

Enhancing value. Preserving assets.

ASSET MANAGEMENT CONSULTING SERVICES

by



THE PLASENCIA GROUP

Passion. Access. Certainty.

Hotels require active and aggressive asset management.

Hotels and resorts are a special and management-intensive asset class and require active and focused oversight to preserve and enhance their values. Since they are operating businesses, overseeing the intricacies of day-to-day operations while planning for the long-term can prove to be a daunting task for owners and investors. Those complexities, compounded with a rapidly-evolving market environment, make an owner's decisions harder than ever.

As they look for solutions, an increasing number of owners and investors have found that engaging The Plasencia Group has been the key to improving performance while striking a better balance between their objectives and those of day-to-day operators.

An asset manager is a critical component to the success of any hospitality investment.

Investors who desire to be more than simply sources of capital, clearly see the value of having the perspective of a seasoned asset manager, who can oversee operations with professional expertise and analyze an investment with one eye on capital markets and the other on the long-term value of the investment.

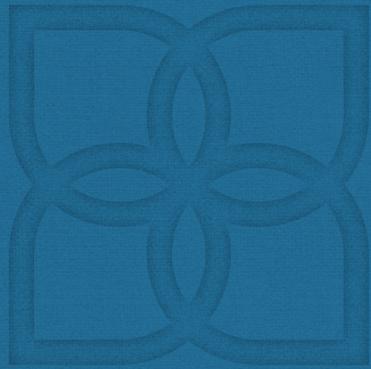


Loews Hollywood Hotel
LOS ANGELES, CALIFORNIA



The Ritz-Carlton
FORT LAUDERDALE, FLORIDA

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Our Services

The Plasencia Group's Asset Management Consulting Services will preserve and enhance the value of your asset by employing an aggressive set of upside techniques throughout your property's lifecycle:

The Plasencia Group delivers.

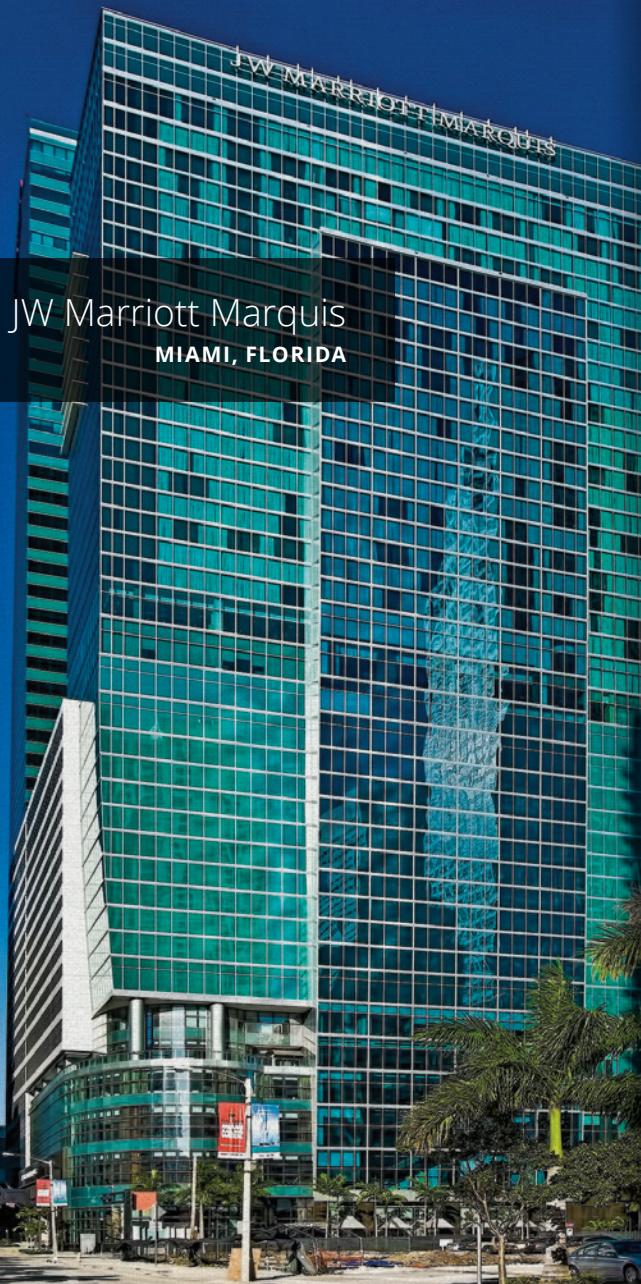
Passion. We have been privileged to not only provide Asset Management Consulting Services to owners of myriad premier assets, but also to acquire, sell, finance and develop many well-known hotels and resorts throughout North America. We focus exclusively on hotel and resort investments, drawing on decades of operations and investment experience to deliver unabashed advice and meaningful results.

Access. Our size is our asset. Our talent is deep enough to undertake the largest project, yet small enough to maintain intimacy and focus with our partners and clients. We are equipped to formulate operating plans, oversee the day-to-day decision-making processes of on-site management teams, and prepare and implement strategic plans for the operation of a wide array of lodging properties. Our relationship with you can span the entire hotel investment cycle.

Certainty. There is no substitute for the hands-on experience that equips asset managers to give the best advice, with owners' interests in mind. The Plasencia Group's entrepreneurially-minded and seasoned professionals have honed their skills from their accomplishments through many market cycles, culminating in years of hotel consulting, development and investment experience. In fact, our team has been together longer than any group of hotel investment professionals in the business, bringing an average of 25 years of experience in real estate investments to each engagement. We abide by a strict code of ethics and act with a passion that repeatedly draws our partners and clients to do business with us.

- › **Benchmark hotel or resort performance**
- › **Oversee budget and marketing plan preparation**
- › **Benchmark and analyze monthly financial results**
- › **Verify corporate charges and bill-backs**
- › **Monitor compliance with all governing agreements**
- › **Conduct thorough physical inspections of property**
- › **Review and critique all capital and FF&E programs**
- › **Monitor competitive market supply and demand**
- › **Evaluate key management personnel**
- › **Evaluate personnel training programs**
- › **Retain and oversee any third-party providers on behalf of ownership**
- › **Prepare a relevant and actionable reporting system**

Discover how The Plasencia Group can help you to uncover the hidden profit potential for your hotel or resort. Call soon to speak with one of our asset management professionals.



JW Marriott Marquis
MIAMI, FLORIDA



Loews Atlanta Hotel
ATLANTA, GEORGIA

Critical questions for hotel and resort owners:

- Is your hotel or resort achieving its fair share of market penetration and yield?
- Are revenue enhancements pursued regularly and aggressively?
- How are you motivating the executive committee to maximize the asset's bottom line cash flow?
- Is your management team in compliance with all terms of the management agreement?
- What trends or other events within the asset's competitive set might affect its position?
- Do you feel you are in control of the management of your asset?
- Is your manager positioning the hotel to maximize its value?
- How should ownership and management prepare for a capital event such as a sale, refinancing or joint venture?
- Does the management team keep your long-term objectives in mind while handling day-to-day operations?
- How can ownership extend the useful life of the asset?
- Is the management team spending your investment dollars to promote the brand and not the hotel?
- What other opportunities exist to improve the bottom line?

CONTACT INFORMATION

For additional information about how The Plasencia Group can help you with Asset Management Consulting Services, please contact:

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