

## eXceed Hospitality Asset Advisors Chosen to Asset Manage The Mayflower, Washington, DC - A Renaissance Hotel

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eXceed Hospitality Asset Advisors, LLC (eXceed), a leading Hospitality Industry Advisory Firm, announced today that it has been chosen by the Ownership Group as the asset management team for the Historic Mayflower Hotel, Washington, DC - A Renaissance Hotel.

'This is an exciting opportunity for eXceed to play a key role in the ongoing story of what is not only an important Washington landmark, but a part of American History. With the Renaissance Team, we will help write the next exciting chapter in this Hotel's long list of accomplishments. We share a vision to lead the Mayflower Hotel towards a new era of luxury, prestige, innovation, service and value,' said eXceed Co-founder and Principal, Troy Bennett, CHA.

As independent operators and advisors, eXceed has a unique perspective on how to develop the strategic plan and implement clear guidelines and goals for management teams. 'Our philosophy is central to our success: We believe in partnerships, working together with all Stakeholders,' said eXceed Co-founder and Principal, Carl Bruggemeier. 'We find a common ground that will produce the most effective results in the shortest time possible.'

The scope of eXceed's work, whether short or long term engagements, is driven by one goal: increasing profit while minimizing risk. Providing management, advice and counsel to a wide breadth of Owners of Hospitality Assets, eXceed specializes in developing and managing assets of varying size, style and geography. Enhancing current asset value or creating new Hotels and Resorts, eXceed is driven to out-perform the competition.

The Renaissance Mayflower Hotel, located at 1127 Connecticut Avenue NW, is the largest luxury hotel in Washington D.C., a proud member of Historic Hotels of America and is considered the second best address in Washington, DC - second only to the White House. Facilities include 657 total guestrooms with 74 suites, 38,000± square feet of exceptional meeting and function space, and the nationally known Town & Country Bar. In the heart of the Central Business District, this historic hotel is blocks from the White House and other important monuments, parks, shopping and metro lines.

eXceed Hospitality Asset Advisors is an Independent Hospitality Industry Advisory Firm with extensive hotel & restaurant development, operational and ownership experience. A partial menu of eXceed's disciplines include asset management, hotel /resort development, operational management, property acquisition/disposition, financing/refinancing and residential whole/fractional ownership. As a 'One-Stop' solution for Hospitality Industry Owners, eXceed provides an unparalleled array of services that spans the initial concepting, design and development of new projects to the ongoing analysis, operation, and asset management of existing operations. Recent Projects spearheaded by eXceed for Independent Ownership Groups have totaled over \$4.0 billion of strategic Hotel/Resort/Residential Development.

For more information about eXceed Hospitality Asset Advisors, visit [www.exceedhaa.com](http://www.exceedhaa.com), or our affiliate Food & Beverage Advisory Company, The CZH Hospitality Group ([www.czhhospitality.com](http://www.czhhospitality.com)) contact Troy Bennett or Carl A. Bruggemeier at 877-70-Asset (877-702-7738).

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