



Inn Victoria Attributes

So much more than a building, Inn Victoria is a self-supporting business with a number of attributes that make the Inn Victoria brand stand out among its regional competitors. Transition from the current owners to the next will incorporate a series of important sustainable marketing and growth attributes, well worth understanding prior to purchase. This is truly a “turn-key” business transition and not just the sale of physical assets.

1. Diversified income stream in addition to the day-to-day Bed and Breakfast.
 - ✓ Inn-to-Inn Walking Tours is an LLC in which the Inn Victoria is a member. Four Inns market and operate a Vermont Walking Tour Experience from inn to inn. This is a \$90,000+ Revenue source net of marketing and expenses per LLC member.
 - ✓ Gift shop yields approximately \$4-8,000 / year
 - ✓ Inn Victoria’s reputation for High Tea events is unsurpassed in the region.
2. Inn Victoria is a well-recognized brand name within the Okemo Valley Region incorporating a well-managed relationship with key partners throughout the area. The list of key partners include:
 - ✓ Restaurants that offer preferred seating and reservations
 - ✓ Locally sourced foods & inn supplies are delivered to the Inn with no need for weekly shopping trips
 - ✓ Specialty meat supplier
 - ✓ Easy to access licensed electrician, plumber, fire and sprinkler company
 - ✓ Access to VTEL’s glass-fiber high speed network
3. Trip Advisor ratings are the best in the region and at the top of the list rivaling other, larger properties within the state; 550+ of which 98% are rated “Excellent”.
4. Established on-line and social media presence utilizing ACORN Internet Services from Colorado Springs, CO. as the web host, and business marketing consultation.
 - ✓ SEO updated every three years
 - ✓ Online Travel Agency
 - ✓ Global Distribution System
 - ✓ Quarterly Market Watch report and consultation
5. THINK Reservation system
6. Fire protection sprinkler system and monitoring system is fully up to date, annually inspected and beyond state code for detection of carbon monoxide (CO) as well as smoke and ionization; hard wired and wifi, central station monitoring.
7. Audible and visual guest entrance security system, allowing knowledge of building access at strategic points surrounding the inn.



8. Flower garden & outdoors banquet facilities for 60+ individuals includes:

- ✓ Chairs & tables
- ✓ Plates, utensils and associated tools
- ✓ Outdoor Cooking facilities for grilling, frying, boiling.
- ✓ Outdoor garden with three large pergolas
- ✓ Upper level deck with hot tub
- ✓ Wedding staircase from the upper level deck to garden area
- ✓ Access to neighboring church lawn area where a large wedding tent may be set up for 150 – 200 people.

9. Carefully selected antiques, matched to each room motif, provide the pleasures of atmosphere and functionality. Every single piece of inn furniture, antique, utility, amenity, etc. stays with the inn at sale. Including:

- ✓ Several sets of high-end china, serving dishes, platters, vases & silverware
- ✓ Maintenance tools
- ✓ Schwinn Bicycles
- ✓ Inventory
- ✓ Toyota Pick-up truck 4X

10. Fully Handicapped Accessible first floor as well as a certified handicapped accessible suite with access to:

- ✓ Full wheelchair access into shower
- ✓ Wheelchair access to the back deck and garden, direct from the room
- ✓ Hand-hold-bars throughout the bathroom
- ✓ Bathroom sink is a wheelchair design accessibility
- ✓ Visual and audible fire alarm system

11. The property's digital amenities include uniquely robust access to:

- ✓ A 4G Wi-Fi network, including the front and back porch areas
- ✓ VTEL's glass-fiber high speed network offering free streaming
- ✓ Each guestroom has large digital flat screen TV's with DVD's and access to the fiber network movie streaming at no cost.

12. The property is on a Preventive Maintenance (PM) schedule, which timely addresses key aspects such as:

- ✓ Updated beds & bedding
- ✓ Floor wear
- ✓ Exterior Painting
- ✓ Roof condition
- ✓ Current plumbing
- ✓ Current electrical configurations
- ✓ Bathrooms are spacious; each offering current fixtures and unique bath amenities such as double head shower, claw foot tubs or Jacuzzi's.

13. Viable growth opportunities may take the property to an 11 room B&B:



- ✓ Storage sheds may be replaced with a two-story chalet providing two additional rooms.
- ✓ The assistant Inn Keepers quarters may be used as a full-time guest suite

14. Perhaps the most valuable asset of the business is the region in which it is located. Chester is uniquely positioned within the center of the Okemo Valley region, offering guests access to a number of quintessential villages, each offering their own opportunities for adventure, only a short drive from Chester. Additionally, Chester is a four-hour drive from Manhattan, Long Island, Northern New Jersey, five hours from Philadelphia, a three-hour drive from the Gold Coast of CT and only 2 ½ hours from Boston. 56 million potential guests live in the single most populated region of the United States, with easy access to Southern Vermont. Over 70% of Inn Victoria guests are less than a gas tank away from us.

A very desirable destination for individuals living the fast-paced lifestyle, Southern VT offers clean air, safe surroundings, a simple way of life, the VT Country stores, covered bridges, clean water and fresh air, waterfalls within walking distance, five major ski resorts within a short drive....we have found it to be the best place in New England to Host a Bed and Breakfast, offering year round viability.