

Executive
Summary

COURTYARD[®] Marriott

FORT LAUDERDALE BEACH



PRESENTED BY



THE PLASENCIA GROUP

Passion. Access. Certainty.



THE PLENCIA GROUP has been exclusively retained to present the Courtyard Fort Lauderdale Beach (the “Courtyard”) located in Fort Lauderdale, Florida, for your investment consideration. The 261-key Courtyard is uniquely positioned as the only nationally-branded select service hotel offering direct access to Fort Lauderdale Beach and the Atlantic Ocean. Fort Lauderdale Beach, once viewed as a sleepy backwater town favored by spring breakers on a budget, has become an exclusive leisure destination unto itself, attracting a diverse mix of visitors from across the globe. This offering presents the opportunity to acquire the fee simple interest in a highly efficient and profitable nationally branded hotel located on a world-renowned beach. New ownership will have the option to retain current management or insert its management team of choice at the time of sale.

This offering additionally includes an adjacent development site, presently used as surface parking, which provides a new owner with the opportunity for future growth and the potential for a prompt return of capital.

COURTYARD FORT LAUDERDALE BEACH Investment Summary

Address	440 Seabreeze Boulevard, Fort Lauderdale, Florida 33316
Year Opened	1976 (major structural redesign in 2006)
Guestrooms	261
Building Area & Parcel Size	Approximately 150,000 square feet; 1.25 acres
Adjacent Parking Lot Size	Approximately 0.83 acres
Building Height	13 stories
Brand Affiliation	Courtyard by Marriott
Management	Unencumbered; currently managed by Fillmore Hospitality
Food & Beverage	The Bistro, Seabreeze Poolside Bar, Bubba Gump Shrimp Co.
Total Meeting Space	1,412 square feet
Parking	Valet only, both onsite and in adjacent lot
Property Amenities	Beach access, outdoor pool, complimentary high speed internet, fitness center, concierge
Additional Considerations	Fee simple; non-union property



LOBBY ENTRANCE

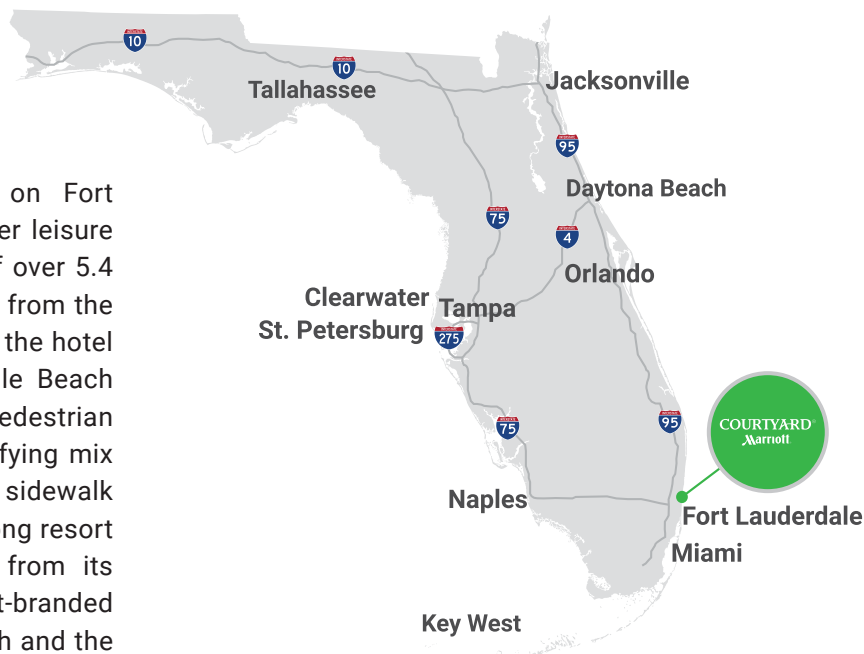
Investment Highlights

IDEAL LOCATION

The Courtyard enjoys an ideal location on Fort Lauderdale Beach, one of the nation's premier leisure destinations featuring an annual visitation of over 5.4 million beachgoers. Located only steps away from the famed beach's pristine stretch of white sand, the hotel also enjoys direct access to Fort Lauderdale Beach Boulevard, the area's main automotive and pedestrian thoroughfare lined with a consistently gentrifying mix of high-end hotels, charming shops and quaint sidewalk cafés. The Courtyard is centrally located among resort developments on the beach and benefits from its location between two full service Marriott-branded hotels: the Ritz-Carlton Fort Lauderdale Beach and the Fort Lauderdale Marriott Harbor Beach Resort and Spa. These two hotels provide the Courtyard with a consistent source of room nights in the form of compression demand. In fact, as the only nationally branded select service asset on the beach, the Courtyard is able to draft behind its higher-rated oceanfront competitors in terms of ADR, while capitalizing on its highly efficient select service operation.

EXCELLENT CONDITION

The Courtyard has benefited from the strong stewardship of its institutional owner. The hotel was substantially renovated in 2014 via a capital plan totaling approximately \$3.7 million. The expenditure included renovation of the mezzanine level, replacement of soft goods in all guestrooms and renovation of all guest corridors. All told, current ownership has invested over \$5.5 million in the hotel since 2012. A complete upgrade of the three guest elevators and the service elevator will be completed during September 2016, alleviating what has consistently been ranked as the primary guest complaint. Replacement of the lobby floor remains the only meaningful capital item required by Marriott International, and this project should be completed in the autumn of 2016, prior to a sale. Guests clearly appreciate the hotels recently improved condition, as the hotel is a recipient of TripAdvisor's Certificate of Excellence and consistently ranks among the top hotels along the beach. The result is an investment opportunity that requires minimal capital expenditure above the acquisition outlay.



City	Distance	City	Distance
Miami	29 miles	St. Petersburg	250 miles
Key West	189 miles	Tampa	264 miles
Orlando	213 miles	Jacksonville	326 miles
Daytona Beach	241 miles	Tallahassee	459 miles





EFFICIENT OPERATION

The Courtyard has been a strong performer in recent years, achieving occupancy of nearly 85%, RevPAR of nearly \$160, and a Net Operating Income margin of approximately 36% in 2015. The uniquely-positioned hotel is able to draft behind the nearby beachfront resorts while benefitting from an efficient select service operating structure. With recent upgrades to the property and a continued focus on management, the Courtyard is primed to maintain its strong track record well into the future.

DEVELOPMENT OPPORTUNITY

In addition to the well-conditioned and highly profitable hotel operation at the Courtyard, this offering includes a 0.83-acre undeveloped lot directly across Seabreeze Boulevard from the hotel as a potential development opportunity. Given the parcel's proximity to Fort Lauderdale Beach, direct access to the Intracoastal Waterway and flexible zoning provisions, new ownership will have the option to either immediately re-convey the vacant lot as a means of recouping its equity outlay (while retaining parking rights on the property) or develop the site in a manner complementary to the adjacent hotel use at the Courtyard. A wide variety of uses are possible, including hospitality and residential.

MANAGEMENT AVAILABILITY

Currently operated by Fillmore Hospitality, the Courtyard is offered free and clear of management. New ownership has the flexibility to directly control operations by introducing its management partner of choice to the property. Based on Fillmore's recent operational performance, retaining current management is clearly an option worthy of consideration.

FLAG STRENGTH

The Courtyard benefits from its internationally recognized brand tied to Marriott International's dominant worldwide distribution platform, sales system, and rewards network. The property's ties to Marriott are particularly advantageous given its ideal location between two full service Marriott properties on Fort Lauderdale Beach: the Ritz-Carlton Fort Lauderdale Beach and the Fort Lauderdale Marriott Harbor Beach Resort and Spa. The Marriott family of brands includes 19 lodging brands and over 4,000 properties in more than 78 countries. The family of brands also enjoys the largest and most powerful guest loyalty program available, with over 54 million members worldwide. Following Marriott's anticipated merger with Starwood, the combined company will have an unmatched presence in the industry, with over 1.1 million rooms in more than 5,500 hotels in over 100 countries and an expansive domestic and international loyalty program. With limited existing Starwood competition in the Fort Lauderdale Beach market, the Courtyard stands to benefit considerably from the proposed combined platform.

UPSIDE POTENTIAL

Although the Courtyard boasts a historically enviable operational record, ample opportunity exists to increase the profitability at the hotel. Reorienting certain physical aspects of the hotel such as the pool area, meeting space and restaurant may offer upside in the form of increased revenues and enhanced guest perception. Additionally, the opportunity to grow rate while sacrificing occupancy may lead to increased revenues.



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FRONT DESK



INTRACOASTAL QUEEN



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OCEAN VIEW



HOTEL LOBBY



**MARINA & SWIMMING HALL OF FAME
COURTYARD FORT LAUDERDALE BEACH**

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