

# INN-TOUCH

## Hospitality News

Brown Nester Hospitality Services

### **Brown Nester Hospitality Services, Inc.**

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## **From Our President**

### **Serving Our Valued Clients from Coast to Coast**



*Chuck Nester  
President, CHB, CHA*

## **Celebrating 65 Years!**

- Chuck earned his California Brokers License in 1979. He holds the certifications of CHB (Certified Hotel Broker/ HBI) and CHA (Certified Hotel Administrator/ AHLA).
- Chuck has a long list of outstanding accolades. Just to name a few: HBI "Salesman of the Year" for outstanding achievements in hotel/motel sales, four-time "Broker of the Year" recipient awarded by Hotel & Motel Brokers of America, four-time "Largest Dollar Volume" recipient, nine-time recipient of "Top Broker of the Year" in the Mountain/Pacific Region for HBI, two-time "Most Unique Deal" recipient
- Chuck has served as a speaker, moderator and panelist for many organizations including: AAHOA, ALIS, Best Western, Comfort Inn, Embassy Suites, Hampton Inn, Hotel Brokers International, Spotlitteradio.com, Los Angeles Commercial Realtors, Lodging Summit, Radisson, & many more!

***"The Most Trusted Name in Hotel Brokerage."***

**Call Us Today!**

*What's your  
hotel/motel  
worth?*

*Call us today  
for your FREE  
Opinion of  
Value!*

**(805)496-9797**

**It's FREE!**

## ***Did you know?***

### **US Hotel Occupancy Up 2.4% to 64.1% Week Ending August 31, 2013**

In year-over-year comparisons:

- Occupancy rose 2.4 percent to 64.1 percent
- Average Daily Rate increased 3.6 percent to US\$108.56
- RevPAR grew 6 percent to US\$69.60

Reference: Smith Travel Research



## **INDUSTRY CONFERENCES & TRADE SHOWS**

***Chuck is looking forward to seeing those of you attending The Lodging Conference at the Arizona Biltmore in Phoenix, AZ on September 17-20, 2013***

September 17-20, 2013

The Lodging Conference  
(Arizona Biltmore, Phoenix, AZ)

September 4, 2013

AAHOA North Texas Regional Conference & Trade Show  
(Hyatt Regency DFW AP, Dallas, TX)

December 4-7, 2013

Vantage Hospitality Conference & Trade  
(The Golden Nugget & D Hotel, Las Vegas, NV)

***Proudly serving our clients from Coast to Coast***



Time to Invest, Reinvest, or Exchange



Mark Hemstreet  
Vice President Sales

In many opinions, the lodging industry is moving in the right direction with occupancy and ADR both climbing. As revenues continue to rise, we must think ahead for our future growth. With positive economic indicators, three strategies emerge on the horizon, *Invest* in a existing property for sale/build a new property, *Reinvest* in your current property or sell your existing property and *Exchange* into another location. ***I believe there is a place for all three to prosper with merits that need to be carefully evaluated:***

- **Invest:** New build, it's always nice to be the new property on the block, guests tend to gravitate to new builds, OTA's have made it easier to make your new presence quickly available to the guest. Interest rates are still affordable and franchisors are hungry for new locations. Normally the highest cost per key, the long term results can be well worth the initial investment.
- **Reinvest:** The flip side of a new build is to renovate, even to the levels of a new build. The cost is relativity low and can be done in stages or all at once. The guest recognizes the changes immediately and in many cases, this keeps the competition from building across the street from you. You already know the market and just need to keep one step ahead of the competition.
- **Exchange:** Sometimes it's nice to just jump start into another property, new challenges, new markets. Indicators are showing positive increases in real estate, so now might be a great time to sell your current property and upgrade into a new property.



Florida welcomed 26.5 million visitors, the most of any quarter in history...



❖ **Florida welcomed a record number of visitors during the second quarter:** According to preliminary estimates released by Visit Florida, the state's official tourism marketing corporation. From April through June this year, 23.4 million people visited the state, an increase of 2.6% over the same period in 2012. The numbers include 19.7 million domestic visitors (+1.6% over 2012), 2.7 million overseas visitors (+9.3%) and 1 million Canadian arrivals (+ 4.9%).

Reference: HotelNewsNow.com

Are You Covered?

Vantage Insurance Services, Inc., official insurance agency of Vantage Hospitality Group, Inc. (Vantage), a hotel membership organization that represents over 1,125 hotels worldwide and, is the **8th largest hotel company in the world**. Vantage Insurance is the premier insurance agency dedicated to offering property insurance for not only members of Vantage Hospitality Group's brands but all national brands in the US.



Bill Shaw  
Founder, Vantage  
Insurance Svcs, Inc.



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IN ESCROW

Redevelopment Land	Valencia, California
Redevelopment Land	Paso Robles, California
Super 8	Fort Collins, Colorado
Redevelopment Land	Little Rock, Arkansas

FOR SALE

Property Name	Price	Rooms
Americas Best Value Inn, Escanaba, MI	\$925,000	58
Bridgeport Inn, Bridgeport, California	\$1,650,000	31
Ramada, Yonkers, New York	\$11,000,000	103
Motel 6, Gastonia, North Carolina	\$2,100,000	59
Super 8, Fort Collins, Colorado	\$2,800,000	71

FEATURED PROPERTY



Best Western Tempe by the Mall

Tempe, Arizona  
**Total Consideration: \$9,000,000**  
158 Rooms  
Recently Renovated • Great Location