



Asset Management Advisory

Asset Acquisition and Due Diligence

Determining when, where and what type of hotel to buy is a tremendous challenge. We maintain comprehensive market information on virtually every major hotel market. This information assists hotel buyers in their search for acquisition targets and helps identify under-performing and under-valued assets. Once a potential acquisition is identified, we assist the client throughout the acquisition due diligence process and analyze the future financial potential of the asset. These services are further outlined under our Due Diligence services description.

Asset Disposal and Strategic Planning

For many hotel owners, developing and executing an asset disposal strategy is a critical component of their real estate investment strategy. Our asset valuation service not only provides a realistic price expectation, but it also assists clients in the development of a strategic plan with which to position the asset so the maximum selling price can be realized. These services are outlined in more detail under our Asset Valuation and Due Diligence service descriptions.

Operator Performance/ Compliance Review

Most management contracts have provisions that allow for significant rights for the hotel owners to monitor an operator's performance. However, many owners often lack the necessary resources and industry-specific expertise to exercise their rights in ensuring that the contracted operators are optimizing the value of the hotel asset through effective management. Horwath HTL assists owners in proactively monitoring and controlling operator performance and ensures their strict adherence to management contract terms to protect owner rights and their asset investments.



Hotel Budget Review

The budget review is one of the most significant rights provided to a hotel owner in a management contract. It allows the owner an opportunity to hold management companies accountable for critical planning and management issues. Through an effective budget review, owners can make sure that the hotel operator has fully explored potential revenue opportunities while minimizing cost implications for the property. With years of experience in hotel operations and a large database in hotel operational data, Horwath HTL can assist hotel owners in evaluating the reasonableness of the periodic budget provided by hotel management companies.