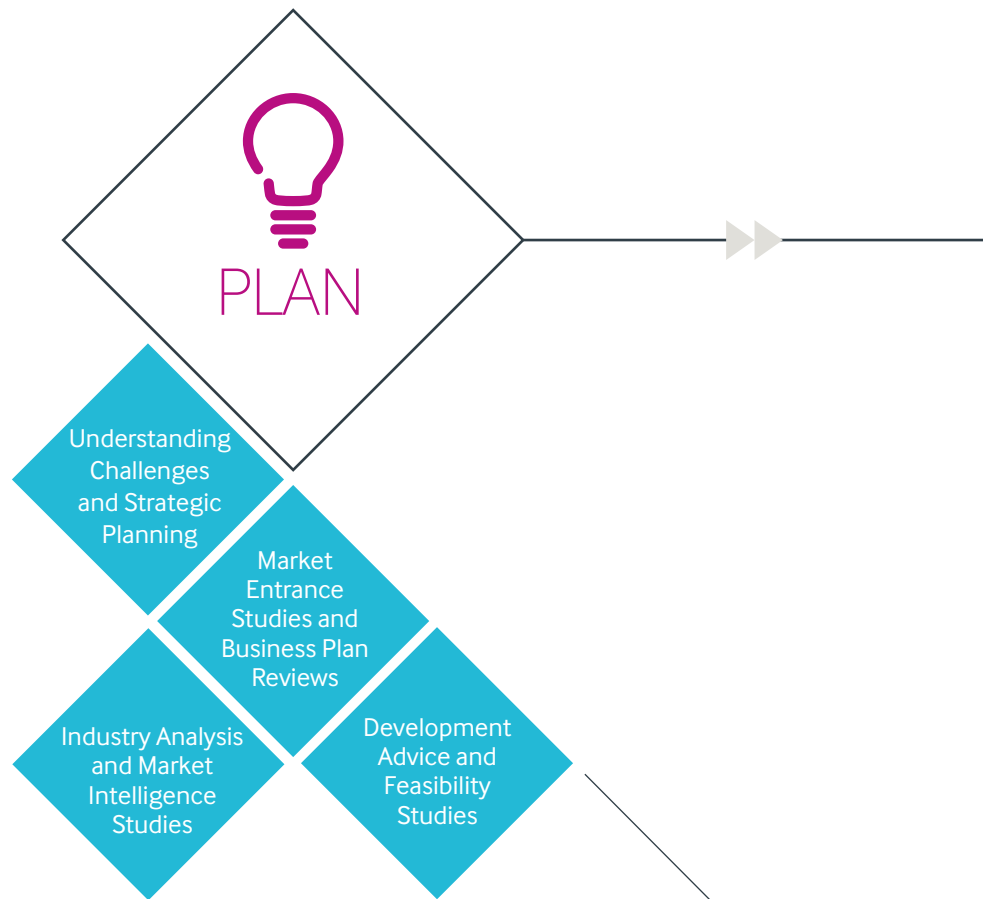


HOTELS

Supporting you from  
Acquisition to Exit

Our sector specialists support hotel investors, operators and lenders throughout every stage of their business' life cycle, from pre-acquisition planning, right through to exit.



#### **Opportunity Identification & Evaluation**

Our high-calibre team of consultants and brokers have more than eight decades of experience and can rely on an extensive hotel market database including operator profiles, performance trends, contracts and historic transactions. In conjunction with our understanding of how these might evolve due to economic, social and political changes in the future, we can ensure that Christie & Co identifies both the best strategy and opportunities for you and your business. From feasibility studies to development advice, to bespoke research and identifying suitable targets for acquisition, our team will explore all the possibilities available.



Advisory & Valuation  
Services



Transaction  
Services

### Acquisition Advice & Portfolio Growth

We can help you to realise your growth ambitions by taking pressure off. Our Advisory & Valuation team provides independent advice that balances opportunities and risks associated with acquisitions. Our experience of structuring and negotiating contracts gives you the best possible start in your new venture. If you have not found the right opportunity to date, we are able to support you with our extensive network of local, national and international owners and investors. Our Transactions team accompanies around 400 sales mandates per year.



Acquisition  
Target Search  
and Site  
Identification

Acquisition  
Support

Buyer Due  
Diligence and  
Pricing Advice



OPTIMISE

Strategic  
Repositioning

Identifying  
Performance  
Improvements

KPI Development  
and  
Benchmarking

Independent  
Business  
Reviews

Operator  
Search &  
Selection

Rent and  
Contract  
Advice

### Investment Review & Optimisation

Our sector specialists bring an incredibly broad range of operational, financial, property and strategic skills, evidenced by publications such as market reviews or in-depth analyses of recent trends and developments in the hotel real estate industry. We are committed to driving business forward and maximising value. Christie & Co has the connections, experience and pan-European platform necessary to offer the advice and analysis that fits your needs.

## Property Valuation

We value and advise on about 500 properties in Europe every year, from independent properties to corporate portfolios from leisure resorts to city business hotels. The diverse breadth of exposure at every level of the hospitality sector gives us an unrivalled capability and is why investors, operators and banks continue to demand our advice year after year.



## Investment Exit & Disposal Advice

Whether you are selling a single property or want to exit an investment completely, we will be there to advise you and find the right buyer. Helping you decide on the right time to sell, to market the opportunity to our extensive list of buyers and manage the entire process through to completion, ensuring a successful exit at an optimal price.

Locally positioned and globally networked offices throughout Europe, staffed with experts from the hotel and real estate sector.

Exceptionally well connected to market leaders in the hotel industry – from national and international hotel brands and operators to developers, banks and investors.

Present at national and international events to discuss the latest trends on panels, present market figures and grow our widespread network.

Active member and/or preferred partner of national and international hotel and real estate associations.

Kept up-to-date by a variety of national and international industry sources, collected and compiled in our extensive internal hotel and tourism database.



## Business Built Around You

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- Founded in 1935 by three partners in London's West End
- First international offices in Paris in 1998 and in Frankfurt in 1999, 30 offices throughout Europe
- Expansion of our services in the corporate segment
- From London Stock Exchange in 1988 to AIM (Alternative Investment Market) in 2005
- Leading valuers, consultants and brokers
- Pan-European multilingual team
- Launch of the Asia-Desk 2015



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