

Lodging Development Management Consulting Services



THE PLASCENCIA GROUP

Passion. Access. Certainty.

Adding Value to Hotel and Resort Renovations and Developments

The Plasencia Group offers a comprehensive menu of renovation and project management 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 PIP negotiation**
- › **FF&E and OS&E procurement**



Why Work with The Plasencia Group?

Our development management professionals have seen it all when it comes to lodging design and construction projects.

Having worked on hundreds of development engagements over their combined decades of experience in the hospitality industry, our team has a deep understand of what works best for a new lodging endeavor. Not only do they rely on their decades of experience, but they also stay abreast of industry trends and maintain networks of providers of the highest quality products and services.

> FOCUSED HOSPITALITY EXPERIENCE & EXPERTISE

Hotel, resort, and mixed-use development projects can present specific challenges. **We focus exclusively on hospitality projects**, allowing us to offer pragmatic and asset-specific advice to our clients. Our extensive experience, coupled with an in-depth knowledge of hotel operations, translates into proven methods to carefully manage development investments from project inception to completion.

> A HANDS-ON APPROACH

Our clients appreciate that our team negotiates on their behalf with hospitality-specific expertise. Our team serves as an experienced industry expert in our clients' interactions with lodging brands, operators, contractors, designers and other vendors. We provide the necessary monitoring, analysis and coordination necessary for a hotel project to be successful, allowing **our clients spend their time focused on their core business** with the confidence of a seasoned team on their side.

> EXTENSIVE AND DEEP RELATIONSHIPS

Long-standing networks of professional contacts allow us to bring together a second-to-none team to complete any capital expenditure project. **We maintain relationships with some of the best contractors, designers and consultants in the world** and will negotiate the most favorable terms with any project vendor or consultant during each phase of our clients' developments.

> EFFICACY AND EFFICIENCY

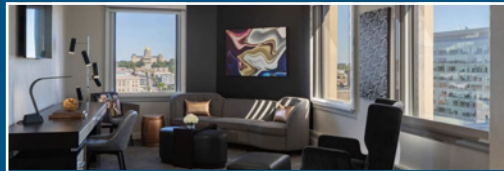
We lead design and construction projects with your investments in mind. We plan to **minimize delays and maximize efficiency to open your doors to guests as soon as feasible**. We offer a commonsense approach and practical, unvarnished advice when it comes to every aspect of a development.

Representative Engagements

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



**The Vinoy Resort & Golf Club,
Autograph Collection**
St. Petersburg, Florida
Acquisition, Renovation & Rebranding



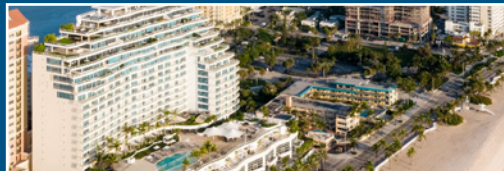
**Renaissance Des Moines
Savery Hotel**
Des Moines, Iowa
Renovation



**Aloft
San Francisco Airport**
San Francisco, California
Renovation



**Embassy Suites
Dallas**
Dallas, Texas
Renovation



**The Ritz-Carlton
Fort Lauderdale**
Fort Lauderdale, Florida
Repositioning & Conversion



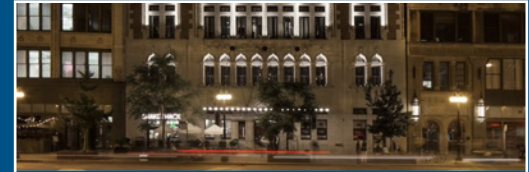
**Loews
Atlanta**
Atlanta, Georgia
Repositioning & Conversion



**Fairmont Washington,
D.C. Georgetown**
Washington, D.C.
Renovation



**Texas Medical
Center Hotel**
Houston, Texas
Ground-up Development



**Chicago Athletic
Association Hotel**
Chicago, Illinois
Repositioning & Conversion



**Loews
Chicago**
Chicago, Illinois
Ground-Up Development



**Loews
Hollywood**
Hollywood, California
Renovation and Repositioning



**Streamsong
Resort**
Bowling Green, Florida
Ground-Up Development



**UF Shands
Hotel Eleo**
Gainesville, Florida
Ground-Up Development



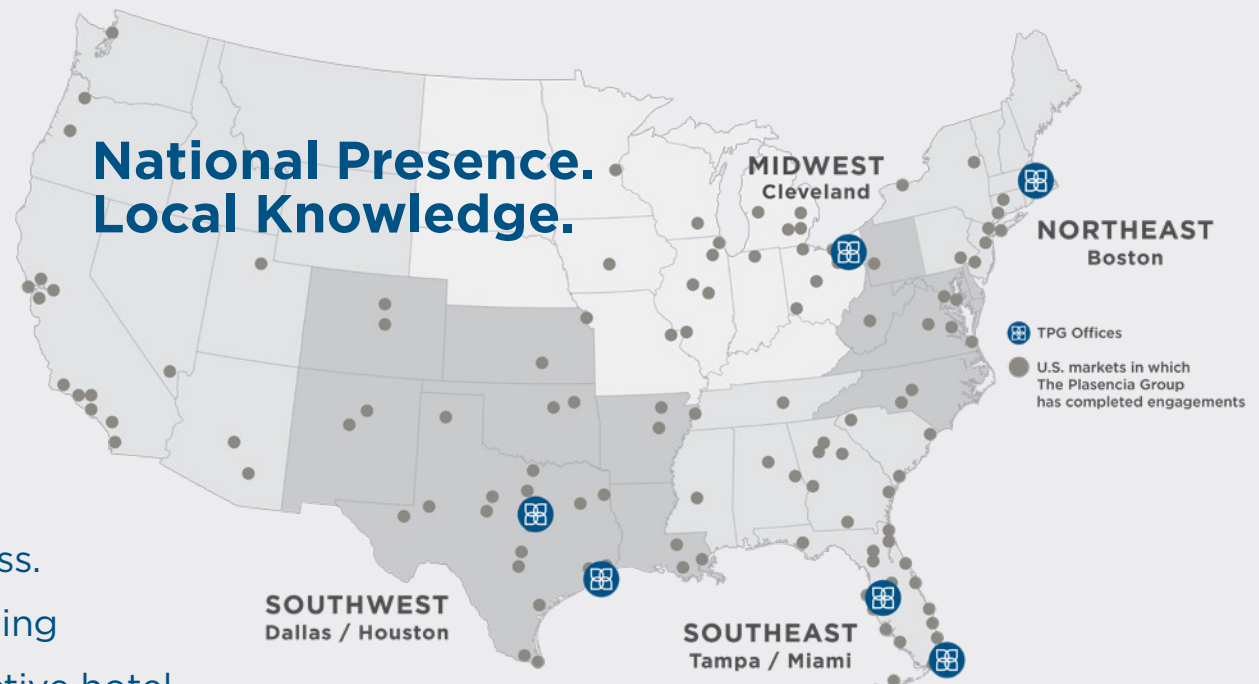
**NBC Universal
Hollywood Studios Hotels**
Universal City, California
Development Consulting



**Amelia River
Development**
Amelia River, Florida
Development Consulting

Thirty Years of Client Success

The Plasencia Group has completed hundreds of development, renovation, asset management, disposition, financing, and strategic consulting engagements throughout North America over its three decades in the lodging investment and consulting business. Our principals maintain longstanding relationships with today's most active hotel investors, lenders, servicers, brands, operators, contractors, engineers and designers. We have been privileged to deliver results for some of the most sophisticated owners and investors in the industry, serving as advisor to many of them on engagements across a wide array of asset types and markets.



Services Owners and Investors Rely On

The Plasencia Group's principals stand ready to provide sound, experience-based advice to owners and investors planning and embarking on hotel and resort developments, renovations and other capital expenditure projects.

We strive to be an owner or developer's representative throughout the entire development process, from initial planning to brand selection to design to grand opening and everywhere in between.



PRE-DEVELOPMENT

- > Brand selection
- > Third-party operator selection
- > Project team selection
- > Planning
- > Design
- > Facilities Programming
- > Model room buildout
- > Vendor negotiation and selection
- > Scheduling and budget



CONSTRUCTION ADMINISTRATION

- > Capital expenditure management and tracking
- > Construction project management and oversight
- > Permitting and inspections
- > Periodic benchmarking and reporting
- > Contract compliance
- > Coordination with hotel management



FF&E MANAGEMENT

- > Bidding
- > Procurement
- > Installation supervision
- > Logistics



PROJECT CLOSE-OUT

- > Punch list
- > As-built documents
- > Operation & maintenance schedules
- > Financial close-out
- > Warranties & specifications

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

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 the United States and the Caribbean plus 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 engagements 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.

EXECUTIVE ATTENTION

The Plasencia Group's team is made up of principals and senior professionals who are known for relationships with leaders across our industry, including hotel brands, investors, lenders, operators, contractors, engineers, architects, and designers. Access to these decision-makers means that our engagements are completed more expeditiously and with a higher degree of certainty.

The Plasencia Group's professionals are known for relationships with executive decision-makers at lodging investment firms, brands and related vendors across North America.

Your Lodging Development and Renovation Team

OUR TEAM

Comprised of professionals with years of experience in hotel development, construction, design, lending, operations, financial analysis, marketing, and negotiations, our team offers unparalleled expertise in all areas of hotel consulting, financing and transactions. We value the principal mindset and hire from the ranks of investors, lenders, brands, 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 development management needs by calling **(813) 932-1234** or emailing **info@tpghotels.com**. We hope to have the privilege of speaking with you soon.



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



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The Plasencia Group is a WMBE-certified business.