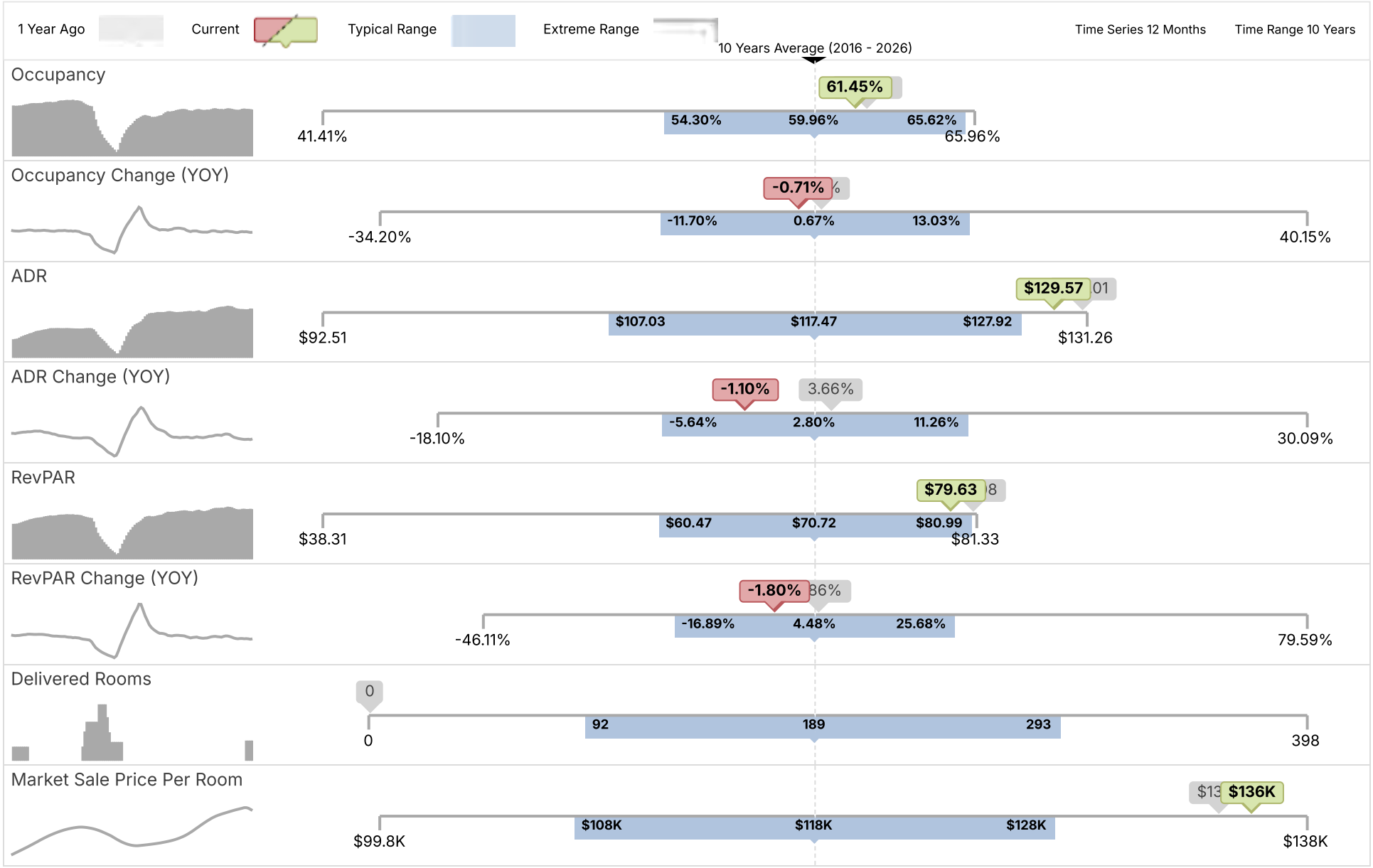
Sale Comps Analytics

Key Performance Indicators



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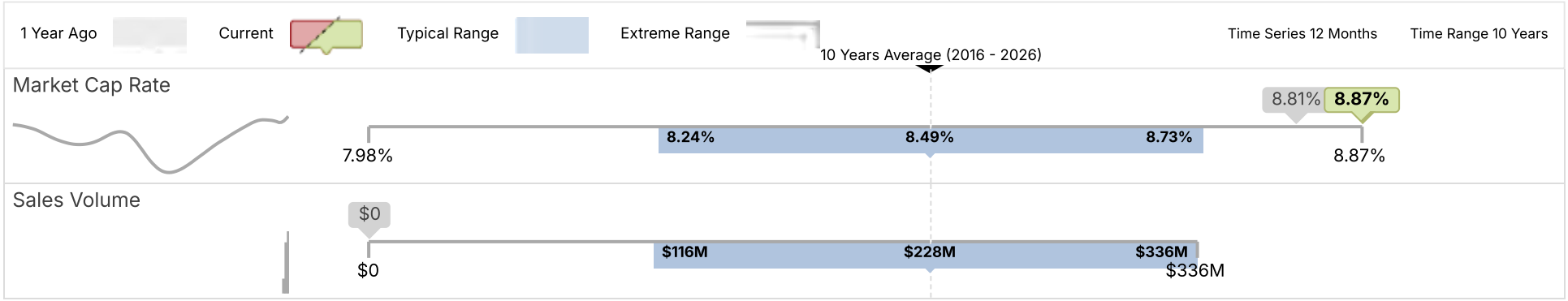
Sale Comps Analytics

Key Performance Indicators



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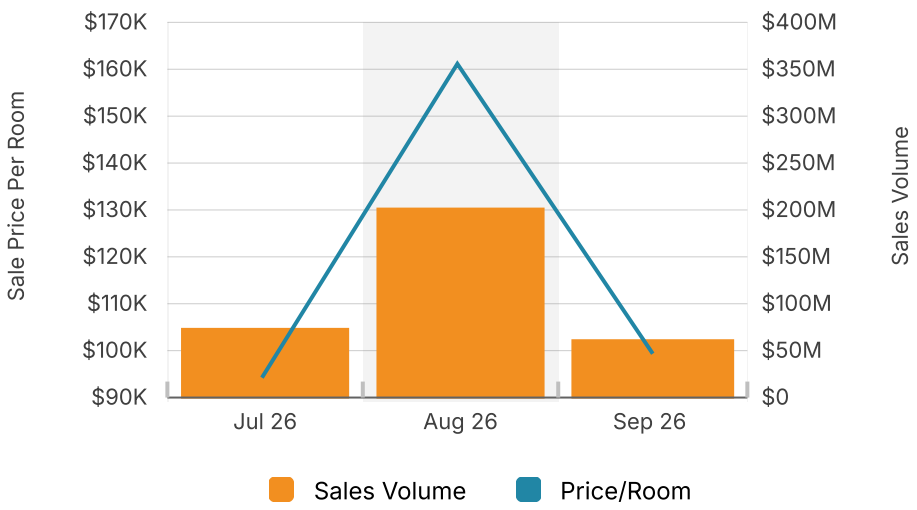
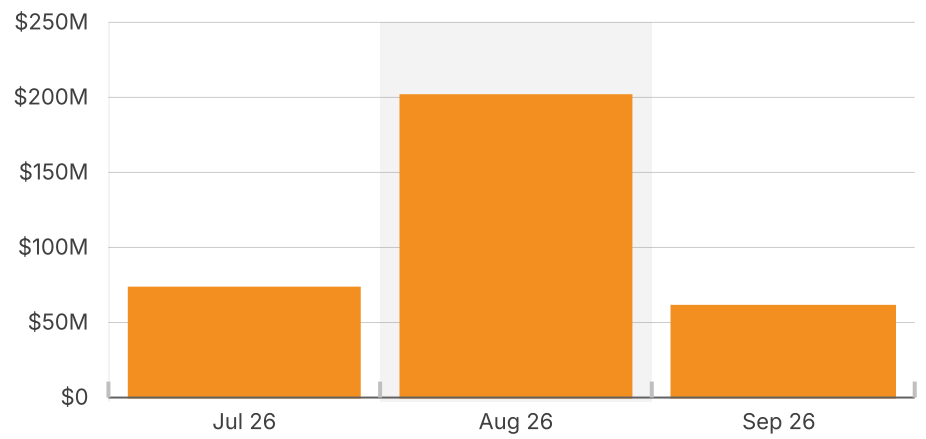
Sale Comps Analytics

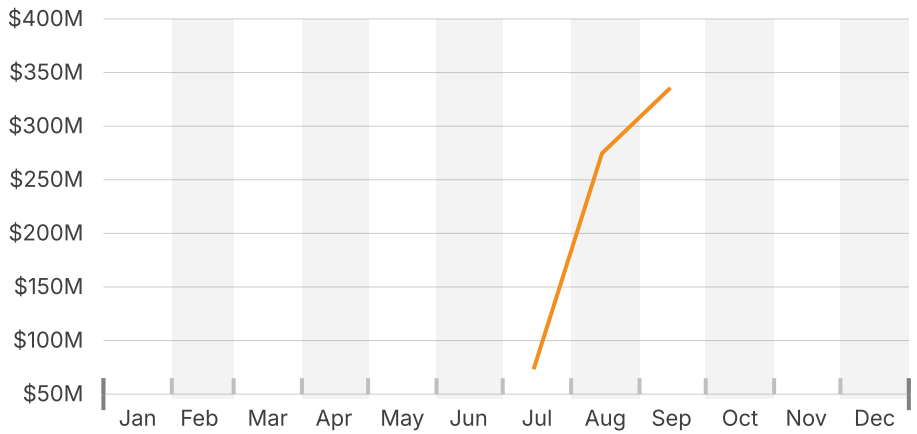
Sales Volume & Sale Price Per Room



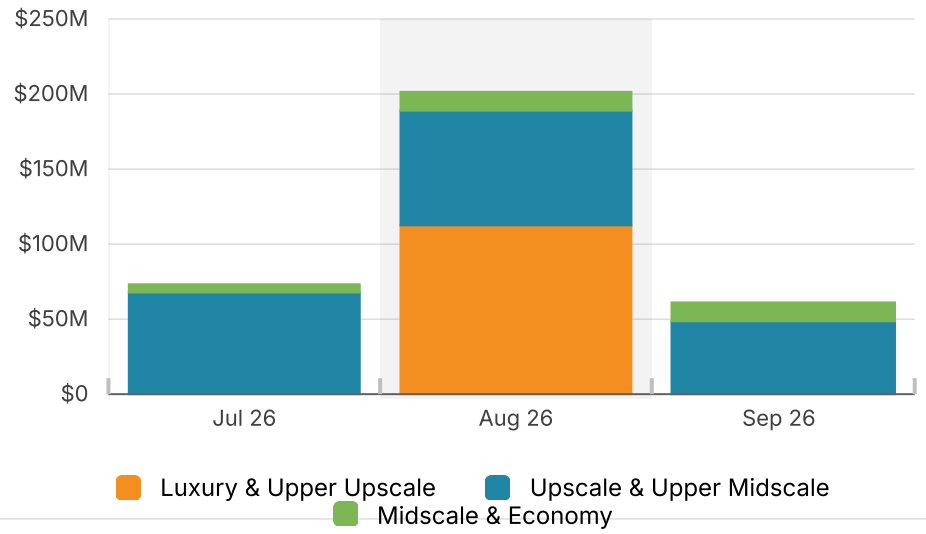
Sales Volume



Cumulative Sales Volume By Year



Sales Volume By Class



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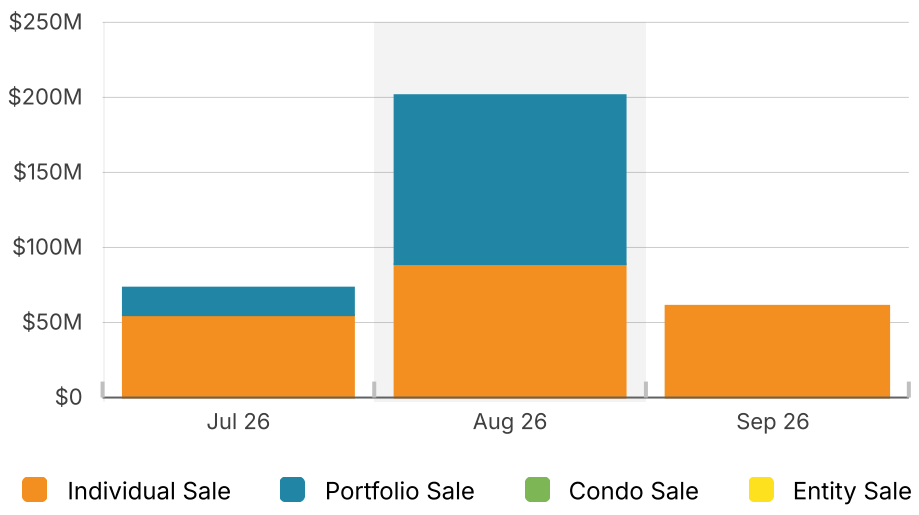
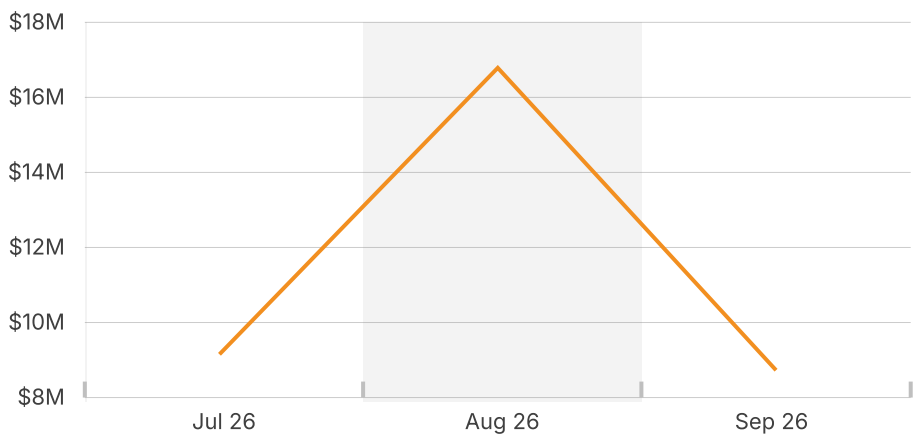
Sale Comps Analytics

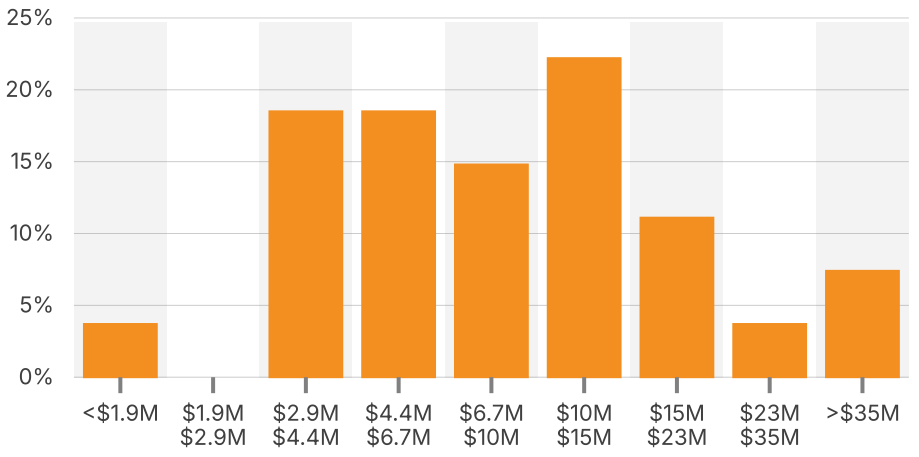
Sales Volume By Transaction Type



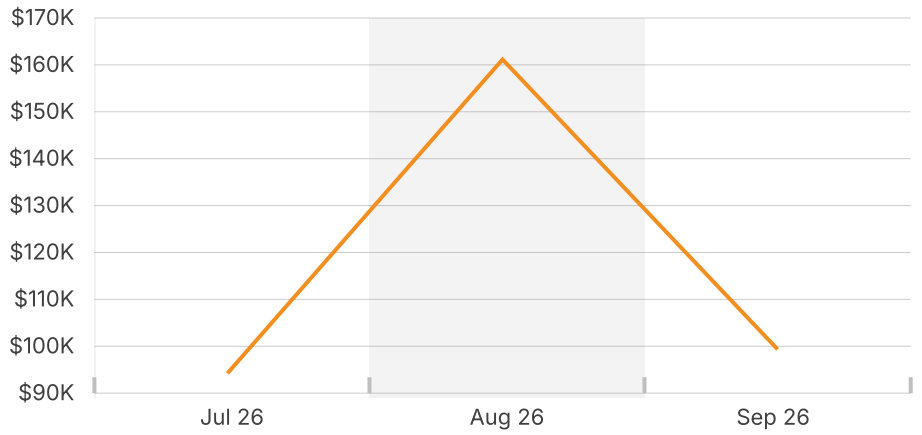
Sale Price



Sale Price Distribution



Sale Price Per Room



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