



The Plasencia Group Announces the Addition of John Plasencia, Senior Financial Analyst

Tampa, Fla. (September 30, 2014) – John Plasencia has joined The Plasencia Group (“TPG”) as a Senior Financial Analyst, supporting the firm’s investment sales efforts from Arlington, Virginia. Mr. Plasencia’s primary responsibilities include conducting underwriting analyses and preparing investment offering materials and financial proformas. Prior to joining the company, Mr. Plasencia worked in the Development & Acquisitions Department at Interstate Hotels & Resorts, the largest third-party hotel manager in the world, based in Northern Virginia. While at Interstate, Mr. Plasencia facilitated the company’s acquisitions of several other hotel management companies, as well as the acquisitions of the management contracts for several hotel portfolios. In this position, he worked alongside several of Interstate’s investment partners including private equity firms, REITs and private, independent hotel owners.

“It has been a life-long dream of mine to join my family’s business,” said John. “I am honored to have the opportunity to realize this dream and I am excited to join the team at TPG.”

Mr. Plasencia has also worked at Watermark Capital Partners, a Chicago-based investor in premium-branded and boutique hotels and resorts. While at Watermark, Mr. Plasencia focused on that firm’s hotel acquisitions and prepared a number of acquisition underwriting analyses. He also worked with Watermark’s asset management team in preparing property operations and financial reports as well as materials for Watermark Capital’s board of directors.



John Plasencia
Senior Financial Analyst

“John brings to the company a great deal of experience in hotel underwriting and financial modeling gained from his tenure with Watermark Capital in Chicago and then with Interstate in Northern Virginia,” commented Lou Plasencia, Chairman and CEO. “He also adds unique passion and dedication to the firm’s mission. I am very confident that he will quickly make important contributions to the company and to the success of our clients and partners.”

Mr. Plasencia is a graduate of Northwestern University where he received a Bachelor of Sciences degree in Business Communications and was a member of the football team.

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The Plasencia Group is a multi-faceted, full-service hotel investment and consulting firm with three corporate divisions: Transaction Services, Capital Markets, and Consulting & Advisory Services, serving clients through its U.S. regional offices. For more information, please visit www.tpghotels.com.