

*“Using Specialized Marketing Systems to  
Bring Buyers & Sellers Together”*

# WHY LIST WITH SWOBODA HOSPITALITY SPECIALISTS?

*“If You Are Serious about Selling your  
Hotel you Should Engage Someone Who is  
Serious about Finding you a Buyer”*



**Call Us for your Free  
Broker Opinion of Value**

**National Headquarters:**

**(602) Hotel 4 U  
(602) 468-3548**

Fax (602) 271-0220  
email: [info@shshotels.com](mailto:info@shshotels.com)  
[www.shshotels.com](http://www.shshotels.com)

## **It's Simple!**

- **Maximum Selling Price**, is just one of many reasons why listing your hotel property with Swoboda Hospitality Specialists makes business sense, here's how we succeed!
- **Guaranteed Marketing**, our written promise to you, if we don't carry out our unique marketing strategy and marketing timeline as presented in our listing proposal, you can cancel your listing any time!

### **“WE COOPERATE EQUALLY WITH OTHER BROKERS IN YOUR INTEREST, NOT OURS”**

- **Maximum Broker Cooperation**, to obtain the highest sales price and maximum exposure for your property, we market to and cooperate with all brokers.
- **Maximizing the number of brokers** representing your property provides you, The Seller, with the highest selling price potential.

### **“OUR MARKETING SYSTEM DELIVERS OVER 1,000 BUYER REQUESTS PER MONTH”**

- **Using Specialized Marketing Systems**, including National Print Advertising, Virtual Tours, Internet Listings and Direct Broker and Client Mailers, provides maximum exposure worldwide.
- **State of the Art Marketing**, our savvy use of internet marketing allows us to reach Cooperating Brokers and Principles faster. We set up an exclusive web site for each property listing so it can be viewed worldwide.
- **National Advertising**, our marketing features ads in such national publications as Hotel Business, Hotel Journal, Wall Street Journal, and placement on industry web pages such as Innvest.com, Costar.com, Loopnet.com, PropertiesLine.com, Hotelsforsale.com, CIMLS.com, Cba.com, HotelBuySell.com, USAHotelOwners.com, AsianHotelowners.com, Catylist.com, InnContract.com.

### **“GENERATING MORE MONEY TO YOUR BOTTOM LINE”**

- **Preferred Sliding Scale Commission Structures**, allow properties big and small to be sold at reasonable commission rates.
- **Free Broker Opinion of Value**, when we prepare your comprehensive listing proposal.

**ALLOWING YOU TO MAKE A DECISION ON YOUR SELLING PRICE, WITH CONFIDENCE.**



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# IS A REAL ESTATE BROKERAGE FIRM THAT IS DEDICATED EXCLUSIVELY TO THE SALES AND PURCHASE OF HOTEL & MOTEL PROPERTIES

ARIZONA • CALIFORNIA • COLORADO • HAWAII • IDAHO • NEW MEXICO • NEVADA • OREGON • TEXAS • UTAH • WYOMING • MONTANA • WASHINGTON • MEXICO

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## Who Are We?

Swoboda Hospitality Specialists is a real estate brokerage firm dedicated exclusively to the hospitality industry throughout the Western United States since 1954.

Swoboda Hospitality Specialists was formed as the result of merger of two established firms, Arizona-based Swoboda & Associates, and California-based Hospitality Specialists. Both having a strong tradition of serving clients through honest dealing, high integrity and helping to bring them together.

*“The expertise and contacts of our combined firms is powerful”*

Swoboda Hospitality Specialists was founded to fill the growing need for specialized professional assistance in hospitality real estate sales. Our Brokers and Agents have a demonstrated mastery of the hospitality real estate sales process, including valuing properties, making effective sales presentations, producing professional marketing packages, and utilizing cutting-edge information technology.

We at Swoboda Hospitality Specialists are proud of what we stand for and have accomplished on behalf of and for our clients. Our success can become yours:

- Over 55 years of Specialized Hospitality Real Estate sale Experience;
- Over 2.5 Billion in hospitality real estate sales;
- Having sold small to large hospitality properties ranging from \$500 thousand to \$20 million;

- Specializing in the Western United States;
- Expertise in Food & Beverage management and Turnaround;
- Represented all nationality recognized franchised as well as high potential Independent Properties;
- \$1,000,000 E & O Liability Coverage.

Swoboda Hospitality Specialists is committed to serving the needs of the hospitality marketplace in an integrated, professional manner. We strive to maintain the highest standards of discretion and integrity. All private information is held in strict confidence and kept fully confidential. From reviewing simple contracts to co-brokering complex merges, we deliver complete service.

Swoboda Hospitality Specialists are CHB & CHA Certified and CCIM Designated Brokers. We maintain a staff with impeccable credentials who have proven expertise in hospitality brokerage, investment analysis, sales and marketing strategies and hotel valuations.

## Why our System Works

When we meet with you, we listen intently to understand your plans for the property and your investments. We will ensure the marketing and disposition strategy for your property is consistent with those plans. Then we will strive to maximize the value of your property by providing an accurate opinion of value based on reliable comparable property sales information. This, combined with our knowledge of the market and our marketing proficiency, assures a maximized selling price.

Swoboda Hospitality Specialists places the client’s interest first. We will expose your property to the entire marketplace because we want to achieve the highest sales price possible for your property.

## Marketing timeline

We provide you a customized marketing timeline in writing. We commit to this advertising schedule and time line the promotion of your property. When it comes to marketing to buyers or brokers, Swoboda Hospitality Specialists exceeds our competition.

## Broker Marketing

Begins with proprietary data base which consists of more than 50,000 brokers and principals, including the Maxim Hotel Brokerage, Atlas Hospitality, Brown Hotel Group, Marcus & Millichap, CB Richard Ellis, Coldwell Banker and many others.

This database is used to contact, via email, fax blasts or direct mailing campaigns, to alert brokers that your property is available for sale. The brokers in turn contact their qualified buyers.

Maximizing the number of brokers representing your property provides you, the seller with:

- The Highest Sales Price Potential;
- Maximum Exposure for your Property;
- The Highest Range of Offers;

- The Highest Exposure to 1031 Brokers and Buyers;
- Highest Number of Back up Offers.

## Consider This...

The country’s top five hotels brokers combined account for only 10% of all transactions. That means that 90% of all other hotel transactions are conducted by other brokers- that 90% is Swoboda Hospitality Specialist’s prime target market.

