



REVEILLE

Maximizing Asset Performance

Real Estate • Hotels • Resorts • Golf & Leisure



## CAPABILITIES



REVEILLE is a full service asset management firm with experience in the development, re-development, management and strategic planning of Hotels, Resorts , Golf Operations, and Mixed-Use Projects.

Clients include financial institutions, University endowments, corporations, developers and private investors. Services are provided to maximize value and minimize risk for client investments in hospitality, leisure and real estate projects.

Services engaged for projects are based on the financial requirements, objectives and needs of the Owner, Lender, or Developer.



# ADVISORY SERVICES





# ADVISORY SERVICES



## ■ Strategic Planning

- Pinehurst, Kauai Surf, Parc Regent, Meridien Dakar, Washington Duke Inn, Boars Head Inn

## ■ Operations Review, Analysis and Valuation

- Copley Plaza, Back Bay Hilton, Jefferson, Regent DC, The Adolphus, Marriott Westborough

## ■ Development Feasibility

- Cabo San Lucas, Punta Mita, Bend OR, the Hamptons, Duke, UVA, FSU, Tulane, Bratislava

## ■ Lease and Management Agreements

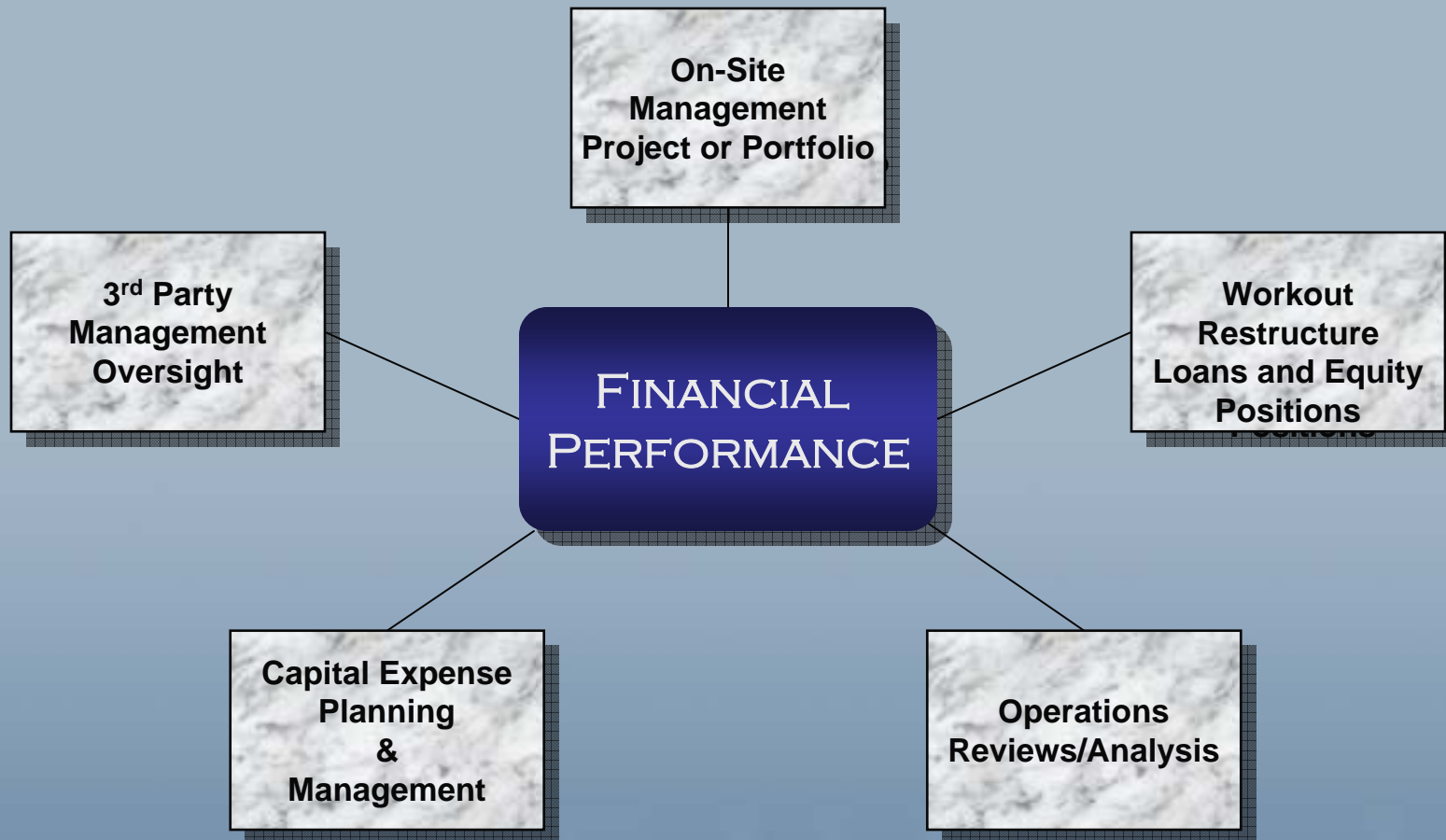
- Analysis/Negotiation/Origination/Termination: Regent, Marriott, Hyatt, Sheraton, Hilton, Radisson, Independents

## ■ Acquisition/Disposition Analysis & Execution

- The Adolphus, Pinehurst, Marriott Park Ridge, Washington Duke Inn, Copley Plaza, Back Bay Hilton, Parc Regent, Cotton House, Meridien Dakar/Senegal



# ASSET MANAGEMENT SERVICES





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## ■ On-Site Management

- Pinehurst, Le Parc Regent, Washington Duke Inn, Boars Head Inn, San Diego Radisson, Copley Plaza, BackBay Hilton, the Colonnade, The Jefferson, the Lancaster

## ■ 3<sup>rd</sup> Party Management Oversight/Evaluation

- Copley Plaza, Back Bay Hilton, Jefferson, Regent DC, The Adolphus, Sheraton Monarch

## ■ Work-out/Restructure

- Bratislava, Slovakia; Pinehurst, San Diego Radisson, St. Paul Radisson, Marriott Westborough/Park Ridge, Regent Wash,DC; LeParc Regent, the Jefferson, Cotton House

## ■ Capital Expense Planning/Management

- Washington Duke Inn, Pinehurst, Kauai Surf, Radisson St.Paul, BoarsHead Inn, Adolphus, Embassy Row, LeParc Regent, San Diego Radisson, Copley Plaza, BackBay Hilton

## ■ Operations Reviews/Analysis/Structure Revision

- The Adolphus, Pinehurst, Marriott Park Ridge, Washington Duke Inn, Copley Plaza, Back Bay Hilton, Le Parc Regent, Cotton House, Meridien Dakar/Senegal, Jefferson, Lancaster



# TRANSACTION SERVICES





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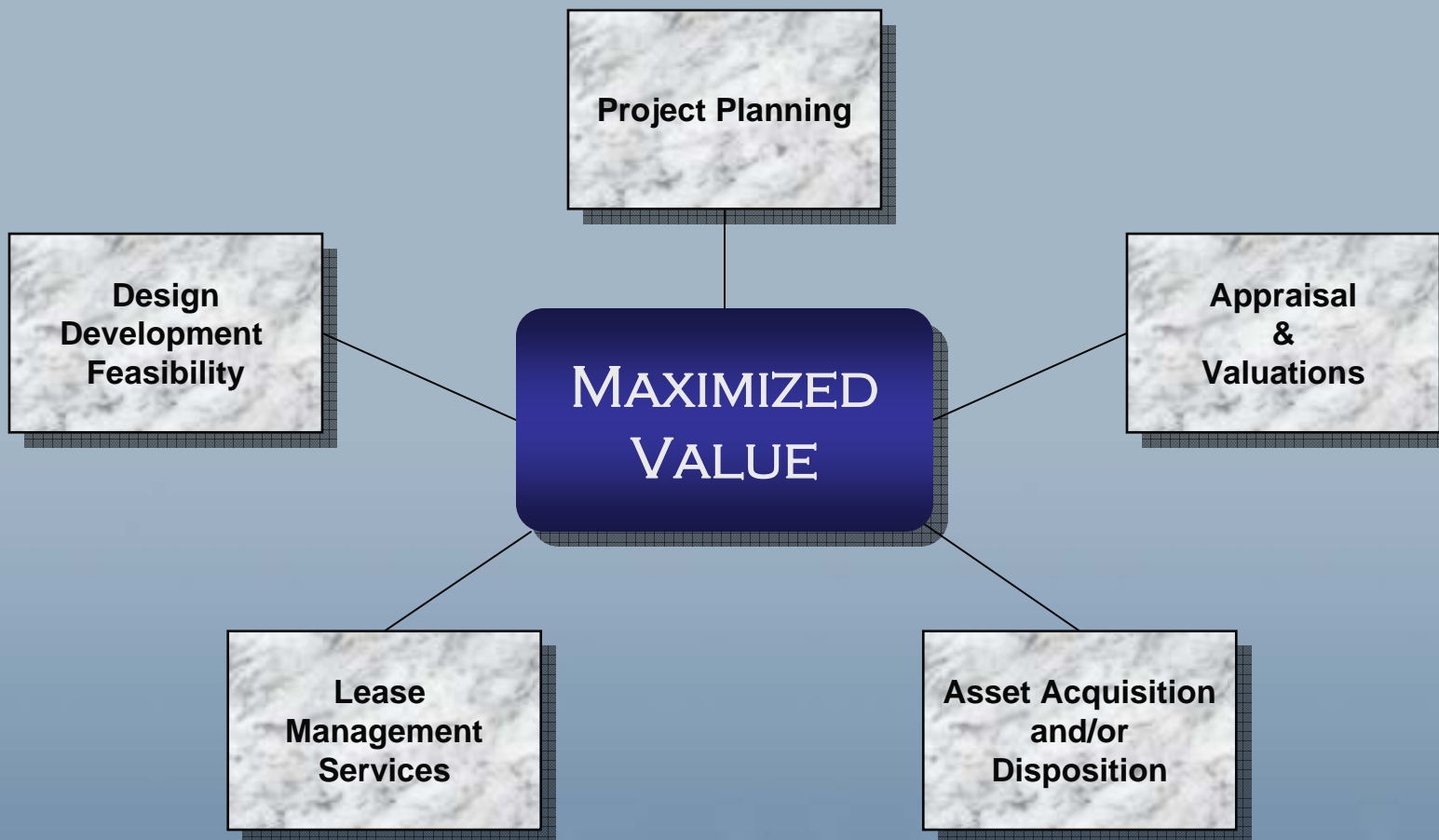


- **Property Acquisition and Disposition**
  - Pinehurst, Regent Montreal, Regent DC, Sheraton Monarch, Washington Duke Inn, San Diego Radisson, Copley Plaza, BackBay Hilton, The Jefferson, LeConcorde
- **Portfolio Acquisition and Disposition**
  - Maryland National Bank, FSLIC, MDIF, Central States Pension Fund
- **Debt and Equity Financing**
  - Regent DC, Adolphus, Pinehurst, Sheraton Monarch, Radisson St.Paul
- **Lease Negotiation**
  - Regent, marriott, Washington Duke Inn, Breckenridge
- **Asset Allocation**
  - Central States Pension Fund, VPPI, Bank of NY, Allmerica Asset Co, HMCO, Ct Develop Auth, St. Paul Port Authority





# REAL ESTATE SERVICES





# REAL ESTATE SERVICES



- **Project Planning**
  - Kauai Surf Resort, Pinehurst, Regent Montreal, Washington Duke Inn, San Diego Radisson, Copley Plaza, The Jefferson, the Cotton House, El Banco/Punta Mita
- **Design, Feasibility, Development**
  - Maryland National Bank, FSLIC, Condo-Marina Captiva Isl, Kauai Surf, Kauai Resort
- **Valuation/Evaluation**
  - Regent DC, Adolphus, Pinehurst, Sheraton Monarch, Radisson St.Paul, Marriotts, Sagamore
- **Lease Management**
  - Regent, Marriott, Washington Duke Inn, Breckenridge
- **Asset Acquisition/Disposition**
  - Central States Pension Fund, VPPI, Bank of NY, Allmerica Asset Co, HMCO, Ct Develop Auth, St. Paul Port Authority, Sagamore Resort, the Colorado Resort, Mayfair St Louis



# WHAT CREATES THE NEED



- Supply and Demand.

All markets/all segments are cyclical.

- Influences: external forces of the overall economy and internal forces within each industry in response to excess demand or excess supply. Changes in supply/demand creates opportunity and/or risk for developers, owners and lenders.

- Opportunity or Risk.

Determine which by size/scope based on asset, market, cost of capital.

- Influences: timing, adequate capitalization and proper management

- Capture/Capitalize/Manage.

Define the plan/strategy/commitment timetable.

- Achieve cash flows sufficient to maintain the asset,
- Fund continuing operations/capital improvements,
- Monitor and measure asset performance and value,
- Protect/improve returns on the original investment.



# R.EVEILLE A.SSET M.ANAGEMENT<sup>TM</sup>



## ■ Business Cycles.

*Require specific types of asset management, development and/or re-development.*

- Up cycle: asset wellness programs that maximize value and returns while positioning the business to capture new opportunities for growth during a down cycle.
- Down cycle: asset protection and preservation programs that secure the investment, maximize market share, and position the business for quick gains in the up cycle.

## ■ Manage the Cycles.

*Meet the needs of owners lenders, developers and investors.*

- providing the plan, method, timeline and resources to maximize projects
- provide for growth, expansion or disposition of the project based on owner/lender needs.

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## R.EVEILLE A.SSET M.ANAGEMENT



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### ■ Manage the Project.

*Establish the baseline performance as measurement for all cycles.*

- Identify/capture the strengths and identify/eliminate weaknesses of a project
- Maximize use of all working assets
- Maximize cash for financial self sufficiency of operations and capital expenditures

### ■ Awaken the New Standards of Performance.

*Execute the Business Plan/Strategy*

- Create/preserve value of the asset(s).
- Maximize economic returns for the owner, lender and investor
- Hold, expand or dispose of asset.



THE ADOLPHUS  
DALLAS

# WHY R. A. M.<sup>TM</sup>



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## ■ Use of our Experience

- All geographic marketplaces: national/international
- Urban, suburban, resort and rural
- Hotels, golf operations, real estate: all sizes/all service levels.

## ■ Meeting Client Needs

- Physical inspections/on-site evaluation of the asset
- Report of findings
- Recommendations and alternatives, short term/long term.

## ■ Running the Process

- Evaluate properties for economic performance capability, short/long term, relative to invested or to be invested capital structure.
- Evaluate current asset (and on-site) management capability.
- Define management needs, time requirements and costs.



# WHY R. A. M.<sup>TM</sup>



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- Determine Strategic Issues
  - Physical facility condition or obsolescence
  - Market condition supply/demand and quality levels
  - Supportable business plan for practicing asset wellness, asset protection or asset restructure.
  - Other options/uses identified for alternative financial strategies.
  - Needs for restructuring ownership, financing, or management.
  - Simplify for expedient and economically favorable result.
  
- Engagement
  - Define scope of services and agree to terms of engagement to:
    - Awaken a New Standard of Performance in the existing or to be acquired assets.



# WHY R. A. M.™



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## ■ Implementing the Strategy

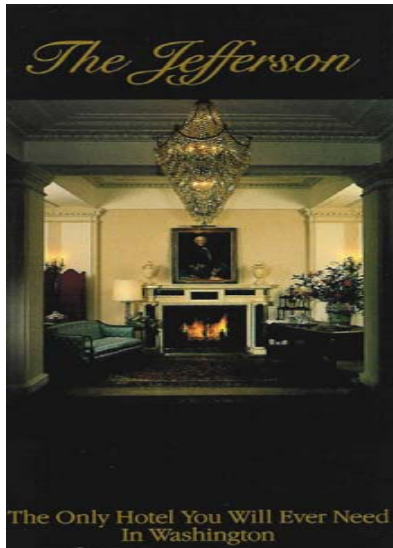
- Commit to asset manage, on-site manage, or retain 3<sup>rd</sup> party on-site management for the owner/lender/developer.
- Plan and asset manage projects to capture greater than marketshare and yields greater than industry performance ROI.
- Establish a “project life” and timeline for the asset/market capabilities.
- Define the business plan to create, enhance and protect return on the investment.
- Build revenue stream, income production and improved asset value.

## ■ Exit

- Refinancing, restructure, acquire additional assets to complement, or disposition at a gain.







## CONTACT US:



### REVEILLE

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