

Comprehensive Hotel Investment Management Approach

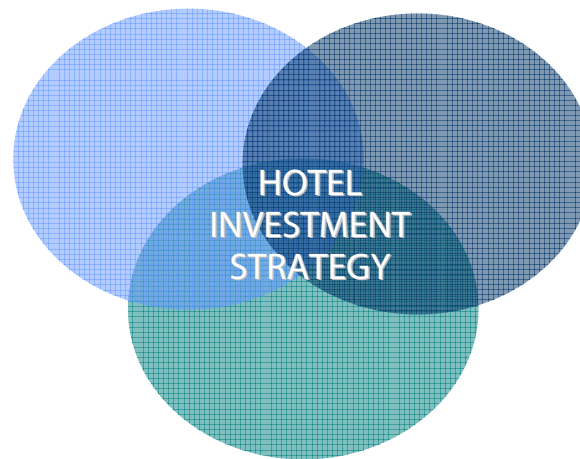
CHM delivers customized services proven to deliver value and address all hotel investment related needs.

CHM offers a comprehensive package of services encompassing all facets of hotel investment management, when combined, translates into a *Hotel Investment Strategy* customized to meet client objectives. We employ a three-pronged approach to each assignment, designed to support optimizing returns (**Hotel Investment Advisory**), maximizing operating performance (**Hotel Operations/Asset Oversight**) and providing clear and consistent lines of communication (**Client Communication**).

Hotel Investment Advisory.

Identifying and executing on opportunities that exist in accordance with client investment parameters.

- Asset/Portfolio Acquisition Due Diligence
- Strategic Planning
- Highest & Best Use Analyses
- Planning & (Re)/Development
- Contract Negotiation
- Performance Projections
- Valuation Modeling
- Hold/Sell Analyses
- Exit Strategy Development
- Marketing/Disposition Facilitation
- Financing Strategies
- Direct Deal Sourcing
- Corporate Tax Planning
- Debt Compliance



Client Communication.

Ensuring clear, effective communication, customized to deliver relevant information in a timely manner.

- Monthly Operating Performance Report
- Strategic Asset Management Plan
- Quarterly Asset Management Initiative Reporting
- Quarterly Performance Metric Reports
- Owner Meetings/Presentations
- CHMiVIEW – Client Accessed Website
- Investment Review Summary
- Industry Articles & Reports

Hotel Operations/Asset Oversight

Efforts focused on fostering close working relationship with management team to identify opportunities for maximizing operating performance.

- Operational Assessment
- Financial Performance Analyses
- Operator Reporting Best Practices
- Management Team Oversight
- Property Meetings/Calls
- Performance Benchmarking
- Competitive Analyses
- Sales & Marketing Effectiveness
- Management Contract Compliance
- Brand Relations
- Physical Property Review
- Capital Expenditure Planning
- Risk Assessment/Mitigation