



INTEGRA REALTY RESOURCES

# INTEGRA HOTELS

HOSPITALITY VALUATION  
AND CONSULTING



# 20+

years serving U.S. markets

## INTEGRA HOTELS SPECIALTY PRACTICE GROUP

consists of the most experienced professionals in the field of hotel and resort valuation and consulting; providing services for the purposes of lending, transactions, financial reporting, litigation support, property tax, estate and gift, purchase price allocation, and development consulting. Asset types included limited and full service hotels, extended stay, boutique hotels, golf/gaming/mountain/beach resorts and resort/residential developments.

# 500+

Hotel appraisals completed annually



## HOTELS & HOSPITALITY VALUATION AND CONSULTING SERVICES

IRR's Hotel & Hospitality Specialty Practice Group has a thorough understanding of the many principles and procedures unique to hospitality valuation and consulting, including an in-depth knowledge of hotel operations, and a keen understanding of the critical factors that drive value.

Our hotel and hospitality group specializes in all types of lodging facilities, hotels, resorts, conference centers, mixed used projects, and gaming facilities / casinos. We are highly recognized based on our local market knowledge, extensive industry experience, and national coverage.

### **Valuation**

Hotels and resorts are unique real estate assets with intrinsic business components which collectively create an enterprise. The experts at IRR Hotels understand the unique aspects of these assets and perform accurate valuations. We deliver accurate, timely and reliable services within a scope customized to each client's need. Our professionals provide comprehensive valuation services through diligent research, skilled analysis, and well-documented, unbiased opinions. Clients depend on our market-leading services to make informed real estate decisions.

### **Financial Reporting**

IRR Hotels understands the nuances and metrics specific to the fair valuation and allocation of the asset classes are consistent with financial reporting standards. Our on the ground real estate market expertise combined with our broad national property database and analytics capabilities ensure that our clients receive the highest level of reliability and credibility when preparing and presenting their financial reporting to their key stakeholders. From the time of acquisition through disposition, we stand ready to support our client's valuation requirements in support of reliable and timely financial reporting.

### **Market and Feasibility Studies**

IRR Hotels provides market and feasibility studies to assist developers, investors and lenders to determine the financial viability of proposed hotel, resort and resort residential projects. As top experts in local markets, we provide accurate and insightful market studies and highly conclusive feasibility studies to assist clients in their real estate development and property management decisions. It is common to consider market and feasibility studies as one and the same. They are, however, two different concepts and typically occur at different stages of the development process. In general, a market analysis seeks to define the intersection of supply and demand that will create a market for a specific property use at a given price. In contrast, a feasibility analysis seeks to determine if the perceived market value exceeds the cost of construction or redevelopment of a property. When certain economic, financial, and/or social goals are met, feasibility is generally thought to have been achieved.

### **Litigation Support and Expert Testimony**

Through Integra's Litigation Practice Group, we give you access to world-class, unbiased real estate experts that can put your litigation team ahead of the opposition. With a reputation for unparalleled professionalism, our litigation team provides a variety of litigation support services, including expert testimony. At the core of these services are the qualifications of our senior members. In addition to being MAIs, members of this team include published authors, real estate professors, instructors in appraisal courses, and members of the Counselors of Real Estate, each possessing over 25 years of experience providing expert testimony in Federal and Superior Courts throughout the United States.

## RECENT APPRAISAL ASSIGNMENTS OF NOTABLE HOSPITALITY ASSETS



**Four Seasons Denver**  
A 239-room full-service hotel & condominium located in Denver, CO. Appraisal performed for a law firm.



**The Hall South Beach**  
A 163-room limited service hotel located in Miami Beach, FL. Consulting performed for a law firm.



**Proposed Marriott Autograph Collection Hotel**  
A 112-room hotel located in Amarillo, TX. Business valuation performed for a law firm.



**The Tudor Arms DoubleTree**  
A 157-room historic, full-service hotel in in Cleveland, OH. Appraisal performed for a regional lender.



**Hilton Canopy Hotel**  
A 183-room upscale, full-service hotel located in Minneapolis, MN. Appraisal performed for a commercial bank.



**Secrets Cap Cana Resort and Spa**  
A 457-room luxury resort hotel located in Cap Cana, Dominican Republic. Business valuation performed for a commercial bank.



**Hilton Nashville Airport**  
A 382-room upscale, full-service hotel located in Nashville, TN. Appraisal performed for a commercial bank.



**Fairmont Pittsburgh**  
A 185-room full-service luxury hotel located in Pittsburgh, PA. Appraisal performed for a law firm



**The Watergate Hotel**  
A 336-room full-service hotel located in Washington, DC. Appraisal performed for tax appeal purposes.



**Hyatt Regency Mission Bay Spa and Marina**  
A 429 rooms and 187 boat slip hotel located in San Diego, CA . Appraisal performed for a REIT for reporting purposes.



**Town & Country Hotel and Convention Center**  
688-room hotel and convention center located in San Diego, CA. Appraisal performed for underwriting purposes.



**The Edition Hotel**  
294-room luxury hotel resort situated beachfront in Miami Beach, with an ADR of over \$800/night. Appraised for a Middle Eastern lender in 2022.

## RECENT APPRAISAL ASSIGNMENTS OF NOTABLE HOSPITALITY ASSETS



**Proposed Planet Hollywood Resort & Casino**  
A 452-room casino hotel located in Great Bay, Sint Maarten. Appraisal performed for a commercial bank.



**Auberge Resort and Residences**  
A 65-room resort hotel located in Sun Valley, ID. Appraisal performed for an equity and debt provider.



**Bahia Resort Hotel**  
A 313-room full-service hotel located in San Diego, CA. Appraisal performed for a hotel company for tax appeal purposes.



**Chelsea Boutique Hotel**  
A 30-room upscale, limited service hotel located in New York City. Appraisal performed for a commercial bank.



**Nickelodeon Suites Resort**  
A 777-room resort hotel located in Orlando, FL. Appraisal performed for an equity and debt provider.



**Diamond Beach Resort**  
A 102-room resort hotel located in Fort Myers Beach, FL. Appraisal performed for a commercial bank.



**Indigo Hotel**  
A 777-room resort hotel located in Perdido Beach, AL. Appraisal performed for a real estate developer.



**Pere Marquette Hotel**  
A 286-room full-service hotel located in Peoria, IL. Appraisal performed for a commercial bank.



**Hyatt House**  
A 183-room extended stay hotel located in Naples, FL. Appraisal performed for a construction services company.



**Beaches Turks and Caicos Resort Villages and Spa**  
A 768-room resort hotel located in Grace Bay Beach, Turks and Caicos. Appraisal performed for a commercial bank.



## OUR VALUE PROPOSITION

Our commitment to quality ensures that clients receive accurate, reliable service - critical to the success of their needs. With over 50 offices across the US, IRR has superior coverage with seasoned experts on the ground in 60+ markets. Our state-of-the-art technology combined with our team of 500+ appraisers positions IRR to provide timely, cost-effective solutions for all of your valuation needs. We offer single point of contact service for national accounts enabling seamless project management and the consistency necessary across portfolios.

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