



Hilton Dallas Southlake Town Square

OVERVIEW

CLIENT: HOBBS & CURRY

*In the face of the COVID-19 pandemic, The Plasencia Group represented a private owner in the asset management and sale of an award-winning, 248-key, full-service Hilton hotel that sits within Dallas' high-end Southlake Town Square mixed-use development. The transaction of this trophy asset achieved the **highest per-key price in Texas in 2020.***

ENGAGEMENT HIGHLIGHTS

- **Launched a marketing effort to sell the Hilton Southlake** in early 2020, reaching out to a broad group of potential investors, before pausing the process at the onset of the COVID-19 pandemic.
- **Assisted ownership in the selection of a new management company** after the previous operator ceased operations due to COVID-19.
- **Provided asset management services** and oversaw the reopening of the property to the market after it had been closed at the beginning of the pandemic.
- **Stabilized operations** as asset manager before reengaging with interested prospective purchasers in a targeted disposition effort.
- **Identified a qualified purchaser**, a Florida-based private equity firm, and shepherded a smooth and timely closing process.
- **Crafted an attractive seller financing structure to maximize final sale proceeds** for our client and achieve agreeable terms for the purchaser.