

**CONGRATULATIONS!
YOU ARE THE UNWILLING OWNER
OF YET ANOTHER HOTEL**

NOW WHAT?



WE TAKE THE BURDEN OFF YOUR BACK

We manage seized properties for a month or as long as you need. We partner up with you to preserve the value of the asset, communicate with all interested parties and maximize overall asset profitability through a slew of expert services.



Services offered:

- *Asset Staging*
- *Asset Management*
- *Asset Survey and Inspection*
- *Alternative Energy and Conservation Programs*
- *Bankruptcy Examiner*
- *Business Plan Development*
- *Capital Sourcing and Strategies*
- *Cash Management*
- *Chapter 11 Trustee*
- *Construction Completion Cost Analysis*
- *Court Appointed Receivership*
- *Court-supervised Asset Sales*
- *Expert Testimony*
- *Forensic Accounting*
- *Interim Management*
- *Litigation Support*
- *Liquidation Agent*
- *Risk Management*
- *Receivership Plans and Implementation*
- *Workout Strategies*

MAXIMIZE ASSET VALUE THROUGH ASSET STAGING

Our hotel real estate asset professionals are committed to adding value to your investment. We offer a forward-thinking approach to consulting and preparation for a sale through **Asset Staging**.

Asset Staging:

- Ongoing Asset Management Services for a short or longer period of time
- Development of Operating Strategies
- Valuation of key operating issues and cash flow
- Negotiations with potential buyers to obtain the highest price
- Asset and collateral liquidation
- Due Diligence
- Finance
- Marketing, including rebranding and repositioning strategy development
- Capital Project Management
- Engineering
- Food & Beverage Consultation
- Asset valuation to determine the right asking price
- Contract negotiations
- Owner-manager relationship
- Program evaluation
- Benchmarking and financial analysis
- Hotel investment decision
- Information technology, and quantitative risk analysis.
- Franchise Negotiations



A DIFFERENT TEAM A BETTER SOLUTION

At Red Relif you will find experts on various disciplines including banking, legal, marketing, branding and repositioning, PR, hotel management, international business, energy management, construction and hospitality.

Our teams are tailored to each client with special attention to their unique needs.

The result is a more efficient and cost-effective solution for everyone.

INCREASING THE POTENTIAL FOR A MORE PROFITABLE RETURN

With Red Relif you can keep your assets as healthy as possible, and grow the potential for a more profitable return on investment. We turn bad assets into better assets and see opportunity where others don't - especially in downtimes.

Our role in building value utilizes the latest techniques in asset management. We have insight into the current lodging-market and operational challenges, including management contracts, managing the manager, benchmarking property performance, and the capital improvement decision.

During our monthly property discussions, we review marketing initiatives, financial performance, pricing, staffing, capital expenditures and other key operating issues. As a growth and success-driven hospitality consulting firm, our focus is forward-looking, in order to favorably impact operating performance. Examples include identifying expense issues, developing turnaround plans or anticipate future pricing opportunities, which enables the hotel to adjust rates to maximize revenue.

WE CAN HELP YOU DISPOSE OF THE PROPERTY QUICKER

Our hotel asset managers are committed to adding value to your investment. We employ a forward-thinking approach to consulting and preparation for a sale, including Ongoing Asset Management Services, Development Planning, Acquisition, Due Diligence, Finance, Sales & Marketing, Capital Project Management, Engineering, Food & Beverage consultation and overall Property Management.

As a progressive hotel asset management company committed to growth as a measure of success, our professionals are extremely involved in developing operating strategies and then working with management to implement creative “value enhancement” solutions.

WHY RED RELIF?

First of all, we are professionals who really know the business in and out, from many angles. But more importantly, we know that crisis creates change and change creates opportunities. We know where to look for the opportunities for our clients. We know how to run a hotel, how to market it, how to maintain it, and how to prepare it for sale. We are kind of the hotel SWAT Team for lenders and owners.

What's up with the weird spelling of RELIEF? So you noticed? It's not a mistake. We are different. It's all about being different enough so that you can stand out in the crowd and be noticed.

It's what we do with our client's assets in turning red numbers to black, and take the burden off their back.

CALL (310) 597-5823

EMAIL: HELP@REDRELIF.COM

**345 SOUTH FIGUEROA STREET, SUITE 101
LOS ANGELES, CA 90071**

11TH HOUR ASSET STAGING AND MANAGEMENT

RED B RELIF

WWW.REDRELIF.COM