

# The Plasencia Group has one priority: Your success.

**National presence. Local knowledge. Exclusively hospitality.**

Successfully transacting your engagement on the most favorable terms makes us successful too. With our interests aligned, The Plasencia Group's team offers candid, meaningful advice on your hotel and resort assets. The Plasencia Group specializes exclusively in the hospitality industry, making our company the premier choice for independent and institutional hotel and resort owners, investors and lenders seeking advice on their holdings. Our firm offers transaction services, capital markets and consulting & advisory services with industry experience that spans four decades. The Plasencia Group has earned the respect and repeat business of our clients for a reason; we make you successful.

## Property Sales & Investments

Bringing at least 25 years of experience to every effort, The Plasencia Group maximizes value for its clients in the sale of their hotels, resorts and golf courses. The firm excels in targeting the most qualified investors to generate the highest price. Much of The Plasencia Group's transaction experience has been in portfolio engagements and large-scale deals, including the sale of nearly 30 portfolios consisting of over 39,000 rooms.

- > Dispositions
- > Acquisitions
- > Asset valuations

## New Debt & Equity

The Plasencia Group's Capital Markets division orchestrates the refinancing of maturing debt and the restructuring of existing instruments, utilizing long-standing relationships with some of the world's best known providers of debt and equity. The firm's experience working with these active sources of capital allows its clients to consummate transactions and growth strategies under the most advantageous terms.

- > Equity sourcing
- > New debt placement
- > Refinancing services
- > Restructuring of existing debt

## Strategic Advice & Consulting

Having been through four separate economic cycles, The Plasencia Group is able to offer clients a robust menu of proven, value-added consulting and advisory services for both individual properties as well as portfolios. The firm's senior associates each bring decades of hospitality experience as former hotel owners, operators and lenders.

- > Asset management
- > Operator contract compliance
- > Renovations & new construction
- > Partnership guidance



**THE PLASENCIA GROUP**  
Passion. Access. Certainty.

# The Plasencia Group by the numbers:

**24**

Average years of associate industry experience

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**29**

Hotel portfolios sold, totaling 39,441 rooms

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**44**

Number of U.S. states in which the firm has completed engagements, plus Mexico, Canada and the Caribbean

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**85%**

Engagement completion rate

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**79%**

Repeat clientele

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**\$15 Billion**

Hotel and resort transaction volume by firm principals

For additional information about how The Plasencia Group can help you with your lodging investment, financing or consulting needs, please contact us:

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