

EXPERIENCE IS EVERYTHING!

For a lender, a distressed hotel is one of the most complicated real estate assets. Retaining a notable and experienced hotel management company is the first and most important step in acquiring a favorable outcome. Few hotel operators can match the capabilities and track record of First Hospitality Group (FHG) in the management, repositioning and successful disposition of hotel real estate.

FHG is a privately held hotel developer and operator with an unblemished record of success. Since 1985, the company has worked with a number of lenders to bring positive results to distressed assets. Time and again, FHG has proven its skill at repositioning and managing hotel assets of every type and has earned a solid reputation as one of the industry's premier management groups. Moreover, FHG's "turnkey" process ensures an easy transition, leaving the lender in the comfort of trustworthy and committed hands.

Early Intervention: FHG will work with clients to get the "lay of the land" and develop a strategy for the asset early in the process. The company provides complementary consultations based on its knowledge of the industry and its experience with similar assets. Whether our advice provides a head start on an assignment or simply helps avert the lender taking possession, we are *your* dedicated hotel company.



Receivership Services & Checklist: Even seasoned real estate professionals struggle with the complexities of a hotel asset. Our economical receivership services encompass the entire process - from working with lawyers to draft motions and orders, to being in court for critical hearings. Our experienced management team and "house counsel" help navigate the legal process without advance fee or obligation.

FHG also provides a court order checklist that lays out critical issues like liquor licenses, bonding, insurance, credit card and bank accounts, inventories, personnel, personal property, possession and other practical implications of a hotel receivership. Perhaps most important of all, FHG is well known in the franchise community and can facilitate preserving the most important asset of the hotel – its brand.

UNTANGLING THE HOTEL WEB

Management Services: **On the first day**, the FHG takeover team is in place and will secure the asset, preserve books and records, analyze advance bookings and revenue potential, establish systems and procedures and will do a physical assessment of the asset. Insurance is procured and employees are hired through our staff leasing company, Hospitality Staffing, Inc.

FHG's sales -driven culture translates to early results in growing revenues. FHG will assess and monitor the financial position of the asset on a daily basis, collect receivables, negotiate with vendors, which begins the process of maximizing your return. FHG succeeds where others have failed, and where others succeed, we surpass.



Reporting: FHG will designate a liaison to be responsible for reporting to you, and when necessary to the court, a detailed analysis of the asset, forecasts for revenue and profit and other significant issues. The company prides itself on generating a complete profit and loss statement reviewed by staff CPA's , delivered in most cases within ten days of the close of each period. You can expect prompt reconciliation of cash, cash flows, assets, and liabilities.

Repositioning & Disposition: Together we will develop a strategy to reposition the hotel for maximum recovery value. Working with qualified brokers, FHG helps tell the story to potential buyers. Our experienced development team has deep roots in the brokerage community and can facilitate the process for successful results. As an active buyer in the industry, FHG is open to looking at the potential to acquire the asset where it fits with the lenders policies and desire.

About Us: First Hospitality Group is an award winning hotel developer and manager that currently operates 39 hotels in nine states. Celebrating 25 years of successful hotel operations, FHG is an approved manager of hotels within the Hilton, Marriott, IHG, Hyatt, Wyndham and Choice families of brands. An innovative operator of full service hotels and pioneer in select service brands, FHG operates in every niche of the hotel segment. From urban to suburban, airport to resort, economy to luxury, FHG takes pride in the unparalleled experience of its management team.

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