



We know Florida.

With its corporate headquarters in Tampa, The Plasencia Group boasts a comprehensive track record in Florida, spanning nearly three decades as trusted advisor to owners of and investors in hotels and resorts in the Sunshine State's key lodging markets.

SUNSHINE STATE EXPERTISE

In addition to notable consulting and capital markets engagements, The Plasencia Group has an extensive history of conducting successful hotel transactions across Florida, encompassing more than 22,000 rooms in more than 40 Florida cities and serving over 80 different clients.

Our firm has successfully completed over 100 engagements throughout the State, creating a knowledge base of key Florida markets and investors that is unsurpassed in the industry. This experience translates into a keen understanding of individual market fundamentals, and, most importantly, personal access to those investors actively targeting Florida markets.

Simply put, we know Florida.

NOTABLE ENGAGEMENTS



AMELIA ISLAND PLANTATION
Fernandina Beach



MARRIOTT TAMPA WATERSIDE
Tampa



SOUTH SEAS ISLAND RESORT
Captiva



COURTYARD FORT LAUDERDALE BEACH
Fort Lauderdale



DOUBLETREE GRAND KEY RESORT
Key West



INTERCONTINENTAL MIAMI
Miami

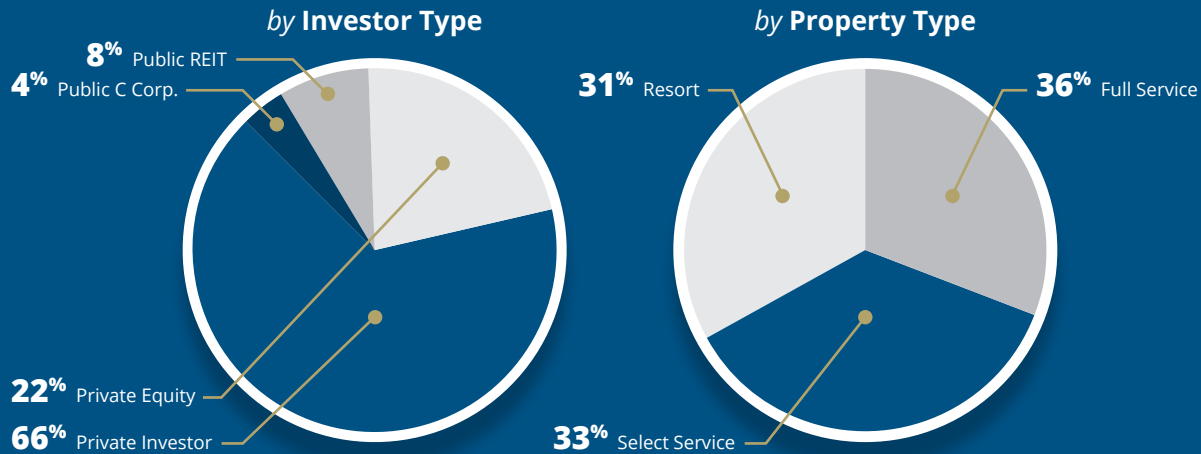
► For a list of representative projects and clients in the State of Florida, please visit: tpghotels.com/Florida

The Plasencia Group. We know Florida.

OUR HOTEL INVESTMENT ACUMEN SETS US APART

Our investment advisory and consulting team has an intimate understanding of national and local investors' interests alike. In some cases, we've arranged sales with purchasers who were entering the lodging sector for the first time and who wouldn't have been on other firms' lists of potential investors. We employ a focused marketing and investor solicitation program that allows us to identify and procure sources of capital typically missed by other investment advisors. We also have deep relationships with the more traditional investors in hospitality. Our level of direct access to the most relevant decision makers is a result of building relationships and local knowledge that spans time and geography.

COMPLETED ENGAGEMENTS



We've worked on virtually every type of lodging asset in the State, with balanced experience across resorts, full-service and select-service hotels. Our understanding of the nuances of specific assets and their markets allows us to knowledgeably advise our clients, whether they are buying, selling, refinancing, renovating or repositioning their assets.



Prequalifying the most capable investors for your project usually leads to a timely transaction while limiting impediments to getting the deal done. Rely on The Plasencia Group to target not only the most active sources of capital to the lodging sector, but also non-traditional investors seeking hotel and resort properties as we achieve the most advantageous terms for your project.

OUR EXPERIENCE CAN MAKE YOUR LODGING INVESTMENTS MORE PROFITABLE

- ▶ *Headquartered in Tampa for 25 years, our firm's principals tout more in-market transaction expertise in Florida than any other major commercial real estate firm.*
- ▶ *The Plasencia Group's disposition team has set price-per-key transaction records for several major-branded hotels in various markets across Florida.*
- ▶ *Our consulting and asset management clients have benefited from our recommendations to improve bottom-line performance at their Florida hotels, with advice meticulously tailored to their properties' operations and nuanced economic and local factors.*

REPRESENTATIVE CLIENTS AND ENGAGEMENTS

Ashford Hospitality Trust	124 Keys	Hampton Inn & Suites Gainesville Downtown
Clearview Capital	165 Keys	Bilmar Beach Resort Treasure Island
HEI Hospitality	115 Keys	Residence Inn Clearwater Downtown
MetLife Real Estate	313 Keys	JW Marriott Marquis Miami
Oaktree Capital / Lowe Enterprises	323 Keys	InterContinental Tampa
Prudential Real Estate	323 Keys	Holiday Inn Orlando Disney Springs Area
Xenia Hotels & Resorts	248 Keys	Hilton University of Florida Conference Center