

Maxwell Mansion Acquisition FAQ

Updated December 20, 2020



WHO ARE THE NEW OWNERS, AND ARE THEY FROM WISCONSIN?

Luke and Monica Pfeifer are proud natives of Wisconsin, and both graduated from Lakeland University (formerly Lakeland College) with degrees in Hospitality Management. Combined, we have over 30 years of hospitality experience ranging from operations to sales to technology roles. In Wisconsin, we have worked at properties including Holiday Inn Express and Blue Harbor Resort both in Sheboygan, and Lake Lawn Resort in Delavan. You can read more about our background at adventurehospitality.com.

WHEN WILL THE ACQUISITION BE COMPLETE?

We are currently waiting on final federal government approvals. Our goal is to complete the acquisition by the end of 2020. We will update this FAQ once a more definitive date is finalized.

WILL HOTEL RESERVATIONS ALREADY BOOKED BE HONORED?

Yes, all existing paid hotel reservations already booked will be honored. Deposits made toward existing reservations will be honored based on the terms of the reservation.

I HAVE AN EVENT OR WEDDING BOOKED AT MAXWELL MANSION, IS THAT BOOKING STILL HONORED?

Absolutely, we look forward to being a part of your special day or event! The current owner will transfer all deposits on file to us at the time of our acquisition. We will be reaching out to all future booked events within 30 days of our acquisition to introduce ourselves as the new owners.

WILL THE NAME CHANGE?

We look forward to continuing the Maxwell brand for years to come. Our address and phone numbers will remain the same.

THE MANSION IS A HISTORIC BUILDING, ARE THERE ANY PLANS TO CHANGE THIS?

One of the things we loved most about this property is its unique character. We see Maxwell as a hidden gem in Lake Geneva and Wisconsin. We intend to embrace the history of the Mansion built in 1856 and support that with a thriving business providing hospitality for visitors and locals alike. We currently do not have any plans to do significant alterations to the building.

WHAT ABOUT THE REST OF THE PROPERTY?

We have been surprised by how many people don't realize Maxwell Mansion is more than the Mansion building itself. The property encompasses about 1.5 acres and includes 28 guest rooms spread between three buildings. The Mansion building is host to 6 guest rooms, 2 bars, a ballroom, and our guest services team. The grounds feature many areas to sit and relax, hold an event for your special day, or a corporate retreat. During the summer months, an outdoor heated saltwater pool is available to cool off and just kick back and relax. At this time, we do not have any significant structural or interior design alterations planned for the property.

WILL THE PROPERTY BE OPEN TO THE PUBLIC?

Yes. Many locals don't realize it is open to the public today! We intend to keep the two bars (The Apothecary and The Speakeasy) on property open to the public inviting travelers and locals alike to enjoy the experience. At times the bars may be closed for special events; check our website or Facebook page for the latest information.

WILL THE APOTHECARY AND SPEAKEASY REMAIN OPEN?

Absolutely! The Apothecary and Speakeasy are two of the most unique bars in the area. The City of Lake Geneva approved our Liquor License for the property on November 9, 2020. We are grateful for the support of the leaders of our community and for approving the transition of the license.

CURRENTLY, MAXWELL MANSION DOESN'T OFFER FOOD; WILL THAT CHANGE?

We are currently exploring various ways to have a limited food offering for our hotel and bar guests. We would love to hear your feedback and thoughts. As we decide on a more definitive plan, we will share it via our website and social media.

WILL THE WEBSITE OR EMAILS CHANGE?

Nothing to worry about – you will always be able to reach out to us with our existing website and email addresses! We may add a few new options as well to help reach everyone and open more avenues for others to reach us.

THE ENTERTAINMENT AND EVENTS OVER THE LAST YEAR FOR GUESTS AND THE PUBLIC HAVE BEEN GREAT; WILL THEY CONTINUE?

Absolutely. We look forward to continuing to host a variety of events for our hotel guests and the local community. Please visit our website or social media calendars for our latest events. We are aware of a few concerns regarding noise from the outdoor events from neighbors, and we will work with the neighbors and the city to come up with a plan that allows us to continue outdoor events and respects our area neighbors.

WHAT IS HAPPENING WITH THE CURRENT STAFF AT MAXWELL MANSION?

It is our intention to retain the amazing and dedicated team staff at Maxwell Mansion. Their quality service and creative attitude have been core to the existing success of Maxwell, and we look forward to working with the team.

WHAT IF I NEED A REFUND FROM A PRIOR RESERVATION OR EVENT?

Refunds of any payments, except deposits, made before we acquire the property will need to be issued by the prior owner. We will gladly share your refund request with the previous owner for review.

WILL ANY OF THE PREVIOUS OWNERS STILL BE A PART OF THE PROPERTY?

The current owner, Andrew Fritz, will always be a part of the history of Maxwell Mansion. Outside of the transition over the next few months with Andrew, no prior owners will be involved in our operation of the property. Our family looks forward to bringing in our experience and ideas to further enhance the property.