



Your customized Real Estate Intelligence Program has two separate Database Modules:

- **Construction Pipeline**
- **Open and Operating Hotels (Census)**

Both modules also contain a Personalized Website that includes a Library of Real Estate Trend Reports.

For use by:

- **Development Managers**
- **Strategic Planners**
- **Analysts**
- **Development Teams in the field**

LE's Real Estate Intelligence Consultants can Identify and Present to you every New Construction and Potential Conversion Prospect available for your brands, worldwide.

- Receive detailed hotel records with **complete contact information for all Decision-makers**, ensuring immediate actionability.
- Advance your growth strategies with **every Developer and Ownership Group and in every Targeted Market** as well.
- Beat out the competition. **Increase your Brand Distribution and Improve your Market Share** no matter the economic climate.

Working collaboratively with you, LE will customize a Real Estate Intelligence Program tailored for your particular growth strategies that will contain every New Business Opportunity available to you worldwide.

Your Customized Real Estate Intelligence Program is perfect for strategic planning, setting development goals, and for further in-depth analysis of Target Accounts, Top Markets and your Competitive Sets. The Program is confidential to your company and is designed for your unique plans, strategies and organizational structure. It is delivered as a site license on a customized, password-protected website. Access can be aligned for the particular needs and territory assignments of each staff member. Updates are provided quarterly.

Together, your online **Construction Pipeline and Open and Operating Hotel (Census)** modules provide:

- A **Sortable Database** containing every Individual Hotel Record, with complete contact information for all decision-makers
- A **Separate Display of the Most Time-Sensitive Prospects** requiring immediate attention
- **Customized Management Guidance Reports** that summarize all New Business Prospects available by region, country and market and for each development office and staff member
- **Competitive Set Market Share Analysis Summaries** for your designated competitors for:
  - Leading Developer, Ownership and Management Groups
  - Targeted Countries and Markets
- **Target Account Portfolio Reports** that include all hotel records for:
  - Developer, Ownership and Management Groups
  - Top Markets
- A roster of **LE's Real Estate Trend Reports**, published quarterly, for each region, country and market
- Available for the United States and Canada; the Caribbean, Mexico, Central and South America; Europe, the Middle East, Africa; and Asia Pacific

**Accelerate your Brand Growth! Improve your Market Share!**  
**Let LE create a Customized Real Estate Intelligence Program for you at No Risk!**

LE's Real Estate Intelligence consultants are available for courtesy consultations in your office at your convenience. Please call today to set an appointment.

**Phone: +1 603.431.8740 Ext. 25**

**Fax: +1 603.431.4418**

**Email: [info@lodgingeconometrics.com](mailto:info@lodgingeconometrics.com)**

**Put LE's consultants to work for you, at no risk!** LE's Real Estate Intelligence Program pays for itself with your first new agreement. If your Customized Program does not meet your expectations, return everything within 90 days. We will cancel your site license agreement and issue you a complete refund. No questions asked. It is completely risk free.

**LE'S REAL ESTATE INTELLIGENCE IS YOUR STRATEGIC ADVANTAGE**



**Your Customized Online Real Estate Intelligence Program has two Lodging Real Estate Database Modules:**

- **Construction Pipeline**
- **Open and Operating Hotels (Census)**

**Both modules also contain a Personalized Library of Management Guidance and Real Estate Trend Reports.**

<b>Program Modules</b>	<b>Module I Construction Pipeline</b> For New Construction Prospects		<b>Module II Open and Operating Hotels (Census)</b> For Identifying Potential Conversion Prospects	
	<b>Sortable Databases</b>	<p><b>Immediate New Construction Prospects</b></p> <ul style="list-style-type: none"> <li>• New Project Announcements</li> <li>• Projects Yet to Make a Branding Decision</li> <li>• Developers Who Have Recently Sourced Financing</li> <li>• Recently Cancelled Projects</li> <li>• Recently Postponed Projects</li> </ul>	<p><b>Individual Construction Pipeline Records</b></p> <ul style="list-style-type: none"> <li>• New Construction Prospects</li> <li>• Sorted for Each Staff Member's Territory</li> <li>• Aggregated for Home Office analysis</li> </ul>	<p><b>Immediate Conversion Prospects</b></p> <ul style="list-style-type: none"> <li>• Ownership Groups Who Recently Sourced Take Out, Conversion or Renovation Financing</li> <li>• Hotels Known to be Distressed</li> <li>• Recent Transactions</li> </ul>
<b>Management Guidance</b>	<p><b>Management Guidance Reports</b> Summarizes All New Construction Prospects</p> <ul style="list-style-type: none"> <li>• Each Region</li> <li>• Top Countries</li> <li>• For Each Development Staff Member's Territory</li> <li>• Portfolio of Charts &amp; Graphs for Pipeline Metrics</li> </ul>		<p><b>Management Guidance Reports</b> Summarizes All Potential Conversion Prospects</p> <ul style="list-style-type: none"> <li>• Each Region</li> <li>• Top Countries</li> <li>• For Each Development Staff Member's Territory</li> </ul>	
<b>Customized Library of Real Estate Trend Reports</b>	<p><b>Competitive Set Market Share Analysis</b> Summarizes Competitive Franchise Companies</p> <ul style="list-style-type: none"> <li>• Leading Developer Groups</li> <li>• Top Markets</li> <li>• All Brands by Franchise Company</li> <li>• All Brands by Chain Scale</li> </ul>		<p><b>Competitive Set Market Share Analysis</b> Summarizes Competitive Franchise Companies</p> <ul style="list-style-type: none"> <li>• Leading Ownership Groups</li> <li>• Leading Management Groups</li> <li>• Top Markets</li> <li>• All Brands by Franchise Company</li> </ul>	
	<p><b>Target Account Portfolio Reports</b> Includes New Construction Project Records</p> <ul style="list-style-type: none"> <li>• Leading Developer Groups</li> <li>• Top Markets</li> </ul>		<p><b>Target Account Portfolio Reports</b> Includes all Owned and/or Managed Hotel (Census) Records</p> <ul style="list-style-type: none"> <li>• Leading Ownership Groups</li> <li>• Leading Management Groups</li> <li>• Top Markets</li> </ul>	
	<p><b>LE's Quarterly Real Estate Trend Reports</b> For Strategic Planning</p> <ul style="list-style-type: none"> <li>• Each Region <ul style="list-style-type: none"> <li>• By Company &amp; Brand</li> <li>• By Chain Scale</li> </ul> </li> <li>• Top Countries</li> <li>• Top Markets</li> </ul>		<p><b>LE's Quarterly Real Estate Trend Reports</b> For Strategic Planning</p> <ul style="list-style-type: none"> <li>• Each Region <ul style="list-style-type: none"> <li>• By Company &amp; Brand</li> <li>• By Chain Scale</li> </ul> </li> <li>• Top Countries</li> <li>• Top Markets</li> </ul>	
<b>Regions Available</b>	<input type="checkbox"/> United States & Canada	<input type="checkbox"/> Latin America: The Caribbean, Mexico, Central & South America	<input type="checkbox"/> Europe, Middle East & Africa	<input type="checkbox"/> Asia Pacific