

LHA

Luxury Hospitality Advisors

SERVICES
OVERVIEW

Our Perspective

Where luxury hospitality meets real estate, the most consequential decisions define everything that follows — how an asset is conceived, capitalized, positioned, and valued.



About Us

Luxury Hospitality Advisors is a boutique advisory and brokerage firm specializing in luxury hospitality real estate. We work with owners, investors, and developers across hotels, resorts, branded residences, and mixed-use developments.

Our team brings decades of firsthand experience across hotel operations, asset management, development strategy, and residential programming. That depth — across every discipline the lifecycle of a luxury asset demands — is what allows us to see each engagement whole, not in parts.

We operate at the intersection of hospitality and real estate, where the complexity is greatest and the stakes are highest. Whether sourcing an off-market land opportunity, structuring a capital raise, advising on brand selection, or guiding the residential component of a mixed-use development from concept through go-to-market — our counsel is grounded in how these assets actually perform, not just how they are projected to.



What We Do

Develop with Confidence

Pre-construction planning, financial structuring, market analysis, and capital strategy. We engage early, where guidance has the greatest impact on value.

Brand & Product

Brand and operator selection, residential program, unit mix, HOA structuring, and positioning. We define what the asset is and who it's for before a dollar is committed to.

Capital & Investor Access

Equity raises, Joint-venture structuring, debt placement, and outreach to our network of family offices, private equity, and hospitality-focused investors. We help developers secure the right capital partners at the right stage.

Perform & Transact

Asset management, hotel acquisitions and dispositions, repositioning, and recapitalization. We protect and grow value across the full ownership lifecycle.



"Every great hotel tells a story. We help our partners craft a memorable, authentic narrative — transforming hotels into destinations."



The Project Journey

Every hospitality asset follows a path. LHA is equipped to advise at any point in that journey – from the earliest stages of concept and capitalization through to disposition and exit.

Concept

Refine your initial idea and create a compelling vision for your asset.

Feasibility

Market validation, financial modelling, and investment thesis.

Brand Fit

Select the ideal brand to maximize asset value and market position.

Financing

Prepare for and assist in securing the necessary capital.

Development

Act as your hotel expert through the entire development process.

Opening

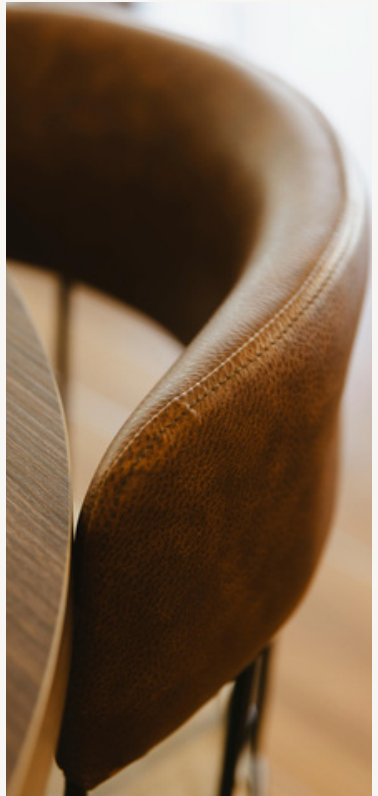
Critical final steps to ensure a flawless grand opening.

Operation

Provide strategic asset management to optimize performance.

Exit

Advise on the best strategy for a profitable sale or asset disposition.



Advisory Services

LHA serves as a trusted extension of the ownership team — engaged at any stage of the asset lifecycle, from initial concept through repositioning, transition, or exit. We are brought in when owners need an experienced, independent perspective to navigate complexity or evaluate options.

Development & Pre-Construction Advisory

Land planning, concept development, financial modelling, pro forma analysis, feasibility studies, and pre-opening budget development. We help owners and developers make informed decisions before capital is committed — and protect those decisions as the project moves forward.

Hotel Integration & Operations Advisory

Operational design review, space planning, FF&E and OS&E specification, and specialist sourcing across kitchen, spa, F&B, IT, purchasing, and technology. We ensure what is designed can be operated — and operated well.

Asset Repositioning

For assets that are underperforming, mispositioned, or transitioning ownership — we diagnose the gap between current performance and potential, and build the strategy to close it. Rebranding, renovation sequencing, operator renegotiation, and market repositioning.

Brand & Operator Selection

Independent evaluation of brand options, soft brand affiliations, and distribution platforms. We negotiate from the owner's side — ensuring management and franchise agreements are structured to protect long-term asset value, not just secure a flag.

Asset Management

Ongoing performance oversight for stabilized assets — business plan review, monthly performance monitoring, labor and operational efficiency, capital budget management, marketing strategy, and contract compliance. We hold operators accountable to the standards ownership expects.



Branding, Positioning, & Marketing

A luxury asset's value is inseparable from how it is perceived. LHA advises on the full spectrum of brand and marketing decisions — from the foundational choices made during development to the strategies that sustain positioning through operations and transition. For mixed-use developments, that discipline extends into the residential component — ensuring the hotel and residential brands reinforce one another rather than dilute each other.

Brand Pillar Development

Define the brand pillars that govern every downstream decision — architecture, design, operations, guest experience, and communications. Built in at the beginning, they reduce the risk of costly misalignment later.

Target Guest Profile & Market Positioning

A precise definition of who the asset is for — demographics, psychographics, spending behavior, and travel motivations. Guest clarity drives product decisions, pricing strategy, channel mix, and long-term brand loyalty.

Positioning & Mission Statement

A strategic positioning statement that articulates genuine market differentiation — grounded in competitive reality, not aspiration. A foundation that informs investor conversations, brand partnerships, and marketing strategy.

Creative & Content Strategy

Campaign strategy, brand standards, digital presence, and content framework — built to communicate the asset's positioning with precision from pre-construction through opening and into stabilization. Photography and video direction, social media strategy, and PR agency selection and oversight are all within scope on an advisory basis.

Residential Program Strategy

For mixed-use developments — unit mix, pricing framework, absorption modelling, and go-to-market structure. LHA defines the strategy, standards, and positioning. The developer executes with their team, supported by our advisory at every critical decision point.



Capital, Investment & Transactions

LHA operates at the transaction layer of luxury hospitality real estate — advising on capital strategy, sourcing investment partners, and executing hotel acquisitions and dispositions across the U.S., Caribbean, Latin America, and select global markets.

Our capital relationships have been built quietly over decades — through direct involvement in landmark transactions, institutional roles, and board-level industry participation. They are not marketed. They are activated when the right opportunity and the right partner align.

Capital Structuring & Financing Advisory

Pro forma development, capital stack structuring, debt and equity strategy, and financing advisory for new development, recapitalization, and existing asset refinancing. We help owners and developers present their projects with the rigour and clarity that sophisticated capital requires.

Equity Raises & JV Structuring

Introductions to a private network of family offices, private investors, and hospitality-focused investment firms — built through decades of industry relationships. We structure joint venture frameworks that align incentives and protect ownership interests.

Hotel Acquisitions & Dispositions

Off-market deal sourcing, acquisition advisory, broker opinion of value, due diligence coordination, and transaction management. For dispositions — discreet marketing, curated buyer outreach, negotiation guidance, and a managed close.

Recapitalization

Strategic recapitalization advisory for owners seeking to restructure existing debt, bring in new equity partners, or reposition the capital stack ahead of a refinancing or sale event. We evaluate options with the owner's long-term objectives as the primary lens.

Transaction Support

Investment proformas, marketing decks, data room preparation, and capital partner presentations — the full suite of materials required to move a transaction forward with credibility.





Why LHA

Decades of experience. A track record built across some of the most recognized luxury assets in the world. And a perspective earned from every seat at the table — ownership, operations, development, and advisory.

Our team has held principal roles at some of the most consequential luxury hospitality companies of the last four decades — developing and opening landmark properties, building and launching global brands, and managing complex transactions across the U.S., Europe, the Caribbean, and Asia. Collectively, our experience spans over \$500 million in hotel transactions and advisory across more than 50 luxury properties worldwide.

Select Projects & Experience:

- Rosewood Hotels & Resorts** — Development and repositioning of the first five properties, including The Mansion on Turtle Creek and Hotel Bel-Air
- W Hotels** — Core member of the team that developed and launched the W brand, including the first six property openings
- Hotel Bel-Air, Los Angeles** — Co-founded the Bel-Air Hotel Company; asset management, marketing, and disposition
- Grand Hotel du Cap Ferrat, France** — Asset management and full-scale renovation
- RockResorts** — Acquisition and relaunch of the brand
- Cap Juluca, A Belmond Hotel, Anguilla** — Asset management, marketing strategy, and disposition
- Pelican Hill Resort** — Planning, development, and opening
- St. Regis Hotels** — Marketing strategy and revenue generation
- Viceroy Hotels** — Marketing strategy



Contact



The right advisory partner makes the difference between a project that performs and one that endures.

At LHA, we bring independent expertise, deep market relationships, and a full-lifecycle perspective to every engagement — from early development strategy through stabilized operations and eventual disposition. Our counsel is integrated across hotel, residential, and capital — because that is how the best assets are built and how the most value is created.

Our role is to deliver clarity, protect value, and position every hospitality asset for long-term success.

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