

## Hotel Brokers International Revamps Hotel Investor's Marketplace to Include More Education and Interaction with Lenders and Franchise Companies

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Hotel Brokers International (HBI), the nation's largest hotel brokerage organization with more than 30 offices coast to coast, today announced it has totally revamped its U.S. Hotel Investor's Marketplace program to include more education, as well as greater interaction with lenders and franchise companies. The first of the new series will be held from 12 noon to 5 p.m. on May 21st at the Hyatt Regency O'Hare in Chicago.

'We tested the revised format at our East Coast event last fall and received a very positive response,' said H. Brandt Niehaus, CHB, president of HBI and Louisville-based Huff, Niehaus & Associates, Inc. 'We attract a group of investors HBI's Marketplace, who want to review the latest in available real estate and also get a good check on the state of the industry. Given the rapid changes that have and continue to occur in the marketplace, we believe these sessions will become even more meaningful. We will showcase 12 properties in formal presentations and have complete information on more than 100 exclusively listed properties.'

Added to the program will be panels of experts on: financing, franchising, ownership and brokerage that will provide insights and trends. Mark Eble, vice president of PKF Consulting, Indianapolis, will provide an overview of national and regional markets. Additional speakers will provide tips on how to operate properties more competitively in a slowing economic environment.

'One of the keys to the success of this program has been the opportunity to meet with all the key parties involved in a transaction,' said Scott Brash, host HBI broker and president of Brash Realty Co., Inc. 'Buyers get a chance to review a wide cross-section of hotels, meet with lenders to determine if the project is financeable and talk to franchisors to get a preliminary understanding about which flags the hotel may qualify for. This can reduce the purchase process by as much as 60 days, and substantially reduce acquisition costs.'

Marketplace offers full- and limited-service hotel acquisition opportunities, panel discussions with the industry's leading experts, and networking sessions. The event is sponsored by Carlson Hotels Worldwide, LaQuinta Inn, Choice Hotels International, CIT Small Business Lending and PMC Commercial Trust.

Early registration is \$49 through May 9 and \$109 thereafter. HBI also will host Marketplace events later in the year in the Washington, D.C. area on October 8th and at a third location to be announced at a later date. To register, go to <http://www.hbihotels.com/marketplace.php>.

Hotel Brokers International, with more than 100 hotel brokerage specialists, is the world's leading hotel sales organization. The organization annually accounts for the greatest market share of mid-market transactions in the United States. In addition to the Hotel Investor's Marketplace, HBI sponsors the Certified Hotel Broker program and publishes TransActions Recap, the leading source of hotel real estate sales data.

HBI currently has more than 150 properties listed for sale in its proprietary database and access to more than 15,000 hotel investors and owners. In addition to broker services, HBI offers affiliate membership to professionals in allied fields, including franchising, lending, appraisals and investment services. For more information about HBI's hotel listings or to become a broker or affiliate member, HBI may be reached at (816) 505-4315 or via the Internet at [www.hbihotels.com](http://www.hbihotels.com).

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