

# HOTEL APPRAISERS & ADVISORS



Appraisals  
Architecture  
Asset Management  
Feasibility Studies

*National Leaders in Hotel Appraisals and Consulting*



## SERVICE AREAS

- APPRAISALS
- ARCHITECTURE
- ASSET MANAGEMENT
- FEASIBILITY STUDIES

## ADVISORY SERVICES

- CONTRACT NEGOTIATION
- EXPERT TESTIMONY
- FRANCHISE SELECTION
- OPERATOR SELECTION
- PIP DESIGN



## APPRAISAL SERVICES

### WHEN EXPERIENCE MATTERS

Banks and funds considering loan commitments for existing and proposed hotels rely on HA&A to develop the industry's most thorough and trustworthy appraisals of hotel market values.

Buyers, sellers, and attorneys retain us to develop independent opinions of property values for negotiation purposes. Similarly, owners and assessors alike call on our team to develop fair, unbiased market value opinions for tax and litigation purposes.

Investment banks seeking to securitize debt collateralized by multiple hotels trust our experts to conduct portfolio appraisals to determine the market value of individual assets as well as total aggregated portfolio values.

## ARCHITECTURE & DESIGN SERVICES

### AFFORDABLE CONSTRUCTION DRAWINGS FOR NEW HOTELS AND EFFICIENT PIP DESIGNS FOR HOTEL RENOVATIONS

We specialize in hotels only, so we can streamline the architecture and design process. This allows us to offer clients cost-effective architectural and design services for new hotels, PIPs, and renovation projects.

Our services include schematic design, design development, architectural drawings, bidding, permitting, and construction administration. From start to finish, HA&A Architecture is available to help you streamline project costs and timelines.

HA&A Architecture focuses exclusively on hotel projects and our specialization results in efficiency. Our aim is to think like a developer, so we can help keep architecture and design costs as affordable as possible.





## ASSET MANAGEMENT

MAXIMIZE YOUR HOTEL'S VALUE THROUGH EXPENSE CONTROLS AND REVENUE ENHANCEMENTS

HA&A provides asset management services to hotel owners who wish to increase revenues and reduce operating expenses. Our team offers a powerful mix of operations and valuation expertise that allows us to think like an owner while offering concrete recommendations that can be executed by your hotel staff and management company. We focus on helping you attain concrete results rather than report-writing and presentations.

Hotel owners seeking to maximize asset value through enhancing their revenues and reducing operating expenses in creative ways call on HA&A. Unlike our competitors, we do not require multi-year contracts for our asset management services.

## FEASIBILITY STUDIES

MAKE SMART INVESTMENT DECISIONS BASED ON DUE DILIGENCE YOU CAN TRUST

Hotel Appraisers & Advisors provide feasibility studies, market studies and summary market studies for our clients.

The main difference between a feasibility study and a market study is that a feasibility study contains a value opinion. Our opinion of your hotel's market value upon completion can be compared to your total project cost to determine whether your project has a feasibility surplus or feasibility gap.

Market studies contain all of the market research, supply and demand analyses, comparable analysis, and financial projections that a feasibility study contains, but a market study will not include a final chapter comparing the project's value to its cost. Summary market studies include the analytical steps of a market study, but without the fieldwork and narrative report.

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## QUALIFICATION EXAMPLES

### The Charmant Hotel

We provide comprehensive asset management services to the owners of this luxury, boutique hotel in La Crosse, Wisconsin. From 2019 through the present, we have represented the owner's interests and provided detailed analytics and advice to maximize the hotel's profitability. This included a complete restructuring of the hotel's labor model.

### Hilton Omaha Convention Hotel

Market study, appraisal, and transaction advisory services for the City of Omaha's development of the Hilton Omaha in 2004, its expansion in 2012, and its sale in 2018.

### U.S. Army Lodging

Our team led the market studies for privatizing U.S. Army lodging across three national hotel portfolios at Army posts around the country, from 2008 through 2020. The hotels were redeveloped by a subsidiary of Lend Lease and are managed by IHG.



### WHO OUR CLIENTS ARE

- ◆ Attorneys
- ◆ Banks
- ◆ Developers
- ◆ Investors
- ◆ Government Agencies
- ◆ Hotel Companies
- ◆ Management Companies
- ◆ Private Equity Groups
- ◆ REITs
- ◆ Universities

### REFERENCES

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