

An Incredible Investment Opportunity

The Twelve Oaks is a truly exceptional business opportunity. It is already income-producing, profitable, and award-winning. There are four different avenues for producing revenue with all permits already in place: as a Bed & Breakfast, an event venue, a historic site offering tours, and as a location for filming located right in the heart of the original “Hollywood of the South” in Covington, GA, which is an area for tremendous growth and part of the metro Atlanta area. The world’s busiest international airport is just 38 miles from the property and Covington houses its own regional airport as well. Georgia welcomes over 100 million tourists per year¹ and approximately 50 million visit the Atlanta area.

Income Opportunities:

1. **Bed & Breakfast/Luxury Inn:** The property opened as a Bed & Breakfast for the first time in late 2012. Every year since opening has brought tremendous growth and unheard of awards for a “new” inn. Some of the awards won and recognitions received follow:
 - Southern Living South’s Best Inns: Just last year (2018), the readers of Southern Living voted the Twelve Oaks as one of the South’s Best Inns in the #4 spot! This is amazing as a relatively “new” inn opened just six years prior beat out places like The Cloister, Blackberry Farm, Grove Park Inn, etc.
 - Tripadvisor Hall of Fame (2019 and 2018). Every year Tripadvisor gives a Certificate of Excellence to places with amazing reviews. The Twelve Oaks has received a Certificate of Excellence for every single year in business and was thus inducted into the “Hall of Fame” in 2018 and just received the designation for 2019 as well.
 - Georgia Public Broadcasting named The Twelve Oaks as one of the Most Romantic Places in Georgia. See the video clip here:
 - People Love Us on Yelp Award: Received every year since opening. Actually, every major review site has given The Twelve Oaks an award including Booking.com, Expedia.com, Bedandbreakfast.com, etc.
 - Top 10 US Inns from Bedandbreakfast.com
 - Top 10 Romantic Inns in the World from Bedandbreakfast.com
 - Chosen to be a member of the Southern Living Hotel Collection. This is a small group of the best places to stay in the South as chosen by the editors of Southern Living magazine.
 - A member of Select Registry. This is the ultimate organization for distinguished inns and is a collection of the finest inns in the world. There are strict standards for becoming a member and all member properties are inspected every two years.

The Twelve Oaks has been operating with eight luxury guest suites each with its own private bath. Rates range from \$269 to \$400 for the three grand suites (varies depending on season and weekends are higher than weekdays). There are also two Junior Suites that range from \$225 to \$350 and then the other suites range from \$199 to \$275. Annual occupancy averages 55-60%, which is much higher than the typical occupancy rate (generally 44% for inns). Rates could be increased, especially during peak periods where occupancy is 88-100%.

¹ Source: <https://traveltips.usatoday.com/tourism-georgia-54382.html>

There is potential to increase the number of guest rooms. This property is extremely unique in having such a large and elaborate innkeepers residence that could be scaled down. There are currently four large additional bedrooms and three baths in the innkeeper's part of the mansion (this is in addition to the informal dining and living areas on the main floor that are also part of the innkeeper's residence). This includes a very large master suite that could easily rent as a two room "Presidential Suite" for \$500-800 per night. The back part of the innkeeper's current residence could then be a separate two bedroom, 2 bath innkeepers residence with its own laundry. There is also potential in adding small cottages on the property or converting part of the carriage house into a cottage (a pet-friendly cottage is a request that's been received through the years).

This is the only high end, luxury property in the area for accommodations. Oxford College of Emory University is less than five miles away and puts all of its speakers, visiting professors, and job applicants at The Twelve Oaks. There is also a great deal of business from the families of students or potential students. Many of the businesses from Conyers to Monroe like to put their clients and business prospects at the inn. Also, Covington is the small town darling of the film industry. There are many film projects in the area every year and The Twelve Oaks is a favorite choice for accommodations for top level actors and actresses and also for directors and producers. They all want to stay near filming and no one wants to put an A List actress at the Hampton.

The Twelve Oaks also draws many tourists due to its connection with *Gone with the Wind* and to other movies filmed there. It also is the only place to stay within walking distance of the historic Covington Square, which has been used in many movies and tv shows through the years such as *Vampire Diaries*, *in the Heat of the Night*, *Suite Home Alabama*, *Cannonball Run*, and many others.

2. **Events:** There is already a permit in place for hosting events as an event venue. The Twelve Oaks has already won top event industry awards such as Best of the Knot and the Weddingwire Couples Choice Award. There are already great reviews in place on those sites that will generate event business for you should you want it. The Twelve Oaks has also hosted charity galas, corporate parties (some clients include Coca Cola and Emory University), birthday and engagement parties, photography workshops, family reunions, corporate retreats, etc.

As per the current event permit, the inn can host up to 12 events per year with outdoor amplified sound (a band or other loud music) and the number of other events is not limited (corporate luncheons, weddings with acoustic sound, etc). Event capacity is capped at 200 persons. There is parking for approximately 60 cars onsite with using the area behind the carriage house (this amount of onsite parking is adequate for around 120 guests). Additional parking can be secured through New Hope Baptist, which is about a block away.

Previously The Twelve Oaks charged a venue fee of \$1500-6000 depending on the event. This was a venue location fee only. Additional opportunities include providing catering, flowers, linens, rental items, etc. and also requiring room rental minimums.

3. **Historic Site:** This might possibly be the highest and best use of the property. Since opening in 2012, requests have been received almost daily from folks wanting a tour of the property. The current owners began looking into it over the last year or so and quickly realized that similar properties get 200-300 people on average per day (historic Southern mansions were looked at that offered tours and were located about 30 miles from a major city such as Oak Alley near New Orleans and several plantations near Charleston). At \$20 per ticket, that would generate revenue of \$1.4M-2.1M. And that does not even include gift shop sales. A permit was approved by the city council in 2018. If historic tours of the mansion were offered, this would be the only tour of an antebellum mansion of this scale in the entire Atlanta area (Sherman burned Atlanta in 1864 so there are not many antebellum mansions left). And this is the home that Margaret Mitchell chose for "Twelve Oaks" when *Gone with the Wind* was made into a movie (see the book David O. Selznick's *Gone with the Wind*). There are other movies and tv shows that have been filmed at The Twelve Oaks. Christina Aguilera sang "Fighter" on the back deck in the movie *Life of the Party* (and she stayed in the Frankly Scarlet suite). It served as a sorority house in both *Life of the Party* with Melissa McCarthy (she stayed in the Steel Magnolia Spa Suite) and in *Vacation with Christina Applegate*, Ed Helms, and Christian Helmsworth). It was the 1800s Lockwood Mansion in the hit show *Vampire Diaries* and the Salvatore Study guest room served as a filming location for Damon Salvatore's bedroom. Many celebrities have stayed and filmed at The Twelve Oaks. Film tourism in Georgia is booming² along with tourism in general.
4. **Filming.** The Twelve Oaks averages one to two movie or tv film contracts per year; more are possible as some conflicted with already scheduled reservations. Half of the battle in getting movie deals is having the right people know about you. Location scouts all over Atlanta are familiar with The Twelve Oaks. There are several sites that location scouts use that are hard to be added to and The Twelve Oaks is already on them. *Oz* magazine, the Georgia film industry publication, even wrote an article about The Twelve Oaks as a film location with its long list of film credits³. There is also an opportunity to provide accommodations exclusively for the film industry. Most movies and tv shows film for several months and need a small number of bedrooms for top level cast along with directors and producers.

Revenue

The Twelve Oaks already has impressive revenue numbers for a young business with much potential for growth. In 2014, total revenue was \$398,629 this was just the second full year in business and a 55% increase over its first full year of business in which revenues were \$257,031 (all eight guest rooms were not completed until later in 2013). In its 3rd full year in 2015, revenues increased to \$444,558. In 2016, revenues increased to \$585,525.42. In 2017, the current owners decided to stop doing weddings and events and just the inn and filming revenue alone was \$529,499. In 2018, the current owners experienced some family health issues and decided to close for more than three months; in just nine months, the inn and filming revenue was \$446,906 and was projected to be at over \$600k had they been open all year. As mentioned above, there is potential to increase the inn, event and film revenue and the tour ticket

² <https://www.bizjournals.com/atlanta/news/2019/02/11/movie-tourism-still-hot-in-atlanta.html>

³ https://issuu.com/ozoneonline/docs/oz-sept-oct_2017

revenue has tremendous potential. P&L statements are available upon request by contacting Target Auction Co.

A Tremendous Client Base and Following

In just six years, The Twelve Oaks grew a significant client database, email database and social media following. In May of 2019, the photos of The Twelve Oaks were viewed over 50k times!

The Twelve Oaks Bed and Breakfast, your May photo report is ready

GM Google My Business <googlemybusiness-noreply@google>
To customersupport@thetwelveoaks.com


↩ Reply ↩ Reply All → Forward

Wed

ⓘ If there are problems with how this message is displayed, click here to view it in a web browser.

Google My Business

The Twelve Oaks Bed and Breakfast



YOUR PHOTOS ARE GETTING NOTICED

Your photos were viewed **50,471** times last month

There are approximately 5000 customers in the client database that have made purchases. Many are “repeat guests” that have stayed multiple times and some have a goal to stay in each unique room. There are over 7400 people and counting that have signed up to receive communications from The Twelve Oaks (all of these are authentic customers or other interested persons who have asked to receive communications). There are over 7300 people and counting that “follow” the Facebook page for the business. There is also a strong presence among other social media platforms.

Total Page Followers as of Today: 7,465



Location, Location, Location!

The property is located in beautiful Covington, GA, (in the Atlanta Metro area) within an easy, 3- block beautiful walk to the historic town square full of shopping and award-winning dining. Covington is known as the Hollywood of the South; over 125 movies and tv shows that have been filmed there. Southeast Tourism Society has just this year named the Stars & Stripes Fest in Covington as one of the Top 20 Events in the Southeast for July 2019⁴.

This is an area of exceptional growth; some new businesses coming to town include a data center for Facebook with an investment of \$750 million⁵, one of the largest film studios in Georgia⁶ and a new \$1.2 billion pharmaceutical plant⁷. David Bernd, the VP of Covington/Newton County Economic Development said that more announcements will be coming this summer and that "by the end of the summer, we will be leading the state in projects"⁸. The governor and his wife along with other elected officials toured the Covington area recently in May to look at the development in the area. US Congressman Jody Hice said, "What's happening out here is really just one of the most prized economic development issues in the whole state".⁹

Add all this to being located within 38 miles of the world's busiest international airport and having its own regional airport and you have a fantastic location for a historic site, inn, event venue, and film location.

In Conclusion

⁴ <https://www.covnews.com/living/arts-entertainment/southeast-tourism-society-selects-stars-stripes-fest-as-a-sts-top-20-event/>

⁵ <https://www.covnews.com/news/facebook-official-data-center-coming-newton/>

⁶ <https://www.bisnow.com/atlanta/news/mixed-use/lights-camera-action-three-ring-studios-breaking-ground-in-covington-87686>

⁷ <https://www.bizjournals.com/atlanta/news/2018/10/12/irish-bioscience-company-opens-new-1-2-billion.html>

⁸ <https://www.covnews.com/living/business/all-eyes-covingtonnewton-county-major-business-announcements-expected-summer/>

⁹ <https://www.covnews.com/news/state/breaking-gov-kemp-tours-stanton-springs/>

You might not get another opportunity like this in your lifetime! Special auction will be held on July 25th. Visit www.targetauction.com to see videos and learn more. Some furnishings may be purchased separately. Take it from Rhett Butler, "Take a good look my dear. It's an historic moment you can tell your grandchildren about."