



STRATEGIC
REAL ESTATE
PARTNERSHIP



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For more information:



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FOUR SEASONS

WINDSOR COURT

MONTELEONE

MAISON DE VILLE

**FRENCH
QUARTER**

RITZ CARLTON

THE SAINT

**CONVENTION
CENTER**

LOWES

MARITIME

**CENTRAL
BUSINESS
DISTRICT**

ROOSEVELT

**GARDEN
DISTRICT**

MAISON ST. CHARLES

Welcome

NAI Latter & Blum Hospitality is a full-service brokerage group founded on valuation expertise and data analytics that has a strong pull in the Gulf South region with global reach via our strategic partnership with NAI Global. We have listed, provided consulting regarding, or otherwise facilitated over \$380 million dollars of hospitality transactions and are confident in our ability to close.

- The NAI Latter & Blum Hospitality Division

**BIO
DISTRICT**

**TULANE MEDICAL
SCHOOL & HOSPITAL**

NAI Latter & Blum

By The Numbers

120 
REAL ESTATE PROFESSIONALS

6 LOCATIONS IN
LOUISIANA

Office
Retail
Industrial
Multi-Family
Hospitality
Land &
Property
Management

35 CCIM  DESIGNNEES

12 SIOR  DESIGNNEES

3 CRE  DESIGNNEES

1,500 +
TRANSACTIONS/YEAR

Superior information
management and
market research
capabilities for all
your commercial
real estate needs.

New Orleans | Baton Rouge | Lafayette | Lake Charles | Alexandria | Shreveport

WHY NAI LATTER & BLUM?

Affiliations, Memberships and Designations

| | |
|------|---|
| NAI | The World's Leading Commercial Brokerage |
| SIOR | Society of Industrial Office Realtors* |
| CCIM | Certified Commercial Investment Member* |
| ICSC | International Council of Shopping Centers |
| ULI | Urban Land Institute |
| NAR | National Association of Realtors |
| RNMI | Realtors National Marketing Institute |
| CPM | Certified Property Manager* |
| CRB | Certified Real Estate Brokerage Manager* |
| CRS | Certified Residential Specialist* |
| CRE | Counselor of Real Estate* |
| IREM | Institute of Real Estate Management |
| GRI | Graduate Realtors Institute* |
| LRA | Louisiana Realtor Association |
| ALC | Accredited Land Consultants |

*Individual Memberships

Brokerage Capabilities & Expertise

Market Coverage

We are part of the largest real estate organization in the world. Skilled property specialists in more than 400 markets worldwide extend our reach significantly.

Depth of Coverage

With over 100 years of continuous operation, NAI Latter & Blum's 120+ full-time commercial agents have developed numerous local, regional and national contacts.

Full Regional Coverage

With commercial and residential brokerage offices as well as property management offices throughout Louisiana and the Gulf South, NAI Latter & Blum provides unmatched market presence.

In-House Research

NAI Latter & Blum's Research & Marketing Divisions can prepare everything from up-to-date demographic and analytic reports to extensive property graphics that highlight any property or assignment.

A Tradition of Excellence

We take pride in our long history of service to the community in which we live. Our success is totally dependent upon our ability to service the needs of our many clients.



Build on the power of our network.

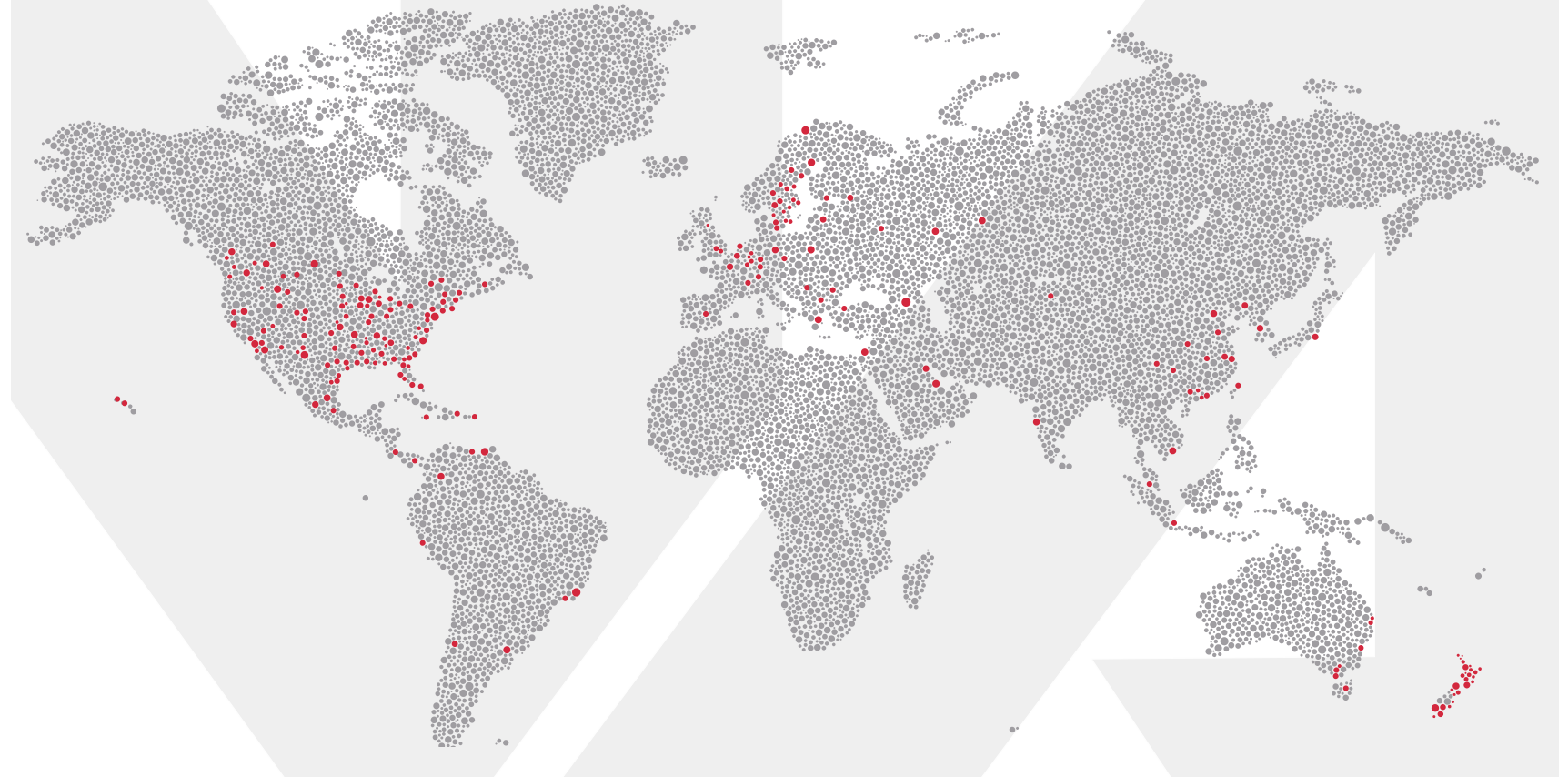
NAI Global is
Strategic & Innovative.

- Over 7,000 local market professionals
- More than 400 offices worldwide
- Local experts in 55+ countries
- 425 million SF of property managed
- \$20 billion in annual transaction volume

Investment Sales

NAI Global provides asset disposition services nationally for institutional and investor clients. Through unparalleled access to capital and local market knowledge, the NAI Global team provides individualized marketing strategies for every asset designed to maximize value for the seller.

North America | Latin America | Europe | Africa | Asia Pacific



55

COUNTRIES



7,000

REAL ESTATE
PROFESSIONALS



400

OFFICES

A world of support that revolves
Around one axis: **You.**

The Power of A Global Team

Nothing is as powerful as teamwork – that’s why NAI professionals work together to make deals, management and services fast and flexible. We’ve streamlined our organization, making it easier to serve your needs without getting tied up in red tape.

No matter how complex your needs are, we have the reach to provide what you need, where you need it.

Our results speak for themselves, and our clients know firsthand how we deliver a unique mix of creativity, collaboration and service.

NAIGlobal



STRATEGIC REAL ESTATE PARTNERSHIP

Team Members



PATRICK EGAN CRE
ASSOCIATE BROKER



Education

Loyola University New Orleans

Background & Experience

Patrick is Executive Vice President of Latter & Blum and serves as director of its appraisal/consulting division. His valuation expertise has been so widely sought after that he has undertaken assignments in more than 30 states in the United States and 12 countries in Europe and South America. Mr. Egan has been involved in both the business planning function of real estate services providing disposition options and economic scoping models on projects as diverse as Mobil's corporate headquarters and their main U.S. research complex to a joint venture on a blending facility in Buenos Aires.

Mr. Egan advised on the disposition of Mobil's corporate headquarter facilities in London, Paris, Vienna and Lisbon. He has analyzed disposition options on more than 20 heavy products terminals, as well as 15 chemical films and foam plants throughout the U.S. He has been called on frequently to assist in own vs. lease analysis, particularly with respect to ongoing office requirements.

He is also widely regarded as the area's foremost expert on hotel valuation and development, having analyzed literally hundreds of local and regional hotels and other hospitality assignments.

Professional Affiliations & Designations

- American Society of Real Estate Counselors (CRE)
- Qualified Expert – Nine different judicial jurisdictions
- Real Estate Board of New Orleans



DANIEL MARSE CCIM
ASSOCIATE AGENT



Education

B.A., Financial Analysis
with an Economics Minor,
University Of New Orleans

Background & Experience

Daniel serves hospitality investors with his expertise in advanced financial analysis, site selection, and demographic research.

He is skilled in the industry standard financial analytics software Argus Enterprise, which he uses to prepare institutional-quality feasibility studies, distribution ratio analyses, cash flow analyses, underwriting, and investment analyses suitable for clients ranging from local hoteliers to national REITs. Recent accolades include; 2018 Rising Star of New Orleans, 2018 Gold Production Award, and 2018 Special Purpose Sale of the Year.

In the aftermath of a billion-dollar local bank collapse, Daniel assembled a team to provide advisory services to banks (regional and national), private investors and underwriters. His team aggregated market data, using it to reconstruct financial statements and find comparable sales so that he could create value opinions useful for clients acquiring collateralized debt obligations (CDOs) at FDIC auctions.

Daniel educates his fellow CRE professionals on a national level. Some courses he has offered in the past include: CCIM Facility Cadre Training in Chicago [2015], CCIM Annual Spring Conference in Atlanta [2016], CCIM 102 Market Analysis for Commercial Investment in Houston [2017], and CCIM 102 Market Analysis in New Orleans [2017]. He presented to an audience of over 15,000 industry professionals at the Esri User Conference (Esri UC) in San Diego [2018] has been a panel member for the University of New Orleans Economic Seminar [2018 & 2019], and has presented at NAI Global's The Next Level Convention in Las Vegas [2019].

Daniel's ongoing engagement in the hospitality sector keeps him informed about the market on both regional and national levels.

Professional Affiliations & Designations

- Commercial Investment Division (CID) – NOMAR
- University of New Orleans Alumni Association
- Certified Commercial Investment Designee (CCIM)
- Asian American Hotel Owners Association (AAHOA)



DAVID KONONOV
ASSOCIATE AGENT



Education

B.A., Accountancy
Loyola University of New Orleans

Background & Experience

An alumnus of Loyola University New Orleans, David specializes in financial analysis of hospitality properties aided by his accounting background and proficiency in ARGUS Enterprise. David's skillset allows him to cull operating data from individual properties and the market at large to consult clients on their assets' performance. With this, he can use his acumen in finance and financial software to model performance on both property and portfolio levels, as well as over-all market trends. He uses this information to advise investors as to the value parameters of their properties against the market; as well as projected market conditions and property performance.

David's foremost proficiency is discounted cash flow analysis, especially preparing data and modelling assumptions to create the most accurate result; for instance, adjusting present revenue and expense numbers to market levels. This is the backbone of the team's valuation process, and also allows David to provide consulting on leverage decisions. Expectations of future cash flows are a key consideration when taking on leverage, and David's ability to synthesize market information with a business's cash flow situation allows him to provide accurate guidance as to acquisition, disposition, development and partnership structuring for existing and prospective clients.

Professional Affiliations & Designations

- Argus Software Certified
- New Orleans Metropolitan Association of Realtors
- Commercial Investment Division (CID) – NOMAR
- Lakeview Civic Improvement Association

HOSPITALITY TRANSACTIONS

Days Inn

Sale of exterior corridor hotel between regional owner/operator and 1st time hotel investor



Convention Center Boulevard

Land acquired by International Investor for development of hotel accommodating convention center guest.



Mounes @ Dickory

Sold to regional investor with intention to develop two select-service products



NAI Latter & Blum Hospitality has extensive experience in marketing hospitality assets and uses the most current technology to continue its legacy of excellence. NAI Latter & Blum Hospitality is capable of ensuring maximum exposure to qualified investors for listed properties. We are also capable of sending directed marketing materials to a carefully culled list of prospects to ensure a quiet sale

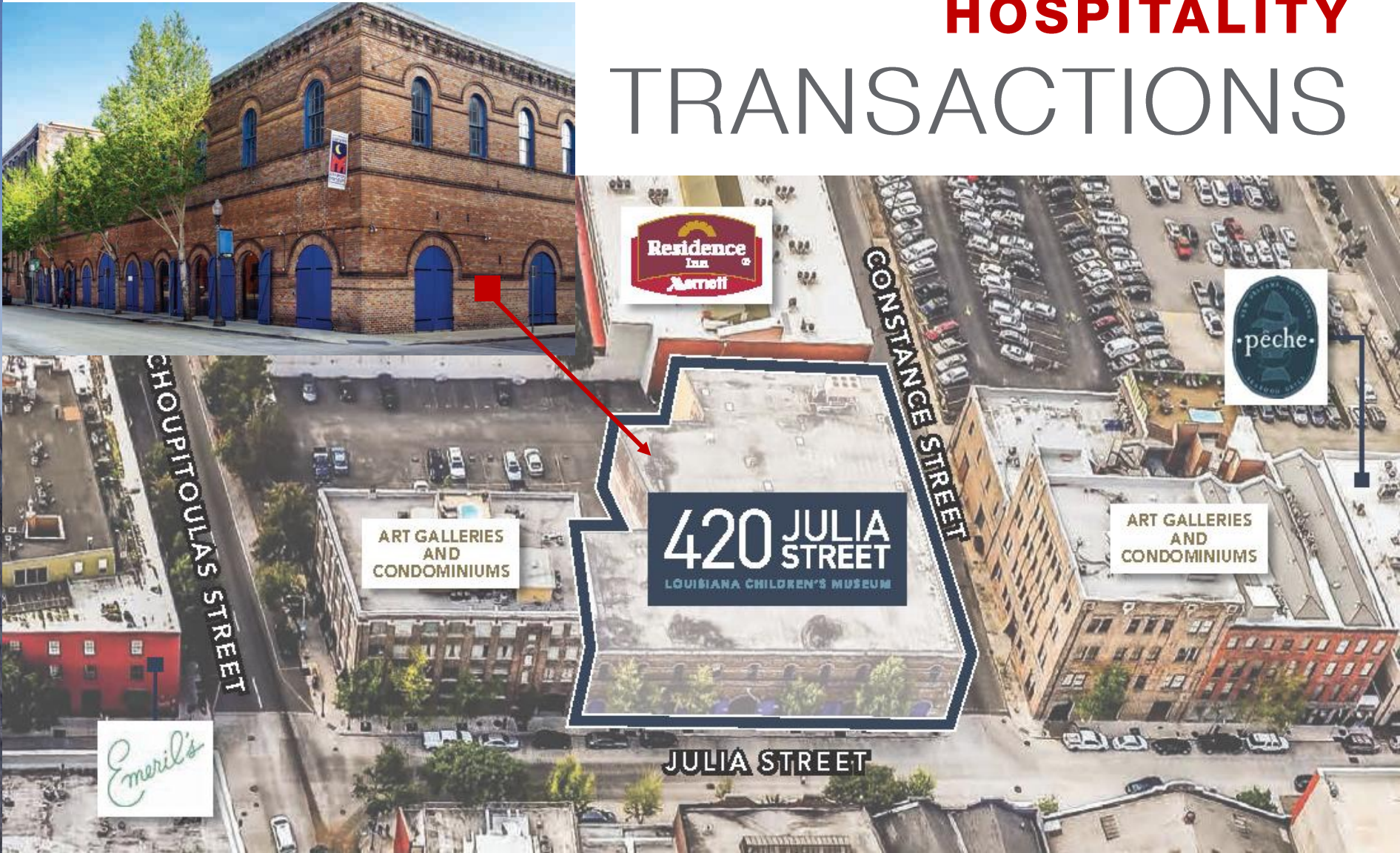


Saratoga
Apartment building sold to Hospitality REIT for conversion into a Royal Sonesta

Maritime Building
Building acquired for
conversion into timeshare
accommodations



HOSPITALITY
TRANSACTIONS



Children's Museum
Represented the Board of
Directors of the Louisiana
Children's Museum to
facilitate the disposition.

1100 Tulane
Shell building acquired by
national management/
development group for
development into a
Canopy by Hilton



HOSPITALITY EXPERIENCE

1. Maison St. Charles

- Select Service
- 130 Keys
- 2.09 Acre Footprint

2. Green House Inn

- Historic Garden District Bed and Breakfast
- 9 Full-Size, 1 Suite and 1 Maisonette

3. Maison De Ville

- Historic French Quarter Bed and Breakfast
- 10 En-suite Bedrooms & 2 Full Suites

4. Wyndham Garden New Orleans Airport

- Full-Service
- 220 Keys

5. Former Warwick Hotel

- 174 Rooms
- Closed Post Katrina

STRATEGIC REAL ESTATE PARTNERSHIP

Hospitality Capabilities

As leaders in this state and Gulf South region, we are able to provide in-depth market insights to help in the acquisition, disposition, and development of on and off-market hospitality opportunities.

The Hospitality Division at NAI/Latter & Blum works to maximize the value, and minimize the uncertainties, of hospitality related investments. Our diverse team of professionals provide services and advice using informed market research, acquisition/disposition expertise, asset optimization solutions, customized analytics, and reliable appraisal & valuation methods to best suit your needs.

Property Marketing

Our marketing experts work closely with our investment and research teams to provide effective marketing strategies to meet each client's needs. Whether your property needs an advertising/PR campaign, broad-based promotion, or targeted marketing to prospective buyers, our team of experienced marketing professionals will provide a marketing strategy that is tailored to showcase your asset and reach your desired market.

Disposition/Acquisition

As a member of NAI Global, the largest worldwide network of brokerages, we are engaged with leaders across markets to acquire or sell hospitality properties. NAI Latter & Blum's Hospitality Division has assisted with the disposition & acquisition of budget, luxury and boutique hotels. Our clients include: institutional investors, local investors, developers, and joint venture partners; many of which were looking to procure or dispose of new and redeveloped properties.

Valuation & Advisory

We know that when you receive the approval to evaluate or dispose of an asset, or even an entire portfolio, time is money. That's why we emphasize speed, efficiency and accuracy when delivering our recommendations based on current market conditions to value and position your current properties, or properties you may be considering for purchase.

Lodging Development Advisory Services

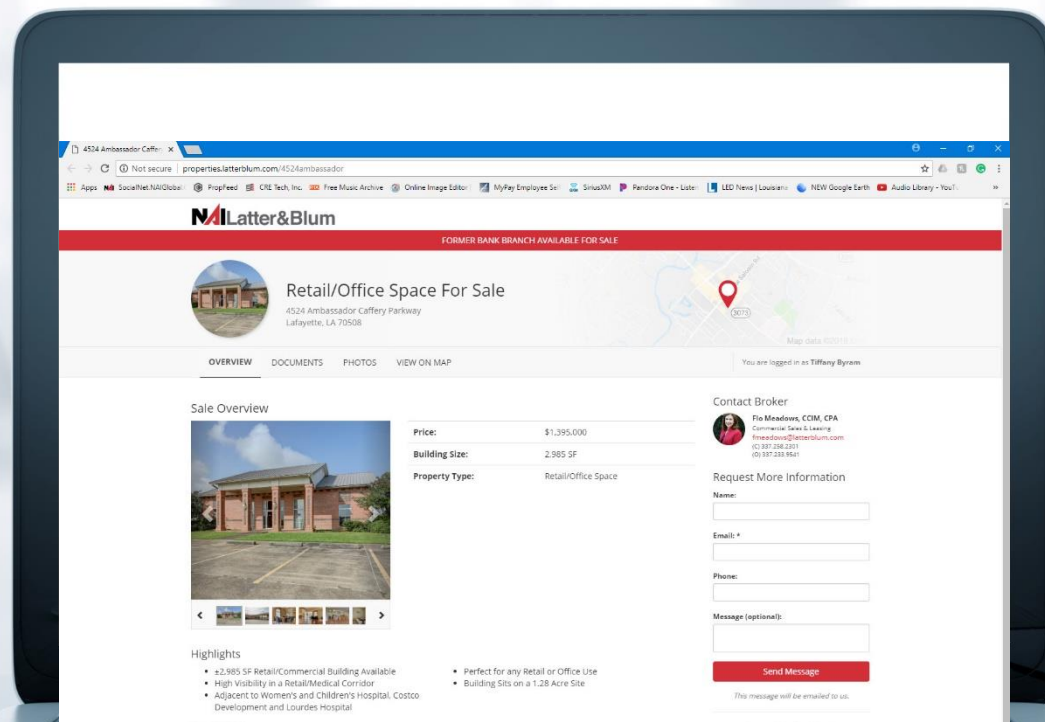
Our hospitality professionals work to expedite the development process for property owners. We provide a complete range of development advisory services; including: financial consultation, connecting owners with architects/developers, and securing a brand for the property.



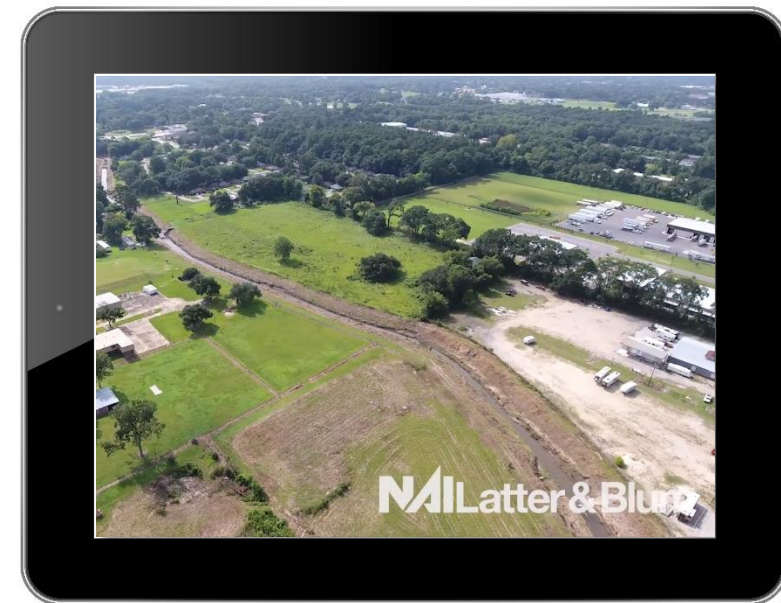
STRATEGIC REAL ESTATE PARTNERSHIP Marketing Examples



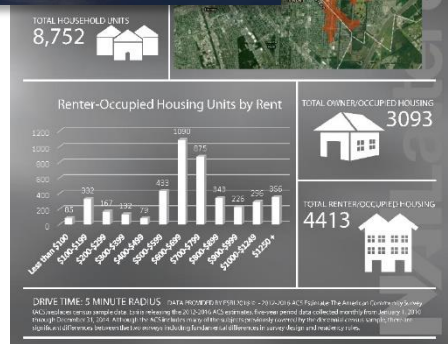
CUSTOM PROPERTY WEBSITES



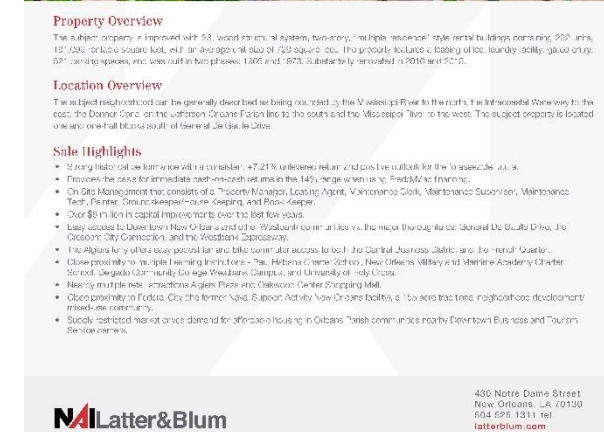
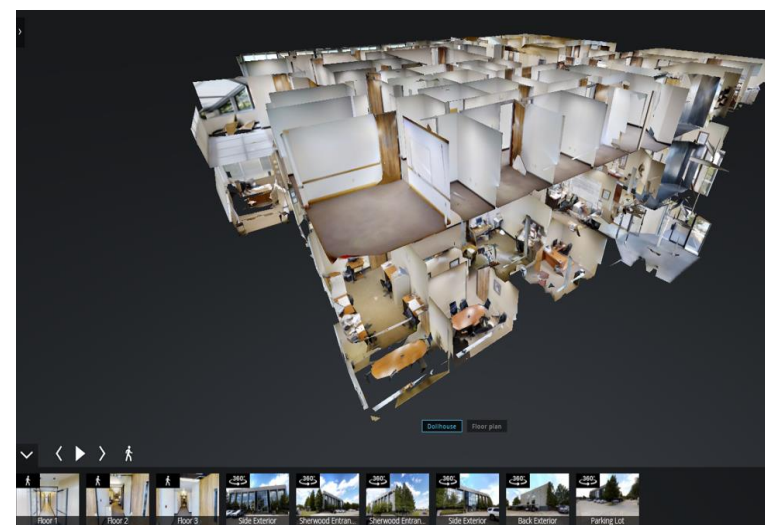
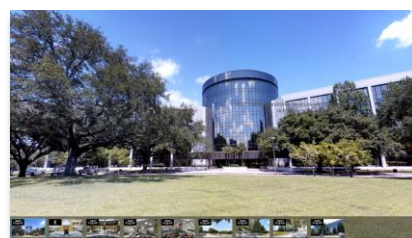
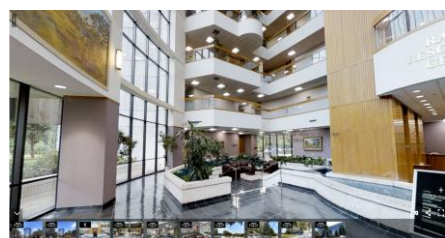
DRONE VIDEOS



BROCHURES



360° Panoramic HD Virtual Tours



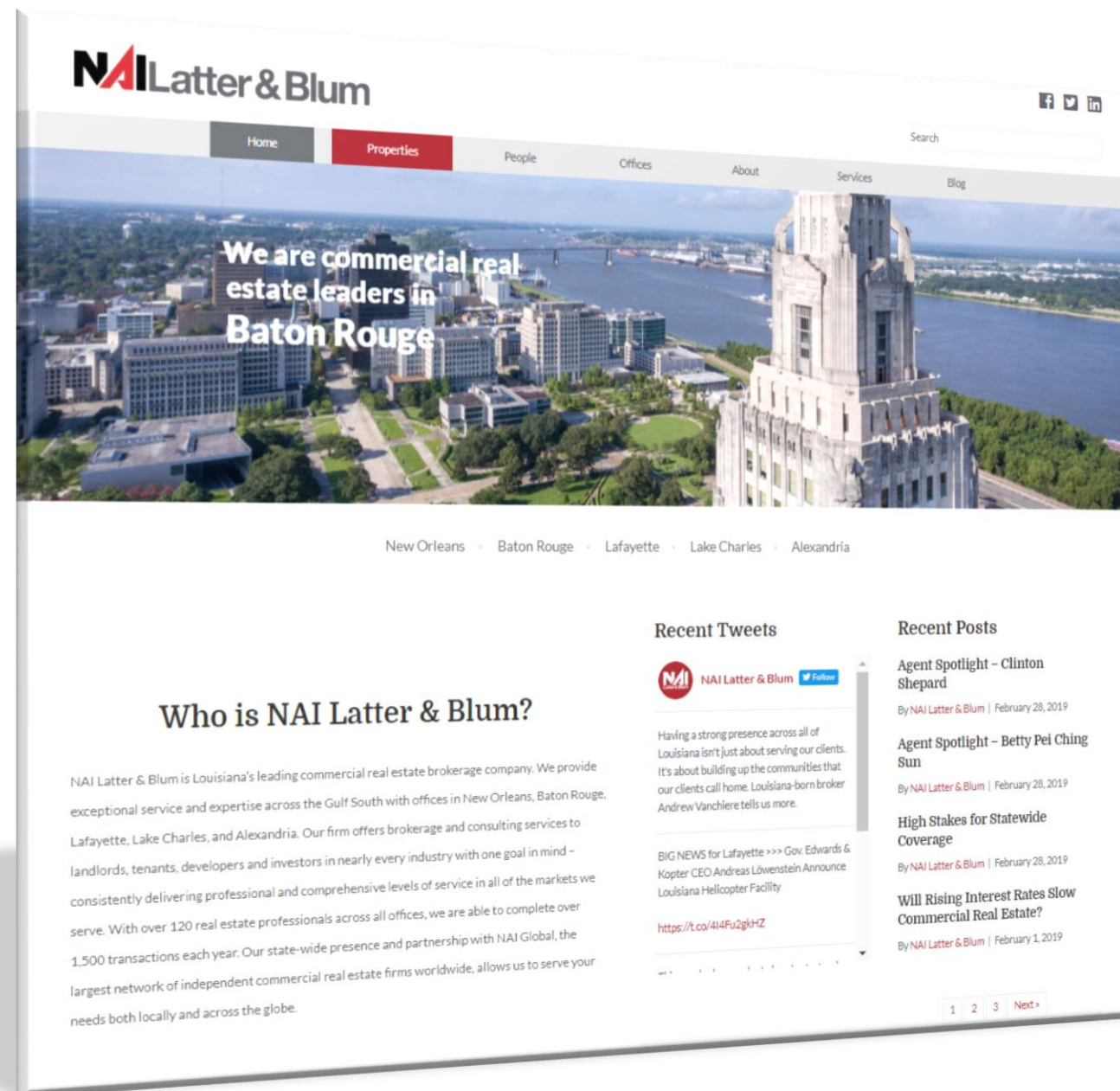
CAPABILITIES

Technology Offerings

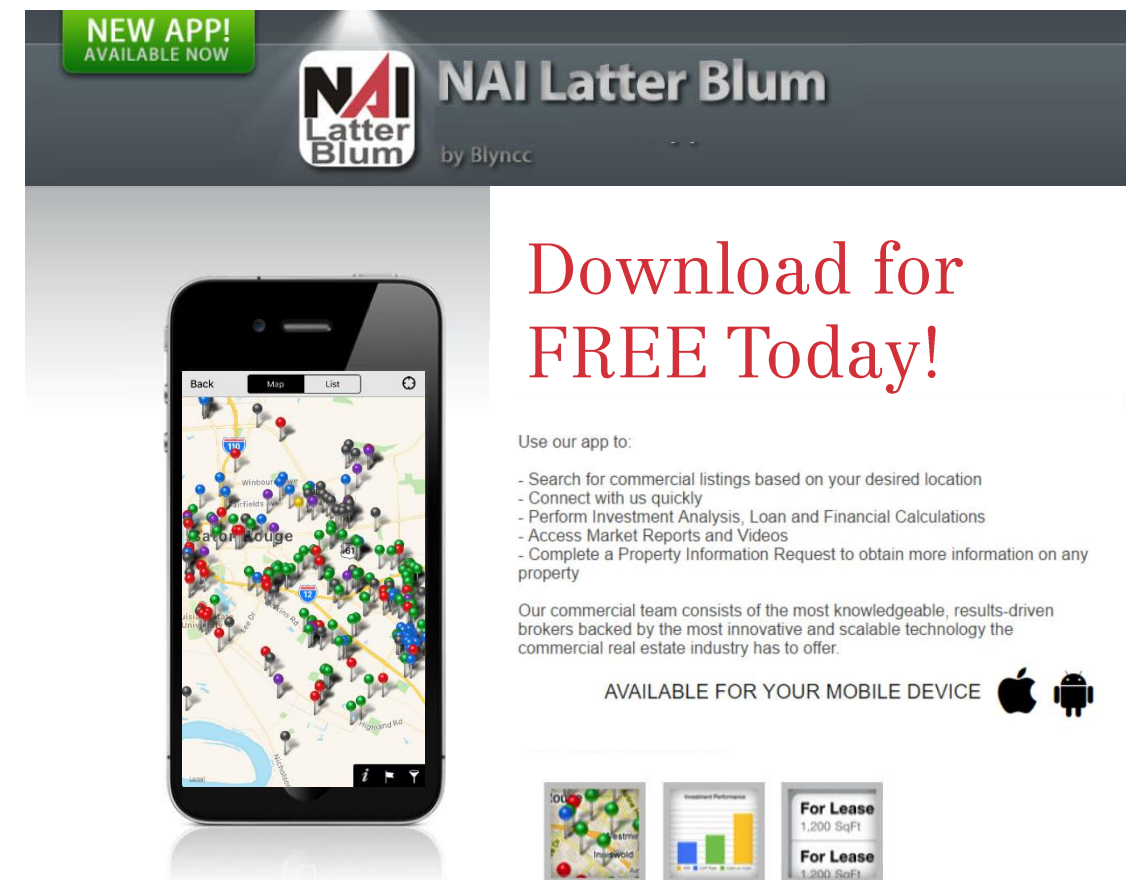


WEBSITE

Significant Internet Presence with over 60,000 Internet views of Latter & Blum commercial listings per month at www.latterblum.com.



www.latterblum.com



Download for
FREE Today!

Use our app to:

- Search for commercial listings based on your desired location
- Connect with us quickly
- Perform Investment Analysis, Loan and Financial Calculations
- Access Market Reports and Videos
- Complete a Property Information Request to obtain more information on any property

Our commercial team consists of the most knowledgeable, results-driven brokers backed by the most innovative and scalable technology the commercial real estate industry has to offer.

AVAILABLE FOR YOUR MOBILE DEVICE  

SOCIAL MEDIA



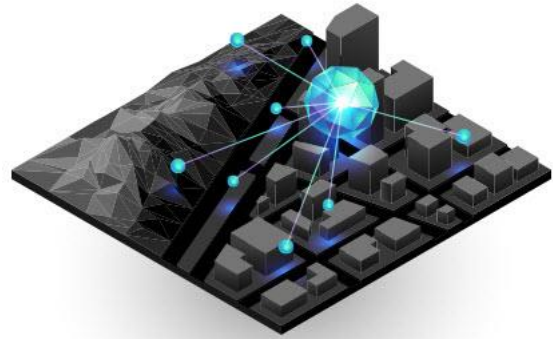
Facebook
An outlet for community involvement and education.



Twitter
Relevant up-to-date insights into our local markets via articles and videos



LinkedIn
Connects with brokers, developers, and other members of the CRE community



Spatial
Analytics



Imagery &
Remote Sensing



Mapping &
Visualization



Real-Time
GIS



3D
GIS



Data Collection &
Management

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THANK YOU



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