

Services for Lodging Asset Borrowers



THE PLASENCIA GROUP
Passion. Access. Certainty.

Assisting Owners with Challenging Loans

Owners of lodging assets are enduring prolonged challenges never before experienced by our industry. For owners with distressed hotel loans, each situation requires its own assessment to determine the most viable course of action.

The Plasencia Group is a lodging investment advisory firm, offering advice and consulting services to hotel and resort owners and investors across North America. We take pride in our thorough understanding of the lending world, hotel operations experience, knowledge of the most active investors in the hospitality industry, and our ability to creatively and directly address the challenges faced by borrowers.



Why Work with The Plasencia Group?

▶ **ACCESS TO CAPITAL AND KEY DECISION-MAKERS**

Utilizing our longstanding relationships with lodging investment industry leaders and new entrants alike we can match capital sources to your specific needs.

▶ **A RANGE OF CAPITAL OPTIONS**

Whether a borrower is seeking to restructure a capital stack, enter into a joint venture agreement or sell an asset outright, we know which sources of capital are best suited for a variety of funding arrangements, markets and asset types.

▶ **INDUSTRY KNOW-HOW**

When it comes to working with servicers, bond-holders and lenders, our team understands how those entities evaluate hotel loans, and further know how to establish and facilitate communication with key decision makers at these firms.

Twenty-Seven Years of Client Success

The Plasencia Group has completed disposition, financing, development management, asset management, and strategic consulting engagements throughout the United States over its three decades in the lodging investment business.

Our principals maintain long-standing relationships with today's most active hotel buyers, investors and lenders. Similarly, we have been privileged to deliver results for some of the most sophisticated investors in the industry, serving as advisor to many of them on engagements across an array of asset types and markets.



Providing Services Borrowers Rely On

The Plasencia Group's principals stand ready to provide sound, experienced-based advice to borrowers to resolve troubled hotel and resort loans. We will evaluate a borrower's lodging holdings and take calculated steps to access additional liquidity, renegotiate loan terms or sell assets.

SUCCESS BASED ON A PROVEN PROCESS

A borrower's options for restructuring capital, a loan or selling an asset depends on a variety of factors. While each situation is different, we are steadfast in our approach by following four general steps:

- ▶ ***Assess and analyze conditions***
- ▶ ***Design an appropriate and detailed plan of action***
- ▶ ***Implement the plan***
- ▶ ***Constantly evaluate and fine-tune the plan as needed***

Our team has completed hundreds of hotel and resort transactions across North America since The Plasencia Group's inception in 1993. We pride ourselves on the confluence of our broad national presence and deep local market knowledge.

Our Focus is Hospitality

RECAPITALIZATION

Our focus on hospitality means that we can offer borrowers the utmost confidence in securing financing in our industry. We utilize long-standing relationships with a multitude of hotel industry sources of capital, allowing ownership to recapitalize under the most advantageous terms.

Our firm has a long history of assisting borrowers with their challenged loans through previous downturns.

WORKOUTS & RESTRUCTURING

Our firm has a long history of assisting borrowers with their challenged loans through previous downturns. We recently have become increasingly active developing loan workout and restructuring plans with a number of borrowers and their lenders. We take pride in our thorough understanding of the lending world, hotel operations experience, knowledge of the most active players in the hospitality industry, and our ability to creatively and directly address the challenges faced by borrowers. We stand ready to provide sound, experienced-based advice to resolve troubled hotel and resort loans.

We work alongside borrowers to evaluate options available including identifying capital sources, soliciting proposals, and structuring agreements.

PROPERTY DISPOSITIONS

If selling lodging assets is the most advisable option for borrower, our team will deliver a customized plan to execute the engagement expediently, tapping into a pool of vetted potential purchasers and employing marketing methods to complete the transaction effectively. For example, given today's lodging investment environment, owners might consider less traditional marketing approaches, upon which our team is well-versed in, including sealed-bid sales.

Our principals have completed billions of dollars in hotel and resort transactions in their combined careers, consummating some of the most challenging and complicated trades in the marketplace. They have worked with most major brands, property types, operators and ownership groups in the lodging investment arena.



The **TPG Lodging Capital Nexus** connects sources of capital seeking to invest in the lodging industry with hotel and resort owners who need capital to support property operations, face maturing loans, desire to pay down their loans, or prefer to exit their holdings altogether. We've built upon longtime relationships and established many new ones with private investors who seek cash-on-cash returns by investing in lodging assets.

Passion. Access. Certainty.

The Plasencia Group takes pride in successfully serving our clients with ardent passion, providing direct access to high-level decision makers, and providing the certainty of a thorough and professionally-orchestrated process.



Distinguishing Attributes Make a Meaningful Difference

RELEVANT KNOWLEDGE

The Plasencia Group focuses exclusively on hotel and resort investments and our principals have gained decades of knowledge about regions across North America and broader economic dynamics through five separate market cycles.

ALIGNED INTERESTS

As a privately-held business not beholden to shareholders, we are not pressured to collect sales listings and are selective about the projects we accept. Simply stated, we do not treat engagements as a commodity to be hoarded with dozens of other offerings. We appreciate the importance of our clients' investments and related decisions and assure them that their interests come first, last, and everywhere in between.

NATIONAL REACH

Our professionals are known for relationships with decision makers across the United States. Further, our team has substantial experience throughout the country, having completed hundreds of engagements for owners of properties in major cities, resort communities and everywhere in between. National presence and local market knowledge combined serve our clients well when we consummate transactions expeditiously and with a high degree of certainty.

The Plasencia Group's professionals are known for relationships with decision makers at investment firms across the U.S.

Your Lodging Investment Advisory and Consulting Team

OUR TEAM

Comprised of professionals with years of experience in hotel operations, financial analysis, marketing, and negotiations, our team offers unparalleled expertise in all areas of hotel financing and transactions. We value the principal mindset and hire from the ranks of investors, lenders, and operators, not from brokerage firms.

Each member of the firm is dedicated to delivering for our clients with a personalized level of commitment that is unsurpassed in our industry. Our goal is to make this singular approach the appreciable difference that earns our clients' trust time and again.

➤ For profiles of each of our team members, please visit: tpghotels.com/about-us

HERE TO ASSIST YOU

Please get in touch with our team to discuss your lodging investment needs by calling **(813) 932-1234** or emailing **info@tpghotels.com**. We hope to have the privilege of speaking with you soon.



**Local Knowledge.
National Presence.
Exclusively Hospitality.**



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The Plasencia Group is a WMBE-certified business.