



OVERVIEW

Providing Specialized Services to the Hospitality Industry

Niche Advisors Background

- **Hospitality Executives & Consultants**
 - Starwood, Marriott, Hyatt, Mirage, Destination Hotels
 - Spire Group, HVS Global Hospitality Services
- **Sang Hwang – Managing Director**
 - Boston, MA Office
 - Boston University
- **Joshua Miller – Managing Director**
 - San Diego, CA Office
 - Cornell University

Our Guiding Principles

- **Systematic Approach**
- **Asset Value Enhancement Perspective**
- **Optimize Operating Performance**
- **Service Driven Mindset**

Our Guiding Principles

Systematic Approach

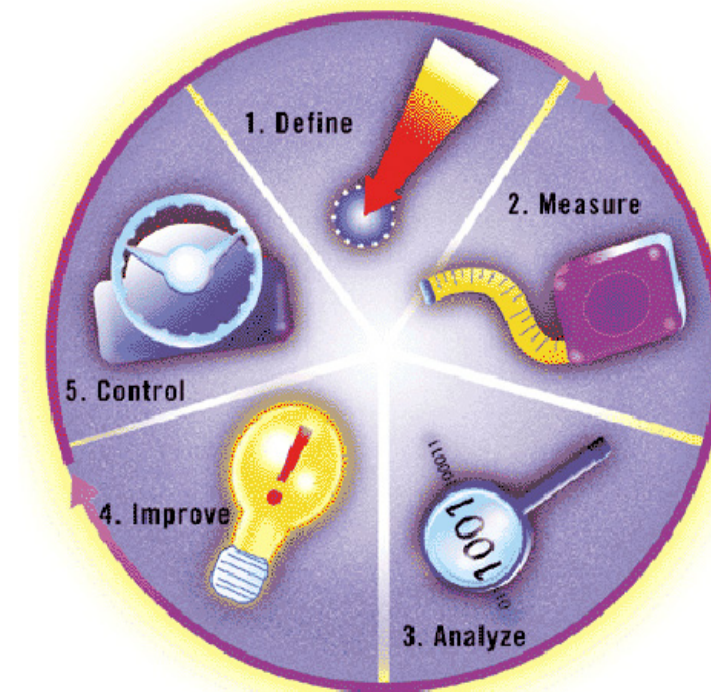
Define

Measure

Analyze

Improve

Control



Our Guiding Principles

Asset Value Enhancement Perspective

- **Macro: Portfolio-Wide Performance**
- **Micro: Individual Property Performance**
- **Balanced: Ownership ROI & Service Impact**

Our Guiding Principles

Optimize Operating Performance

- **Guide Operators Through Best Practices**
- **Transfer Knowledge to Hotel Team**
- **Maximize Use of Technology & Equipment**

Our Guiding Principles

Service Driven Mindset

- **Instill Service Standards to Third Party Operators**
- **Ensure Consistent/Seamless Service Delivery**
- **Uphold Various Brand Standards**

Our Parking Services

- **Appraisals, Feasibility & Market Studies**
- **Development Planning**
- **Procurement (PARCS & Operator Selection)**
- **Operations Improvement & Redesign**
- **Asset Management**

Our Ancillary Services

- **Project Management Services**
- **Hotel Opening & Transition Task Force**
- **TouchPoint (TP) Management Training**
 - **Staff Training**
 - **Sales Training**
 - **Leadership Training**

Contact Information

For more information, visit us at:

www.nicheadvisors.com

Boston , Massachusetts Office	San Diego, California Office
Sang Hwang	Joshua Miller
Managing Director	Managing Director
(617) 448-0040	(619) 254-4245
sang.hwang@nicheadvisors.com	joshua.miller@nicheadvisors.com