

LHA

LUXURY HOTEL
— ADVISORS —

ABOUT US

Luxury Hotel Advisors, Inc. is a hospitality consulting firm that specializes in assisting hotel owners and investors in selecting the best course of action as it relates to hospitality assets.

Principals are personally involved with each assignment and the board of advisors are some of the most well-respected professionals in the industry.

LK Eric Prevette, Carlos C. Lopes, and Teresa A. Holden have served in leadership positions with iconic luxury brands in roles including hotel management, finance and rebranding with a focus on value enhancement, asset management, investments, dispositions, acquisitions, refinancing and recapitalization.

The Board of Advisors includes notable industry leaders Ted Teng, Raymond Bickson, Eric Calderon, Shane O'Flaherty and Hans Maissen, visionary leaders with experience in branded and independent luxury properties. Recapitalization and financing expert, David Sonnenblick, offers a depth of knowledge that has assisted owners and investors in determining new strategies to strengthen their portfolios.

ADVISORY SERVICES

DISPOSITIONS

ASSET MANAGEMENT



ACQUISITIONS

RECAPITALIZATION/FINANCING

MARKETING STRATEGY

OUR COMMITMENT

Luxury Hotel Advisors, Inc. is committed to achieving results and completing transactions which yield the highest value for our clients. Our highly experienced team will personally oversee and direct each assignment. Honesty, transparency, and results are the cornerstones of our company.

We will only take on listings and assignments where we are confident we can meet our clients' expectations.



OUR EXPERIENCE

Luxury Hotel Advisors, Inc. was established by LK Eric Prevette, Carlos Lopes and Teresa Holden, hospitality executives with a proven track record in the hotel management, finance, marketing, acquisition and disposition of boutique and luxury hotels. The LHA team of hospitality executives include the individuals who were the primary force in the creation and expansion of some of the world's most exclusive hotel management companies:





THE TEAM

LK ERIC PREVETTE

Principal

With more than 30 years of real estate, finance and hotel experience, Eric is the Managing Principal of Luxury Hotel Advisors, Inc., which works exclusively with luxury hotel owners, developers, lenders and operators.



He launched Unique Hotels in 1987 and that same year, co-founded Bel-Air Hotel Company. Eric has successfully repositioned and assisted in the sale of hotel properties valued more than \$500 million and provided valuable asset management and other advisory services to owners and lenders of over 50 luxury hotels in the U.S., Europe, Mexico, the Caribbean and Asia.

His extensive experience includes serving as president for the Resort Properties Division of The Irvine Company, president and CEO of Olympus Hospitality Group/RockResorts, and Senior Vice President for finance and development with Rosewood Hotels & Resorts.

He holds an MBA with a concentration in real estate and finance from the University of Texas and a Bachelor of Science degree in accounting and finance from High Point University.

CARLOS C. LOPES

Principal

Prior to becoming a Managing Principal for Luxury Hotel Advisors, Inc., Carlos served as Vice President & Managing Director of Hotel Bel-Air and the Palace in New York as well as EVP and COO of Olympus Hospitality responsible for directing hotel operations, marketing, and branding strategies for eight Rock Resort properties.



Carlos co-founded Unique Hotels and the Bel-Air Hotel Company. Over a period of five years with partner Eric Prevette, he successfully repositioned and managed over 50 luxury hotels and assisted in the sale of properties valued in excess of \$500 million.

Previous to that, he served as Senior Vice President at Rosewood Hotels and responsibilities included operations, branding, centralizing marketing, and distribution initiatives. He also served as Sr. Vice President of Marketing of Four Seasons Hotels during their primary expansion which included new hotels in Washington, San Francisco, Vancouver, Newport Beach and New York.

Recently, Carlos redeveloped the iconic Hotel Californian, one of the newest luxury lifestyle hotels on the west coast.

TERESA A. HOLDEN

Principal

Teresa has over 20 years of experience as a sales and marketing executive in luxury hospitality and has been affiliated with The Ritz-Carlton Hotel Company, W Hotels, Ian Schrager Hotels and St. Regis Hotels. Teresa was a member of the advisory team that participated in the development and launch of the W Hotel brand. This included the development of brand vernacular, guest touch points and sales presentations that resulted in an extremely high brand recognition.

She directed the marketing effort to maximize the value of Cap Juluca prior to disposition and has developed marketing strategies for the prestigious Paws Up Resort in Montana, Sea Island Resorts off the coast of Georgia, Kona Village on the Big Island of Hawaii and the Sunset Marquis Hotel in West Hollywood.





ADVISORY BOARD

TED TENG

Former President
& Chief Executive Officer
The Leading Hotels of the World



Ted Teng was the President and Chief Executive Officer of The Leading Hotels of the World, Ltd. Since joining the company in 2008, Teng had been dedicated to reigniting the 90-year-old brand. Holding firm to his motto, “Preserve, Enhance, and Invent,” Teng had honored Leading Hotels’ commitment to the art of independent hotel-keeping and core values of excellence, while creating an innovative and modern Leading Hotels.

Prior to joining The Leading Hotels of the World, he led the growth of some of the world’s most prominent hotel brands, serving as President, Chief Operating Officer of Wyndham International, Inc., and President, Asia-Pacific, for Starwood Hotels & Resorts Worldwide, Inc., following the merger of Starwood Lodging, Westin, and Sheraton.

RAYMOND BICKSON

Principal & CEO

Bickson Hospitality Group



Raymond N. Bickson, internationally recognized hotelier, has 40 years of global hospitality industry experience in the US, Europe, Australia and Asia.

Prior to founding Bickson Hospitality Group LLC, a global hospitality consultancy, Bickson spent 12 years in Mumbai as Managing Director & Chief Executive Officer for Taj Hotels Resorts and Palaces, growing the company's \$1 billion portfolio from 62 to 137 hotels under four differentiated brands, overseeing and significantly expanding diversified interests in wellness, restaurants, transportation, airline catering and real estate for India's Tata Group of companies.

A graduate of Ecole Hôtelière de Lausanne Switzerland, Bickson holds advanced management certificates from Harvard Business School and Cornell Hotel School. Prior experience includes 27 years in management positions with The Rafael Group Hoteliers Monaco, Regent International Hotels Hong Kong and Mandarin Oriental Hotel Group Hong Kong. Based in New York, Raymond has over 20-years of New York experience at The Mark Hotel, The Pierre – A Taj Hotel and The Mayfair Regent of New York.

ERIC CALDERON

Hospitality Consulting
Calder Hospitality



For over 45 years Eric Calderon has successfully executed his vision of combining personalized hospitality with sustainable profitability in the upper tier luxury resort market. Calderon's comprehensive experience in luxury hotels and resorts and his interaction with discerning international clients stems from his Swiss hotel school training and distinguished career in some of the most coveted hospitality destinations in the world.

During Calderon's tenure as Chief Operating Officer of Auberge Resorts Collection the company added six properties, including two Mobil 5 Star hotels and Michelin 1 Star restaurant. As the Chief Operating Officer of Ty Warner Hotels & Resorts, Calderon's responsibilities included asset management of hotel brands including Four Seasons and Rosewood, achieving the highest RevPAR and profit margins in their respective markets.

SHANE O'FLAHERTY

Global Director: Travel, Transportation
& Hospitality – Microsoft



Shane O'Flaherty is the Global Director of Travel, Transportation & Hospitality for Microsoft and is focused on leading the hotel, airline, cruise and logistics industry in driving innovation that will enhance the customer and employee journey, while driving increased productivity and cost compression with the use of Microsoft's technology and its eco-system of travel solution partners.

Prior to joining Microsoft, Shane held many senior executive positions including CEO & President at Forbes Travel Guide (formerly Mobil Travel Guide). At Forbes Travel Guide, Shane successfully modernized the hotel, restaurant and spa Five Star ratings system that defines the global consumer experience and spearheaded its global expansion.

DAVID SONNENBLICK

Principal
Sonnenblick-Eichner Company



Sonnenblick is a Co-Founder and Principal of Sonnenblick-Eichner Company. Prior to forming Sonnenblick-Eichner Company, Sonnenblick was a major shareholder and managing partner of Sonnenblick-Goldman Company, a national real estate advisory firm.

Sonnenblick's career, he has been active in the origination of real estate equity and debt transactions, for all product types of real estate. Sonnenblick has closed in excess of \$15 billion of real estate transactions on behalf of his clients, and he continues to focus his efforts on seeking new and innovative capital sources for real estate transactions.

HANS MAISSEN

Former Managing Director
Grand Hotel du Cap Ferrat



Swiss born Hans carries with him over 40 years of experience in the Hotel industry, of which seven years as managing director of the Hotel Bel-Air (Grand Hotel du Cap Ferrat) France and vice-president of operations for the Bel-Air Hotel Group. During his tenure at the Bel-Air Cap Ferrat he planned and executed a total refurbishment to bring the Hotel back to its old splendor.

Prior to that, Hans held various senior management positions throughout the world including Regional Vice President Marriott Hotels Saudi Arabia and opened several Hotels for Marriott in Athens, Greece.



WHAT WE DO

DISPOSITION

- Access to high net worth individuals, family offices, and institutional investors
- Complete confidentiality and privacy
- Market assessment and comp set analysis
- Positioning to achieve the highest valuation
- Highly selective approach in presenting qualified buyers
- Contract negotiations to achieve the maximum benefit to ownership



ACQUISITION

- Access to owners and lenders of luxury hotel assets
- Market evaluation, SWOT analysis and feasibility study
- Property assessment and value enhancement analysis
- Brand vs independent evaluation
- Branding recommendations



ASSET MANAGEMENT

- Annual business plan review and capital budget management
- Monthly performance reviews with senior management, marketing, and finance
- Positioning, marketing strategy, and analytics
- Labor management and operational efficiencies
- Monitor all insurance policies, licenses, leases, and contracts
- Marketing strategy, planning initiatives



MARKETING STRATEGY

- Pre-opening marketing planning
- Marketing performance assessment
- Repositioning and branding strategy evaluation
- Digital marketing tactics, website design effectiveness, SEO strategies
- Public relations and social media tactics
- Sales planning initiatives



RECAPITALIZATION/FINANCING

- Pro forma studies & feasibility/investment analyses
- Capital structuring
- New development and renovation financing
- Construction cost projections/budget management





GET IN TOUCH

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