



## TPG DEVELOPMENT MANAGEMENT CONSULTANTS

A Division of THE PLASENCIA GROUP, INC.  
Passion. Access. Certainty.

# Exclusive Services to Hospitality Investors

Development Management Consultants (DMC), a division of The Plasencia Group, offers a comprehensive menu of services to individuals and companies investing in the hospitality development sector.

Architects, engineers, real estate attorneys, franchisees, management companies and ownership groups have all recommended the expert counsel of DMC to their clients in order to successfully navigate and help manage the many unique and often complex components of a hospitality development project.

Development Management Consultants' extensive experience in the hospitality industry, coupled with an in-depth knowledge of hotel operations, translates into proven strategies and oversight processes that ensure the clients' development investments are carefully managed and protected from project inception to completion.

The firm's team of professionals are experienced problem-solvers who can provide guidance on a range of issues, including:

- equity
- design
- construction management
- branding
- franchise and management negotiations
- asset management

Development Management Consultants leverages the extensive experience of the firm's principals on every engagement, ensuring comprehensive and complete solutions that position clients for maximum success.



## Experienced Leadership

Keith D. Coe  
*Managing Director,  
TPG Development  
Management  
Consultants*

*Keith Coe brings a wealth of experience to the firm having served as head of the Development and Acquisition Group at Valley Forge Investment Corporation (VFIC) from 1998 to 2006.*

*While at VFIC Keith's responsibilities included overseeing site selection, feasibility studies, development incentives, municipal approvals, design, branding, leasing, engineering, construction, structuring of ownership, equity placement and debt financing, as well as ongoing supervision for legal, human resources and operational services.*

*Prior to his tenure at VFIC, Keith was Senior Vice President and General Counsel for Omni Hotels from 1993 to 1998, as well as General Counsel for Red Lion Hotels for the seven prior years.*

**TPG Development  
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# Proven expertise to guide you every step of the way

The following is a brief overview of the various services offered by Development Management Consultants to assist and advise you throughout the various phases of your hospitality investment project.

### Phase I – Conceptual

- Feasibility analysis
- Market overview
- Operational proforma
- Highest and best use recommendation

### Phase II – Implementation

- Service team identification (architects, engineers, legal counsel, etc.)
- Facilities programming/optimal design criteria
- Municipal permitting and zoning
- Development cost plan
- Third-party leasing
- Brand or operator recommendations

### Phase III – Financial Development

- Equity and debt requirements
- Secure equity investor or partner
- Construction financing
- Permanent or take-out financing
- Hotel or condo/hotel developer identification

### Phase IV – Construction Development

- Management contracts and technical services documents
- Development manager overseeing project
- Condominium marketing agreements
- Hotel franchise negotiations
- Condominium regime

### Phase V – Post Construction

- Disposition strategy and process
- Competitive hotel analysis
- Marketing and offering materials
- Identify prospective investors/purchasers
- Confidentiality agreements
- Acquisition negotiations and closing



## THE PLASENCIA GROUP, INC.

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### TPG Capital Markets

*Debt and equity placement*

### TPG Development Management Consultants

*Hotel development and management advisory services*

### TPG Transactions

*Single asset and portfolio transactions*

### Regent Street

*Sophisticated sales of distinctive hotels and resorts*

### Sun Hospitality Advisors

*Single asset select-service transactions*

Founded in 1993, The Plasencia Group is a national hospitality advisory firm with offices across the country. In conjunction with its affiliates, Regent Street for distinctive hotels and resorts and Sun Hospitality Advisors for limited- and select-service properties, The Plasencia Group provides personalized investment opportunities and services to owners of hotels, resorts, and golf courses throughout the United States, Canada, and the Caribbean. The Plasencia Group offers a full range of value-added solutions, including portfolio and large asset transactions, property valuation analyses, debt and equity placement, hotel development and management advisory services, financial and strategic planning, and proprietary industry research.

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