



# Development Management Consulting

## Hotel and resort renovation and development

The Plasencia Group offers a comprehensive menu of services to individuals and companies investing in hospitality assets. Owners, architects, engineers, real estate attorneys, franchisees, management companies and other industry professionals have all recommended the expert counsel of The Plasencia Group to their clients in order to successfully navigate the many unique and often complex components of a hospitality renovation or development project.

### SERVICES

- > *Total project administration*
- > *Budget & schedule management*
- > *Contractor & consultant negotiation*
- > *Design process management*
- > *Brand negotiation*
- > *FF&E and OS&E procurement*

**A comprehensive list of services is available and can be tailored to your specific project needs.**

### WHY WORK WITH US ON YOUR NEXT PROJECT?

**A common sense approach**—Decades of experience allow us to offer practical guidance when it comes to every aspect of a renovation or development project. Whether evaluating materials, directly sourcing supplies and services or managing multiple contractors, we identify the most cost-effective options for our clients.

**Experience & expertise**—Our team's extensive experience in the hospitality industry, coupled with an in-depth knowledge of hotel operations, translates into proven strategies and processes to carefully manage the client's development or renovation investments from project inception to completion. Nearly thirty years and four economic cycles in the lodging industry have presented challenges and experiences that can only be earned with time. We've worked with major institutional owners and private developers alike to complete more than \$4 billion in renovations and developments across all major brands and property types.

**Relationships**—Long-standing networks of professional contacts allow us to bring together a second-to-none team of collaborators to complete a project, no matter its size. We call on these contacts to reach the most favorable terms for each phase of your asset's renovation or ground-up development.

**Owner profitability**—We approach each project with ownership's long-term investment interests in mind. We begin every project with an analysis of a project's impact on the owner's bottom line.

**Minimal displacement and revenue lost**—The longer a room or common area is out of service, the more potential revenue is lost. We strive to minimize operational disruptions, and thus revenue loss throughout the project.

# The Plasencia Group. We know renovations and development

Our experience spans across various property types, geographic markets and project scopes. Three decades of specialization in the lodging industry means we can anticipate and overcome the unique challenges of hotel and resort development and renovation projects.

## REPRESENTATIVE ENGAGEMENTS

### Renovations



**HYATT REGENCY  
EMBARCADERO**  
San Francisco,  
California



**HILTON  
TIMES SQUARE**  
New York City,  
New York



**HOUSTON  
MARRIOTT NORTH**  
Houston,  
Texas



**HILTON  
SAINT CHARLES**  
New Orleans,  
Louisiana

### Repositionings & Conversions



**HAWKS CAY**  
Duck Key,  
Florida



**BOSTON  
PARK PLAZA**  
Boston,  
Massachusetts

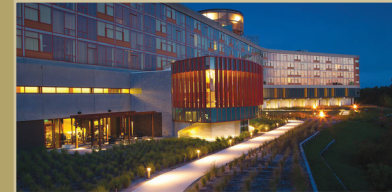


**HYATT CENTRIC  
MAGNIFICENT MILE**  
Chicago,  
Illinois



**WALEA BEACH  
RESORT**  
Maui,  
Hawaii

### Ground-Up Development & Consulting



**STREAMSONG  
RESORT**  
Bowling Green,  
Florida



**JW MARRIOTT  
DENVER  
CHERRY CREEK**  
Cherry Creek,  
Colorado



**SHANDS  
GUEST HOUSE**  
Gainesville,  
Florida



**THE RITZ-CARLTON  
GRAND CAYMAN**  
Seven Mile Beach,  
Cayman Islands



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