



Hotel Consulting International (HCI) relationship

The complimentary relationship between the two firms provides:

- ✓ A vast network of hotel industry contact with decision making authority, a primary advantage to the agency activities in selling hotel property.
- ✓ Proven and significant resources having evaluated/consulted on 1,000 hotels. Clients include major owners, investors and entrepreneurs.
- ✓ Experience with all property types. Assignments have included limited service hotels, exclusive resorts, unique boutique hotels, luxury hotels, major convention hotels and mixed use developments.
- ✓ Credibility that is demonstrated by our high profile designations and our reputation for evaluating the most complex properties. Since 2000, the firm has evaluated hotel assets exceeding \$3 billion in value.
- ✓ Current market intelligence and sophisticated hotel analysis. These are important tools for a provider of transactional services.
- ✓ Our state of the art research database that identifies all buyers and sellers of hotel real for four years. Coupled with an understanding of comparable sales terms enhance the value of our role.
- ✓ In addition to our nationwide exposure HCI operates internationally, thus extends our reach of prospects.

HOTEL INVESTOR SERVICES

Hotel Investor Services (HIS) Hotel Investor Services (HIS) is a transactional firm *dedicated exclusively to the hotel/resort industry*. Affiliated with Hotel Consulting International (HCI), the firm offers high quality transactional and advisory services for all hotel property types. With sophisticated hotel real estate expertise coupled with its industry exposure, the firm concentrates its resources and network *precisely on prominent industry decision-makers*.

HIS Seasoned Professionals have provided the hotel real estate industry with skilled research, analysis, valuation and strategic advice on *over 1,000 hotels throughout the U.S. and internationally*. For over 15 years our professionals have provided services that include repositioning, optimal/highest & best use, and acquisition and disposition (exit strategy) advisory services. Through these activities our professionals are *exposed and focused on hotel real estate opportunities and marketplace investment participants*.

HIS has a Network including a contact database of major investors, entrepreneurs, prominent hotel companies and financing institutions. Our contacts/clients *comprise 8,000 industry professionals* that include local, regional and international investors. This comprehensive and exceptional network of relationships assists our *goal of identifying the most interested and capable buyers*.

HIS credentials are Unique. *Our Knowledge, Experience, Integrity and Judgment* enhances our credibility. These credentials also create additional value for our clients and save their valuable time and energy. In addition to license real estate professionals our qualifications include the leading designations of *Counselors of Real Estate (CRE); International Society of Hospitality Consultants (ISHC) and Member Appraisal Institute (MAI)*. Our combined designations and experience uniquely distinguish us in the hotel industry.

Valuation Expertise Facilitates the Transaction. The “meeting of the minds” requires a price that both buyer and seller agree on. With market value expertise HIS is advantaged in *identifying “the price point”* that will affect a sale. Our repositioning skills coupled with our network are key to identifying the optimal investor. *Maximizing value* to an owner and yet *minimizing cost* to an investor may only be achieved by identifying the most appropriate buyer.