

# Bringing 50 Years of Experience to Your Transaction



When you are selling a hotel, count on the Midwest firm of Leines Hotel Advisors, Inc. to provide expert brokerage and advisory services. With more than 50 years of combined experience in hotel transactions, operations, development, financial analysis and market research, we bring a unique breadth of knowledge and depth of understanding to owners and real estate groups. We understand how hotels operate as a profitable business and as a well-performing real estate asset, and know how to maximize the income potential of both.

Experienced Advisors • Exceptional Marketers • Expert Negotiators • Proven Closers



## Meet Ted Leines **FOUNDER AND CEO**

Ted Leines' proven ability to negotiate and close a deal – no matter how complex or “prickly” – stems from years of representing both sides of hotel transactions. Through diplomatic communication, he filters information and feedback between buyer and seller, resulting in timely, fair transactions for both parties. His vast background in hotel operations and development gives Ted a unique perspective for assessing valuations and planning effective strategies to achieve a sale. He has navigated through many real estate cycles, so clients depend on Ted's counsel in today's market, especially for hold/sell analysis.

In 1994, Ted began his hospitality career with Hotel Capital Management, where he became Regional Director of Operations. His experience turning distressed properties into well-performing assets contributes to his current success in brokerage and advisory services. Ted entered hotel brokerage in 2001 as a Senior Associate for Colliers Turley Martin Tucker. He also served as Senior Vice President of GVA Marquette Capital, LLC.

In 2009, Ted founded Leines Hotel Advisors with the mission of providing counsel and “boots on the ground” service to create value for clients. Always accessible, he is committed to evaluating, positioning, showing and selling your property or helping you reach a crucial real estate decision.



## Meet Stephen Sherf **SENIOR ASSOCIATE**

Steve Sherf has counseled and steered clients through many real estate cycles during more than 35 years of consulting and development experience in the hospitality industry. He brings this valuable insight to your transaction or advisory need. A broad background of consulting assignments for income-producing real estate developments includes: market studies, valuations, appraisals, acquisitions and sales that dictate the exceptional brokerage skills he provides clients today.

Beginning with development of franchised chain hotels in the '70s, he has performed more than 150 market studies for hotels and resorts throughout the country. He has also prepared feasibility studies for more than 100 gaming projects located throughout the United States and Canada. Steve also has development experience, having worked several years with a hotel and casino development company.

His business experience includes 15 years with a large national public accounting firm, where as a CPA he was the partner in charge of the consulting division for the upper Midwest. Subsequent to that position, he has held executive positions with several consulting firms, including GVA Marquette Advisors and Colliers Turley Martin Tucker. Due to his depth of experience and training as an accountant, he is frequently called upon for litigation support services or expert witness testimony for matters involving eminent domain, valuations and business interruption.



## Brokerage Services

We are proud of the success and reputation we have earned as thoughtful advisors, top-notch marketers and proven negotiators and closers. Because of our backgrounds in all facets of the hospitality industry, we stand apart by offering unique perspectives from the start of a transaction to a hands-on, operations transition once a sale is complete. The following outlines the step-by-step process you can expect from Leines Hotel Advisors, Inc.

**SOUND GUIDANCE:** We offer analysis and advice for the greatest return at the lowest risk. We understand the strengths and challenges of a hotel asset and how it is operated; have knowledge of industry practices and franchise performance; understand the value that can be created by repositioning a hotel; and are realistic in determining what market position a hotel can achieve and how it should be priced.

**STRATEGIC MARKETING PLAN:** After researching your hotel and its market, we position and present your property with attractive and informative marketing materials offered through a web-secured confidential process. Techniques for finding buyers include targeted lists, personal contacts, e-marketing and more. We are very good at showcasing the possibilities of a property in the minds of potential buyers.

**NEGOTIATION:** We represent and protect the interests of our clients while negotiating a deal that is fair to all parties. Communication is key, and we excel at being an intermediary and delivering timely feedback diplomatically between buyer and seller.

**COORDINATED SALES PROCESS:** Our strength is keeping deals on track and moving forward. We are in constant communication and are “hands on” from delivering an initial offer... to a successful closing...to a smooth operations transition for the new owner.

# Advisory Services

You can trust and rely on advice gained from our years of experience. We understand the competitive nuances of the hotel product, the strengths and challenges of hotel franchises, what makes a hotel successful, and the realistic life-cycle of a hotel.

**HOLD/SELL ANALYSIS:** The recent downturn in the lodging industry has resulted in reduced cash flows to owners, or worse, cash calls. In many cases, catching up on delayed maintenance/replacements and funding the improvements being demanded by franchisors can delay the profitability of a hotel into the distant future. Using discounted cash flow techniques, we can compare the economic benefits of holding on to an asset or selling it to obtain funds to be used for a better investment.

## ECONOMIC FEASIBILITY STUDIES

## MARKET ANALYSIS

## BROKERS OPINION OF VALUE

## INVESTMENT DUE DILIGENCE

## LITIGATION SUPPORT

# Our Promise

The number one goal of Leines Hotel Advisors, Inc. is to serve the interests of our clients by creating value. On our path to your successful transaction, we become your trusted advisor, expert marketer, fair negotiator and proven closer. We stay focused on what the possibilities are for your property, showcase its best assets, match the right buyer with seller, provide a coordinated sales process, and orchestrate a smooth transition for post-sale operations.

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# Leines

HOTEL ADVISORS, INC.

### To learn more, visit:

[www.LeinesHotelAdvisors.com](http://www.LeinesHotelAdvisors.com)