Est. ‘84

THE B&B TEAM®
Inn Consultants and Brokers

VILLA SERENA INN

National Register of Historic Places · Est. 1926

$3,300,000	12 Suites	~1.5 Acres
ASKING PRICE	CURRENTLY APTS	THREE PARCELS



7014 Willow Street, Sarasota (Manatee County), FL 34243

Confidential | For Qualified Purchasers Only

TABLE OF CONTENTS



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PROPERTY HIGHLIGHTS	3
PROPERTY SUMMARY	6
PROPERTY TOUR	7
PROPERTY FACTS	17
MARKET ANALYSIS & LOCATION	18
ADDITIONAL SOURCES	19
CONTACT	20

INVESTMENT HIGHLIGHTS

Sarasota's Only Surviving Roaring Twenties Inn — On the National Register

Villa Serena Inn is the Sarasota area's oldest surviving inn and its only remaining original from the 1920s land boom era — a $1.5 million fully renovated 1926 Mediterranean Revival landmark listed on the National Register of Historic Places, with 12 luxury suites, a 1,000 sf events carriage house, and nearly 1.5 acres of park-like tropical grounds on three parcels.

$3,300,000
ASKING PRICE

Est. 1926
2025 INN OCCUPANCY

12 Suites
LODGING INVENTORY

Carriage House
1,000 SF EVENTS VENUE



INVESTMENT HIGHLIGHTS

Property at a Glance



Est. 1926

NATIONAL REGISTER
MEDITERRANEAN REVIVAL

Designed by renowned architect Clare Hosmer — the same hand behind many of Sarasota's most significant historic structures. Listed on the National Register of Historic Places September 29, 2000. Renovated 2014-2019 for $1.5M.

12 Suites

12 LONG-TERM -
PREVIOUS TRANSIENT USE

Twelve 1BR and 2BR luxury suites with full galley kitchens, breakfast nooks, private bedrooms, sitting rooms, and original oak floors. Currently licensed for 12 long-term residential units — previously operated under a hybrid model.

Carriage House

1,000 SF EVENT SPACE

A purpose-built 1,000 sf catering hall and art studio — capable of hosting 100 guests for weddings, private events, concerts, and art workshops, with a catering-capable food trailer on site.

~1.5 ac

THREE PARCELS
TROPICAL GROUNDS

Nearly 1.5 acres of park-like grounds shaded by towering banyan and live oak trees, native palms, swimming pool, seven outdoor pergolas, and a FarmBot robotic organic garden — Old Florida in its full character.

VIP Penthouse

CELEBRITY HISTORY

The penthouse once hosted baseball legend Babe Ruth, champion golfer Bobby Jones, and pitcher Dizzy Dean. A provenance that no new-build hotel in Sarasota can approach or replicate.

F&B Upside

COMMERCIAL KITCHEN

The commercial kitchen, carriage house, and food trailer create a platform for expanded F&B, catering, or events programming without material additional capital cost.

INVESTMENT HIGHLIGHTS

Location & Market

Villa Serena Inn sits in the greater Sarasota area — one of Florida's most consistently desirable Gulf Coast destinations, anchored by world-class beaches, a vibrant arts and cultural scene, and a growing year-round economy. Sarasota County welcomed approximately 2.9 million visitors in FY2024 and generated $48.1M in tourism development tax, with a lodging market averaging $200+ ADR and 59%+ summer occupancy.

5 min	**Downtown Sarasota** St. Armands Circle, Bayfront, arts district, dining
10 min	**Sarasota-Bradenton Intl. (SRQ)** Nonstop service to major hubs; gateway for winter visitors
15 min	**Siesta Key & Lido Beach** Top-ranked Gulf Coast beaches — primary leisure draw
1 hr	**Tampa International Airport (TPA)** Major international hub; expanded flight connectivity
~2 hr	**Orlando, FL** Theme parks and secondary drive leisure market



Value-Add Opportunity

The historic asset and physical infrastructure are in place. A restructured model, revenue optimization and programming expansion are the primary upside levers.

- **Inn property historically operated with 8 non-transient apartments and 4 transient suites.** A shift to a non-transient / short term rental business model would have a significant impact on income generation.
- **Sarasota hotel ADR has risen from $172 (July 2024) to $200+ (July 2025)** — a 16% market-level rate increase that positions a repositioned Villa Serena to achieve materially higher transient rates than its current baseline.
- **The property's arts programming, outdoor event spaces (7 pergolas), and park-like grounds** are underutilized relative to their physical capacity — a focused programming calendar generates event revenue and marketing visibility simultaneously.
- **The Carriage House (1,000 sf / 100 guests) and on-site food trailer** establish a physical events platform; dedicated wedding, event, and private gathering programming represents the most direct additional revenue lever.



PROPERTY SUMMARY

Villa Serena Inn is the Sarasota area's oldest surviving inn and its only remaining original property from the glamorous Roaring Twenties — a distinction as irreplaceable as the building itself. Built in 1926 for Clarke Douglas Williams, a New York stockbroker, and designed by renowned local architect Clare Hosmer, the Mediterranean Revival structure was known at the time as 'the Italian Palace' for its elaborate period furnishings. Listed on the National Register of Historic Places on September 29, 2000, the property was purchased by current owner in 2014 and became the subject of a $1.5 million restoration and renovation completed by 2019.

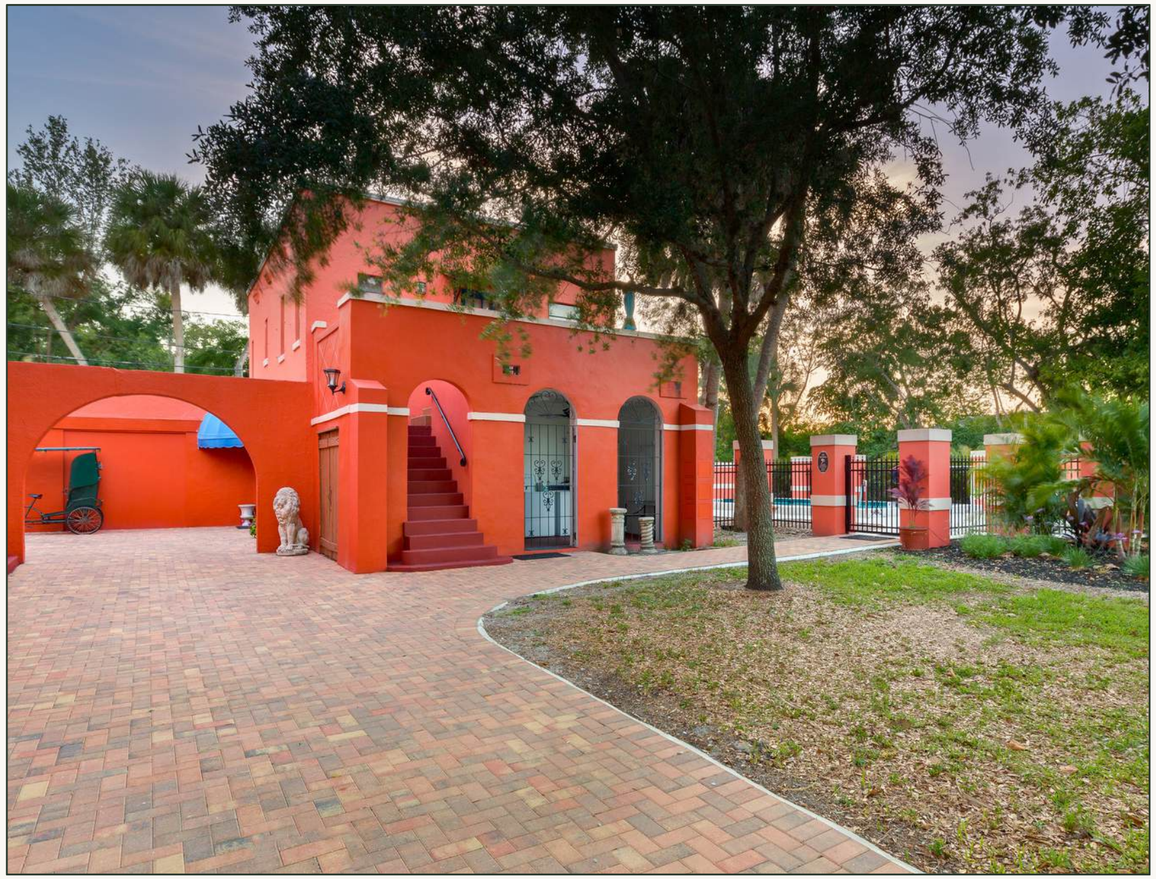
The property offers 12 luxury suites across the main building each featuring a full galley kitchen, breakfast nook, private bedroom, sitting room, and original oak floors. While all 12 unit are currently approved for non-transient apartment rentals, four were previously approved for transient (short-term) rental. A shift to a full or partial short term rental model would provide a clear path to profitability. A purpose-built 1,000 square foot Carriage House catering hall accommodates up to 100 guests for weddings, private events, concerts, and art workshops. The grounds span nearly 1.5 acres across three parcels, shaded by towering banyan and live oak trees, with a swimming pool, seven outdoor pergolas, tropical gardens, and a FarmBot robotic organic garden. Vibrant art murals and a curated collection of artworks by local artists are integrated throughout the property.

The Inn’s penthouse hosted American icons including baseball legends Babe Ruth and Dizzy Dean, and champion golfer Bobby Jones — a celebrity provenance that remains one of the property's most distinctive and marketable assets.



PROPERTY TOUR

Exterior, Grounds & Tropical Setting





Nearly 1.5 acres of subtropical grounds shaded by mature banyan and live oak trees create a setting of striking natural calm just minutes from downtown Sarasota. The seven outdoor pergolas, pool, and open-air spaces collectively form a versatile outdoor events platform that is immediately usable.

Exterior, Grounds & Tropical Setting

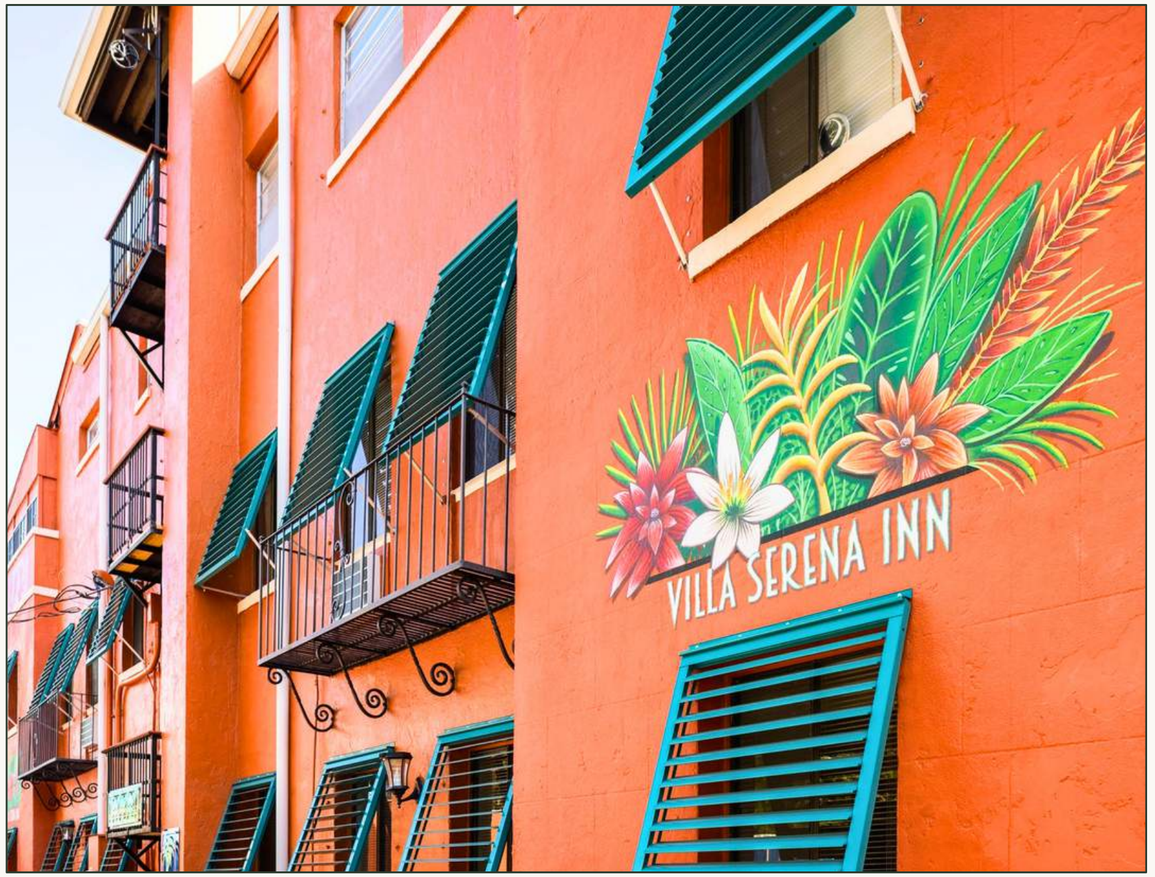






Exterior, Grounds & Tropical Setting





Pool, Art Murals & Grounds Programming



Pool



Art Mural on Inn Façade



Pergola & Grounds

The property is an immersive environment as much as a lodging business — large-scale murals by artist Matt McCallister, mosaic work by Anita Smith, metal sculptures by Debbie Marucci, and curated works from a dozen local artists are woven throughout the grounds and interiors.

The Suites — 1BR & 2BR Fully Equipped



Historic Character, Modern Comfort

Each of the 12 suites retains the original oak floors and architectural character of the 1926 structure while offering fully modern conveniences.

The suite format — private galley kitchen, breakfast nook, bedroom, and sitting room — creates something that falls between a traditional hotel room and a residential apartment, making the property equally suited to week-long leisure stays, extended-stay guests, and long-term residents.

The ADA-approved suite was previously two historic horse stalls before being transformed into a fully accessible luxury rental — a creative conversion that speaks to the resourcefulness of the renovation throughout.

All utilities (A/C, internet, and TV) are included. An on-site laundry facility and swimming pool are available to all guests.

The Penthouse & Celebrity Provenance





The Villa Serena penthouse hosted some of American sports history's most celebrated figures: Babe Ruth, Bobby Jones, and Dizzy Dean slept here during the height of the Inn's glamorous Roaring Twenties era. This is not merely a historical footnote — it is a marketing narrative with no equivalent in the Sarasota lodging market, and one that connects directly to the heritage travel segment that prizes authenticity and provenance over amenity count.

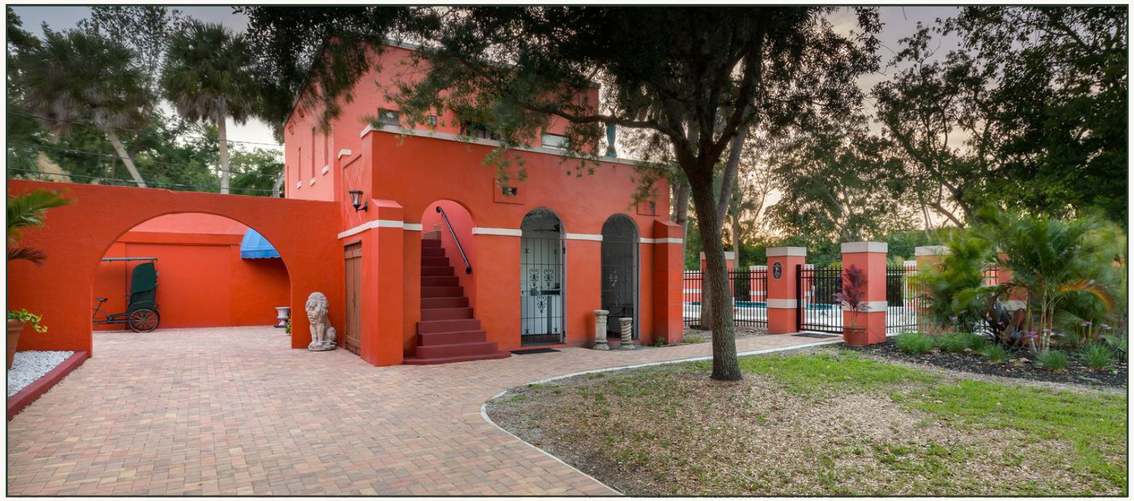
The Penthouse & Celebrity Provenance, Cont.





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The Penthouse & Celebrity Provenance, Cont.





1,000 SF · 100 Guests
Art Studio & Events

The Carriage House is a purpose-built 1,000 square foot catering hall and creative space added during the renovation — designed to complement the 1926 main structure while providing a modern, flexible event capacity.

As a private events venue, it accommodates up to 100 guests for weddings, rehearsal dinners, corporate gatherings, and private celebrations. As an art studio, it is equipped with dual wide screens for instructor demonstrations and accommodates 12 students in an immersive classroom format.

A separately acquired food trailer provides catering infrastructure for any third-party vendors when dining is required — a turnkey catering support solution without a fixed commercial kitchen staffing commitment. The combination of Carriage House, outdoor pergolas, pool, and gardens creates a multi-zone events campus with meaningful capacity.

Accommodation & Operating Summary

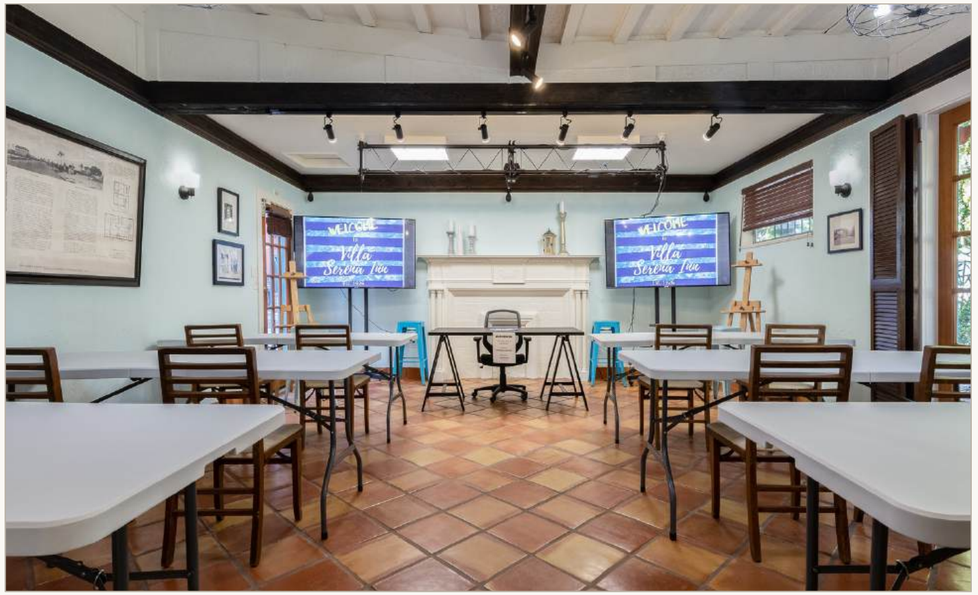
Unit Type	Count	Configuration	Amenities	Rental Format
LONG-TERM RESIDENTIAL SUITES (12 UNITS) — Three Currently Occupied on Month to Month Basis				
1-Bedroom Suite	~9	1BR · Full galley kitchen · breakfast nook · sitting room	Original oak floors · full utilities included · on-site laundry · pool access	Long-term residency
2-Bedroom Suite	~3	2BR · Full galley kitchen · breakfast nook · sitting room	Original oak floors · full utilities included · on-site laundry · pool access	Long-term residency

ADA-ACCESSIBLE SUITE included in inventory (former horse stalls converted) | All utilities (A/C, WiFi, TV) included in all suites | On-site laundry and pool available to all

PROPERTY FACTS

Owner	VillaSerenaFlorida LLC (FL Reg. L13000084233)
Address	7014 Willow Street, Sarasota (Manatee County), FL 34243
Parcel IDs	6745410008; 6745400207; 6745400256
Description	LOTS 23,24 & ELY 10 FT OF LOT 25 BLK 52 WHITFIELD ESTATES ON SARASOTA BAY PI#67454.1000/8
Land	~1.5 acres across three parcels
Designated Use	Nontransient Apartments, 12 Units
Construction	Mediterranean-revival-style; masonry and paint
Roof	Built up tar and gravel
Windows	New insulated
Water / Sewer	Town water and sewer







MARKET ANALYSIS & LOCATION

Sarasota County is one of Florida's most enduringly desirable Gulf Coast destinations — a market anchored by world-class beaches (Siesta Key is routinely ranked among the best in the country), a nationally recognized arts and cultural scene (The Ringling, Sarasota Opera, FSU Sarasota-Manatee), and one of the fastest-growing high-income residential markets in the southeastern United States. The county welcomed approximately 2.9 million visitors in FY2024 and generated $48.1 million in tourism development tax, supported by a lodging market where the average hotel ADR reached $200+ and occupancy exceeded 59% in summer 2025 — with upscale hotel revenue and rates specifically trending upward.

The market benefits from a dual-gateway airport structure: Sarasota-Bradenton International Airport (SRQ), minutes from the property, offers nonstop service to major domestic hubs and is the primary gateway for the significant winter and snowbird visitor segment; Tampa International Airport (one hour away) adds international reach and expanded flight connectivity. Boston, New York, Chicago, and Washington, DC are all direct-flight origins to SRQ.

Villa Serena Inn's position as the market's only 1920s-era surviving inn and the area's sole National Register of Historic Places lodging asset of this type creates a competitive positioning that is permanently unique within the Sarasota market. HVS research notes the Sarasota hotel market is 'optimistic' with upscale hotel revenue and rates increasing, and new hotel development confirming the market's investment confidence.

5 min · Downtown Sarasota	10 min · SRQ Airport	15 min · Siesta Key	1 hr · Tampa (TPA)	~2 hr · Orlando

ADDITIONAL SOURCES OF INFORMATION



THE PROPERTY

Villa Serena Inn — Website

villaserenainn.com



THE PROPERTY

Villa Serena Inn — History

villaserenainn.com/our-history



DESTINATION MARKETING

Villa Serena Inn — Guest Rentals

villaserenainn.com/guest-rentals



PRESS COVERAGE

Bradenton Magazine — An Old Gem Gets Polished

bradentonmag.com/villa-serena-inn



HISTORIC DESIGNATION

National Register of Historic Places

nps.gov/subjects/nationalregister



DESTINATION MARKETING

Visit Sarasota County

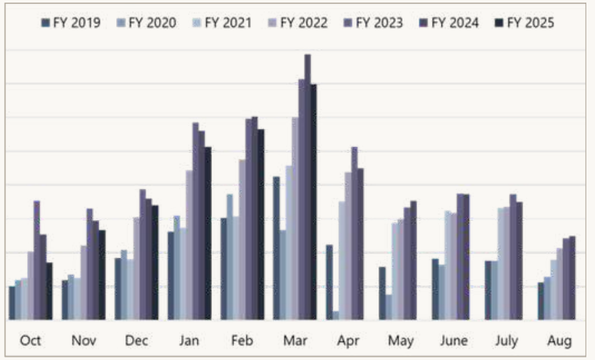
visitsarasota.com



AVIATION ACCESS

Sarasota-Bradenton International Airport

srq-airport.com



MARKET DATA

HVS — Sarasota Hotel Market Analysis

hvs.com

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CONTACT THE B&B TEAM FOR MORE INFORMATION

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