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PARAMOUNT

LODGING ADVISORS



\$4.5 Billion

HOTEL TRANSACTION VOLUME BY OUR PRINCIPALS



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Contact us directly:
312-239-0166
info@paramountlodging.com
www.paramountlodging.com

HOTEL BROKERAGE RE-DEFINED

CONTACT

“ I wanted to take a minute to express to you and all your associates our thanks for the service Paramount has extended to Busey Bank as it relates to the Asset Management and Brokerage of the Parke Hotel. Your advice and contacts enabled us to engage professional interim onsite management for property which greatly enhanced the asset value. The monthly reporting was extremely important to us and the ability to discuss each line item with us was reflective of the level of your commitment to this project.

When the time came to market and sell the property, your Brokerage team was effective and interactive with us. We listed The property in September and had it sold and closed by the year End! I would be happy to share with any of your prospective Clients our extremely positive experience with Paramount Lodging Advisors, Thank you again for all your efforts on our behalf.”

- Maggie Murphy Severino

Senior Vice President Busey Bank

“Paramount [Lodging Advisors] ‘s early input, value assessment and operational suggestions were very helpful in our being able to proceed effectively with our foreclosure process. Your recommendations of management companies/receivers were key to our moving in a positive direction with a very challenging asset.”

- BRT Realty Trust

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312.239.0166

CHARLESTON SC
843.696.5623

DES MOINES IA
312.239.0534

ITHACA NY
607.257.2980

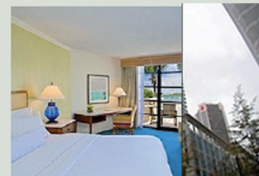
LOUISVILLE KY
502-558-5788

NAPLES FL
239.676.0690

PHOENIX AZ
602.301.0029

RICHMOND VA
804.229.5700

SAN FRANCISCO CA
415.492.4530



SELL YOUR HOTEL

TRANSACTIONS

WE OFFER A HOTEL BROKERAGE experience that is not duplicated in our industry. Here are some of the things that separate Paramount from the other hotel brokers.

HOTELIERS

Paramount was founded by and is run by hoteliers.

TEAM DRIVEN

We take a unique team-driven approach to hotel brokerage.

COOPERATIVE BROKER

We openly and actively cooperate with other brokers on our listings.

CLIENT DATABASE

We directly manage our client list and make sure that information on your hotel for sale goes to the proper real estate decision maker.

MARKET COVERAGE

Our Geographic Distribution allows us to cover most North American Markets with local presence.

PRECISION VALUATION

Our proprietary Snapshot Valuation starts with an in-depth analysis of the hotel, followed by assessments of the local market, transaction trends, and overall industry performance outlook.

TARGETED MARKETING

Paramount determines the most appropriate manner to contact potential buyers and the breadth and manner of communication based on the listing value proposition.

INNOVATION

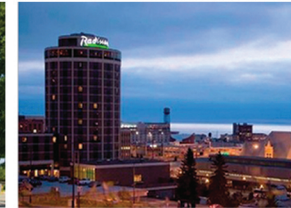
We utilize the most appropriate medium and state-of-the-art technology to market our listings. Paramount takes pride in leading innovation in hotel brokerage.

OUR RESULTS SPEAK FOR THEMSELVES. See www.paramountlodging.com for a list of our engagements along with case studies of our work. Here is some of the transaction and advisory work our team had recently completed.

Drury Inn & Suites
Norcross, GA



Radisson
Duluth, MN



TownePlace Suites
Newark, CA



15 Property Wyndham Portfolio



OTHER SERVICES

HOTEL VALUE ENHANCEMENT

Simply put... we help improve your Net Operating Income.

HOSPITALITY CONSULTING

You ask the question. We provide the answer.

HOTEL FEASIBILITY

We can help you determine if you should build your hotel and what exactly you should develop.

BRAND & MANAGEMENT SELECTION

We evaluate all hotel franchise brand options.

PERSONALIZED ENGAGEMENT

Services are tailored around your specific needs.





Trinity Hotel
Investors, LLC



Equity Group
Investments



MIDLAND LOAN SERVICES



GFM Management
ACQUISITIONS - EVALUATIONS - MANAGEMENT

PARAMOUNT LODGING ADVISORS (PLA) IS EXCLUSIVELY committed to the Hospitality Industry. We provide services that include Hotel Brokerage, Hotel Equity Raise, Hotel Financing, Hospitality Consulting and Hotel Asset Management.

SUCCESS IN NUMBERS

Our team has completed over \$4.5 billion in hotel transactions. We have proven success in all hotel brokerage asset classes, having sold everything from \$94MM Resorts, to \$50MM hotel note portfolios to a 15 - property Wyndham Hotel portfolio.

■ SELL A HOTEL

Learn how Paramount can sell your hotel and how we are unparalleled in our industry.

■ BUY A HOTEL

We can help you find a hotel acquisition that fits your needs.

■ HOTEL CONSULTING

Our hotel industry experts can help with hotel development, feasibility, brand selection, management, lender and franchise negotiations, and capital structuring.

■ HOTEL VALUE ENHANCEMENT

Let Paramount help you improve your operations and increase Hotel Value with our Hotel Asset Management Advisory.

