



MARKET INTELLIGENCE PROGRAM

For Asset Management and Hotel Acquisitions



MARKET INTELLIGENCE PROGRAM

PROGRAM FEATURES

LE Searches the Industry and Identifies Every Potential

- Management Contract Opportunity
- Hotel Acquisition Target

That Meets Your Particular Chain Scale Specifications Then, Presents An Online Sortable Desktop Database Including:

- Every Open & Operating Hotel (Census),
- All Hotels Known to Be Distressed,
- All Construction Pipeline Projects Yet to Make a Management Decision and,
- All Ownership & Management Company Decision-Makers.

And, A Personalized Website that includes a Library of Real Estate Trend Reports :

- Portfolio Trend Reports – To track Supply Growth and Valuation Trends in the Markets and for the Brands which you have Hotel Investments.
- LE's National Real Estate Trends – For monitoring New Supply and Transaction Volume and Selling Prices, and for identifying cyclical Real Estate tops and bottoms.

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ONLINE SORTABLE DATABASE

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ONLINE DATABASE FEATURES

Identifies and Presents Every Potential Management Contract or Acquisition Opportunity That Meets Your Chain Scale Specifications.

- All records contain comprehensive property profiles.
- All records include complete contact information for all Decision-Makers.
- The Database is sortable by Brand, Developer/Ownership Group, Management Group or Room Count.
- Sorted records can be viewed individually or cumulatively.
- Sorts can be saved directly to your desktop or can be printed.
- The Database can be accessed by computer, tablet and most smart phones.
- It's the most significant state-of-the-art blending of real estate intelligence and technology that exists in the industry today!

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ONLINE DATABASE – SAMPLE RECORD

Bliss Luxury Hotel

1 Nob Hill
 San Francisco CA 94108
 United States

ID Number: H413796
 Phone: 415 555-3434
 Fax: 415 555-3302
 General Manager: John Smith

Construction Project Status

Open & Operating Hotels (Census)

If Converting

Year Built: 1973
 Last Known Renovation Date: 2009
 Last Transaction Date: 2011
 Last Known Selling Price: 125,000,000

Property Details

Room Count: 380
 Chain Scale: Luxury
 Ind. Chain Scale: Luxury

City (Market): San Francisco, CA
 Tract (Submarket): S F - Nob Hill/Wharf
 County: San Francisco

Owner/Operator Third-Party Managed

Brand: Bliss Luxury
 Franchise Company: Luxe Hotels International

Brand Franchised Brand Owned & Managed
 Brand Managed Unbranded

Status: This census record did not change in 4Q 11.

Comments:

The Bliss Luxury Hotel offers its guests five-star accommodations with 380 lavishly appointed guest rooms and multitude of amenities. This luxury hotel has over 50,000 square feet of conference and meeting space and offers fine dining in any 3 of its newly-renovated restaurants. The Bliss Luxury also boasts 2 modern lounges where guests can enjoy light fare and cocktails, concierge services, as well as a state-of-the-art fitness center and full-service spa. The Bliss Luxury hotel completed a \$50 million dollar renovation program in 2009.

Property Contacts

Developer/Ownership Group:

Samuel Small
City Hotels Inc
 29 Ocean Blvd
 Valencia, CA 91355
 United States

P: 770 555-2000 F: 770 555-8442

Management Group:

Samuel Small
City Hotels Inc
 29 Ocean Blvd
 Valencia, CA 91355
 United States

P: 770 555-2000 F: 770 555-8442

Lender (If Known):

Real Assets Co
 1000 Chesterbrook Blvd
 Berwyn, IL 19312
 United States

P: 610 555-7171

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THE PERSONALIZED WEBSITE OF REAL ESTATE TREND REPORTS

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MARKET INTELLIGENCE PROGRAM PORTFOLIO REPORTS

5 Year Supply Trends

For Markets Where You Have A Hotel Investment:

- Details the Construction Pipeline for Each of the Three Stages and Forecasts New Supply for the Next Three Years.
- Displays Current Census Counts and Provides New Supply Additions for the Last Two Years.

Individual Market Trends

- Provides detailed summaries and Individual Development Pipeline Project and Transaction Records for Markets of your particular interest.

Brand Valuation Trends

- Displays the most recent Transactions and current Selling Prices being paid for the brands of your particular interest.

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NATIONAL REPORTS

Construction Pipeline Trends

- Provides a strategic perspective of New Construction by stage and a forecast for New Hotel Openings nationwide with views by chain scale, markets, states, and regions and by franchise company and brand.

Transaction Trends

- Displays Transaction Volume and Selling Price by chain scale and brand and for the top markets.

Graphic Illustrations

- Charts and Graphs display Lodging Industry Trends with views for particular Construction Pipeline and Transaction metrics.

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MARKET
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SUMMARY

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LE Searches the Industry and Identifies and Presents Every Potential Growth Opportunity That Meets Your Chain Scale Specifications.

Your Online Sortable Database:

- Is a proactive solution for growing your portfolio!
- Allows you to find the best opportunities, beat your competition, and gain exclusivity, every time.

Your Personalized Website that includes a Library of Real Estate Trend Reports:

- Helps you easily identify when to enter or leave a particular market and whether to sell or hold existing assets.
- Gives you the ability to match your Portfolio Trends with National Trends for synchronization of strategies and for timely decision-making.

Your Market Intelligence Program:

- Is every Real Estate, Market, and Valuation fact you need for targeting growth opportunities, monitoring your portfolio, and timing your Real Estate decision-making. Everything is gathered together in one place, and is available on your desktop, tablet or smart phone.

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