



SOPHIA BARRY
REALTY GROUP

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HOMESERVICES

CHUSTER ANSION

3209 W WELLS ST MILWAUKEE, WI 53208



BERKSHIRE HATHAWAY
HomeServices

LUXURY
COLLECTION™

LISTED BY SOPHIA BARRY
MANAGING PARTNER & MANAGING BROKER
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PROPERTY DETAILS

List Price
\$1,899,900

Taxes 2023
\$8,723.91

Est. Acreage
0.36

Est. Total Sq. Ft.
9,300

Est. Year Built 1891

Zoning
RT3 Residential

Heating Fuel
Natural Gas, Radiant

Bedrooms: 8

Bathrooms: 7 Full | 1 Half

F/H Main: 1/1

Full Baths Upper: 6

Half Bath Lower: 1

Garage Spaces: 2.5 Detached

Total Parking Spaces: 9

An additional 3100 SF of
Finishable Space

Coach House
Convertible Additional Space

Sophia Barry Realty Group
262-354-4006 | Direct
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The Schuster Mansion
3209 W Wells Street | Milwaukee

SCHUSTER MANSION

BED & BREAKFAST

The Schuster Mansion (George J. Schuster House), located at 3209 W. Wells St. in Milwaukee, is a historic 1891 German Renaissance Revival home.

It is listed on the National Register of Historic Places (added in 1986), the Wisconsin State Register, and is a designated City of Milwaukee landmark. National, State, and City significance ride with this exceptional property.

George Schuster House (1891) also known as The Wells Street Red Castle, is located in Milwaukee, Wisconsin.

The German Renaissance Revival mansion was built for tobacco magnate George Schuster. It is listed on the neighborhood, city, national and state Register of Historic Places. It was added to the National Register of Historic Places listings in Milwaukee (NRHP) in 1986.



SCHUSTER MANSION



History: Built for tobacco magnate George J. Schuster, the mansion was converted into apartments in 1924 before being restored to a single-family home and eventually into a Bed and Breakfast.



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GRAND VICTORIAN ELEGANCE



Design & Architecture: Designed by architects Crane and Barkhausen, the "Red Castle" features red brick, red sandstone, and terracotta. It is known for its eclectic style, combining German Renaissance Revival, Colonial Revival, and French Chateausque elements.

THE PROPERTY IS LAUDED FOR MAINTAINING ITS HISTORIC INTEGRITY WHILE SERVING AS A CULTURAL LANDMARK IN THE HISTORIC NEAR WEST SIDE NEIGHBORHOOD.

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The home was constructed with red sandstone, red brick and red Terracotta. The building took on the appearance of a European castle with other influences, including: Gothic Revival architecture, Châteauesque, Romanesque architecture, German Renaissance Revival and some Colonial Revival architecture. The home features two towers and a facade of fleur-de-lis to Trefoils, rondels, Pilasters and lions' heads. The home is full of difficult angles and transitions along with detailed layers. Extensive Seller Update list from the past 18 years of modern improvements in MLS documents. The home has hardwood floors, high ceilings and wood throughout with a formal dining room, ladies lounge, library and conservatory.

TIMELESS ARCHITECTURE



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 HOSPITALITY



In 1891 the 9,300 sq ft brick mansion was commissioned by tobacco magnate George Schuster. He purchased land for his home in August 1891. In September 1891, he was issued a construction permit. The home has 8 bedrooms and 7 full and 2 half baths currently.

It was designed by Crane and Barkhausen. The architects also designed a Coach-house and it was built at the same time. Schuster died in 1922 and in by 1923 the home was vacant. In 1924 it was sold to Jean B. Olinger, who divided the home into 6 apartments.

Completely renovated back to it's former glory with extensive updates by the current owners, it thrives as living landmark, The Schuster Mansion Bed & Breakfast.

With strong profits, offered Turn-key, this opportunity for new ownership is not to be missed.



WITH NUMEROUS GRANTS AND TAX INCENTIVES AVAILABLE TO FURTHER 'GILD THE LILY' ONE MIGHT ADD A SMOKING LOUNGE IN THE LOWER LEVEL, WINE CELLAR AND AMENITIES IN THE COACH HOUSE- INDOOR POOL OR SPA PERHAPS?



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A PRIVATE SOCIAL CLUB, WEDDING
VENUE, GALLERY, PROFESSIONAL OFFICES,
OR SIMPLY A DREAM HOME.



The Schuster Mansion is listed on the neighborhood, city, national and state Register of Historic Places.

It was listed on the Wisconsin State Register January 16, 1986 and on the National Register of Historic Places listings in Milwaukee January 1, 1989.

It has been thoughtfully renovated back to its original splendor, but with modern mechanicals and systems, and is now a successful Bed & Breakfast business available to book through all 3rd party booking sites, offering overnight stays with breakfast, high tea and low tea and private events.

Similar in aesthetic to the elegant Pfister Hotel, it provides a more intimate setting where guests can retreat from the world, step back in time to experience elegance and a peace in luxurious period surroundings and furnishings.



The B&B features manicured formal gardens, off-street parking for guests, and room to expand on current offerings in the spacious coach house that could accommodate spa like wellness amenities if desired.

The Bed and Breakfast has seen year on year profitability increases, with 2026 shaping up to be the best year yet. Long-time owners are retiring after 18 years of building The Schuster Mansion Bed & Breakfast into the established and profitable business it now is.

The once in a lifetime opportunity to own a Milwaukee Landmark business that combines historical significance and functionality all in one, while providing revenue to the owner who can enjoy the lifestyle of owning The Red Castle.

FLOOR PLAN



Room Dimensions:

Primary Bedroom	25.5 x 25.1	Upper
Bedroom 2	27.1 x 19.6	Upper
Bedroom 3	16.4 x 20	Upper
Bedroom 4	13.11 x 17.8	Upper
Bedroom 5	16.1 x 13.7	Upper
Bedroom	11.11 x 16.1	Upper
Bedroom	10.6 x 13.4	Upper
Den	13 x 16.5	Main
Den	11.6 x 14.11	Main
Living/Great Room	14 x 17.2	Main
Kitchen	13.11 x 15.5	Main
Dining Room	20.5 x 14.18	Main
Laundry		Upper
Dining Area	10.5 x 8.9	Main

INCLUSIONS:

Sold Turnkey. All appliances, and \$150-200k value of furnishings, decor, linens, china, tableware, crystal, art, rugs, all included.

Exclusions: Kitchen Ninja 9 Cooker, Food Processor, Ice Cream Maker, Bread Maker, Red Tool Containers, Plants, Brass Bed (Laura Sue Suite), Personal Food in Basement, Items in Store, Waffle Iron, Cake Carrier, Large Mirror and Large Circle Clock in Private Bedroom, Slow Cooker, Personal Bathroom Items (including towels and bath mat)

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OWN A PIECE OF MILWAUKEE HISTORY

The Schuster Mansion presents a unique opportunity to own a piece of Milwaukee history while continuing the legacy of an established hospitality destination.



TURNKEY BED & BREAKFAST OPPORTUNITY

A rare opportunity to continue the legacy of one of Milwaukee's most recognized historic hospitality properties, blending architectural significance with income potential.



STEP INTO HISTORY

Original craftsmanship, preserved character, and richly detailed interiors create an immersive experience that feels both timeless and transporative.



A RENOWNED EXPERIENCE

Long admired for its distinctive presence and historic charm, the estate offers guests and visitors an unforgettable Milwaukee landmark experience.



ESTABLISHED LEGACY

A rare opportunity to steward one of Milwaukee's most iconic hospitality properties.



HISTORIC CHARM & ESTABLISHED BUSINESS

A thoughtfully restored property with a long-standing hospitality identity, offering warmth, character, and operational flexibility.



A LANDMARK DESTINATION

An iconic architectural estate situated within Milwaukee's historic landscape, celebrated for its visual presence and enduring legacy.

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RESTORATION & STEWARDSHIP

2015

- Replaced and upgraded core boiler system components
- Began extensive restoration of cedar shingles and exterior trim on the east elevation
- Completed tuckpointing and exterior masonry preservation on the front façade
- Restored and repainted original turret and decorative shingle detailing

2016

- Remodeled the historic Butler's Pantry
- Refreshed and improved front landscape elements

2017

- Refinished historic kitchen flooring and restored original interior woodwork
- Updated and restored architectural elements within Richard's Den
- Replaced and restored library and suite windows using original glass where possible
- Restored front porch ceiling and refinished original entry doors
- Began curated garden and fountain enhancements using Lannon stone materials
- Rebuilt exterior siding, window frames, and insulated lower-level windows throughout the estate
- Initiated major carriage house restoration including structural rebuilding and termite remediation
- Restored third-floor Prairie Sky bedroom windows and historic cove window elements
- Began full driveway and parking area reconstruction with upgraded drainage infrastructure
- Repaired and preserved interior ceiling elements within the Serenity Room



RESTORATION & STEWARDSHIP

2018

- Continued restoration of ballroom and guest suite architectural elements
- Expanded landscape and garden improvements throughout the estate grounds
- Installed restored and upgraded windows throughout multiple suites
- Enhanced garden walkways, pergola structures, and exterior stonework
- Preserved and refinished carriage house cedar shake siding and trim

2019

- Began ballroom and bathroom restoration and remodeling efforts
- Added new porch, arbor, fencing, and pergola enhancements
- Installed restored dining room windows and upgraded stairwell elements
- Expanded sprinkler and irrigation systems throughout the grounds
- Applied exterior preservation coatings to the mansion and carriage house
- Rebuilt carriage house architectural and structural elements

2021

- Continued basement preservation and structural restoration work
- Upgraded lighting and lower-level utility spaces
- Restored wallpaper and interior suite finishes
- Installed and restored additional Pella windows throughout guest suites
- Refinished and preserved exterior deck elements

2022–2026

- Continued exterior trim and window restoration efforts
- Repaired conservatory and interior ceiling elements
- Preserved historic fencing and landscape structures
- Ongoing stewardship and preservation of architectural details throughout the estate



Established Hospitality Operations

Schuster Mansion B & B has demonstrated consistent revenue performance over the past several years, with total income reflecting a diverse mix of guest room bookings, tea services, special events—including bridal showers, weddings, and celebrations of life—as well as gift shop sales. Reported figures available by request.



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BED & BREAKFAST NOW...WHAT DOES THE FUTURE
OPPORTUNITY LOOK LIKE?



The estate presents a rare opportunity to evolve beyond traditional hospitality into experiential luxury, private events, wellness retreats, cultural programming, and destination-driven experiences.

From intimate gatherings to thoughtfully curated retreat concepts, the possibilities for this historic landmark are both enduring and expansive.



BOUTIQUE EVENT VENUE:

Host weddings, retreats, private celebrations, and intimate luxury gatherings within a historic destination setting.

PRIVATE MEMBERSHIP CLUB

Create an exclusive social environment blending hospitality, overnight accommodations, and curated experiences.

WELLNESS OR RETREAT DESTINATION

Transform the estate into a boutique wellness, yoga, or creative retreat experience.

CREATIVE OR FILM LOCATION

Leverage the mansion's historic architecture for photography, production, and branded events.

HISTORIC TEA HOUSE & CULTURAL VENUE

Develop guided tours, afternoon tea service, and educational programming celebrating Milwaukee history.





BEYOND HOSPITALITY

A rare opportunity to steward a landmark property with potential for adaptive luxury, cultural activation, and long-term destination value.

Historic character. Flexible future.



HISTORIC PRESERVATION & INCENTIVES

Potential Historic Preservation Incentives

- Property may qualify for federal historic rehabilitation tax incentives for eligible restoration and adaptive reuse improvements.
- Historic preservation programs may support long-term stewardship while maintaining architectural integrity.
- Adaptive reuse opportunities may include hospitality, cultural, residential, wellness, or mixed experiential concepts, subject to approvals.
- Buyers are encouraged to independently verify eligibility, zoning, tax treatment, and preservation requirements with qualified professionals.*



ADAPTIVE REUSE & FUTURE OPPORTUNITIES

- Boutique Hospitality: Luxury lodging, curated guest experiences, and destination-driven accommodations within a landmark historic setting.
- Wellness & Retreat Concepts: Opportunity for wellness programming, creative retreats, executive gatherings, and intimate experiential events.
- Cultural & Educational Activation: Potential for historic tours, tea service concepts, lectures, arts programming, and community-centered experiences.
- Private Membership or Event Venue: Opportunity for curated hospitality experiences, private gatherings, and limited membership-style programming.
- Creative Production & Brand Experiences: Distinctive architectural backdrop for photography, film, editorial campaigns, and luxury brand collaborations.*



**Concepts shown are subject to municipal approvals, historic preservation considerations, zoning review, and buyer due diligence. Ask for reference materials sourced from National Park Service historic preservation guidance and Milwaukee preservation resources.*

MORE ABOUT SOPHIA BARRY REALTY GROUP



LISTING AGENT AND MANAGING BROKER

About Sophia Barry, the woman behind Berkshire Hathaway HomeServices
Sophia Barry Realty Group.

Sophia Barry is the Managing Broker and Managing Partner of Berkshire Hathaway HomeServices Sophia Barry Realty Group, delivering a refined, results-driven real estate experience rooted in integrity, precision, and elevated service. With experience in historic property, commercial and residential sales, as well as Luxury Agent designation from Berkshire Hathaway HomeServices, her tailored set of skills are available to help broker the transfer of ownership of this significant Milwaukee landmark.

An experienced real estate broker who specializes in five-star client service, Sophia is known for delivering consistent, winning results. She has maintained her position as a top-selling agent in southeastern Wisconsin for her entire real estate career—an achievement driven by her strong market expertise, negotiation skills, attention to detail, and unwavering commitment to her clients. Her skill in marketing and presentation of properties in cinematic style listing videos ranging from luxury, to land, to commercial and of course residential, has garnered her earned press on the local prime time news, the Milwaukee Business Journal, the Journal Sentinel and more.

At your service,

A handwritten signature in black ink that reads "Sophia Barry". The script is elegant and cursive.



5-STAR REVIEWS



CHECK OUT OUR WEBSITE
WWW.SOPHIBARRYREALTYGROUP.COM





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