

HOTELS

How to sell a hotel or motel privately

By Ayodele Olasiji, Optimax Commercial · Updated October 18, 2026 · 2 min read · Online at [optimaxdeals.com/guides/how-to-sell-a-hotel-privately](https://www.optimaxdeals.com/guides/how-to-sell-a-hotel-privately)

SHORT ANSWER

You can sell a hotel or motel without a public listing by offering it only to qualified buyers who sign a confidentiality agreement first. Prepare 12 to 24 months of revenue with occupancy, average daily rate and RevPAR, your franchise agreement and any open property improvement plan (PIP), and your capital spending history. If you are flagged, the brand will review the buyer and usually set a PIP for the new owner.

How to, at a glance

1. Pull two years of monthly occupancy and average daily rate
2. Ask your brand about transfer terms and any improvement plan
3. Market quietly to buyers under a confidentiality agreement
4. Have repair and renovation history ready for inspections

Questions owners ask

Can I sell my hotel without listing it publicly?

Yes. An off market sale goes only to buyers who sign a confidentiality agreement before they learn the property name.

Do I have to tell my franchise brand I am selling?

The franchise agreement usually requires the brand to approve a new owner, so the brand is involved before closing. Read your agreement for when and how to notify them.

What does Optimax charge to sell a hotel?

3% of the sale price at closing, \$25,000 minimum, nothing upfront and nothing if it does not sell. Buyers also pay Optimax a fee under their own agreement, and both sides are told in writing.

The numbers buyers ask for

- Revenue by month for 12 to 24 months, and the profit and loss statement.
- Occupancy, average daily rate (ADR) and RevPAR. RevPAR is ADR times occupancy.
- Any STR or market comparison reports you receive.
- Capital spending in recent years: roof, HVAC, renovations.
- Staffing and management costs, and any management contract.

If you are flagged: the franchise side

Your franchise agreement controls what happens on a sale. Brands typically require the buyer to apply and be approved, and commonly set a property improvement plan for the new owner. Check the transfer terms, any transfer fee, and any liquidated damages if the franchise ends. Knowing the PIP early lets the buyer price it, so the deal does not stall late.

Why owners sell off market

- Staff and guests do not learn about it from a listing.
- Competitors and the brand do not see a price history.
- You control who sees the numbers.

The risk of selling quietly is fewer bidders. The answer is a private process that still reaches several qualified buyers, each under an NDA, so they compete without the sale going public.

Step by step

1. Gather the numbers and the franchise documents.
2. Set price expectations, including any PIP the buyer must fund.
3. Share a teaser without the name or address. Buyers sign an NDA before they get the property name.
4. Tour qualified buyers and take offers.
5. Sign a letter of intent. Due diligence and brand approval then run side by side.
6. Close.

Thinking about selling your hotel or motel?

Buyers already signed up and under NDA, including cash buyers. No public listing. 3% at closing, \$25,000 minimum, nothing upfront.

Get a private call back

www.optimaxdeals.com/sell/hotel

Get the free seller kit

www.optimaxdeals.com/seller-kit/hotel

Optimax Commercial · 701 504 8429 · ayo@optimaxdeals.com