

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.

Managing Directors 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, Teresa A. Holden and Stephane Zaharia 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.





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.

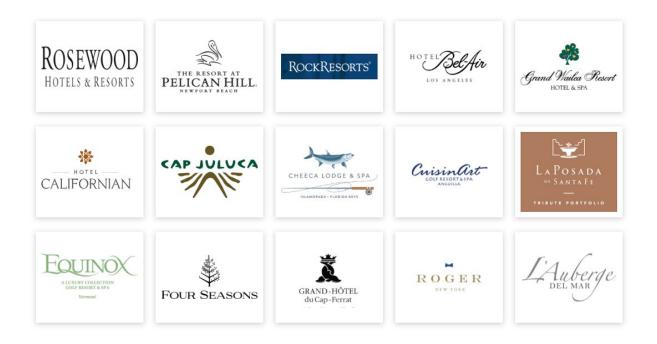
We will only take on listings and assignments where we are confident we can meet our clients' expectations.





OUR EXPERIENCES

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:







LK ERIC PREVETTE

Managing Director

With more than 30 years of real estate, finance and hotel experience, Eric is the Managing Director 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 at 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 Managing Director

Prior to becoming a Managing Director 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

Managing Director

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.



STEPHANE ZAHARIA

Managing Director, Caribbean Region

Managing Director of Luxury Hotel Advisors Ltd Caribbean Region, Stephane Zaharia, brings his vast management expertise to LHA as a Caribbean Specialist.

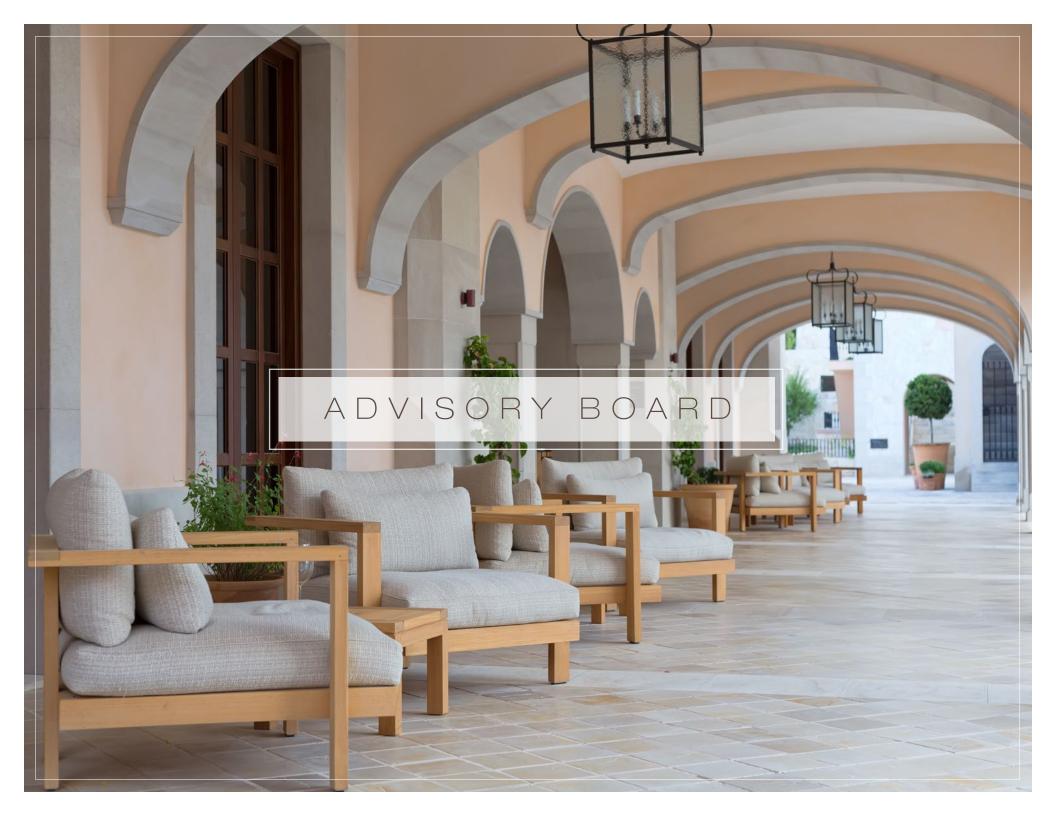


He brings over 25 years' experience in the hospitality industry, beginning his career with Hyatt Hotels Corporation North America, which through various appointments, led him to Aruba Dutch West Indies.

Zaharia continued as Hotel Manager with Ian Schrager Hotels at the renowned Sanderson Hotel London, his continued love of the Caribbean Region brought him to Antigua to lead the Five Star Carlisle Bay Resort where he assisted in the reorganization of the property and achieving thereafter numerous awards and recognition as a leading luxury resort in the Caribbean.

Following his tenure, Zaharia became President and Managing Director of Resorts and Residences by Cuisinart Anguilla where he worked alongside the ownership family office on day-to-day operations, expansions, mergers and acquisitions and eventually led the sale of the properties to what now has become Aurora Resort and Golf Club Anguilla.





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



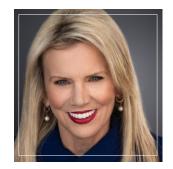
For over 45 years Eric Calderon has successfully executed his vision of combining personalized hospitality with sustainable profitability in the upper

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 a 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.



PAULA A. ARGENTO Managing Director Argento Hospitality and Venture Group



Paula Argento, Esq. has advised on numerous hospitality investment transactions. She has served as co-chair to the advisory board for the

Boutique and Lifestyle Lodging Association. She is the Managing Director of Argento Global, an international advisory firm specializing in hospitality and real estate investment, private equity, debt finance, and corporate and family office representation, both in the US and abroad.

A certified Family Office Professional, Paula is also a principal to the Argento International Law Firm in Washington DC. She previously served as a staff counsel to the US Senate Judiciary Committee, providing legislative counsel on a wide range of issues, including the nomination hearing of Justice Sandra Day O'Connor.



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



David 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.

Throughout 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.



HANSJOERG MAISSEN

Principal Maissen Hospitality



Hans Maissen has enjoyed an illustrious career in hotel development and management in Europe, the Middle East, Caribbean, Africa and the United

States. He recently developed and created the operating concepts for the Monastero Santa Rosa on the Amalfi Coast, ranked by Conde Nast as one of the top resorts in Italy. Maissen created the vision for the world class resort and beach club in Cap Ferrat when appointed as director of hotel operations at the Grand hotel du Cap Ferrat.

For seven years Maissen also was Managing Director of the Windsor Court Hotel New Orleans that was named 4 times Number One Hotel in the US and one time Number One Hotel in the world by Conde Nast Traveler's Readers' Choice. Maissen Hospitality in it's almost 20 years of existence has been involved in the planning and executing of several Hotels in the Caribbean and Central America with exceptional experience in global hospitality development and operations.



TERRY PETTY

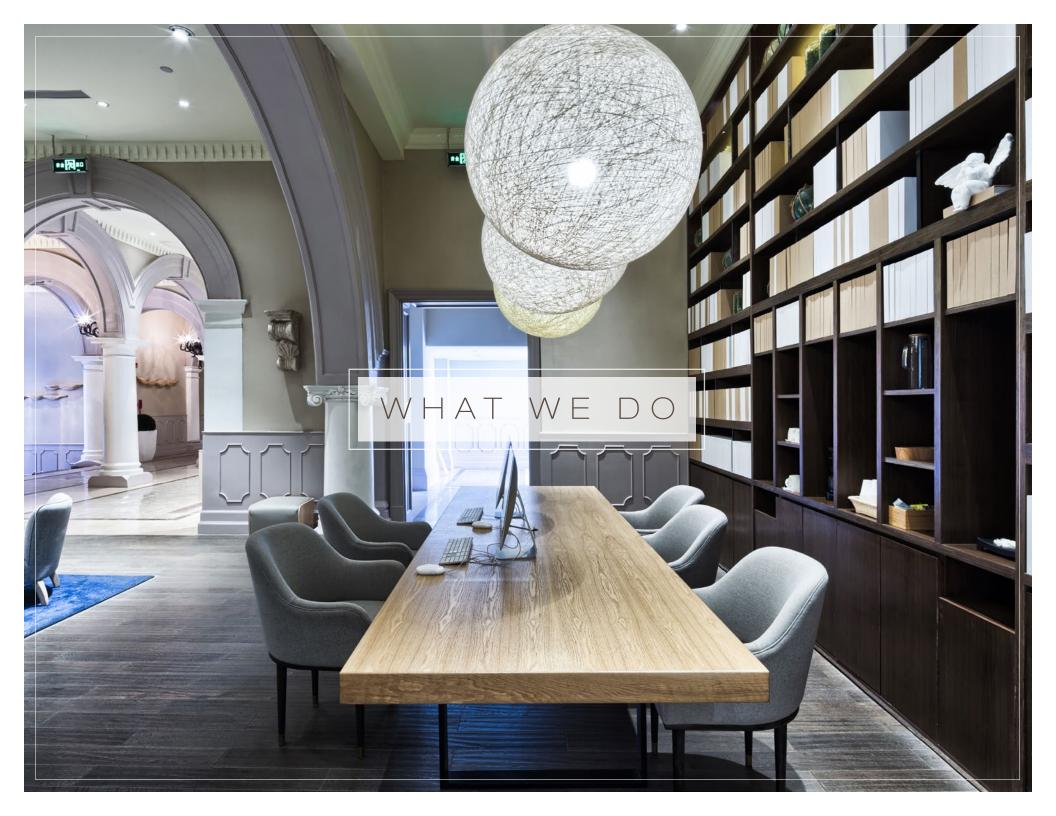
Former Executive Vice President for Marriott International



Terry Petty has over twenty years of hotel and resort experience with Ritz-Carlton Hotels and Marriott International as well as The Irvine Company. As

Executive Vice President for Marriott International, he held P&L responsibility for Marriott's U. S. and Canadian hotels. In this role, he served on the Executive Committee of Marriott Corporation and Chairman of the Hotel Development Committee.

While most of Terry's Marriott career was spent in hotel operations, he also served in the role of VP Strategic Planning responsible for developing a sales strategy for Marriott's hotels, and was in charge of the operations for Marriott's entry into the time-share business. Terry has also worked for The Irvine Company, McKinsey & Company, Procter & Gamble, Ogilvy & Mather, and ABM Industries. He is a graduate of Stanford University (BA), and Columbia University (MBA).



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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