

Investment Services

Strategic Acquisitions

Through the experience and relationships of our management team, we are able to identify potential property and portfolio acquisitions using investment criteria that focus on:

- The quality of the properties
- The strength of the underlying operations
- Market demographics
- Conservative leverage
- Fixed rate, long-term debt
- Opportunities for expansion
- Security of cash flows
- Potential for capital appreciation and
- Potential for increasing value through improved property performance and management.

Our portfolio is now close to 120 hotels totaling more than 12,000 guestrooms.

Brand Relationship Advice

With over 20 years of negotiating skills with the top eight worldwide hotel brands, our team can answer any of your questions. For instance, which brand is best suited for you based on your property, your market, franchisee fees and franchisor reputations, and the overall health of the franchise.

Repositioning and Rebranding

Having converted 44 Oak Tree Inn hotels to one of three Wyndham brands, we know the added value that a repositioning and rebranding can bring to improve your return on investment.

However, before you consider renovating or rebranding to reposition your property, consider the following:

- Current and desired hotel market segments
- Competitive analysis
- Improvements focusing on your property's competitive edge
- Cost analysis of renovations and/or operating changes
- Cost-benefit analysis
- Forecasted operating results

Our experienced management team can help you create a focused repositioning and rebranding plan, making sure your vision aligns with your hotel's potential and market conditions.

Financing

Our ability to continue our growth trajectory is due in part to our strong development partnership with SunONE Developments and our direct relationship with American Hotel Income Properties REIT LP; collectively we can provide financing for acquisitions, refinancing loans, and accessing capital for expansion and renovation costs.

Due Diligence

If you're thinking about buying a hotel and either operating it yourself or assigning the management of the property to a third party, due diligence is all about maximizing your return on investment while not getting in over your head.

O'Neill Hotels & Resorts Ltd. can help you discover and analyze a prospective hotel investment so you avoid any nasty surprises after the deal is done. Having a due diligence plan will help you avoid costly mistakes up front, make a better offer, and steer you away from bad deals.

Valuation and Underwriting

With close to 120 hotels under management, our leadership team brings a depth of advisory experience for both owners and developers.

Some advisory services we provide:

- Acquisition and Underwriting Due Diligence
- Market and Feasibility Studies
- Asset Evaluations and Strategies
- Operational Review
- Management Contract Negotiations
- Franchise Agreement Negotiation
- Development Strategies

Divestment

With the U.S. hotel market recovering, several large hotel chains have been divesting their real estate holding of non-core hotels to focus on other areas of their portfolio. While we have been readily acquiring divested hotels, we also provide advisory services to independent hotel owners.

If you are reviewing your own succession plan or simply looking to remove yourself from the day-to-day operations but maintain your real estate holding, we can help.

