



CASE STUDY

Panania Hotel, 63 Anderson Ave & 103A Marco Ave Panania, NSW

NSW | Hotel | EOI

Ray White Hotels Australia sold South Western Sydney's Panania Hotel on the last day of high publicised expressions of interest campaign for the sum of \$14,400,000.

Ray White Hotels was engaged by the Feros Group for the sale, on the back of recent sales momentum from several high profile transaction, within the Southern and Western Sydney localities.

Marketed in conjunction with the Lone Pine Tavern Rooty Hill, a national campaign was undertaken. Print media advertisements were placed in most major newspapers in Sydney, Melbourne and Brisbane as well as a strong online presence.

The Hotel is a multi-level operation featuring ground floor bar; bistro and gaming room (with 20 EGM's) whilst the first floor comprises 16 letting rooms, communal kitchen and amenities. The Hotel

sits on a large 1,574m² lot with an additional 1,366m² car park to the rear, both directly adjacent the Panania Train Station.

The sale highlights the current market appetite for high quality freehold gaming assets.

The current low cost of capital is fuelling a marked increase in buyer activity. Essentially, 2015 is proving to be a very good year for vendors looking to exchange on pubs.

Sales Analysis*

Sale Price:	\$14,400,000
Vendor:	Feros Group
Purchaser:	Laundy Hotels
EOI Close:	11 th June 2015
Contacts Exchanged:	11 th June 2015

Marketing Summary

Process:	EOI
Marketing Budget:	Circa \$55,000*
Marketing Time Frame:	4 weeks
Marketed By:	Andrew Jolliffe & Joel Fisher



Contact Agents

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