

## Acquisition/Repositioning of an underperforming hotel asset

### ***This story is not new.***

- The hotel and staff are stagnant
- Property competing in the marketplace
- Management does not see upside potential
- Poor performance impedes capital investment
- Brand citizenship suffers as standards weaken
- Turnover increases due to negative environment

### ***Exhausted all options?***

- Thinking of selling but your value is performance impaired?
- Looking to acquire but need high focus ramp-up in a tough situation?
- Underperforming in your marketplace?
- Struggling with brand compliance?
- Dissatisfied with the level of attention from management?

***Experience what's possible with Chesapeake Hospitality!***



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## Actual Case Study +300 room Full Service Hotel

### **Problem:**

- Seller disposing of tired asset due to lack of performance.
- Exit value and cap rate impaired due to weak metrics.
- Investment thesis failed – no desire to PIP/Renew

### **Solution:**

New Buyer aligns with Chesapeake Hospitality based on proven results in tough environments requiring high focus, excuse free management.

- Chesapeake implements CH1 revenue performance system
- Chesapeake applies industry leading framework of financial controls
- Chesapeake drives culture of possibility

### **Result:**

- ✓ 25.6% RevPAR growth in first 12 months of operation
- ✓ NOI increase 80.5% YOY
- ✓ Asset recapitalized as valuation increases \$14.3M
- ✓ TripAdvisor Ranking #36 → #4

***\*\*NO CAPITAL INVESTED first 9 months***