

**The Plasencia Group Promotes Two to Managing Director**

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**Tampa, Fla.** (October 15, 2018) – The Plasencia Group, a leading, privately-owned lodging investment advisory firm, is pleased to announce two promotions among its team.

Nicholas Plasencia, based in the firm’s Tampa, Florida headquarters, has been named Managing Director. Nick joined the firm in 2013 as Vice President, and has facilitated hundreds of millions of dollars in transactions in that time. He specializes in single-asset and portfolio transactions for full-service, premium select-service, boutique and resort properties across all regions of the United States. Nick has advised a wide breadth of clientele, ranging from privately held owner-operators and high-net-worth individuals, to management companies, private equity funds, and REITs. Prior to joining The Plasencia Group, Nick was a real estate investment banker at Raymond James Financial. He is a graduate of Harvard University, where he received a Bachelor of Arts degree in Economics.



Nicholas Plasencia  
*Managing Director*

Additionally, Christopher Plasencia, also based in the firm’s Tampa headquarters, has been named Managing Director. Chris joined The Plasencia Group in 2014 as Vice President and has spearheaded dozens of investment advisory engagements in that time. He will continue to focus on leading engagements related to the acquisition, disposition, and development of full-service and premium select-service hotel and resort properties across the country. Chris joined the firm from the real estate practice group at Squire Patton Boggs. He earned a Juris Doctor degree and a Master of Science in Real Estate from the University of Florida and a Bachelor’s degree in History from Duke University.



Christopher Plasencia  
*Managing Director*

“Nick and Chris continue to advance the professionalism, integrity and success of our team across the investment advisory spectrum,” said The Plasencia Group’s Chief Executive Officer, Lou Plasencia. “Their steadfast commitment to our clients’ best interests will only continue to serve our clients and our company well.”

The Plasencia Group’s team is based in offices across the country including Tampa, Florida; Miami, Florida; Washington, D.C.; Charlotte, North Carolina; Dallas, Texas; and Houston, Texas.



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Passion. Access. Certainty.



## **PRESS RELEASE**

The Plasencia Group is a full-service lodging investment advisory firm offering transaction services, capital markets, and consulting services to its clients throughout North America. The firm has completed hundreds of engagements since it was founded in 1993 by Chief Executive Officer Lou Plasencia. For more information, visit [www.TPGhotels.com](http://www.TPGhotels.com).

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